

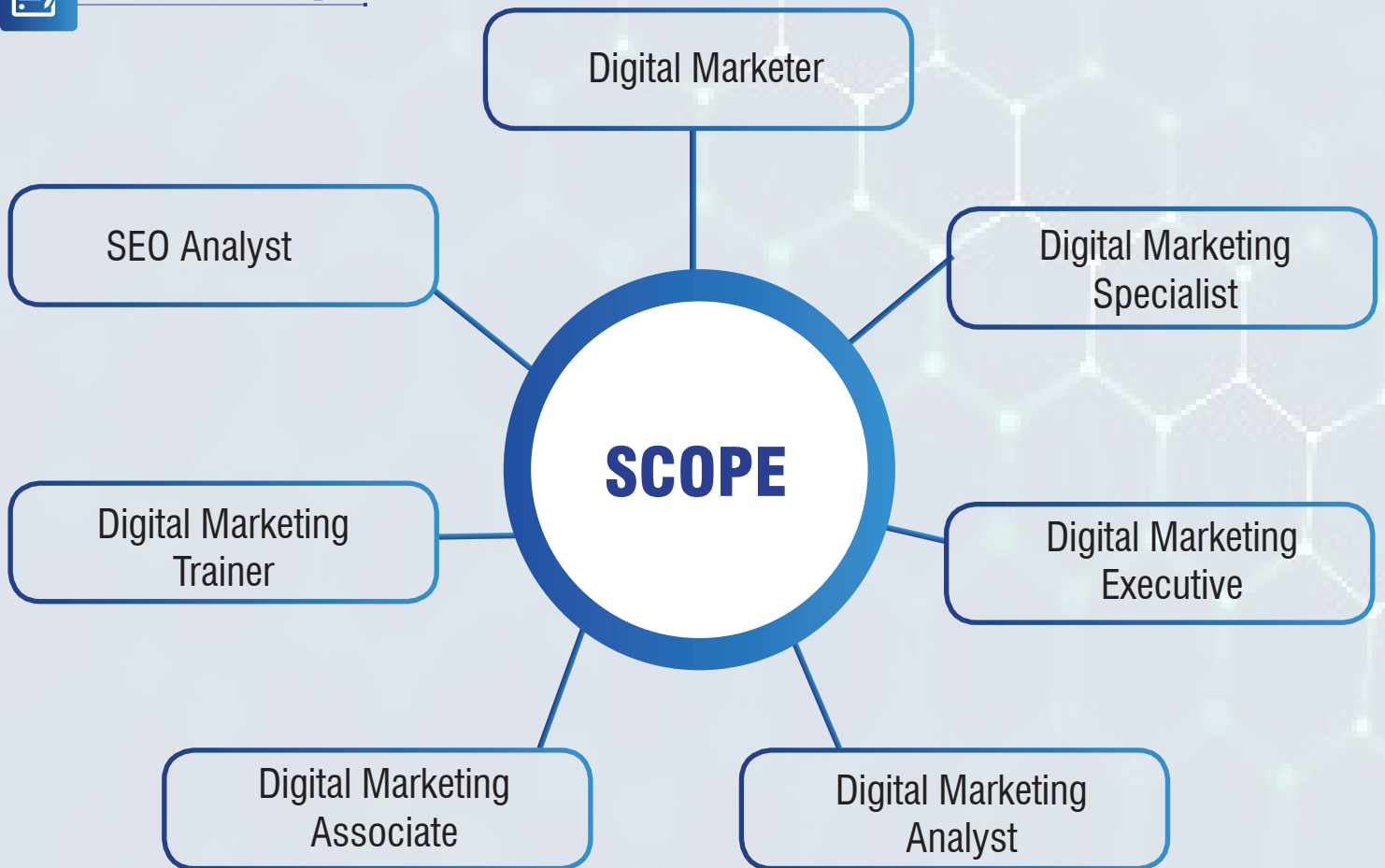


CERTIFIED ADVANCED DIGITAL MARKETING (CADM) COURSE

Placement Highlights Summary



Career Scope



Why Digital Marketing Course At Henry Harvin®?

- 01** Attend Unlimited Batches with Different Instructors for the next 1 year without paying anything extra
- 02** Internship Assistance for Experiential Learning
- 03** 100% Placement Support for 1-Year
- 04** Certification of Certified Advanced Digital Marketer (CADM) Course
- 05** 1-Year Gold Membership of Henry Harvin® Digital Marketing Academy
- 06** Access to Masterclass Sessions
- 07** 24x7 Lifetime Support & Access
- 08** Dedicated Exam Preparation and Support
- 09** Appear for exam as per your convenience
- 10** Access to 5+ Soft Skills courses to enhance employability
- 11** Learn from experienced learning partners
- 12** Globally recognized Henry Harvin® Certificate
- 13** Weekday, Weekend, Morning, and Evening batches

About the Course

9 in 1 Course



Training:

40 hours of Live Virtual Training



Projects:

Facility to undergo projects in SEO, SMM, Web Page Designing and more



Internship:

Get Internship assistance to gain experiential learning



Certification:

Get Hallmark Certification of Certified Advanced Digital Marketer (CADM) from Henry Harvin® Govt of India recognized & Award-Winning Institute, and showcase expertise



Placement:

100% Placement Support for 1-Year post successful completion of the course



E-Learning:

Free access to E-learning Portal and future updates



Masterclass:

Access to 52+ Masterclass Sessions for essential soft skill development



Hackathons:

Free Access to #AskHenry Hackathons and Competitions



Membership:

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



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 Web Page 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 a Google Ads Account
- Campaign Types – Introduction to Search, Display (Mobile App),
- Creation of Search Network Campaign
- Ads
- Ad Formats Ad Text Policies
- Ad Text Best Practices DKI
- Ad Extensions Keyword Research



Course Curriculum

• 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)
Introduction to SEO How Search Engines Work
• 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 Seed Keywords, Collect metrics, Map Keywords
• Google Keyword Planner Tool
• 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

Course Curriculum

Technical SEO
<ul style="list-style-type: none"> • URL Architecture • Page Speed Analysis (GTMetrix / YSlow / Google Pagespeed Insights) • 301 Redirects
Mobile SEO
<ul style="list-style-type: none"> • 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, Local Business • How Schema shows up in SERPs
Off-page SEO
<ul style="list-style-type: none"> • Link Building • What is Link Building • Link Building Tactics • Manual Link Building Process • Link Building Metrics
Social SEO
<ul style="list-style-type: none"> • Quora • YouTube Video SEO • Slideshare, Scribd, and other social channels for SEO
SEO Audit, Tools, Measurement
<ul style="list-style-type: none"> • 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: Facebook Marketing
<ul style="list-style-type: none"> • Introduction to social media marketing • How to use Facebook for lead generation? • Ways to use Facebook for branding? • How to target the right audience? • How to increase the likes of the Facebook business pages? • How to create Facebook Ads? • Facebook Ads Automation • How to generate leads through Facebook Marketing? • How to add conversion tracking pixel code? • Make regular reports keeping a check on the insights

Course Curriculum

Module 6: LinkedIn Marketing

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- LinkedIn as a Marketing Platform
- LinkedIn for Personal Branding
- Brand Marketing on LinkedIn
- LinkedIn Company Pages
- LinkedIn Advanced Search
- LinkedIn Premium
- LinkedIn Ads
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- 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
-
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Module 7: 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





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 outcomes from the training.
End-to-End Engagement	Participants will be engaged throughout the training through reverse presentations, group activities, and brainstorming.



Certification Process

1

Counseling & Registration

Consult one of the counselors and get into the Right Batch. Register yourself for the Digital Marketing Course.

2

Attend the Training

Attend 40 hours of sessions and gain credits to get Certification from Henry Harvin® Digital Marketing Academy.

3

Deliver Projects Assigned

Gather experience with real-world assignments and practical projects to upgrade your existing skills. Deliver mini projects to be eligible for Henry Harvin®'s Certification.

4

Earn Certification

Post-completion of the course, earn Henry Harvin® Certificate. You can post it on social media, get it framed & increase your value in the industry.



Top Hiring Partners



And many more...



Testimonials



Pratik Gupta
Digital Marketing Associate



Excellent program to grow within the marketing profession. The program gives an overview of digital marketing and all the divisions for both new and existing professionals in the industry.



Shashank Reddy
Regional Marketing Head



One of the best learning experiences I have ever experienced. The courses are well structured by giving each topic enough time. The faculties are really very helpful.

Our Placements



Shruti Khanna

Awesome training session. The course content is industry based and instructors are real proven professionals. Great learning experience. Thank you.



Ashutosh Sahoo

I think it is a fairly objective and summarized course. It gave me a pretty clear idea about Digital Marketing and I didn't find it tedious or boring. Thank you team.



Aman Singh

An engaging learning experience with no flaws in execution. The content is relevant and well-organized. This course is an ideal starting point if you want to start your path in Digital Marketing or consolidate your knowledge



Our Clientele

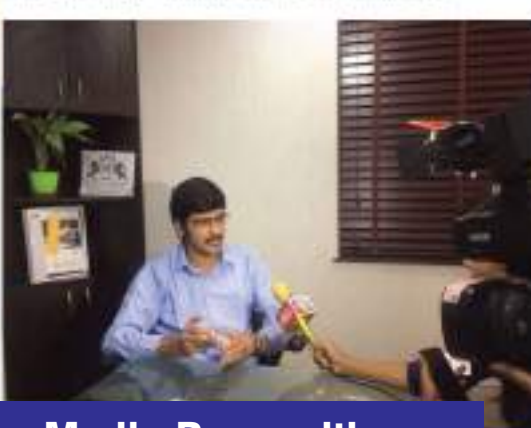
CORPORATE CLIENTELE



COLLEGE CLIENTELE



Media Recognition



400+ Media Recognitions

Reviews & Rankings

4.8 ★★★★★

Henry Harvin® Education-
Rating 4.8/5 is rated Excellent

Based on 107 reviews



Trustpilot

4.5 ★★★★★

Henry Harvin Education

Promote Business Park, 3D, 3B Floor, sector 3, Noida, Uttar Pradesh

4.5 ★★★★★ 430 reviews

Rishi Arya

1 review

★★★★★ 2 weeks ago

It was a completely great learning experience. I got to learn a lot of new things that are applicable in life. Thank you so much for venturing me.



4.0 ★★★★★

Henry Harvin Education

Promote Business Park, 3D, 3B Floor, sector 3, Noida, Uttar Pradesh

4.5 ★★★★★ 430 reviews

Uttam Thakral

2 reviews

★★★★★ 2 weeks ago

The introduction of OBT was a idea that left people with talks for a long period of time. Understanding it for business and further for future management works is necessary. Henry Harvin education helped in understanding the concepts clearly and with full explanation makes.



4.6 ★★★★★

Henry Harvin Education

Promote Business Park, 3D, 3B Floor, sector 3, Noida, Uttar Pradesh

4.6 ★★★★★ 1117 reviews

ANSHUL CHACHARE (PGP 2016-18)

1 review

★★★★★ 13 months ago

The training provided by the Henry Harvin Education in B2B module was pretty good and was a very enlightening experience.



4.8 ★★★★★

Henry Harvin Education

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4.0 ★★★★★

Henry Harvin Education reviews

Mayuri Kadam

1 review

★★★★★ 8 days ago

the six sigma green belt course was effective and taught me on various programs for further studies. was helpful



4.0 ★★★★★

Henry Harvin Education

Promote Business Park, 3D, 3B Floor, sector 3, Noida, Uttar Pradesh

4.5 ★★★★★ 201 reviews

Ashok P

1 review

★★★★★ 13 months ago

This is Ashok P, participated in lean six sigma green belt, the program had been well structured to accommodate all the domain irrespective - particular to pharma /IT , I had gained thorough knowledge and co-participants are co-operate enough to know more about course and it was very interesting point is PR. Venkatesh (Trainer) done a good coordination in conducting the session of the days in last course. Looking forward to attend the Business management class by NPSS in near future.



4.5 ★★★★★

Henry Harvin Education

Promote Business Park, 3D, 3B Floor, sector 3, Noida, Uttar Pradesh

4.5 ★★★★★ 201 reviews

Minal Goyal

1 review

★★★★★ 5 days ago

The new online course of Sigma Green Belt is something which made me do it. The trainers of the course are articulate in way more expressive and productive. There is scope left for further along of course again.



4.6 ★★★★★

Henry Harvin Education

Promote Business Park, 3D, 3B Floor, sector 3, Noida, Uttar Pradesh

4.6 ★★★★★ 107 reviews

Aditya Purohit

1 review

★★★★★ 12 months ago

A very impressive learning experience. OBT course structure was well designed for each day of program. The speaker and facilitator were very friendly and approachable. Learning based on real world examples.



5.0 ★★★★★

Henry Harvin Education

Promote Business Park, 3D, 3B Floor, sector 3, Noida, Uttar Pradesh

2 reviews

kalpeesh oswal

1 review

★★★★★ a week ago

I've taken up the Certified Digital Content Writer online course with Henry Harvin under trainer Neha Singla, and it has been an wonderful experience learning it. They are really good at explaining the contents of writing and additionally provide support offline too. To sum up anyone looking for online content writing course should apply for it.



5.0 ★★★★★

Neha Borkar

1 review

★★★★★ 13 months ago

Had a great experience during my Lean Six Sigma Green Belt certification with Henry Harvin - KPMG. Absolutely recommended for anyone who wants to pursue LSS Green Belt. Training sessions conducted by Pradeep Sir were very well planned and insightful. Learning six sigma concepts from a very well experienced and knowledgeable professional was an honor. I also want to thank Ms. Chandrika Rao who was the SPDC for this program, she has been very helpful and humble while attending my queries and requests. The overall experience was excellent!



Still Not Sure Digital Marketing Course?



Live Interactive Training Sessions



Hands-on experience on Projects & Tools



Get hired by top Companies & Industries



Stay up to date with the latest Techniques, Systems and Technology



Masterclass Sessions



Better future



Global Support







Secured Career Option

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 to changing times. Embedding 'Value Creation' at the core of its vision, Henry Harvin® Education partners with best in industry organizations and empanels 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 has sustained for over 400 years.

About Henry Harvin® Digital Marketing Academy

Henry Harvin®'s Digital Marketing Academy has been set up with an objective to advance the professional journey 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 impaneled as domain experts with the academy. This enables the academy in achieving its goal of empowering professionals to reach their full professional potential. Henry Harvin®'s Digital Marketing Academy aims to function in its outreach geographies and upskill 100,000 professionals till 2030.

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