



India's Award Winning Online Digital Marketing Academy



Digital Marketing Course Outline

Choose the best Digital Marketing course in India

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PickdUp reached 100,000 views on the Digital Marketing Course in April, 2018



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Why should you take up a Digital Marketing Course in India?

Earlier, digital marketing courses were considered as mere modules among the plethora of other marketing courses, but now the scenario is different, especially in India. In both professional and academic curriculum, this course has now appeared as a standalone subject in its own field.

1. Students or Freshers have the most to gain by learning Digital Marketing. India alone has over 2 Lac Digital Marketing jobs only expected to grow in future. Both large and small businesses require Digital Marketing and are aggressively hiring people with Digital Marketing Skills. 93% of Small and Medium Businesses in India have said digital and social media skills are important when making hiring decisions.
2. For Marketing professionals, learning Digital Marketing is extremely important. You get access to more than a \$150 billion global digital marketing industry, which is expected to grow by 35%. 61% of global Internet users research products online. 44% of online shoppers begin by using a search engine. Over one-third of CMOs believe that digital will account for 75% of marketing spend in the next five years. 71% of internet users are more likely to purchase from a brand that they are following on a social networking site. 60% of a marketers' time today is devoted to digital marketing activities, fueling demand for digital marketing skills.
3. For Sales professionals, learning Digital Marketing can help you drive higher demand, build a personal brand and get access to top level positions in an organization. One of the key benefits of learning Digital Marketing is getting access to an extremely powerful channel i.e. internet to boost your sales. This is applicable both for a B2B and a B2C business. For experienced professionals, it might seem that learning Digital Marketing is tough but it is not true. A lot of experienced professionals are learning Digital Marketing and are taking their respective organizations forward. Learning Digital Marketing is extremely important for senior professionals since it ensures that you are relevant in the dynamic internet age.
4. For a Business owner or an entrepreneur, Digital Marketing is the key to success. If you don't learn Digital Marketing and don't use it, you'll be losing business. Facebook, World Bank and OECD survey in 2016 revealed that 55% of businesses felt positive on their current outlook, compared to 73% who described their future outlook as positive. SMBs surveyed reported that they used online tools for showing products or services (84%), selling providing information, for example, opening hours, contact info, etc (83%), advertising to potential customers (81%), communicate with customers or suppliers (78%) or manage internal business process (59%).

How can you benefit from taking a Digital Marketing Course? Why should you choose the best Digital Marketing Course?

How many Digital Marketing Jobs are there in India?

Digital marketing is the hottest skill today. Many business owners are willing to build a digital marketing team for their services promotions. There are over 2 Lac jobs in India (as of 2017) in the Digital Marketing domain. Digital marketing has been the buzzword in the Indian job market. This industry is expected to generate more than 20 lac jobs by the year 2020. Hence the future of a career in this industry definitely looks promising. Be it big players or small start-ups, all companies are heavily investing in the digital marketing activities. They are looking for people who can devise and implement digital marketing strategies that suit their needs. But there is a huge digital skill gap.

How much can you earn from Digital Marketing?

Developing your skills in this area will give you a unique competitive advantage. There will be no dearth of jobs for such in demand professionals. As per the basics of economics when the demand exceeds supply, the price increases. As the digital marketing skill set is not easily available in the market, people having experience in this field will definitely have an upper hand during salary negotiations. Companies are willing to pay a premium for experienced and certified professionals who know their job inside out. Rise in the pay package is fast and rapid in this industry. A fresh graduate can begin from 3-4 lac per anum. One can move up the ladder quickly and earn around 7-10 lacs with an experience of 5 years. An experience professional can earn between 30Lac - 70Lac per anum.

The Digital India Campaign started by PM Narendra Modi aims at encouraging each Indian to use digital platforms. India's internet revolution is a perfect launch pad for businesses (online & traditional businesses). According to IMRB International study, Indian businesses currently spend 12 percent on digital marketing. In 2021, Indian internet traffic will be 291 times the entire Indian internet in 2005. India's digital advertisement market is expected to grow at a compound annual growth rate of 33.5 per cent to cross the Rs 25,500 crore mark by 2020.

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Will Digital Marketing jobs grow or is it a fad?

Low cost of mobile phones is making it easy for people to go online. In fact, India has one of the largest population of internet users. By 2020 there will be more than 500 million Internet users across the country. 3G penetration has revolutionized the market scenario and created ample business opportunities for companies to reach out to customers online. India has pipped the United States to become the world's second-largest smartphone market, after China, with over 40 million units shipped with 23% yearly growth in the third quarter of 2017. More than 70% of marketers believe that traditional marketing models will not be sufficient to grow their business. They are developing marketing strategies by considering the digital media users in mind. As of the year 2016, 35% of companies already have a digital marketing strategy in place. They believe that this move will help them increase their revenues by 30%.

There is a very high demand for skilled Digital Marketing professionals. However the number of good Digital Marketing executives are limited. It makes for a very good and lucrative career option. In case you are thinking about how to start your career in the Digital Marketing domain, here is a list of handy tips that can get you going. While digital marketing looks promising, businesses can get overwhelmed with responsibilities like SEO, content ideation, social media strategy, email marketing, website design, and more. Digital Marketing is a very vast domain and where to start can be quite confusing.

Concluding thought

It is best at times to take up a course and learn Digital Marketing in a structured way. It is best to take up a course and learn Digital Marketing with your job or education. You don't need a degree to start a career in Digital Marketing. For beginners taking up a course can help in learning digital marketing in a structured way. It will be easier to quickly switch to a career in Digital Marketing. digital marketing skills are in serious demand and the digital skills gap is set to widen, the job market is booming (and quite frankly bursting at the seams) and brands are putting more of a focus on digital marketing than ever before. Bigger budgets, increased pay and more career choice are just some of the benefits digital marketing professionals can look forward to this year and beyond. In today's world of modern technology, there is no denying the fact that internet marketing or digital marketing is on high demand.

Why should I learn Digital Marketing from PickdUp?

Digital Marketing Course Features & details

- Course: **Digital Marketing Foundation Program**
- Duration: **6 Months** | Rating: **4.8/5**
- Meant for: **Beginners & intermediate** knowledge of Digital Marketing
- Students from over **20 states in India & over 7 countries**
- Mentorship of faculty from **IITs, IIMs**
- Backed by **Digital Media incubators** and **Global Google Experts**
- **Online course** - Can be accessed anytime, anywhere
- **Industry oriented** course, latest case studies to get you Job Ready.
- **15 different modules**, across 10 major online platforms. Includes E-commerce, Mobile App marketing
- Awarded by **Global Youth Marketing Forum**

About PickdUp

PickdUp is online Digital Marketing Academy. We are helping Indian and international students and professionals learn Digital marketing through an online platform. PickdUp has been awarded by the Global Youth Marketing Forum, and is backed by leading Indian academics and global professionals in Digital Media and Marketing.

Organizations across the world are increasingly using the internet to promote their values, products, services, and spread ideas. This is creating a huge demand for Digital Media and Marketing professionals. PickdUp enables individuals across various domains learn Digital Marketing and get access to these jobs. It aims to to promote research, innovation and skill development in business with a focus on accessibility, affordability and quality.



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How is the Digital Marketing Course structured?

Digital Marketing Course Outline

1. **Topic 1: Introduction to digital marketing:** Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the internet, but also including mobile phones, display advertising, and any other digital medium. The way in which digital marketing has developed since the 1990's and 2000's has changed the way brands and businesses utilize technology and digital marketing for their marketing. Digital marketing campaigns are becoming more prevalent, as digital platforms are increasingly incorporated into marketing plans, and as people use digital devices instead of going to physical shops. This section covers basics of Digital Marketing, its importance and relevance.
2. **Topic 2: Important Digital Marketing Terms:** This section important terms, concepts and their meanings that are critical in understanding Digital Marketing. These include terms such as C.P.M., C.P.C., C.T.R etc. and their relevance in digital marketing campaigns.
3. **Topic 3: Paid Media, Earned Media and Owned Media:** This section covers three important concepts i.e. Paid, earned and owned media. In this section the meaning, difference and relevance of these concepts are covered. Understand of paid, earned and owned media can help you create a better digital media strategy.
4. **Topic 4: Why Digital Marketing?:** This section covers in great detail the relevance and importance of Digital Marketing. It covers how digital marketing can help start-ups, non-profits, small business, and large brands.
5. **Topic 5: Planning a Digital Marketing Campaign:** This section outlines creation of a digital marketing plan. It will help you build a digital marketing plan that can come in handy in your job, start-up, or small business. It also helps your understand essentials of any digital marketing plan.
6. **Topic 6: Introduction to Content Marketing:** Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action. This section introduces the concept of content marketing.
7. **Topic 7: History of Content Marketing:** This section explores the origins of content marketing and its role in the present context of digital marketing.
8. **Topic 8: Creating a content marketing plan:** This section covers the basics of creating and implement a content marketing plan and measuring its impact. Content Marketing case study - A case study that details out successful implementation of content marketing is explored.
9. **Topic 9: Influencer Marketing:** Influencer marketing, (also Influence Marketing) is a form of marketing that has emerged from a variety of practices and studies, in which focus is placed on specific key individuals (or types of individual) rather than the target market as a whole. This section introduces influencer marketing and its importance in the context of digital marketing.
10. **Topic 10: Planning an influencer marketing campaign:** In this section we'll explore how you can plan and implement an influencer marketing campaign. It covers important aspects of the plan and metrics that should be tracked to measure the success of an influencer marketing campaign.
11. **Topic 11: Pay-Per-Click advertising:** Pay per click (PPC), also called cost per click, is an internet advertising model used to direct traffic to websites, in which an advertiser pays a publisher (typically a website owner or a network of websites) when the ad is clicked. Pay-per-click is commonly associated with search engines. This section covers the basics of pay-per-click advertising. It will help you understand what is pay-per-click advertising, how it works and its importance.

12. Topic 12: Pros and Cons of Pay-Per-Click advertising: This section covers the pros and cons of pay-per-click advertising. It'll help you understand when and how to use pay-per-click advertising.
13. Topic 13: Google Adwords & Search Engine Marketing: Google AdWords is an online advertising service that enables advertisers to compete to display brief advertising copy to web users, based in part on cookies, keywords, predefined by the advertisers that might link the copy to the content of web pages shown to users. Web pages from Google and from partner websites are designed to allow Google to select and display this advertising copy. Advertisers pay when users divert their browsing to seek more information about the copy displayed, and partner websites receive a portion of the income they generate. This section covers insights on how the Google Adwords auction system works, a tutorial on the bidding system and finally how you can get started with Google Adwords.
14. Topic 14: Search Engine Optimization – Introduction & Overview: This sections is divided in to three parts. First part covers the Introduction to Search Engine Optimization , Important definitions, and Search Engine Optimization History.
15. Topic 15: Search Engine Optimization Basics: This sections is divided in to 3 subsections (SEO Basics - I, SEO Basics - II , and SEO Basics - III). It covers basics of search engine optimization and will help you understand how you can implement search engine optimization for your website.
16. Topic 16: Advanced Search Engine Optimization: This section is divided in to 2 subsections (Advanced SEO – I, Advanced SEO – II), each of which explains finer aspects of search engine optimization.
17. Topic 17: How does Google search work: This section will help you understand the functioning of Google Search – World's largest search engine.
18. Topic 18: How to create an SEO Strategy: This section outlines creating an effective SEO strategy. It outlines essentials of a successful search engine optimization strategy.
19. Topic 19: Search queries and webmaster tools: This section is comprised of 2 subsections. First section explains Using search queries to improve your site. The second section will give you a better understanding of using webmaster tools.
20. Topic 20: Search Engine Optimization for small sites and startups: This section will help clear a few myths about search engine optimization. It covers how can small sites become popular. It will also explore search engine optimization for startups.
21. Search Engine Optimization Mistakes and Best practices This section covers Common mistakes (and best practices) while optimizing your website for search. It has a short tutorial on search engine optimization mistakes and a few best practices recommended by Google
22. Certification Quiz: Digital Marketing Foundation Course Certification Quiz: 30 minute quiz (objective type) for the certification

Additional Sections

1. Facebook Advertising: Facebook has over 1.65 billion users world wide with over 1 billion user checking Facebook every day. This sections covers in brief how you can reach out to people by advertising on Facebook.
2. Instagram Marketing basics: Instagram is a global community of over 700 million users. This section details out important concepts about marketing on Instagram.

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3. Building a brand on Instagram: This section through examples gives a broad overview of how you can use various techniques and tools to build a strong brand presence on Instagram
 4. Instagram Advertising: This section gives a working knowledge of running advertisements on Instagram through the advert panel. It explains how the advert panel works and how you can use it to target users with ads on Instagram.
 5. Increasing followers on Instagram: This section explains effective ways on increasing followers without spending money on Instagram.
 6. Increasing engagement on Instagram: This section covers important concepts and methods through various examples to increase engagement on Instagram.
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