

# COLLEGE OF TV, FILM & CREATIVE ARTS COMPLETE ADVERTISING COURSE



# Welcome

**College of Tv, Film & Creative Arts (M Media)** providing Digital Marketing courses in Saraswati Vihar, Pitampura, Delhi. Our up-to-date "how to" Digital Marketing strategies and techniques are easy to understand, implement and digest.

**College of Tv, Film & Creative Arts (M Media)** in Saraswati Vihar, Pitampura provides Professional Training in Digital Marketing and Print media and Advertisement through its best in-class facilities. The experts of the industry have joined hands to form an institution to impart expert training in order to fulfill individual's objectives rather than those of the institution itself.

**Our Mission:** Delivering quality training to add value to your career. Getting you upfront with the current scenario and competition in this field, make you up with the scope.

**Our Approach:** Over the years, **College of Tv, Film & Creative Arts (M Media)** has set the training standards for the industry, leading the competition with its professional approach in guiding, steering & uplifting the individuals. Striving to achieve the goals of individuals associated with us has been our simple approach and the success has followed us.

**Our Facilities:** We have state-of-the-art infrastructure with sufficient workstations and high-speed data communication lines with relevant software & hardware. We have the necessary infrastructure to provide you with the best and most practical training sessions at our Pitampura branch.

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## COLLEGE OF TV, FILM & CREATIVE ARTS

› Digital Marketing › Film Making › Video Editing › Photography › Photography

# Why Should Attend?

IF YOU ARE ONE OF THE FOLLOWING WHO IS LOOKING FOR LEVERAGING DIGITAL MARKETING FOR PERSONAL OR ORGANIZATIONAL GROWTH, THEN DIGITAL MARKETING TRAINING COURSE IS FOR YOU:

- MARKETING PROFESSIONALS
- SALES PROFESSIONALS
- BUSINESS OWNERS
- ENTREPRENEURS
- DIGITAL MARKETING PROFESSIONALS
- STUDENTS
- OTHER PROFESSIONALS (IT, HR, FINANCE ETC)

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# In 2018 Skills & Knowledge Matters... Degrees don't

## Career Options you can choose after completion of Digital Marketing Course



### Social Media Analyst

Salary : 18k to 30k

After 3 years of experience

Designation- Social Media Manager

salary 35k to 65k



### PPC Analyst

Salary: 18k to 30k

After 2 years of experience

Designation - Sr. PPC Analyst

Salary: 35k to 65k



### Content Marketing Executive

Salary: 21k to 35k

After 3 years of experience

Designation- Content Marketing Manager

Salary: 40k to 60k



### Digital Marketing Executive

Salary: 21k to 35k

After 3 years of experience

Designation- Digital Marketing Manager

Salary: 50k to 75k



### Online Reputation Executive

Salary: 21k to 30k

After 3 years of experience

Designation- Online Reputation Manager

Salary: 30k to 50k



### Freelance Digital Marketer

Monthly earning with just

2-3 projects: 40k to 75k

Monthly earning with just

4-5 projects: 1Lac to 1.5lacs

## COLLEGE OF TV, FILM & CREATIVE ARTS

➤ Digital Marketing ➤ Film Making ➤ Video Editing ➤ Photography ➤ Photography

# What you learn?



DIGITAL MARKETING  
OVERVIEW



WEBSITE PLANING  
& CREATION



SEARCH ENGINE  
OPTIMIZATION



SEARCH ENGINE  
ADVERTISING



SOCIAL MEDIA  
MARKETING



MOBILE  
MARKETING



GOOGLE  
ANALYTICS



ONLINE DISPLAY  
ADVERTISING



EMAIL  
MARKETING



ECOMMERCE  
MARKETING



LEAD GENERATION  
FOR BUSINESS



CONTENT  
MARKETING



CREATING INTERNET  
MARKETING STRATEGY



AFFILIATE  
MARKETING



MAKING MONEY VIA  
ADSENSE & BLOGGING



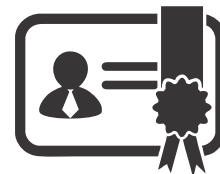
ONLINE REPUTATION  
MANAGEMENT



HOW TO GRAB  
FREELANCING PROJECTS



PRINT MEDIA &  
ADVERTISEMENT



BECOME A M MEDIA CERTIFIED PROFESSIONAL  
(1 Training Program - 9 Certificate )

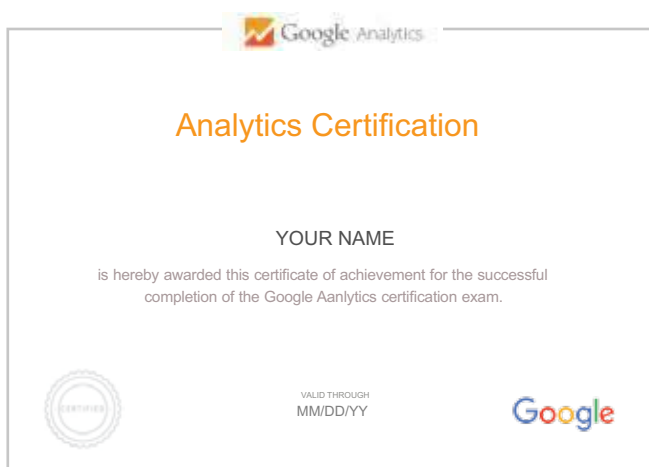
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# Become A Google & Facebook Certified Professional

## One Training Program - 9 Certifications

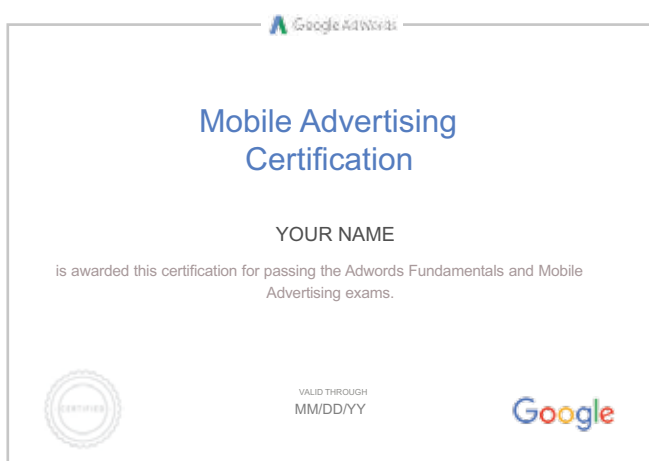
### Google Analytics Certificate



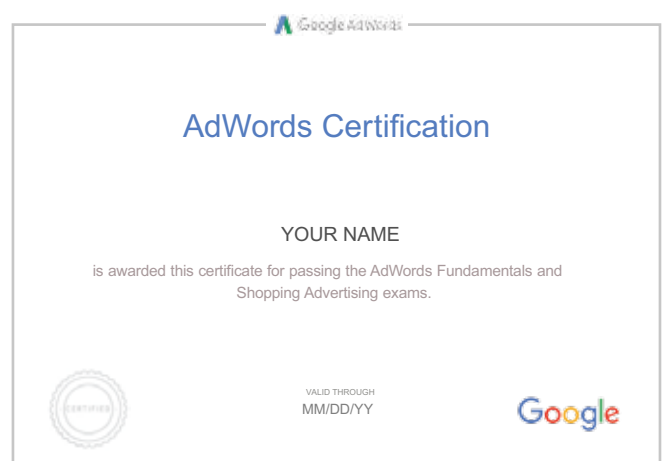
### Google Adword Certificate



### Mobile Advertising Certificate



### Shopping Advertising Certificate



- Adwords Certification  
more AdWords exam. MMEDIA will prepare and help you to clear all these exams -
  - AdWords Fundamental
  - Search Advertising
  - Display Advertising
  - Video Advertising
  - Shopping Advertising
  - Mobile Advertising
- Google Analytics Certification
- Facebook Blueprint Certifications

# Research Based Internship

We have designed Research Based Internship in which you will do a research on one digital marketing topic every week. For every quality research submission, you will publish a blog post on M Media website with your credentials. On 10 successful submissions, you will be awarded an Internship Certificate



## COLLEGE OF TV, FILM & CREATIVE ARTS

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# Digital Marketing

## Overview

- What is marketing?
- What is Digital Marketing?
- Understanding Marketing Process
- Why Digital Marketing Wins Over traditional Marketing ?
- Understanding Digital Marketing Process
  - Increasing Visibility
    - What is visibility?
    - Types of visibility
    - Examples of visibility
  - Visitors Engagement
    - What is engagement?
    - Why it is important?
    - Examples of engagement
  - Bringing Targeted Traffic
    - Inbound
    - Outbound
  - Converting Traffic into Leads
    - Types of Conversion
    - Understanding Conversion Process
  - Retention
    - Why it is Important?
    - Types of Retention
  - Performance Evaluation
    - Why it is Important?
    - Tools Needed





# Website Planing

# & Creation

- Understanding Internet
- Difference between Internet & web
- Understanding websites
- Understanding domain names & domain extensions
- What is web server & web hosting
- Different types of web servers
- Different types of websites
  - Based on functionality
  - Based on purpose
- Planning & Conceptualising a Website
  - Booking a domain name & web hosting
  - Adding domain name to web Server
  - Adding webpages & content
  - Adding Plugins
- Building website using CMS in Class
  - Identifying objective of website
  - Deciding on number of pages required
  - Planning for engagement options
  - Creating blueprint of every webpage
  - Best & Worst Examples



# Email Marketing

- What is email marketing?
- How email works?
- Challenges faced in sending bulk emails
- How to overcome these challenges?
- Types of email marketing- Opt-in & bulk emailing
- What is opt-in email marketing?
- Setting up email marketing account
- Best platforms to do opt-in email marketing
- Setting up lists & web form
- Creating a broadcast email
- What are auto responders?
- Setting up auto responders
- How to do bulk emailing?
- Best practices to send bulk emails
- Tricks to land in inbox instead of spam folder
- Improving ROI with A/B testing

“Personalisation – It’s not about first or last name. It’s all



# Lead Generation

## Business

- Understanding lead generation for business
- Why lead generation is important?
- Understanding landing pages
- Understanding thank-you page
- Landing page vs website
- Best practices to create a landing page
- Best practices to create a thank-you page
- Practical exercise-creating a landing page
- Types of landing pages
- Reviewing landing pages created by trainees
- What is A/B testing?
- How to do A/B testing
- Selecting landing pages after A/B testing
- Converting leads into sales
- Creating lead nurturing strategy
- Understanding lead funnel



# PPC Advertising

## Google Adwords

- Google AdWords Overview
  - Understanding inorganic search results
  - Introduction to Google Adwords & PPC advertising
  - Overview of Microsoft Adcenter (Bing & Yahoo) Setting up Google Adwords account
  - Understanding Adwords account structure
    - Campaigns, Adgroups, Ads, Keywords, etc
    - Types of Advertising campaigns- Search, Display, Shopping & video
    - Difference between search & display campaign
- Understanding Adwords Algorithm
  - How does Adwords rank ads
  - Understanding Adwords algorithm (adrank) in detail with examples
  - What is quality score
  - Why quality score is important
  - What is CTR?
  - Why CTR is important?
  - Understanding bids
- Creating Search Campaigns
  - Types of Search Campaigns - Standard,
  - All features, dynamic search & product listing
  - Google merchant center.
  - Creating our 1st search campaign
  - Doing campaign level settings
  - Understanding location targeting
  - Different types of location targeting
  - What is bidding strategy?



# PPC Advertising

## Google Adwords

- ⦿ Understanding different types of bid strategy
  - ⦿ Manual
  - ⦿ Auto
- ⦿ Advanced level bid strategies
  - ⦿ Enhanced CPC
  - ⦿ CPA
- ⦿ What are flexible bidding strategies?
- ⦿ Understanding flexible bidding strategy
- ⦿ Pros & Cons of different bid strategies
- ⦿ Understanding ad-extensions
- ⦿ Types of ad-extensions
- ⦿ Adding ad-extensions in our campaign
- ⦿ Creating adgroups
- ⦿ Finding relevant adgroups options using tools
- ⦿ Creating adgroups using tool
- ⦿ Understanding keywords
  - ⦿ Finding relevant keywords
  - ⦿ Adding keywords in ad-group
  - ⦿ Using keyword planner tool
  - ⦿ Understanding types of keywords
  - ⦿ Broad, Phrase, exact, synonym & negative
  - ⦿ Examples of types of keywords
  - ⦿ Pros and cons of diff. types of keywords
- ⦿ Creating ads
  - ⦿ Understanding ad metrics
  - ⦿ Display & destination URL
  - ⦿ How to write a compelling ad copy
  - ⦿ Best & worst examples of ads
- ⦿ Creating ads
- Tracking Performance/Conversion
  - ⦿ What is conversion tracking?
  - ⦿ Why is it important
  - ⦿ How to set up conversion tracking
  - ⦿ Adding tracking code in your website
  - ⦿ Checking conversion stats
- Optimizing Search Campaigns
  - ⦿ How to optimize campaigns at the time of creation?
  - ⦿ Optimizing campaign via adgroups
- ⦿ Importance of CTR in optimization
- ⦿ How to increase CTR
- ⦿ Importance of quality score in optimization
- ⦿ How to increase quality score
- ⦿ Importance of negative keywords in optimization
- ⦿ Optimizing with conversion report
- ⦿ Optimizing with keywords
- ⦿ Optimizing performing keywords
- ⦿ Optimizing non performing keywords
- ⦿ How to decrease CPC
- ⦿ Analyzing your competitors performance
- Creating Display Campaign
  - ⦿ Types of display campaigns- All features, Mobile app, Remarketing, Engagement
  - ⦿ Creating 1<sup>st</sup> display campaign
  - ⦿ Doing campaign level settings
  - ⦿ Understanding CPM bid strategy
  - ⦿ Advance settings
  - ⦿ Ad-scheduling
  - ⦿ Ad-delivery
  - ⦿ Understanding ads placement
  - ⦿ Creating diff. adgroups
  - ⦿ Using display planner tool
  - ⦿ Finding relevant websites for ads placement
  - ⦿ Creating text ads
  - ⦿ Creating banner ads using tools
  - ⦿ Uploading banner ads
- Optimizing Display Campaign
- Remarketing
  - ⦿ What is remarketing?
  - ⦿ Setting up remarketing campaign
  - ⦿ Creating Remarketing lists
  - ⦿ Advanced Level list creation
  - ⦿ Custom audience



# Google Analytics

- Introduction to Google Analytics
- How Google analytics works
- Understanding Google analytics insights
- Starting with Google analytics
- How to set up analytics account
- How to add analytics code in website
- Understanding goals and conversions
- How to setup goals
- Understanding different types of goals
- Understanding bounce & bounce rate
- Difference between exit rate & bounce rate
- How to reduce bounce rate
- How to set up funnels in goals
- Importance of funnels
- How to integrate adwords and analytics account
- Benefits of integrating adwords & analytics
- Measuring performance of marketing campaigns via Google analytics
- What is link tagging
- How to set up link tagging
- Understanding filters & segments
- How to set up filters & segments
- How to view customized reports
- Monitoring traffic sources
- Monitoring traffic behavior



# Social Media

## Marketing

- What is Social Media?
- Understanding the existing Social Media paradigms & psychology
- How social media marketing is different than others
- Facebook marketing
  - ⦿ Understanding Facebook marketing
  - ⦿ Practical session 1
    - ⦿ Creating Facebook page
    - ⦿ Uploading contacts for invitation
    - ⦿ Exercise on fan page wall posting
  - ⦿ Increasing fans on fan page
  - ⦿ Important apps to do fan page marketing
  - ⦿ Facebook advertising
  - ⦿ Types of Facebook advertising
  - ⦿ Best practices for Facebook advertising
  - ⦿ Understanding Facebook best practices
  - ⦿ Understanding edgerank and art of engagement
  - ⦿ Practical Session 2
    - ⦿ Creating Facebook advertising campaign
    - ⦿ Targeting in ad campaign
    - ⦿ Payment module- CPC vs CPM vs CPA
    - ⦿ Setting up conversion tracking
    - ⦿ Using power editor tool for adv.
    - ⦿ Advanced Facebook advertising using tools like Qwaya

# Social Media Marketing

## ● LinkedIn Marketing

- What is LinkedIn?
- Understanding LinkedIn
- Company profile vs Individual profiles
- Understanding LinkedIn groups
- How to do marketing on LinkedIn groups
- LinkedIn advertising & it's best practices
- Increasing ROI from LinkedIn ads
- LinkedIn publishing
- Company pages
- Adv on linkedIn
- Display vs text

## ● Twitter Marketing

- Understanding Twitter
- Tools to listen & measure Influence on Twitter: TweetDeck, Klout, PeerIndex
- How to do marketing on Twitter
- Black hat techniques of twitter marketing
- Advertising on Twitter
- Creating campaigns
- Types of ads
- Tools for twitter marketing
- Twitter Advertising
- Twitter Cards

## ● Video Marketing

- Understanding Video Campaign
- Creating 1st Video Campaign
- Importance of video marketing
- Benefits of video marketing
- Uploading videos on video marketing websites
- Using youtube for business
- Developing youtube video marketing Strategy
- Bringing visitors from youtube videos to your website
- Creating Video ADgroups
- Targeting Options
- Understanding Bid Strategy





# Search Engine

## Optimization (SEO)

- What is SEO?
- Introduction to SERP
- What are search engines?
- How search engines work
- Major functions of a search engine
- What are keywords?
- Different types of keywords
- Google keyword planner tool
- Keywords research process
- Understanding keywords mix
- Google Operator : So that you can find anything on the web
- On page optimization
  - What are primary keywords, secondary keywords and tertiary keywords?
  - Keywords optimization
  - Content optimization & planning
  - Understanding your audience for content planning
  - What is the difference between keywords stuffing & keyword placement
  - Internal linking
  - Meta tags creation
  - Creating Webpage in HTML
  - Using google webmasters tool & website verification
  - Sitemap creation & submission in website & webmasters
  - How to write an optimized content

# Search Engine Optimization (SEO)

- Off Page optimization
  - ⦿ What is Domain Authority?
  - ⦿ How to increase Domain Authority
  - ⦿ What are back links?
  - ⦿ Types of back links
  - ⦿ What is link building?
  - ⦿ Types of link building
  - ⦿ Do's and Dont's of link building
  - ⦿ Link building strategies for your business
  - ⦿ Easy link acquisition techniques
- Local SEO
  - ⦿ Google places optimization
  - ⦿ Classified submissions
  - ⦿ Using H card
  - ⦿ Citation
- Top tools for SEO
- Monitoring SEO process
- Preparing SEO reports
- How to create SEO Strategy for your business
- What is link juice?
- Importance of domain and page authority
- How to optimize exact keywords for your business
- 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

“The best place to hide a dead body is page two of Google search results!”



# Online Display

## Advertising

- What is Online Advertising?
- Types of Online Advertising
- Display Advertising
  - Banner ads
  - Rich Media ads
  - Pop ups and Pop under ads
- Contextual advertising
  - In Text ads
  - In Image ads
  - In video ads
  - In page ads
- What are Payment Modules?
- Companies that provide online advertising solution
- Tracking & Measuring ROI of online adv.
- Assignment on allocating funds to various
- Different Online advertising platforms
- Creating Banner Ads Using Tools

“You can’t expect to just write and have visitors come to you- that’s too passive.”



# Ecommerce Marketing

- What is ecommerce?
- Top ecommerce websites around the world & it's scenario in India
- Difference between E-Commerce software and Shopping Cart software
- Payment Gateways, Merchant Accounts & Logistics for physical goods.
- Integrating Woocommerce and setting up an ecommerce store on WordPress.
- Affiliate Marketing by promoting products which looks like an ecommerce store.
- Case studies on ecommerce websites.
- How to do Google Product Listing Ads (PLA) for ecommerce websites.
- How to do SEO for an ecommerce website.

“To be successful and grow your business and revenue, you must match the way you market your products with the way your prospects learn about and shop for your products.”



# Mobile & Web

## Marketing

- Understanding Mobile Devices
- Mobile Marketing and Social Media
- Mobile Marketing Measurement and Analytics
- Fundamentals of Mobile Marketing
- Creating mobile website through wordpress
- Using tools to create mobile app
- Advertising on mobile (App & Web)
  - Targeting ads on Apps
  - Targeting ads via location
  - Targeting ads on search engine
- Content Marketing on mobile
- Mobile strategy-segmentations option targeting and differentiation
- Mobile marketing mix
- SMS marketing
- Creating mobile application
- Uploading mobile app in Android and iOS



# Content Marketing

- What is Content Marketing?
- Introduction to content marketing
- Objective of content marketing
- Content marketing 7 step strategy building process
- 15 types of content with examples
- How to write great compelling content
- Keyword research for content ideas
- Optimizing content for search engines
- Discussing authority blog
- Steps towards developing authority blog
- Ways to monetizing authority blog
- How to market your content?
- Debate- Doesn't great content just spread by itself
- Understanding second customer
- Importance of second customer
- How to increase second customer
- Understanding online influencers
- 10 ways to connect with online influencers
- 35 unique ways to write magnetic headlines
- 180 examples of magnetic headlines
- How to increase opt-in email list with content marketing with examples
- Case study on content marketing



# Online Reputation

## Management

- What is online reputation management?
- Why online reputation management is need of hour
- Understanding ORM scenario
- How to deal with criticism online
- 15 ways to create positive brand image online
- Understanding tools for monitoring online reputation
- Step by step guide to overcome negative online reputation
- Best examples of online reputation management



# Creating Digital Marketing

Strategy / Doubt



## Sessions

Address: E-1009, Block E, Saraswati Vihar,  
Pitampura, Delhi, 110034  
Phone: 099999 96633

Let's talk  
Execution Strategy





# Affiliate Marketing

Want to be your own boss...?  
entrepreneurial modules

- What is affiliate marketing?
- 3 A's of affiliate marketing
- How people make millions of dollar in affiliate marketing?
- Affiliate marketing history
- Affiliate marketing scenario in India
- How to be a super affiliate?
- Different ways to do affiliate marketing
- Affiliate marketing secrets
- Live examples of how people are making money as an affiliate
- Getting your started as an affiliate
- Getting you approved as an affiliate from India's top affiliate agencies
- Some of the top affiliate network in the world



# Adsense & Blogging

- What is adsense?
- How to get approved for adsense?
- Cool trick to get adsense approval by Google
- Using your adsense account interface
- Placing ads on your blog
- Then we will share 1 secret method Through which you will make money with adsense

# Flexibility With M Media



- Back Up Classes
  - ⦿ Back up classes, in case you miss few classes



- Batch Flexibilities
  - ⦿ Batches as per your availability - Evening, Weekend, Sunday,



- Doubt Clearing Session
  - ⦿ 2 Hours doubt session every month after completion of training at no charges



- Own Websites
  - ⦿ Build your own website



- Theory To Practical
  - ⦿ Implement your theoretical learning practically on your own website



- Make Money Online
  - ⦿ Learn the art of making money online known to very few experts worldwide



- Assignments & Case Studies

# Print Media

# &

# Advertisement



- Newspapers
- Magazines
- Commercials on TV & Radio
- Outdoor Advertisement
  - Flex, Leaflets, Brochures
  - Banners, Newsletters, Flyers
  - Billboards, Books, Posters

# Classes

# &

# Fee Structure

## DIGITAL MARKETING CLASSES (80 Hours / ₹35000)

|                                |          |
|--------------------------------|----------|
| ○ Digital Marketing Overview   | 4 Hours  |
| ○ Website Planing & Creation   | 4 Hours  |
| ○ Search Engine Optimization   | 12 Hours |
| ○ Search Engine Marketing      | 12 Hours |
| ○ Social Media Marketing       | 16 Hours |
| ○ Mobile Marketing             | 2 Hours  |
| ○ Google Analytics             | 4 Hours  |
| ○ Email Marketing              | 4 Hours  |
| ○ Ecommerce Marketing          | 4 Hours  |
| ○ Lead Generation              | 2 Hours  |
| ○ Content Marketing            | 4 Hours  |
| ○ Affiliate Marketing          | 4 Hours  |
| ○ Adsense                      | 2 Hours  |
| ○ Blogging                     | 2 Hours  |
| ○ Online Reputation Management | 2 Hours  |
| ○ Practice / Doubt Sessions    | 6 Hours  |

## PRINT MEDIA & ADVERTISEMENT (40 Hours/ ₹25000)

- Newspaper
- Magazines
- Self Business of Advertising Agency
- Commercial on TV and Radio
- Outdoor Advertisement
- Flex, Leaflets, Brochures Banners, Newsletters, Flyers
- Billboards, Books, Posters

# Classes

# &

# Fee Structure



**ADVANCE SEO CLASSES (12 Hours / ₹ 8000)**

**SOCIAL MEDIA CLASSES (8 Hours / ₹ 5000)**

**SOCIAL MEDIA MARKETING CLASSES (8 Hours / ₹ 5000)**

**PPC / ADWORD CLASSES (10 Hours / ₹ 8000)**

*“Become a Part of the Billion Dollar Digital Marketing Industry and Secure Your Future”*

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# DIGITAL MARKETING

**DON'T BE AFRAID TO  
START OVER. IT'S A  
BRAND NEW  
OPPORTUNITY TO  
REBUILD WHAT YOU  
TRULY WANT.**



## **Search Engine Optimization (SEO)**

Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a web search engine's unpaid results—often referred to as "natural", "organic", or "earned" results.

## **Pay Per Click (PPC)**

PPC stands for pay-per-click, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Essentially, it's a way of buying visits to your site, rather than attempting to "earn" those visits organically. Search engine advertising is one of the most popular forms of PPC.

## **Content Marketing**

Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.

## **DIGITAL MARKETING**

**01**

Website Planing & Creation  
Search Engine Optimization  
Search Engine Advertising  
Social Media Marketing

**02**

Google Analytics  
Lead Generation For Business  
Email Marketing  
Ecommerce Marketing

**03**

Affiliate Marketing  
Adsense & Blogging  
Online Reputation Management  
Grab Freelancing Projects

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