



LONE STAR ACADEMY

DATA SCIENCE , BUSINESS ANALYTICS & DIGITAL MARKETING.

PROFESSIONAL DIGITAL MARKETING.

An advanced digital marketing course typically covers a wide range of topics to equip participants with in-depth knowledge and skills required to excel in the field. Here's a sample outline of what might be included in such a course:

- **Introduction to Advanced Digital Marketing**
 - Overview of digital marketing landscape
 - Evolution and trends in digital marketing
- **Website Design and Development:**
 - Basics of HTML, CSS, and JavaScript
 - Content Management Systems (CMS) like WordPress
 - Website usability and user experience (UX) design
 - Responsive design for mobile optimization
- **Search Engine Optimization (SEO)**
 - Advanced keyword research and analysis
 - Technical SEO: site structure, crawling, indexing, and schema markup
 - On-page optimization techniques
 - Off-page optimization strategies: backlink building, outreach, and PR
 - SEO auditing and analytics
 - GEO generative engine optimization
- **Pay-Per-Click Advertising (PPC)**
 - Advanced Google Ads (formerly AdWords) strategies
 - Bing Ads and other PPC platforms
 - Ad copywriting and split testing
 - Remarketing and dynamic ads
 - Conversion tracking and optimization
 - Budgeting and bidding strategies
- **Social Media Marketing (SMM)**

- Advanced strategies for major social media platforms (Facebook, Instagram, Twitter, LinkedIn, Just Dial, Sulekha... etc.)
- Social media advertising techniques
- Community management and engagement
- Influencer marketing
- Social media analytics and reporting

- **Influencer Marketing:**
 - Identifying influencers in different niches
 - Negotiating partnerships and collaborations
 - Campaign management and tracking
 - Legal and ethical considerations

- **Content Marketing**
 - Advanced content strategy development
 - Content ideation and creation for various platforms
 - Content distribution and promotion
 - Video marketing strategies
 - Content optimization for SEO and social media

- **Email Marketing**
 - Advanced email automation workflows
 - Segmentation and personalization techniques
 - A/B testing for email campaigns
 - Email deliverability best practices
 - GDPR and other regulations

- **Analytics and Data Analysis**
 - Advanced Google Analytics usage
 - Setting up custom reports and dashboards
 - Conversion tracking and attribution modeling
 - Data interpretation and insights generation
 - Introduction to data visualization tools

- **Marketing Automation**
 - Introduction to marketing automation platforms (e.g., HubSpot, Marketo, etc.)
 - Workflow automation and lead nurturing
 - CRM integration and lead scoring
 - Advanced automation strategies

- **Mobile Marketing**
 - Mobile app marketing strategies
 - Responsive design and mobile optimization
 - Location-based marketing
 - SMS and push notification campaigns

- **E-commerce Marketing**
 - Strategies for e-commerce platforms (e.g., Shopify, Magento, WooCommerce, etc.)
 - Conversion rate optimization (CRO) techniques
 - Cart abandonment recovery strategies
 - Product feed optimization for shopping ads
 - Drop Shipping
- **Advanced Digital Strategy**
 - Developing comprehensive digital marketing strategies
 - Integration of various digital marketing channels
 - Forecasting and budget allocation
 - Agile marketing methodologies
- **Legal and Ethical Considerations**
 - GDPR and other data privacy regulations
 - Copyright and intellectual property considerations
 - Ethical marketing practices
- **Capstone Project or Case Studies**
 - Application of advanced digital marketing techniques to real-world scenarios
 - Hands-on projects to demonstrate proficiency
- **Certification Exam Preparation**
 - Review of course materials
 - Practice exams and quizzes
 - Guidance on exam registration and preparation
- **Career Development and Networking**
 - Resume building and interview preparation
 - Networking opportunities with industry professionals
 - Job placement assistance

This outline provides a comprehensive overview of what an advanced digital marketing course might cover, but the specific content and depth may vary depending on the course opted for.