

Google AdWords

- Introduction to Google AdWords
- Keyword Research in Pay Per Click Marketing
- Landing Page creation and optimization
- Creating first ad Campaign
- Creating Ad Group and Ad Copy
- Keyword Insertion.
- Different type of Ad extension
- Remarketing ppc ad campaigns
- Quality Score Optimization
- Conversion tracking
- A/B testing and conversion optimization.
- Basics of display Advertising
- Different types of display ads format
- Display ads targeting using different methods
- Website traffic through YouTube Videos
- Using Youtube Videos for SEO

Mobile Marketing

- Creating Mobile Friendly User Interface
- Mobile apps for regular engagement
- App engagement and installment ads.