

Mandatory Concept Sessions (26 hrs) & Practical Classes (24 hrs) on Digital Marketing @ Seven Boats Academy (Total 50 Hrs.)

Total number of practical based classroom concept sessions: 12. Special Class by Debajyoti banerjee -1.

Total no. of fully practical live projects/practical on job sessions: 6 (Mandatory for all courses - Regular, Career Plus & Diploma.)

Session duration for concept classes: 2 hrs per session

Session duration for practical / on job classes : 2hrs (Min)-4 hrs(Max) per session.

P.S. It's mandatory for Every classroom students to register at [Seven Boats academy LMS site](#) & go through the online video walk through modules additionally apart from the classroom concept sessions covered below. 70% or more attendance is a must unless in special cases notified in written to the management*

<u>Applicable Digital Marketing Concept Session Plan (Fully Industry oriented based on AACRO model)</u>						
Session	Concept Class	Module	Topic Covered	Type	Learning Outcome	Duration (Hours)
S1 - Activation	CC1	Digital Marketing Fundamentals	Introduction to Digital Marketing, Benefits, Target Group, Types (Inbound/Outbound), Digital Marketing Mix, Brand Messaging / Brand communication, Websites, Content style, tone, brand storytelling, Media strategy (POEM- paid media, owned media, earned media model)	Concept & Case Studies, Live practical example, ppt	At the end of this session you will learn the methods of reaching out to maximum people with less effort	2
	CC2	Competitor Analysis & SEO – Keyword Research	Keyword Research techniques, Online Competitor analysis, Search Engine concepts, LSI method	Concept, Case studies, Live practical, ppt		2

S2 - Acquisition	CC3	SEO – On-Page	Content strategy, E3 formula, Inverted Pyramid approach, Content Story Triangle theory, Landing Pages, Lead Magnet & Lead Funnels, Growth hacking techniques, On page SEO (Title tags, meta tags, heading tags, img alt tag, text to code ratio, keyword consistency and more)	Concept, Case studies, Live practical, ppt	At the end of this session you will learn the technique of engaging your target audience	2
	CC4	Off page SEO	Off-page SEO & Link Building (how to get more backlinks & popularity), Google Local/Maps/My business, (How to promote and optimize your local business) Ecommerce SEO	Concept, Case studies, Live practical, ppt		2
	CC5	Google Adwords/PPC (Search Ads)	Concepts & Briefing on Online Ads, Google ads (Search, Display, Video, Shopping, Mobile). Practical walk through of Google ad dashboard	Concept, Case studies, Live practical, ppt		2
	CC6	Google Adwords Display Ads, Video Ads, Brief of Google Adwords Shopping Ads, Mobile Ads				2

S3 -Conversion	CC7	Google Search Console / WMT	Conversion techniques from Website, from Google Ads, From Social Media, From Influencer Marketing, Google WebMaster Tools/ Google Search Console & Google analytics to monitor conversion and getting insights	Concept, Case studies, Live practical, ppt	At the end of this session you will learn the tricks to turn your potential leads into paying customers	2
	CC8	Google Analytics				2
S4- Retention	CC9	Social Media Optimization & Content Marketing Strategy	Content publishing techniques, E3 formula, ORM & Social Media Optimization, Content Calendar, Facebook, LinkedIn, Twitter, Google+, Youtube, Instagram, Blogger etc, Dashboard., Report, Insights	Concept, Case studies, Live practical, ppt	At the end of this session you will learn the tricks to engage customers & keep them coming back	2
	CC10	Facebook Ads	Details of Facebook Ads - conversion/Pixel canvas, engagement, click ads, lead ads, custom and lookalike audience, advert manager, report, insights, optimization and more	Concept, Case studies, Live practical, ppt		2

S5 - Optimization	CC11	Integrated digital marketing concept, Additional channels briefing	Integrated digital marketing covering SEO, Social Media, Ads, Analytics along with brief of email marketing, SMS marketing, QR code, Push notification & more	Concept, Case studies, Live practical, ppt	At the end of this session you will have overall concept of integrated digital marketing approach and learn tools to measure results & improve performance	2
	CC12	Recap, Doubt Clearing Q & A	Recap, concept briefing, summarizing the learning, doubt clearing question answer session	Concept, Case studies, Live practical, ppt		2
	Special Class by Debajyoti Banerjee	SC 1	Integrated Digital Marketing	Concept & Case study discussions with practical & tools, QA sessions	Concept, Cases, Practical, Resources	2

Applicable Digital Marketing Live Practical Session Plan (Fully Industry oriented based on AACRO model)			
Sessions	Topic	Type	Duration (Hours)
P1 - Activation	Introduction to Digital Marketing, Benefits, Target Group, Types (Inbound/Outbound), Digital Marketing Mix, Brand Messaging / Brand communication, Websites	1. Make a ppt on digital marketing mix / strategies for a business identifying the TG, competitors & other factors	2-4
P2 - Cont.	Content style, tone, brand storytelling, Keyword Research techniques, Online Competitor analysis, Search Engine concepts, LSI method, Media strategy (POEM-paid media, owned media, earned media model)	1. Do keyword research for a website 2. Prepare ppt with suggestions for landing page improvement 3. Do detailed competitor analysis for a website	2-4
P3 - Acquisition	Content strategy, E3 formula, Inverted Pyramid approach, Content Story	1. Do on page SEO for a web page (create title tag,	2-4

	Triangle theory, Landing Pages, Lead Magnet & Lead Funnels, Growth hacking techniques, On page SEO (Title tags, meta tags, heading tags, img alt tag, text to code ratio, keyword consistency and more)	<ul style="list-style-type: none"> meta tags) 2. Do a SEO audit / business audit of a website 3. Prepare a strategy in ppt for getting more leads (use lead magnet, recommendations for improvement) 	
P4- Cont.	Off-page SEO & Link Building (how to get more backlinks & popularity), Google Local/Maps/My business, (How to promote and optimize your local business) Ecommerce SEO	<ul style="list-style-type: none"> 1. Do link building for a website 2. Optimize Google map listing for a business 	2-4
P5 -Cont.	Concepts & Briefing on Online Ads, Google ads (Search, Display, Video, Shopping, Mobile) & FB ads. Social media Marketing	<ul style="list-style-type: none"> 1. Create a google search campaign / display/video campaign 2. Create a FB campaign 3. Create a social calendar 4. Create few FB posts 5. Google adwords report check & optimization suggestions 	2-4
P6 - Conversion, Retention & Optimization		<ul style="list-style-type: none"> 1. Google analytics report check and decision report preparation / suggestions 2. Google search console check & improvement suggestions 3. Report & proposal preparation 4. Work on Wordpress blog post/page optimization 5. SEO content writing practical 	2-4

Case study 1 - *i2ioptic* (PDF to be shared by trainer & case example / story would be shared by trainers)

Case study 2 - *Bangal speech or Usashi Real Estate* (PDF to be shared by trainer & case example / story would be shared by trainers)

Other Resources / Book(s):

1. Lifetime Free Access to Online Advanced Digital Marketing Course from Seven Boats Academy is given to student enrolling in our Regular / Career Plus / Advanced Diploma courses
2. "Digital Marketing" by Seema Gupta, Associate Professor. IIM Bangaluru - this book given for free with Advanced Diploma courses. Others can buy this book from our institute
3. Free ebooks & other useful resources for all students

Prepared by: **Seven Boats Info-System Pvt. Ltd.** <https://www.7boats.com> <https://www.7boats.com/academy/>

For Career plus or Diploma batches, additional concept classes / on job practical sessions would be taken by trainers/ facilitators .

The sequence/order of concept classes & practical classes might change depending on the discretion of trainers. The % weightage on each practical class topic mentioned above might vary depending on the available live client projects at that time.

By accepting this session plan, you agree to abide by the [TOS](#) of Seven Boats Info-System Pvt. Ltd. & Seven Boats Academy.

Profile of Debajyoti Banerjee: Founder & CEO at **Seven Boats Info-System Pvt. Ltd.**, Google Certified Digital Marketer & Trainer, Brand Strategist, Consultant & Entrepreneur, 15+ Yrs Experience, Visiting Faculty of Digital Marketing for PGDM students at Calcutta Business School & United World School of Business, Honorary speaker at IIM Shillong & St. Xavier's College, Visiting trainer at Globsyn Business School, Honorary Member of Departmental Advisory Committee of B P Poddar Institute of Management & Technology, Kolkata, Honorary member of Bengal Chamber of Commerce & Industry's Friends of IT committee, Online Instructor at Udemy. Felicitated & invited by Public Relation Council of India, Calcutta University, Bhavan's Asutosh College of Communication & Management, GMIT, IIT, IIM Shillong, BITS Pilani, St Xavier's College, United World Business School, Yo Success, Startup Talky, YourStory, NEN, StartupIndia, Bengal Chamber of Commerce, Silicon India, AIAF & more.

View profile of our Trainers: [Check here](#)