

No1 & Oldest Digital Marketing Institute of India

Kangaroo Wings Started in 2008 with the Vision to bring awareness about Digital Marketing.

It is undoubtedly important for Business owners & Professionals.

Internet Marketing has also opened doors for people to make money online through various sources including Google AdSense.

Since 2008 we have conducted more that 2000 Seminars and trained over 7000+ Professionals & Business Owners.

Why should You Learn Digital Marketing

Digital Marketing is the next thing for any Business.

Must for Business Owners to Scale up their Business.

Since Business is Online Today which leads to great Career opportunities

Google & Affiliate marketing Opportunities for people planning work from Home.

PM Modi gives a Rise to Digital Media Jobs & Business Opportunities

" I DREAM OF A **DIGITAL INDIA**
WHERE ACCESS TO INFORMATION
KNOWS NO BARRIER "

- Shri Narendra Modi



Why & Scope of Digital Marketing ?

Gone are the days when we used to search for services or stuffs in newspapers or wander around the city. The power of Internet, Google, Email, Social Media has made it easy for us to find almost anything on the Internet at best rates. This has led to increase in online sales, website promotion services, product branding and much more.

This calls for Online Jobs and career opportunities. US Internet ad revenues rise to \$10.7 billion in 2013, So, now you know the future of Business on Internet and career as well.

Why should You Learn Digital Marketing

- Those who would like to build their career in Digital Marketing. Open for Both IT and Non IT Candidates.
- Those related to Print media, Advertisements, Promotions, Sales and online advertising
- Entrepreneurs, Managers, Team Leads CEO of small or big companies who would like to promote their Business online and generate at low cost.
- Managers & Operation Heads of Any Organization Should do digital Marketing as this Becoming Crucial Part of Any Business.

Kangaroo Wings offers comprehensive digital Marketing Course. This course is specially designed for Team Leads, Managers, Brand Managers, CEO's, Management Students and people from advertising & media backgrounds. We are proud to be the Oldest digital Marketing Training Institute in India with Over 2000 Students worldwide.

1. DIGITAL MARKETING COURSE

(Comprises of 21 Modules)

Fees - 40,000/-

Capsule specially designed for Entrepreneurs Management Students, Brand Managers & all others planning to Set up or Generate Business through digital Marketing



Module 1. Basic of Digital Marketing

- About Digital Marketing
- Hierarchy in Digital Marketing
- Push VS Pull Digital Marketing
- Hosting & Servers - Importance
- Search Engine Commands
- Indexing, Robots, Caching
- Basics Of HTML
- Title, Description Authors Tag
- Website Development Platforms
- Wordpress Dynamic website Management
- Installing Dynamic Websites on Servers
- How Search Engines Work
- Alexa.com



Module 2. SEO Training

Part 1 Keywords

- Types of Keywords
- Keyword Research Techniques
- Multiple Keyword Research
- Keyword Application Strategies
- Google Insights / Trends
- How to Choose Right Keywords VIA Trends

Part 2 Link building Basics

- Creating Backlinks
- Creating Contextual Links
- Backlinking Rules
- Backlink Checker Tools

Part 3 Competition Analysis

- Analyzing Client Websites
- Creating SEO Reports
- Creating SEO Proposals

Part 4 On Page Optimization

- On Page Techniques for Dynamic/HTML Website
- 2015 Google Yahoo On Page Tips
- Keyword Density
- 301 & other Redirects
- Content Optimization
- On Page Social factor
- On Page for Static Websites
- On page for Dynamic Websites
- On page for Ecommerce Websites
- Integration of Social Plug-ins and Importance
- Google Panda Update
- Google Penguin Update
- Google Hummingbird

Part 5

- What is Link Building
- Types of Link Building
- Link Wheel Strategies
- Pagerank Algo
- Off Page Optimization Advanced Strategies
- Difference Between Do Follow & Nofollow
- Google Off Page Ranking Algorithm
- Link Building Formula

- Link Spamming
- Quality VS Quantity Linking
- Directory Submission
- Social Bookmarking
- Article Submission
- Press Release
- Blog Submission
- Forum Postings
- Image Submission
- Question Answers Portals
- Classified Submissions
- Forum Submission & applications
- Linking of Dynamic Websites
- Authority Checkers - How to Analyze

Part 6 Google Search Console (Webmaster)

- A Key to SEO Training & Success
- How to Rank your Website in Specific Country
- Resolving Website Errors
- Geo Targeting
- 301 Redirect
- Domain Optimization
- Spam Control
- Site Links Control
- Awesome tool to Check Incoming Links
- Malware Check

Part 7. Google Places / Local Rankings

- SEO For Local Business
- How to rank website in local searches
- Get Ranking on Local Keywords
- Verification & Installation Process
- How to Increase STAR Rankings

Part 8 Google Analytics

- How to Increase Traffic based on Analytics
- How to Double your Conversions
- Installation and Configuration
- Goal Setup & Tracking
- Geo Tracking
- Keyword Tracking
- Referral Tracking
- Goal Tracking
- Conversion Tracking

Part 9 Softwares / Plugins

- Roboform
- FTPS
- Keyword Finders
- Search Ranking Softwares
- Content Spinners

- Plagiarism Checkers
- Authority Checkers
- Rank Checkers
- SEO Optimization Plugins- QK

Part 10 Google AdSense Earning Program

- Account Creation
- Code Installation
- How Google AdSense Works
- Legal ways of Google Earning program
- Website Policies

Part 11. Mobile SEO

- Mobile SEO Strategies
- Mobile SEO Tools
- Mobile SEO Plugins
- Ranking Strategies for Mobile SEO

Part 12. Google Top Updates

- Google Hummingbird
- Panda Update
- Penguin Update
- Pirate 2.0
- Google EMD (Exact Match Domain) Update

Module 3. PPC Training

Learn Advanced Pay Per Click Training from the most Experienced PPC Experts at Kangaroo Wings. We are the oldest and most experienced in Paid Marketing Training Programs.



Paid Networks Covered

1. Google Adwords
2. Bing Yahoo Ads
3. Facebook Ads
4. LinkedIn Ads
5. Twitter Ads
6. Steroid Based Campaigns
7. Alcoholic Paid Campaigns

Part 1 - Keyword Planning Paid Keywords

- Types of Keyword Insertion
- Paid Campaigns On Page Optimization
- Paid Campaigns Major Terms
- MCC Account - My Client Center

Part 2 - Campaign Designing

- Agroup Designing
- Ad Making
- Adding Keywords
- Negative Keywords

Part 3 Sitelinks

- Site Extensions
- Other Extensions
- Mobile Extensions
- Geo Targeting of Ads
- Geo targeting of Ads
- Campaign Optimization
- Targeting Mobile Devices

Part 4

- Conversion Code Installation
- Conversion Tracking
- Live Bidding

Part 5

- Display Campaigns
- Display Planner
- Contextual Display Advertising
- Contextual Managed Advertising
- Display Managed Advertising
- CPV Management
- CPC/CPM

Part 6

- Remarketing
- Retargeting
- Rebranding to targeted Traffic

Part 7

- Google PLA
- Google YouTube-B

Part 8

- Google Mobile Web Marketing
- Google Mobile App Marketing

Part 9

- Reporting
- Fraud Click Analysis
- Enhanced Campaigning
- Google Analytics Linking
- Account Sharing & Permissions
- Billing
- How to become Google Partner

Part 10

- Cost Per Acquisition Management
- Auction Insights
- Segmentation
- Day Parting
- Filters
- Labelling
- Change History
- Automation
- Adwords Opportunities
- Account Access

Part 11

- Campaign Automation Advanced
- Advanced Campaign Low Cost Advertising
- Advanced Campaign Broad Strategies

Part 12

- Competition Analysis Softwares

Module 4 - Social Media Marketing

Part – 1 Facebook

- Creating Strong Profiles on Facebook
- Creating Pages & Groups
- Increasing Engagements
- Product Brand Promotion Activities
- Paid Advertising on Facebook
- Campaign Designing & Strategizing
- Branding Techniques Via Facebook
- Facebook Marketing Apps
- Facebook Mini Website Apps
- How to Acquire Leads through FB

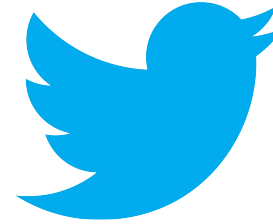
Part – 2 LinkedIn

- Creating Strong Profiles on LinkedIn
- Company Pages
- Product Brand Promotion Activities
- Lead Generation Tips
- Branding on LinkedIn
- LinkedIn Marketing Apps
- LinkedIn Marketing Plug-in
- Company pages
- Paid Marketing Campaigning
- Jobs / Hiring Tips



Part – 3 Twitter

- How Twitter Search Works
- Increasing Brand Awareness through Tweets
- Increasing Followers on Twitter
- Product Brand Promotion Activities
- Retweeting
- # Tags
- How @-mention works
- Twitter Cards



Part - 4 Google +

- Best Practice
- Benefits of +1 Code
- Search Engine Impacts
- Marketing +1
- Implementation
- Branding & Engagement



Part - 5 YouTube

- Uploading and Managing Videos
- Creating Channels
- YouTube Video Engagement
- Understanding Interaction Rate
- YouTube Paid Marketing for Branding
- YouTube paid Marketing for Leads



Part - 6 pinterest

- How It Works
- Creating Boards
- Uploading Pics
- Pin it Tips
- Integrating on your Website

Part - 7

- Event promotion Strategies
- Planning Event promotion through SMM
- Choosing the Right Network

Module - 5 Email Marketing

Part - 1

- Email Marketing Servers
- Email Marketing Open source CMS
- Types of Email Marketing Campaigns
- Retention Email Marketing

Part - 2

- Designing Email Campaigns
- Types of campaigns

- Designing High Conversion Campaigns
- Email List Management
- The Email Body
- Video Marketing Over Email
- Content That user would LOVE

Part - 3

- Database Management
- Extracting Data
- Paid Data
- Data Collection
- Validity & Deliverability

Part - 4

- Tracking & Analysis
- Call to Action
- Conversion Tracking
- Experiments
- Email Newsletters
- Optin & Optout

Part - 5

- How to Maximise Inbox Deliveries
- Legal Compliance and Measures
- Can-Spam Act
- Guerilla Email Marketing
- Dedicated Email Marketing
- 5 steps to HARDCORE Email Campaign
- 5 Steps to Killer Newsletters

Module 6 E-commerce

- Search Engine Optimization Strategy for Ecommerce
- PPC for Ecommerce
- Landing Page Optimization for Ecommerce
- Shopping and ORM solutions.
- Mobile Marketing Strategy Ecommerce
- Mobile Payments
- Testing with Analytics
- Magento Backend Management
- Gateway Providers & Policies
- Core Selling Strategies
- International Ecommerce strategy

Module 7 Affiliate Marketing

- What is Affiliate Marketing
- Affiliate Marketing for Business Owners
- Affiliate Marketing for Money Making
- Quick Tips of Making Money from Home
- How Do they Make money
- How Does affiliate Marketing Network work
- Best Networks for Maximizing Revenue
- Best Networks Based on products to sell
- Top Paying Networks
- Affiliate Marketing Softwares
- Identifying Affiliate sites
- Real Time Accounts of Affiliates
- Special Session for Business Owners to Promote Business VIA Affiliate Network
- Direct and Indirect Channels in Affiliate marketing
- Hindrance in Affiliate Marketing
- Download full pdf for details



Module 8 Content Marketing & Management

- Digital Marketing Content Generation Strategies
- Content for Search Engines
- Content Spinning
- Plagiarism Checkers
- Content feeding for Search Engines
- Content Writing Team Management for Clients
- Content writing for Blogs, Adsense, Portals, Email & Paid Campaigns
- Content Generation Networks



Module 9 Reputation Management

- Brand Building
- Positive VS Negative Branding
- Do's & Dont's of Reputation Management
- Promoting Brand Awareness
- Rebuilding brand image
- Brand Building Tools & Apps
- Role of Digital Marketing Concepts in Online Reputation
- Quick Tips on Brand Building
- Content Management Systems for Online Reputation
- How to get your Brand Online in 5 Easy Steps
- Softwares and Tools for Online Branding

Module 10 International Online Marketing

- Integration of Web Apps for Worldwide Lead Acquisition
- Generating leads from Abroad
- Online Sales & Support Management
- International Customer Services
- Tracking Email Phone Clients
- Online Applications
- Online Lead Management Systems
- Applications for Online Sales Management

Module 11 Geo marketing

- Marketing Geography Planning
- IP Based Geo Targeting
- Tracking Email Location
- Website Planning Based on Geographic Targeting
- Keywords Selection Based on Geographic Targeting
- Geo Targeting Software's and Web Applications
- Regional Listings
- Webmaster Guidelines & Settings
- Geo Targeting VS Cloaking
- How to reach visitors from Different Countries
- How to marketing the website in different countries

Module 12 Video Production & Marketing

- Video Viral Making Strategies
- On page Optimization of Videos
- Search Engine Optimization of Videos
- Brand Promotion Through Videos
- Monetization
- Creating Effective Video Branding Campaigns
- Online Video Integration into Internet Marketing or Digital Campaigns
- Software's for planning filming & Optimizing short Online Videos
- 5 ways to boost your chances of making Video Viral on YouTube
- Video Analytics Training

Module 13 Mobile Advertising

- Mobile app Creation
- Mobile App stores
- Mobile app marketing strategies
- Increasing Mobile App Downloads
- IN APP Marketing
- Mobile Search Engine Optimization
- In Game Advertising
- RMMA
- Lead Generation Through Mobile Campaigns
- Tracking Mobile Conversions

Module 14 Conversion Optimization

- CRO Strategy
- A/B testing - Split Testing
- Role of Analytics
- Funnel Tracking
- First to Last Interaction Tracking
- Remarketing Principles
- Budget Allocation over Digital Marketing
- Role of testimonials & other Supportive materials
- Top 5 methods to Increase Conversion rate

Module 15 Web Google Analytics

We call web analytics as EYE of Digital Marketing. A website without Analytics is shooting in the dark

- Softwares to Track Visitor Data
- Tracking Conversions
- Reporting
- Setting Up Goals & Tracking
- UTM Tracking
- Traffic Analysis
- Sales Tracking
- Sign Up Tracking
- Sources
- Dimensions
- Metrics
- Visitor Flow
- Data Filtering
- Preparation of Google Analytics Certification

Module 16 SMS Marketing

- SMS marketing through E Panel
- SMS API's
- Database Management
- Database Extraction

Module 17 Network level Marketing

- How Network Level Marketing Works
- Types of Networks
- How to Create Networks
- CMS for Networks
- Network Trackers
- Software and APPS for Networks
- Networks - The Money Minting machine
- Expanding Business with help of Networks

Module 18 Guerilla Marketing

Cost Effective Marketing Strategy for Quick branding, Leads, Sales or web Traffic

- Digital Signage
- Cost Effective paid Campaigns
- Cost Effective Organic Strategies to generate traffic
- Tools and APPS for Guerilla Marketing

Module 19 Google AdSense

- How to Apply for Google AdSense Earning program
- Quick Money Making Techniques with Google
- Google Policies

- Live Project analysis
- Project theme to Select with maxim Income Opportunities

Module 20

Freelance / Bidding / Outsourcing Digital Media

Newly Added

Module 21 Startup Fundamental Course

- Membership to the Startup club
- Business Ideas for New Startups
- Startup Ecosystem

Your Trainers



Manik Dhar

Digital Marketing Expert

Founder & Director Kangaroo Wings India

Industry experience 10 years



Kismat Ara

Cofounder– Tech Mowgli.

Digital Marketing Consultant

Expertise Social Media Planning & Execution



<https://www.kangarowings.com/kangarowings-student>

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