IDMP

Canva
- Using Canva for Designing
- Web banner designing basics
- Digital Ads designing
- Social media post designing

Google Ads
- Search Ads
- Display Ads
- Video Ads
- App Marketing
- Shopping Ads
- ReMarketing
- Audience Management
- Google Ads Certifications (5)

Google My Business
- How to create and optimise GMB
- GMB Posts
- Using GMB for Customer Interactions
- Understanding Insights
- Google Custom Maps
- Google My Business Certification

Google Analytics
- Basic Setup Mistakes
- Understanding Metrics
- GA Reports
  - Audience Reports
  - Acquisition Reports
  - Behaviour Reports
  - Custom Campaign Reports
- URL Link Builder
- Connecting with other Google Properties
- Removing Internal Traffic
- Goal Setting
- Ecommerce Tracking
- Advance Audience Definition
- Google IQ Certification

Google Search Console
- Website Submission
- Understanding Common Errors
- XML sitemaps
- Coverage Issues
- Speed Issues
- Rich Results Tracking
- Audit and Optimising website with GSC

Email Marketing
- Rules of Email Marketing
- How to get into Inbox than Spam
- Email Data Capturing
- Email Automation
- Understanding Email Workflows
- Email analytics
- Managing Healthy Email Domain Reputation
- Email Marketing Certification

Google Tag Manager
- Using Google Tag Manager
- How to use GTM for Tracking Internal Clicks
- Events Tracking in GTM
- ReMarketing Tagging via GTM
- Dynamic ReMarketing Tags Management in GTM

Understand Blogging
- What is Blogging
- How to Select Blogging Niche
- Making Money via Blogs
- Blog Marketing Startegies
- How to Generate first $100 via Blog without much traffic

Affiliate Marketing
- What is affiliate marketing
- How to select affiliate marketing product
- Affiliate link promotion techniques

Landing Page Designing for Lead Generation
- How to design a LP for Lead Generation
- Setting up tracking for Lead Funnel
- Lead conversion communication strategy
- Automating lead generating process
- Exact flow of Lead Magnet pages used by top digital marketers

Digital Marketing Strategy Plan
- Product Understanding
- Defining Target Audience
- Choosing right promotion platforms
- Designing Effective Marketing Mixes
- Effective Digital Communication strategy
- Types and Modes of Content production
- Reaching to a Goal of 10000 customers in One Year

YouTube Marketing
- Understanding YouTube Algorithms
- How people make money via YouTube
- YouTube as a powerful branding tool
- Setting up & Optimising YouTube Channels
- Mastering YouTube SEO
- YouTube Content Planning for Rapid Growth
- YouTube Advertising
- YouTube Retargeting
- YouTube Growth Hacks
- Types for Videos & Required Skills

Quora Marketing
- How to Optimise Your Profile on Quora
- Targeting Audience with Quora Answer
- How to Use Quora to Tap Organic Traffic
- Quora QnA Algorithms
- Quora Advertising

Understanding Digital Marketing
- Basics of Digital Marketing
- Digital Marketing Fields & Goals
- Roadmap of Digital Marketing Planning for Success
- 7 Step Process of Integrated Digital Marketing
- Landing Page Optimisation Essentials
- Digital Marketing Sales Cycle from zero to final conversion
- Understanding Digital Sales Funnels

Domain & Hosting Management
- How to Select Domain
- DNS Management
- Types of Hosting
- Understanding common domain & server issues
- Managing hosting via cPanel
- Installing SSL certificates on your website
- How to take and restore backups

Mastering Wordpress - Design full functional website without coding
- Installing Wordpress properly
- Mastering Wordpress Jargon
- Wordpress Dashboard
- Installing & Managing WP theme
- Wordpres plugins
- Optimising Wordpress for SEO
- Optimising Wordpress for speed
- Setting of Lead Generation from Wordpress
- Designing Landing Pages via Wordpress
- Making Wordpress Website Secure

Search Engine Optimisation - I
- How Search Engine Works
- Technical Understanding for OnPage SEO
- Keywords Research & Tools
- Content Planning & Management
- Type of Title Tags & Effective Writing
- SEO Copy Writing Framework
- Content Writing & Optimisation
- Local SEO Basics
- Online Reputation Management via SEO
- Optimising Page Elements
- Adv. SEO - Learning Schemas
- Adv. SEO - Understanding Voice Search
- Website Structure & Planning
- Competitor Analysis & Content Gap Finding
- Website Speed Optimisation
- App Store Optimisation
- Keywords Modifiers
- Advance Search Operators
- Local SEO Secrets
- GMB Optimisation
- Mastering SEO Jargon
- Content Marketing Certification
- SEO Certification (paper-I)

Search Engine Optimisation - II
- Understanding Backlinks & Links Branding
- Creating Digital Footprints
- Link Quality & Link Reputation
- Link Scrapping Methods
- Link Building Tools
- Link building via Content Marketing
- Digital PR
- Guest Blogging Mastery
- Dealing with Negative SEO
- Link Building Management
- SEO Certification (paper-II)

Facebook Marketing
- Understanding Facebook Algorithm
- Fb Content Planning
- Fb Posts Designing Tools
- Understanding Fb Insights
- Increasing Followers & Affinity Audience
- Facebook advertising campaigns
  - Reach
  - Traffic
  - Video Marketing
  - Messenger Marketing
  - Lead Gen Campaigns
  - Engagement ads
  - Products catalogs ads
  - Conversion ads
  - App promotion
- Lead Generation via Facebook
- Tracking & Managing audiences effectively
- Retargeting Ads
- Facebook Pixel
- Custom Conversions
- Facebook Ad Reports
- Managing Facebook Groups
- Understanding Facebook Business Manager
- Understanding Features in Details

Instagram Marketing
- Working with Business & Creator account
- Promoting Ig for followers
- Ig advertising
  - Promoting account
  - Sending traffic to websites
  - Effective story ads
  - Ads Management via Business Manager
  - Lead Generation
  - Product Catalog Ads
- Hashtag Mastery