

AFFILIATE MARKETING

- Introduction and getting started
- Know your Audience
- Maximizing effects from your efforts
- Connections and Communications
- Legal and Ethical Considerations
- Case Studies

Mobile Marketing

- MOBILE MARKETING ORIENTATION
- USABILITY
- BUILDING MOBILE PRESENCE
- MOBILE ADVERTISEMENT
- APP MARKETING
- APP MONETIZATION
- MEASURING SUCCESS

EMAIL MARKETING

- Email Marketing – the pros and cons
- The Top 10 things you can do with email
- Permission and E-permission marketing
- Defining your goals
- E-marketing strategies
- Planning and delivering email campaigns
- Choosing your metrics
- Working with email templates
- Choosing colors and fonts
- Thinking about navigation
- Landing page optimization
- AB Testing
- Dashboard
- Reporting

APP STORE OPTIMIZATION

- Keyword Research
- Description Optimization
- App Screenshots
- App Video Demo
- App Landing Page
- App Website
- App Reviews
- App Store Report
- Forum Announcement
- Online Ad Networks

CONTENT MARKETING

- An introduction to content marketing
- What can content marketing do for you?
- The good, the bad, and the ugly
- Why you need a data driven strategy
- Defining your key metrics
- How to do topic research
- How to be engaging
- Successful competitor analysis
- Attracting and utilizing influencers
- Multimedia, interactive and rich content
- What makes a good headline
- Writing for digital platforms
- What you need from a content calendar
- Successful digital PR
- How to promote your content

ECOMMERCE DESIGN AND DEVELOPMENT

- Introduction to ecommerce as a concept
- Elements of ecommerce design
- Critical factors to ecommerce success
- Payment Gateway Integration

✓ **Training For Interview on Digital Marketing**

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