

ONLINE COURSE REPORT

FUNDAMENTALS OF DIGITAL MARKETING

BY GOOGLE

REPORT

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1) COURSE DESCRIPTION

Want to get certified by Google and improve your required job using massive digital certification? — Google Digital Marketing Course would permit you to understand absolutely anything from major Search Engines, Search engine optimization, and Paid Promotion too actually, in fact, Social websites, and Mobile Marketing to Analytics and beyond. As the field of digital marketing continues to improve at any quick pace, advertisers and internet marketers are faced with new challenges and career opportunities. The Digital Marketing Course is designed to guide students and marketing professionals about the various digital marketing channels and strategies that could help them steer and enhance digital marketing campaigns. As the name suggests, this a beginner-level digital marketing course where you will understand all the nitty-gritty required for digital marketing (DM). One thing I personally liked about this course is that it really explains each and everything from a-z of DM in a **very easy to understand and case study based teaching** which is very nice. Also, another USP of this excellent course is this is offered by Google which will definitely help to shine your CV.

It covers basically everything that is required in terms of the basics of Digital Marketing. Surely this is not the end; this is just a start in your journey of Digital Marketing. It covers topics like **Search Engine Marketing (SEM), Search Engine Optimization (SEO), and Social Media Campaigning; E-mail marketing, Analytics tools, etc.** This course is basically for

1. All those who have **just began their journey in Digital marketing** and are confused about where to begin from, so this the right course for them.

2. All those **who have business or start-up and want to take their business online or those who are planning to open a start-up** then you should surely do this course because knowing the world of digital marketing and how to use it efficiently will surely help your business or start-up to achieve greater heights

3. I would also recommend some part of this course like search engine optimization part for **engineers especially front-end developers** because this part covers some tricks which we should keep in mind while designing websites so that they can have a better rank in the organic search result

There are seven “Learning Goals” provided by Google digital marketing course

1. Take a business online
2. Make it easy for people to find a business on the web
3. Reach more people locally, on social media, or on mobile
4. Reach more customers with advertising
5. Track and measure web traffic
6. Sell products or services online
7. Take a business global

Each goal is then individually explained. In total there are 26 modules and each module comprising of five to seven lessons. Each lesson is around 4-5 minutes long which I found a great advantage to me as the short duration of the lessons didn't made the course tedious and in fact it was interesting to learn further. After completion of a single lesson, we are made to solve one or two questions related to the topic. For proceeding further we are required to answer the questions correctly. Also we have multiple chances to attempt the question until and unless it gets correct. There is also a transcript for each video lesson.

In each video the whole topic is explained by digital marketing masters. Their way of teaching and explaining the concept was very easy and interesting to learn and was easily understood. Each lesson starts with the scratch or the basic and end up with the higher levels. The lessons were accompanied by real general examples and were illustrated by nice set of animations which resulted in a better understanding of the course.

At the end of each module we are made to solve a couple of questions which includes all the lessons present in the module. Here also we need to solve each and every questions correctly in order to land to the next module. As soon as your quiz gets completed, they award us with a badge representing the completion of the module. If there is any topic which we feel is boring or we already know about it we can skip the lesson by directly solving the quiz panel which let us proceed further towards the next module.

After completing all the modules you will have a assessment of 60 questions and you will have to complete them in 2 Hours. The final assessment includes variety of questions

related to **Search Engine Marketing(SEM), Search Engine Optimization(SEO), Social Media Campaigning, E-mail marketing, Analytics tools, etc.**

As soon as you complete your assessment you need to achieve 80% or more than that to get the course certificate.

2) WHY FUNDAMENTALS OF DIGITAL MARKETING BY GOOGLE?

Digital Garage is a good attempt from Google to teach about the Online and Internet based Marketing, which we call Digital Marketing. An umbrella term covering many more topics under it today's digital marketing vary for each individual and company. We need to understand our client's need and how we can reach them, the same is quite well discussed in this course. The also brings a certification and all of it comes free of cost.

Google Digital Garage given you an in depth generalist knowledge in Digital Marketing. It demands time if you sincerely wish to cover each n every video tutorials. Bright side, those video tutorials are short, crisp, and very interesting. Post completion of the certification, you will have good grasp on Digital Marketing as a whole. Digital Unlocked is same as Digital Garage. Top of it, the certificates are accredited by FICCI and ISB.

There are various key features of this course:

- IAB-certified
- Video tutorials
- Unlimited access
- Recognized certification

Digital Marketing Certification of Google have:

- 26 Modules,
- Maximum 40 Hours to complete

Digital Unlocked includes The Primer app that provides 5-minute digital marketing lessons in Hindi and English that will assist you to discover how to begin an online business, build a website, do search engine optimization, drive online ads, and a lot more. It provides free certifications for the folks who complete their entire Google Digital marketing course content

Skills that we can earn through this course:

- Analytics and Data insights, Content marketing, Business strategy, Display advertising, E-commerce, Email marketing, Local marketing, SEM (Search engine marketing), SEO (Search engine optimization), Social media, Web optimization

It's very well organized in terms of curriculum, and the videos were informative and clearly presented. Each module took around 40mins to finish and it was fun to get the dopamine hit when completing each one. It kept me coming back. Mostly, I like the fact that I feel like I learned something.

3) OBJECTIVES OF THE COURSE:

Master the basics of digital marketing with our free Interactive Advertising Bureau-accredited course. There are 26 modules to explore, all created by Google trainers, packed full of practical exercises and real-world examples to help you turn knowledge into action.

4) COURSE CONTENTS

As already stated the whole course comprises of 26 modules and each module contains 5-7 video lessons.

The course content is as follows:

- 1) **The online opportunity**
 - a) Intro to the digital unlocked
 - b) Your digital opportunity
- 2) **Your first step in online success**
 - a) Your online goals
 - b) Building your online presence
 - c) Marketing your online presence
 - d) Analyse and adapt
- 3) **Build your web presence**
 - a) Choosing your online presence
 - b) How websites work
 - c) Key website ingredients

- d) Websites and your business goals
- e) Make your website easy to use
- f) Website design dos and don'ts
- 4) **Plan your online business strategy**
 - a) The benefits of an online strategy
 - b) Taking a business online
 - c) Understanding customer behaviour
 - d) How to stand out from the competition
 - e) Using goals to improve business performance
- 5) **Get started with search**
 - a) Search engine basics
 - b) How search engine works
 - c) How search engine see the web
 - d) Organic search explained
 - e) Paid search explained
 - f) Google search console
- 6) **Get discovered with search**
 - a) Intro to search engine optimization
 - b) The SEO process
 - c) How to choose keywords
 - d) Setting realistic SEO goals
- 7) **Make Search work for you**
 - a) Making your web pages search friendly
 - b) How other websites can work for you
 - c) Cross borders with SEO
- 8) **Be noticed with search ads**
 - a) Intro to Search engine marketing
 - b) The SEM auction
 - c) What makes a good keyword
 - d) Make your ads standout
- 9) **Improve your search campaigns**
 - a) Achieve relevance with good structure
 - b) Get the most from your keywords
 - c) Fine-tune with keywords match types

- d) How to know what's working and what isn't

10) Get noticed locally

- a) Marketing into the locals
- b) The power of local directories

11) Help people nearby find you online

- a) Using digital to advertise locally
- b) Reaching locals on their mobiles
- c) SEO for local businesses

12) Get noticed with social media

- a) Social media basics
- b) The right social media sites for you
- c) Setting your goals for social media
- d) Getting on social media

13) Deep dive into social media

- a) Your long term social media plans
- b) Advertising on social media
- c) Measuring success in social media
- d) Avoiding social media pitfalls

14) Discover the possibilities of mobile

- a) The evolution of mobile devices
- b) Understanding mobile web and mobile apps
- c) Understanding mobile apps

15) Make mobile work for you

- a) Introduction for advertising on mobile
- b) Search campaigns for mobile
- c) Display campaigns for mobile
- d) Social media campaigns for mobile
- e) Video for mobiles

16) Get started with content marketing

- a) Intro to content marketing
- b) Get to know your online customers
- c) Choosing the right format for your content
- d) Writing for online audiences
- e) Help your content be seen

- f) Measuring your success in content marketing

17) Connect through email

- a) Email marketing basics
- b) Your email marketing options
- c) Crafting great marketing emails
- d) Managing successful email campaigns
- e) Measuring success in email marketing

18) Advertise on other websites

- a) What is display advertising?
- b) Search advertising vs. display advertising
- c) The ins and outs of display advertising

19) Deep dive into display advertising

- a) Making display ads meet your goals
- b) Understanding ad networks
- c) How retargeting works

20) Make the most of video

- a) The rise of online video
- b) How video fits into your online strategy
- c) Creating video content within your budget
- d) Sharing and promoting your videos
- e) Advertising on video sharing sites
- f) Measuring video performance

21) Get started with analytics

- a) What is web analytics?
- b) Making web analytics work for you
- c) Tracking specific goals with web analytics

22) Find success with analytics

- a) Web analytics and organic search
- b) Tools to measure SEM
- c) Breaking down your data for insights

23) Turn data into insights

- a) Using data to understand audiences
- b) Understanding the data cycle
- c) Creating actionable insights from your data

- d) Managing numbers using spreadsheets
- e) Presenting data effectively

24) Build your online shop

- a) Using e-commerce to sell
- b) Taking payments and managing orders

25) Sell more online

- a) Creating a smooth e-commerce experience
- b) Product promotion and merchandising
- c) Retargeting for e-commerce

26) Expand internationally

- a) Intro to international marketing and export
- b) Validating your new market
- c) Being understood abroad
- d) Advertise across borders
- e) The support systems you will need
- f) Helping customers abroad buy your products
- g) Delivering to customers across the globe

5) LEARNING METHODOLOGY USED IN THE COURSE

The whole course was explained to us by video lectures. The video lectures used by them were of short duration (4-5 minutes) which resulted in increased engagement of the learner towards this course..

After each video there was couple of multiple choice questions, which was compulsory to attempt in order to move further.

This course provides an opportunity for the learner to have unlimited access to the video tutorials as well as the questions whenever they feel like.

6) **KEY LEARNINGS FROM THIS COURSE**

- The core components of a digital presence
- Local listings
- Social media, websites and mobile apps
- Setting realistic expectations
- Tracking and measuring how you're doing

- SEO – learn what gets you higher rankings in search engine results
- SEM – learn how to pick longer-tail, less competitive keywords to target, and focus on the bid amount as well as the relevance of your ad to your business
- Content marketing – focus on answering the questions that your customer really wants answered
- What web servers do, how domain names work
- Using our site to further our business goals

- Social media – focus on engaging with your customers to let them know more about your business and how you could improve your product or service
- Use analytics to assess, test, and then improve your online marketing efforts. Get familiar with Google Analytics
- writing relevant and effective content
