CERTIFIED ADVANCED
DIGITAL MARKETER
(CADM) COURSE

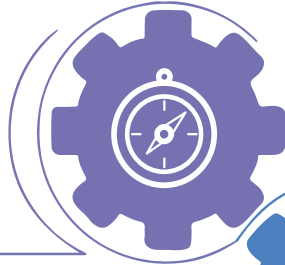# Contents

9 in 1 Program

Training
32 Hours of Live Online Interactive Classroom Sessions

Projects
Facility to undergo various Hands-on Projects for Practical learning of the Course

Internship
Internship Assistance to gain practical experience of the learnings

Placement
100% Placement Assistance for 1-Year, post successful completion

Certification
Distinguish your profile with the Course Certification of Certified Advanced Digital Marketing Course and showcase expertise

E-Learning Access
With abundant tools and techniques, video content, assessments, and more

Bootcamps
Regular Bootcamps spread over the next 12 months

Hackathons
Free Access to #AskHenry Hackathons and Competitions

Membership
Get 1-Year Gold Membership of Henry Harvin® Digital Marketing Academy for the Digital Marketing Course

Key Features

01 Attend Unlimited Batches with Different Instructors for the next 1 year without paying anything extra

02 Guaranteed Internship Post Training

03 100% Placement Guarantee Support for 1 Year

04 Hallmark of CADM (Certified Advanced Digital Marketer) next to your name For example: Disha Pathak (CADM

05 1-Year Gold Membership of Henry Harvin® Digital Marketing Academy

06 12+ Bootcamps as part of the #AskHenry Series

07 24x7 Lifetime Support & Access

08 Mobile App Access to Moodle E-Learning Portal

09 Access to 5+ Soft Skills courses to enhance employability

Course Curriculum

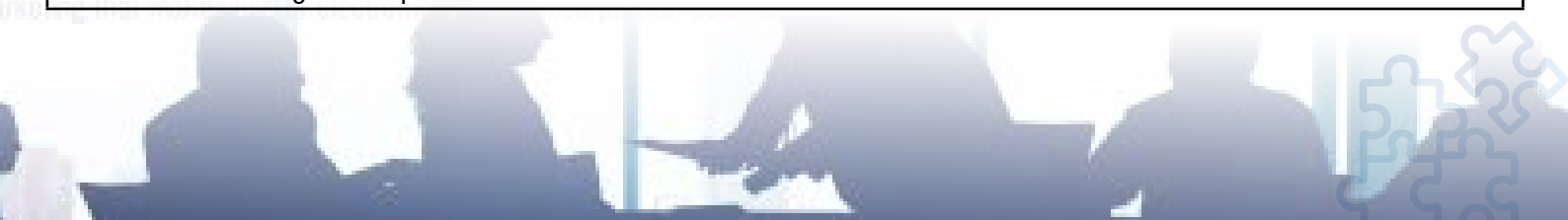| Module 1: Getting Started with Digital Marketing |
|---|
| • Basics of digital marketing |
| • Understanding the process including visibility, engagement, targeted traffic, retention and conversion |
| • Digital Media Vs. Traditional Media |
| • Benefits of Digital marketing |
| • Latest Digital marketing trends |
| • Digital media marketing platforms |
| • Digital Marketing strategy for websites |
| **Module 2: Effective WebPage Designing** |
| **Prepare site structure**
• What all pages |
| **Prepare wireframe of pages**
• Short Landing Page
• Long Landing Page |
| **Decide placements of important elements**
Patterns for Engaging Website Visitors |
| • Pattern #1 - Pop-Ups |
| • Pattern #2 - Pop Under Call-to-Action |
| • Pattern #3 - Inside Article CTA Placement of call to actions |
| • Conversion Oriented Landing Page Design |
| • Investment in Landing Page |
| • Is it for me? |
| • Critical Concerns to Address on Landing Page- |
| • What is it? |
| • What's the Next Step |
| **Module 3: Search Engine Marketing (Google Ads)** |
| **Introduction to SEM – Fundamentals & Case Studies** |
| • Consumer Journey |
| • What is SEM? Why SEM? |
| • What is Google Ads? Why Google Ads? |
| • Google Network |
| • Google Ads Terminologies |
| • How Does the SEM Auction Work? |
| • Structure of an Google Ads Account |
| • Campaign Types – Introduction to Search, Display (Mobile App) |
| • Creation of Search Network Campaign |

Course Curriculum

Ads
• Ad Formats Ad Text Policies
• Ad Text Best Practices DKI
• Ad Extensions Keyword Research
• Tool – Keyword Planner & Estimator Keyword Match types
• Keyword Strategies Landing Page Bidding and Budget
• Optimizing the SN Campaign using the KW Planner, Match types, Ad Text best practices, etc.
• Creation of Google Display Network
• *GDN Targeting Options*
• *Display Ad Formats*
• *Ad Gallery Tool*
• *Conversion Tracking*
• *GDN Campaign Creation - Demo*
• *Remarketing*
• *Advanced Display: RLSA, Dynamic Remarketing, YouTube Remarketing*
• *Advanced Display: Smart Display Campaigns*
Mobile Ad Campaigns
• Universal App Campaigns
• Mobile-Specific Bidding and Targeting Strategies
• Measuring Mobile Ad Performance and Conversions Report Editor
• Optimization Strategies
• Account Audit Demo
Module 4: SEO (Off Page, On Page, Local, Mobile)
• Indexing & Crawling Basics
• Optimizing Crawl Budget
• Organic Search vs. Paid Search Results
• Anatomy of a Search Result (Search Snippet)
• What is On-page SEO (Content, Architecture, HTML)
• What is Off-page SEO / Link Building (Social, Content-based, PR)
Keyword Research
• Finding Seed Keywords: Mind Map for Keyword Research
• Using Wikipedia, Forums for Keyword Research
• Keyword Research Process - Identify SeedKeywords, Collect metrics, Map Keywords
• Google Keyword Planner Tool

Course Curriculum

On-page SEO
• HTML Basics
• Web Page Basics: What is HTML, JavaScript,CSS
• Basic HTML Tags to create a web page
• HTML Tags for SEO: Title, H1, META Tags, IMG, A
• Title, H1, Meta Description, Keyword Usage
• Crawling: XML, HTML Sitemaps, Robots.txt
• Content Clusters (Creating SEO-based content)
• Negative on-page to avoid
Technical SEO
• URL Architecture
• Page Speed Analysis (GTMetrix / YSlow / Google Page Speed Insights)
• 301 Redirects
Mobile SEO
• App Store Optimization
• Mobile Websites : Responsive, Adaptive, Dynamic
• Optimizing for Voice Search Schema Markups
• What is Schema & Why is it relevant to SEO.
• Schema Types - Micro, JSON-LD
• Common JSON Schema Tags - Organization, Website, BlogPosting, LocalBusiness
• How Schema shows up in SERPs
Off-page SEO
• Link Building
• What is Link Building
• Link Building Tactics
• Manual Link Building Process
• Link Building Metrics
Social SEO
• Quora
• YouTube Video SEO
• Slideshare, Scribd and other social channels for SEO
Local SEO
• What is Local SEO, Pigeon Update
• Google My Business, Bing Places
• Local Pages on your website
• Local listings / citations SEMrush.com Backlink
• Backlink audit of one website
• How to audit backlinks of competitors and gain

Course Curriculum

SEO Audit, Tools, Measurement
• What are SEO Audits?
• Different Types of SEO Audits.
• Complete SEO Audit with Checklist - Screaming Frog SEO Spider, SEMRush Backlink Audit, Page Speed Audit with GTMetrix / Google Pagespeed Insights, Mobile Site Audit
• Free Learning Resources-Moz, Google Analytics
• A career in SEO
Module 5: Linkedin Marketing
• LinkedIn as a Marketing Platform
• LinkedIn for Personal Branding
• Brand Marketing on LinkedIn
• LinkedIn Company Pages
• LinkedIn Advanced Search
• LinkedIn Premium
• LinkedIn Ads
• *Types of Campaign*
• *Drive traffic to your website*
• *Audience Selection*
• *Ad Creation and Optimization of LinkedIn Usage*
• *Tips to optimize the campaign*
• *Trick to get qualified lead below Rs.100*
Module 6: Youtube Marketing
• YouTube Marketing - Introduction & Ad Formats
• Creating Youtube Channel
• YouTube Ad Formats and SEO
• YouTube Campaign Creation
• YouTube Analytics
• Video Campaign Optimization Tips
• Top Keywords to rank your video
• Attracting Subscribers
Complimentary Module 1: Soft Skills Development
• Business Communication
• Preparation for the Interview
• Presentation Skills
Complimentary Module 2:
• Resume Building Technique

Henry Harvin®'s Training Methodology

Live Projects	Live Projects are carried out during the training tenure to develop experiential learning for the participants. This helps in a better understanding of the concepts and gain in-depth practical insight
Unique Pedagogy	Uses a mix of techniques aligned to our unique G.C.A.O. pedagogy. This enables participants to derive focused-action-oriented outcome from the training
End-to-End Engagement	Participants will be engaged throughout the training through reverse presentations, group activities, brainstorming

Certification Process

1	**2**	**3**	**4**
Counselling	**Attend the Training**	**Submission of Projects Assigned**	**Complete the Stock Market Training Course**
Consult one of the counselors and get into the Right Batch. Register yourself for the Certified Advanced Digital Marketing Course	Attend the Instructor-Led Sessions of the Advanced Digital Marketing Course and get your Course Completion Certification. Go Through the Recorded Sessions, in case you missed any topic or training	Submit the Hand-on Projects assigned during the training to the Trainers for Assessment and Certification	Post Completion of the training, get Course Certification of Certified Advanced Digital Marketing Course from Henry Harvin® Digital Marketing Academy in front of your name. Post it on Social Media and apply for internship and Freelancing Projects

Certification

Learning Benefits

Get better equipped to handle **Digital Marketing Campaigns**

01

02

Understand the **Do's and Dont's** of Digital Marketing

Learn to **save Cost on Marketing** expenses by going digita

03

04

Learn to reach **Global Audience** using Digital Marketing

Gain skills to **Measure Progress** in Marketing

05

06

Develop **Marketing Strategies** to meet Business Goals

Career Benefits

01 Upskill your eligibility for Digital Marketing jobs at a higher package

Boost your businesses by increasing sales using **CADM strategies** **02**

03 Open up **new career avenues** in an ever-expanding domain

Learn to use dozens of **Verified Digital Marketing** approaches **04**

05 Improve your **Brand identity and visibility**

Grow your Brand's following and reach **06**

07 Learn **Social Media Marketing** tips for all big social media platforms to build or expand your business

Learn to **save cost** on marketing expenses by going digital **08**

09 Earn the **Global Audience** for your business

Upgrade your CV and get better shortlisted **10**

"Spreading knowledge in a range of disciplines and fields, delivering quality higher education at all levels, serving national needs, and furthering international public interest." - Financial Express

Become a History Marketer

MARK ZUCKERBERG
FOUNDER & CEO
facebook

LARRY PAGE
CEO
SERGEY BRIN
PRESIDENT
Google

BHAVISH AGGARWAL & ANKIT BHATI
FOUNDER & CEO
OLA

MATT MULLENWEG & MIKE LITTLE
FOUNDER & CEO
WordPress

DEEPINDER GOYAL & GAURAV GUPTA
FOUNDER & CEO
zomato

BINNY BANSAL & SACHIN BANSAL
FOUNDER & CEO
flipkart

KUNAL SHAH
FOUNDER & CEO
CRED

RITESH AGARWAL
FOUNDER & CEO
OYO

VIJAY SHEKHAR SHARMA
FOUNDER & CEO
Paytm

ANUPAM MITTAL
FOUNDER & CEO
shaadi.com

Our Clientele

CORPORATE CLIENTELE

COLLEGE CLIENTELE

171+ Corporates

109+ Colleges

Ranking by Portals

1500+ Google Reviews   **300+ Youtube Video Testimonials**

Media Recognition

Henry Harvin®

HENRY HARVIN® DIGITAL MARKETING ACADEMY

hindustantimes
I was victimised, says army's most decorated officer

Coaching centres offer crash courses to help individuals grasp GST

Being practical

BW BUSINESSWORLD
Prepare Yourself For Financial Analyst & GST Advanced

EDUCATION
The changing face of the professional world

How innovation in education technology is impacting the industry

INDIA TODAY
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How online courses can help improve your accounting skills

Online accountancy courses easily incorporate changes to a curriculum allowing students to remain up to date with changes in subjects such as GST, Income Tax and TDS.

Online MBA Program for Working - Professionals & Management

Every good organisation must have a great accountant. Many businesses today are digital yet the need for skilled accountants to keep track of a business's finances is as important as ever.

Thankfully, by studying online talented people can learn to be great accountants.

Graduates, want a job? Do CV yoga!

Water pollution prevention

Over 6,000 antibiotic resistance genes in gut bacteria identified

Light pollution may cause insomnia in older adults

NEXT GENERATION MUST HELP CALLIGRAPHY SURVIVE DIGITAL AGE

MINDIT
Digital innovation in institutes allow educators to teach better and make academics interesting for students

BECAUSE HENRY UNDERSTANDS WOMEN!

BW EDUCATION
How Online Courses Are Helping In Improving Accounting Skills

37+ Media Recognitions

About Henry Harvin® Education

As a competency and career development organization, Henry Harvin® Education develops, enhances, and promotes select skill-sets that are deemed essential of changing times. Embedding 'Value Creation' at the core of its vision, Henry Harvin® Education partners with best in industry organizations and impanels domain experts to transform careers of the diverse audience from industry and academia by harnessing the power of skill centric training programs. These programs are carefully handcrafted to deliver tangible output for its learners by creating a distinguished biosphere of the latest learning technologies, effective content, and experienced trainers. Henry Harvin® Education is inspired by the contributions of Mr.Henry Dunster (First President of America's Oldest University) to the education industry which sustains for over 400 years.

About Henry Harvin® Digital Marketing Academy

Henry Harvin® Digital Marketing Academy has been set up with an objective to advance the professional journey of Digital Marketing professionals by upskilling them with key skills. These skills are imparted through action-oriented learning solutions that are carefully handcrafted by subject matter experts with extensive industry experience. These learning solutions are delivered using our unique goal-centric pedagogy by select professionals from leading organizations who also empanelled as domain experts with the academy. This enables the Academy in achieving its goal of empowering Digital Marketing managers to reach their full professional potential. Henry Harvin® Digital Marketing Academy aims to function in its outreach geographies and upskill 200,000 Digital Marketing Managers till 2030!

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