



SMO



About Course

Social media optimization (SMO) is the use of social media networks to manage and grow an organization's message and online presence. As a digital marketing strategy, social media optimization can be used to increase awareness of new products and services, connect with customers, and mitigate potential damaging news.

SMD

CURRICULUM

1

INTRODUCTION TO SMD

Introduction to SMD

Brief history of SMD

What is SMD?

Why is SMD important?

What benefits does SMD have?

What is SMD Generally do?

Why to choose SMD?

Software architecture of SMD

Advantages of SMD

SMD features SMD market

Comparing SMD with other Technology

Terms and acronyms

2

Search Engines

What are the search engines?

How search engines work

Major functions of a search engine

What are keywords?

Different types of keywords

3 Social Media Marketing

What is social media?

Understanding the existing Social Media paradigms & psychology

How social media marketing is different than others forms of Internet marketing

Extended with Example

Useful of Internet Marketing

Extended with Example

4 Facebook Marketing

Understanding Facebook marketing

Creating Facebook page

Uploading Contacts for invitation

Exercise on fan page wall posting

Increasing fans on fan page

How to do marketing on fan page(with example)

For engagement

Important Apps to do fan page marketing

Facebook advertising

Best practices for facebook advertising

Understanding facebook best practices

Understanding edgerank & art of engagement

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Video Marketing

Understanding Video-campaign

Creating First Video Marketing

Expanded - In detail with Example

Importance of Video Marketing

Benefits of Video Marketing

Uploading videos on video marketing website

Using youtube for business

Developing youtube video Marketing Strategies

Bringing visitors from youtube video to your website

Creating video Adgroups

Targeting options

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Mobile Marketing

Understanding Mobile Devices

Mobile Marketing & Social Media

Mobile Marketing Measurement & Analytics

Fundamental of Mobile Marketing

Key Industry Terminology

Creating Mobilewebsite through Wordpress

Using tool to create Mobile Website

Extended-in-detail with Example

Using tool to create Mobile App

Extended-in-detail with Example

Advertising on mobile(App & Web)

Extended-in-detail with Example

Targeting Ads on App

Extended-in-detail with Example

targeting Ads via Location

Extended-in-detail with Example

Targeting Ads Via SearchEngine

Extended-in-detail with Example

Content Marketing on Mobile

Extended-in-detail with Example

Mobile st Mobile strategy-segmentations

option targeting and differentiation

Extended-in-detail with Example

Mobile Marketing Mix

Extended-in-detail with Example

SMS Marketing

Extended-in-detail with Example

Creating Mobile Application

Extended-in-detail with Example

Uploading Mobile App in Android and iOS

Extended-in-detail with Example

Testing of Function

Extended-in-detail with Example

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Google Analytics

Introduction to Google Analytics
How Google Analytics works
Understanding Google Analytics Account Structure
Understanding Google Analytics Insight
Extended-in-detail with Example
Understanding cookie Tracking
Extended-in-detail with Example
Types of cookie tracking used by Google Analytics
Extended-in-detail with Example
Starting with Google Analytics
Extended-in-detail with Example
How to set up analytics account
Extended-in-detail with Example
How to add analytics code in website
Extended-in-detail with Example
Understanding Goals and conversion
How to set up goal
Understanding different types of Goals
Creating first display campaign
Understanding bounce & bounce rate
Difference between exit rate & bounce rate
How to reduce bounce rate
How to set funnels in goals
Extended-in-detail with Example
Importance of funnels



How to integrate adwords & analytics account
Benefits of integrating adwords & analytics
Extended-in-detail with Example
Measuring performance of marketing campaigns
Via Google Analytics
Extended-in-detail with Example
What is link tagging
How to set up link tagging
Extended-in-detail with Example
Understanding Filters and Segments
Extended-in-detail with Example
How to fill Filters & Segments
Extended-in-detail with Example
How to view customized reports
Extended-in-detail with Example
Monitoring Traffic Sources
Extended-in-detail with Example
Monitoring Traffic Behaviour

8 Online Advertising

What is Online Advertising
Types of Online Advertising
Display Advertising
Banner ads
Rich media ads

Pop ups & Pop under ads

Contextual Advertising

In text ads

In Image ads

In video ads

In page ads

What are payment module

Companies that provide online advertising solution

Tracking & Measuring ROI of online adv.

9 Email Marketing

What is Email Marketing?

How Email works?

Challenges faced in sending bulk messages

How to overcome these challenges

Types of Email Marketing- Opt-in & bulk emailing

What is Opt-in Email Marketing?

Setting up Email Marketing account

Best platform to do Opt-in Email Marketing

Setting up lists & web form

Creating a broadcast Email

What are auto responder?

How to do bulk Emailing?

Best practices to send bulk Email

Trick to land in inbox instead of spam folder

Top Email Marketing Software's & a glimpse of how to use them

Improving ROI using A/B Testing

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Ecommerce

What is Ecommerce ?

Top Ecommerce website around the world & it's scenario in India

Difference between Ecommerce Software & Shopping cart Software

Payment Gateway, Merchant accounts & Logistics for physical goods

Integrating Woocommerce & setting up an Ecommerce store on Wordpress

Affiliate Marketing by promoting products which look like an Ecommerce Store

Case Study on Ecommerce website

How to do Google products listing Ads(PLA) for Ecommerce Website

How to do SEO for an Ecommerce Website

Quttera

Webroot

Sucuri

Immuni WebScan

VirusTotal

McAfee Check Single URL
Trend Micro Site Safety
Google Search Console
Norton Safe Web
Open Graph Debugger



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