



KKAR Technologies

...Career Through opportunities

- ✓ DIGITAL MARKETING OVERVIEW
- ✓ SEARCH ENGINE OPTIMIZATION
- ✓ SOCIAL MEDIA MARKETING
- ✓ PPC ADVERTISING WITH GOOGLE ADWORDS
- ✓ GOOGLE ANALYTICS
- ✓ LEAD GENERATION USING SOCIAL MEDIA AND CONVERSION RATE OPTIMIZATION(CRO)
- ✓ EMAIL MARKETING
- ✓ ONLINE EARNING METHODS (AFFILIATE MARKETING ,GOOGLE ADSENSE)

GOOGLE ADWORDS

- Understanding purpose of Campaign
- Account Limits in Ad words
- Location and Language Settings
- Networks and Devices
- Bidding and Budget
- Schedule: Start date, end date, ad scheduling
- Ad delivery: Ad rotation, frequency capping
- Demographic bidding (Display Only)
- Social settings (Display Only)
- Purpose of Ad Groups
- Keyword Types (Broad, Phrase, Exact and Negative)
- Ad words Keyword Tool
- Text Ad Format
- Quality Score and Its Importance
- Understanding the Ad Group and Keywords Dash Board
- Search Terms + Single Keyword Auction
- Columns Customization
- Alerts Setting
- Filters
- Adgroups and Keywords
- Purpose of Ad Groups
- Keyword Types (Broad, Phrase, Exact and Negative)
- Ad words Keyword Tool
- Text Ad Format



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- Quality Score and Its Importance
- Understanding the Ad Group and Keywords Dash Board
- Automate Tool
- Search Terms + Single Keyword Auction
- Columns Customization
- Alerts Setting
- Filters
- AdWords Account Setup
- Ad formats And Ad guidelines
- AdWords Account Setup
- Creating AdWords Account
- AdWords Interface Tour
- Adwords Dash Board
- Billing in AdWords
- Ad Types in Adwords
- Text Ads
- Image Ads
- Display Network Targeting
- Setting a Display Network Campaign
- Concept of CPM and Branding
- Automatic Placements
- Manual Placements
- Placement Tool
- CPC Bidding and CPM Bidding
- Audience Tab
- Topics Tab
- Purpose of Conversions
- Create your Conversion Tracking Code
- Tracking the Conversions for Multiple Product
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- Create your Conversion Tracking Code
- Tracking the Conversions for Multiple Product
- Remarketing

GOOGLE ANALYTICS

- Introduction to Google analytics
- How Google analytics works



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- Understanding Google analytics account structure
- Cookies importance in Google analytics
- Setting up an account in Google analytics
- Adding analytics code in website
- Understanding different types of traffic
- Downloading different traffic reports
- Creating Key performance indicators using primary and secondary dimension
- Understanding Bounce rate and how to reduce it
- Setting up goals and tracking conversions
- Different types of Goal conversion paths
- Importance of funnels in goal conversions
- Integrating Google Adwords with Google Analytics and Google Merchant centers
- Tracking Adwords Campaign reports in Analytics
- Filtering the traffic and creating different types of Pictorial charts to analyze reports visually
- Importance of UTM Tagging (Automatic and manual)
- Enabling Automatic UTM tagging gclid in Google adwords
- Event Tracking in Google analytics
- Creating Dashboards
- Checking Real Time Traffic
- Creating Advance Segmentation Reports with multiple Dimensions
- Attribution Modelling (Single&Multichannel)
- Creating Custom Reports
- Remarketing using Google Analytics
- Tracking Ecommerce Reports

LEAD GENERATION USING SOCIAL MEDIA AND CONVERSION RATE OPTIMIZATION(CRO)

- What is conversion rate and conversion rate optimization
- How to generate leads for B2B using linkedin
- Generating leads through facebook
- Advantages of premium membership in linkedin
- Importance of A/B Testing
- Landing page Design importance in getting leads

EMAIL MARKETING

- What is email marketing
- Importance of email marketing in generating leads
- How to write effective subject lines



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- How email Marketing works
- Challenges faced in sending bulk emails
- Setting up campaigns and lists
- Creating email marketing template and sending bulk mails
- Uploading mail ids to the tool
- Creating subscriber lists
- Checking open rates , clicks , click through rate
- Checking traffic from various locations
- Popular tools used

ONLINE EARNING METHODS (AFFILIATE MARKETING ,GOOGLE ADSENSE)

- What is affiliate marketing and how to earn money from it
- Discussion on worlds popular affiliate network sites
- Creating banners and using on blogs
- Identifying the money making , highly targeted and less competitive keywords
- How SEO helps in Affiliate marketing and google adsense
- Registering in Affiliate network sites
- Promoting various sites
- What is Google Adsense
- Why Google adsense is the highest money making method in the world(Monthly income more than
10Lakhs)
- How to get approval from google to display ads in your sites and earn money