



Certified Digital Marketing  
Professional  
VS-1217

**Vskills Certifications**

Vskills Brochure



Skills for a secure future

# Certified Digital Marketing Professional

### Certification Code VS-1217

Vskills certification for Digital Marketing assesses the candidate as per the company's need for running Digital Marketing Campaigns across various channels including Emailers, Social Media, Search Engine, and Inbound techniques. The certification tests the candidates on various areas in Digital Marketing including Search Engine Optimization, Search Engine Marketing, Email Marketing, Inbound Marketing and Affiliate Marketing.

### Why should one take this certification?

This Course is intended for professionals and graduates wanting to excel in their chosen areas. It is also well suited for those who are already working and would like to take certification for further career progression.

Earning Vskills Digital Marketing Professional Certification can help candidate differentiate in today's competitive job market, broaden their employment opportunities by displaying their advanced skills, and result in higher earning potential.

### Who will benefit from taking this certification?

Job seekers looking to find employment in Digital Marketing departments of various companies, students generally wanting to improve their skill set and make their CV stronger and existing employees looking for a better role can prove their employers the value of their skills through this certification.

### Test Details

- **Duration:** 60 minutes
- **No. of questions:** 50
- **Maximum marks:** 50, Passing marks: 25 (50%). There is no negative marking in this module.

### Fee Structure

Rs. 14,999/- (Excludes taxes)\*

\*Fees may change without prior notice, please refer <http://www.vskills.in> for updated fees

Please note that completing the Video based course by Digital Vidya is mandatory to appear in this certification exam.

### Companies that hire Vskills Digital Marketing Professional

Digital Marketing is in great demand. Companies across all verticals are looking for skilled Digital Marketing professionals for promoting their business on Digital Media. Digital Marketing Professionals are also in high demand in marketing agencies across the world. There are a lots of Marketing Agencies, which are now specializing in Digital Media and they are recruiting 100s of Digital Marketing Professionals.

## Table of Contents

### SOCIAL MEDIA MARKETING

#### Why care about Social Media?

- Orientation to Digital Marketing and Social Media
- Latest Stats and Trends about Social Media (Global & Indian)
- Relevant Social Media Success Stories (Global & Indian)
- Demystifying Community Building on Facebook
- Orientation to Facebook Brand Pages
- Edge Rank Algorithm: Why engagement is a key to success on Facebook?
- How to create Facebook Marketing Strategy?
- Facebook Applications for Fan Growth and Engagement
- How to create Brand Ambassadors on Facebook?
- Leveraging Facebook Insights for Success
- Relevant Facebook Marketing Success Stories (Global & Indian)

#### Creating Facebook Marketing Strategy

- From Objectives to ROI
  - Competitive Research
  - Strategy Presentation by Participants
  - Exercise: Participants to create Facebook Marketing Strategy for their organizations
- [/list]
- [/accordion-group][accordion-group title="Live Facebook Community Building & Facebook Advertising"]
- [list]
- Types of Facebook Ads
  - Facebook Ads vs. Google Adwords
  - Significance of CTR (Click Through Rate)
  - Optimizing Ad Copy & Targeting
  - Exercise: Participants to launch & promote live Facebook Communities

#### Twitter: The Jewel in the Social Media Crown

- Twitter in Plain English
- Twitter for PR, Brand Building, Customer Engagement and Thought Leadership
- Leveraging Lists, Hashtags & Trends
- Tools to listen & measure Influence on Twitter: TweetDeck, Klout, PeerIndex

#### Creating Twitter Marketing Strategy

- Twitter Strategy Framework: From Objectives to ROI
- Exercise: Creating Twitter Marketing Strategy

#### Leveraging LinkedIn for B2B Lead Generation

- LinkedIn in Plain English
- Lead Generation through Individual Profiles
- Lead Generation as Enterprise: Company Page, Ads, Developer API, Groups
- Exercises: Profile Makeover, Answers, Groups, Status Updates, Recommendations

#### Discussion on other Social Media Channels

- Opportunity of other Social Media Channels (e.g. SlideShare, Pinterest, Google+)
- Open discussion on approach to leverage them

#### Measuring ROI of Social Media

- Guidelines for Measurement on Social Media
- Importance of Qualitative Feedback
- Framework for ROI Measurement
- Creating ROI Metrics Dashboard
- Tools to Measure ROI

#### Planning & Creating Multi-channel Social Media Strategy

- How to choose relevant Social Media Channels?
- Creating multi-channel Social Media Strategy
- Resource Planning: In-house vs. Outsource, Key competencies, Tools etc

## **SEARCH ENGINE MARKETING**

### Search Engine Marketing Overview

- Understanding Google search
- Rule based personalization of marketing at internet scale
- Overview of Google Adwords, Microsoft AdCenter and Yahoo Search Marketing

### Pay per click overview

- PPC Definition & how it function
- Important Terms - Quality Score, Conversion Rate etc.
- Quality Score Overview Understanding

### Strategizing PPC campaigns

- Setting objectives, goals & expectations
- Actionable metrics for performance measurements
- Formulating account structure
- Effective segmentation of keywords
- Usage of multiple match types
- Non overlapping Ad Groups

### Market Analysis

- Understanding industry key drivers
- Competitive Analysis
- Organizational positioning
- Targeting

### Ad writing Techniques

- Compelling ads that increase click through rates (CTR) lower costs
- Understanding, Analyzing & Improving - Relevance & Quality score
- Improve conversion rates Targeted ads & relevant landing pages
- Ad Preview tool
- Best Practices like using features such as reviews, +1 button etc

### Campaign Management

- Overview of the tools
- Understanding advance functionality

### Bid Management Plan

- Understand bidding strategy
- Manual vs. Automated bid management
- Different bid management features CPA bidding, position preference etc

### Effective landing pages

- Importance of UI/UX design
- Call to Action

### Performance Tracking

- Set campaign objectives & goals
- Define Performance metrics
- Monitor PPC activity with Google Analytics

### Decipher User Psychology

- Understand & connect with the user
- Benefit from search behavior of prospective customer

### Reporting & Analysis

- Integrate PPC account with Google Analytics
- Understanding reports and define the future plan of action

### Testing

- Multivariate Testing
- A/B split Testing

### SEM Management (Other Opportunities)

- Remarketing
- Mobile Advertising
- Display & Video Formats
- Optimize the display network campaigns
- Track & measure view through conversions

### Affiliate Marketing

- Advertiser
- Publisher
- Consumer

## Mobile Marketing

- Introduction
- Mobile Advertising
- Understanding the market

## **INBOUND MARKETING**

### Attracting your potential customers into conversion funnel

- Various ways to build reach through Digital Marketing
- What are Engagement Magnets?
- How to identify right set of engagement magnets for your business?
- Effectiveness of various Engagement Magnet
- Digital Reach Building Strategy through Inbound Interest Generation

### Converting your prospects into leads using emails

- What is Audience aggregation?
- Benefits of Audience Aggregation
- How to do Audience Aggregation through Emails

### Conversion Optimization:

- Role of Conversion
- Understanding Customer Psyche
- Conversion Optimization User Flow and Persuasion
- Online Persuasion
- True meaning of Landing Page
- User Flow and Online Persuasion

### Conversion Optimization Patterns for Engaging website Visitors

- Patterns for Engaging Website Visitors
- Pattern#1 Pop-Ups
- Pattern#2 Pop Under Call to Action
- Pattern#3 - Inside Article CTA

### Landing page

- Conversion Oriented Landing Page Design

- Investment in Landing Page
- Is it for me?
- What is it?
- Critical concerns to address on landing page
- What's the next step

#### Life Cycle Emails

- Life Cycle Emails: What and Why?
- Lead Nurturing with Drip Email Marketing: How?

### SEARCH ENGINE OPTIMIZATION

#### What is On-Page Optimization?

- Keyword Research with Google Keyword Planner.
- How to Select a Domain Name?
- Page Naming {URL Structuring} and Folder Naming
- Image Naming, Image Title and ALT Tags Creation
- What are Meta Tags
  - Description
  - Keywords
  - Author
  - Country
  - Robots
- Redirection Tags
- Headings Tags {H1 to H6}
- What is Content Writing?
- SEO Friendly Content Writing {Insert keywords in content}
- Anchor Text, Link Title
- Robots.text file use and creation
- HTML Sitemap creation
- XML Site Map Creation
- Ror text sitemap
- Site Tracking Tools (Google Webmaster Tool, Google Analytics Tool)



- Why is Alexa?
- Alexa Integration

#### What is Off-Page Optimization?

- What are Backlinks?
- Why Backlinks are Important?
- How to Get Backlinks?
- Difference Between Do-Follow and No-Follow Backlinks
- What is Google Page Rank?
- How to Increase Page Rank?
- Search Engine Submissions
- Directory Submissions
- Article Writing and submissions
- Press Release writing and submissions
- Blog Posting and comment writing
- Classifieds posting
- Forum Posting
- Business Listing
- Social Bookmarking
- Social Networking
- RSS Feeds

#### Search Engine Algorithms

- Basics
  - What is Search Engine's Algorithms?
  - How Algorithms Works?
  - Why a Search Engine needs to update its Algorithm?
  - Search Engine Penalties and Recoveries.
  - Why a Search Engine penalizes a Website?
- Advanced
  - How to optimize your site for Google Hummingbird Algorithm?
  - What is Google Panda Algorithm?

- What is Google Penguin?
- What is Google EMD Update?
- How to save your site from Google Panda, Penguin and EMD Update?
- How to recover your site from Panda, Penguin and EMD?

## **WEB ANALYTICS**

- Introduction
- Navigating Google Analytics
- Traffic Sources
- Content
- Visitors
- Goals & Ecommerce
- Actionable Insights and the Big Picture
- Web analytics tools
- Making better decisions
- Summing up
- Common mistakes analysts make
- Social media analytics
- Social CRM & Analytics

## **EMAIL MARKETING**

### Deliverability

- Setting up an Email Marketing Machine
- ISPs
- Hosting Facility
- MTA
- IP/DNS
- Shared vs. Dedicated IPs
- Reverse DNS
- MX Record
- White listing
- Response Handlers

- Bounces

#### Effective Email Content

- Conversation
- Relevance
- Incentives
- Timing
- Creative & Copy
- Attributes

#### Customer Acquisition Strategies

- Rented List Emails
- Co-branded Emails
- Third Party email Newsletters
- Viral Emails
- Event Triggered Emails
- House e-newsletters

#### Effective Creative

- Introducing: CRABS
- Does your email have crabs?
- Email template model
- Best Practices
- NLP Demonstrations (neuro linguistic programming) to understand customers better

#### Nurturing & Automation

- Tools to enhance lead nurturing
- Enhance better reach
- Analyze behavior patterns
- Analytics
- Automation and more

#### Resources to do situational analysis and progressive

- Customer personal tool kit
- Complete email marketing worksheet
- Content Editorial Calendar
- Digital Marketing Strategy toolkit

- Email contact strategy template
- Email campaign calculator
- Email Marketing Health Check
- Structuring Digital Marketing Team
- Web resources to improve subject lines, html codes, spam testers and deliverability issues

## Certifications

### ➤ Accounting, Banking and Finance

- Certified AML-KYC Compliance Officer
- Certified Business Accountant
- Certified Commercial Banker
- Certified Foreign Exchange Professional
- Certified GAAP Accounting Standards Professional
- Certified Financial Risk Management Professional
- Certified Merger and Acquisition Analyst
- Certified Tally 9.0 Professional
- Certified Treasury Market Professional
- Certified Wealth Manager

### ➤ Big Data

- Certified Hadoop and Mapreduce Professional

### ➤ Cloud Computing

- Certified Cloud Computing Professional

### ➤ Design

- Certified Interior Designer

### ➤ Digital Media

- Certified Social Media Marketing Professional
- Certified Inbound Marketing Professional
- Certified Digital Marketing Master

### ➤ Foreign Trade

- Certified Export Import (Foreign Trade) Professional

### ➤ Health, Nutrition and Well Being

- Certified Fitness Instructor

### ➤ Hospitality

- Certified Restaurant Team Member (Hospitality)

### ➤ Human Resources

- Certified HR Compensation Manager
- Certified HR Staffing Manager
- Certified Human Resources Manager
- Certified Performance Appraisal Manager

### ➤ Office Skills

- Certified Data Entry Operator
- Certified Office Administrator

### ➤ Project Management

- Certified Project Management Professional

### ➤ Real Estate

- Certified Real Estate Consultant

### ➤ Marketing

- Certified Marketing Manager

### ➤ Quality

- Certified Six Sigma Green Belt Professional
- Certified Six Sigma Black Belt Professional
- Certified TQM Professional

### ➤ Logistics & Supply Chain Management

- Certified International Logistics Professional
- Certified Logistics & SCM Professional
- Certified Purchase Manager
- Certified Supply Chain Management Professional

### ➤ Legal

- Certified IPR & Legal Manager
- Certified Labour Law Analyst
- Certified Business Law Analyst
- Certified Corporate Law Analyst

### ➤ Information Technology

- Certified ASP.NET Programmer
- Certified Basic Network Support Professional
- Certified Business Intelligence Professional
- Certified Core Java Developer
- Certified E-commerce Professional
- Certified IT Support Professional
- Certified PHP Professional
- Certified Selenium Professional
- Certified SEO Professional
- Certified Software Quality Assurance Professional

### ➤ Mobile Application Development

- Certified Android Apps Developer
- Certified iPhone Apps Developer

### ➤ Security

- Certified Ethical Hacking and Security Professional
- Certified Network Security Professional

### ➤ Management

- Certified Corporate Governance Professional
- Certified Corporate Social Responsibility Professional

### ➤ Life Skills

- Certified Business Communication Specialist
- Certified Public Relations Officer

### ➤ Media

- Certified Advertising Manager
- Certified Advertising Sales Professional

### ➤ Sales, BPO

- Certified Sales Manager
- Certified Telesales Executive

**& many more job related certifications**

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