



BISMARCK

TECHNOLOGY & BANKING INSTITUTION LIMITED

Every Life, Every Moment, Every Day. A New Beginning...

**DIGITAL
MARKETING
COURSES**

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TECHNOLOGY-DRIVEN BUSINESS SCHOOLS

Using Cutting-Edge Learning Tools & Faculty

AD TESTING COURSE

DURATION: 2 WEEKS

FORMAT: WEBPDF PLUS VIDEO LECTURES

CERTIFICATE OF COMPLETION

What is A/B Testing?

A/B Testing (also known as Split Market Testing) is a method of comparing two versions of a website, web page or application to see which one performs better. For instance, you can compare two web-pages or websites by showing the two variants (which we call A and B) to similar visitors at the same time. In this way that gives a better conversion rate, wins!

Advantages of A/B Testing

1. Improved Content Engagement
2. Reduced Bounce Rates
3. Increased Conversion Rates
4. Higher Sales
5. Multi-Functional
6. Easy to Analyze
7. Useful in Low-Drop-Out Testing
8. Creates Job Opportunity
9. Higher Proficiency
10. Helps Business Making
11. Reduced Risk
12. Reduced Cost Abandonment
13. Increased Sales

Features of A/B Testing

In marketing and business intelligence, A/B testing is basically a term for controlled experiments with two variants, A and B. It can be regarded as a formal statistical hypothesis testing with two variants leading to the technical term, two-sample hypothesis testing, used in the field of statistics.

As the name entails, two variants (A and B) are being compared, which are the same except for one variation that might affect a user's behavior. Variant A might be the currently used variant (control), while variant B is modified in some respect (treatment).

A/B Testing as a philosophy of web development contributes the website line with broader movement toward evidence-based practice in other fields.

One of the benefits of A/B testing is that it can be performed constantly on almost anything, particularly internet marketing executives address new conversion issues with the ability to run A/B tests on an ongoing basis. This allows the updating websites and other tools, using current resources, to keep updated with changing trends.



Why Study A/B Testing?

1. **A/B Testing lets you make the most out of your existing traffic and helps you increase conversion without having to spend on acquiring new traffic.**
2. **A/B Testing can help you gain high ROI, because the most minor changes can result in a significant increase in conversions.**
3. **A/B Testing helps you avoid unnecessary risks by allowing you to target your resources for maximum effect and efficiency.**
4. **Job opportunities and career advancement.**
5. **Increase your earning potential.**
6. **Become A/B Testing professional by taking this course.**

In the Full Course, you will learn everything you need to know about A/B Testing with Certification of Completion.

A/B Testing Course Outline

- A/B Testing • Introduction/Overview
- A/B Testing • How it Works
- A/B Testing • Why to Use?
- A/B Testing • What to Test?
- A/B Testing • Process
- A/B Testing • Collect Data
- A/B Testing • Identify Goals
- A/B Testing • Create Variations
- A/B Testing • Run Experiment
- A/B Testing • Analyze Results
- A/B Testing • Tools
- A/B Testing • Mathematics
- A/B Testing • SEO
- A/B Testing • Video Lectures
- A/B Testing • Exam and Certification



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TECHNOLOGY-DRIVEN BUSINESS SOLUTIONS

Helping Existing Business Launching & New Business

CONTENT MARKETING COURSE

DURATION: 2 WEEKS

FORMAT: WEBPDF PLUS VIDEO LECTURES

CERTIFICATE OF COMPLETION

What is Content Marketing?

Content Marketing is the strategic marketing approach that is centered on the development and distribution of relevant, valuable and unique content to draw attention and achieve a clearly-defined audience and eventually to gain very high and profitable customer engagement.

Content Marketing is mostly about creating and disseminating content that interests and draws a targeted audience while encouraging them to take necessary action which is very profitable for business.

Content Marketing is known to be many things such as corporate journalism, inbound marketing, branded media, customer publishing, and native advertising, to mention but a few. However, the fundamental idea behind this strategy is the same.

The increase of users on the web with web, social networking, digital and mobile technologies has changed the relationship between the consumers and business. Regular consumers of these don't purchase a product just by idly viewing its advertisement on a bill board, they research on Google to compare similar products like yours, read the product's review online by experts, ratings from past customers, and even ask their friends on various social networks before spending their money on your product.

As a result of the aforementioned, business owners need to rethink their conventional and traditional marketing strategies and channels if they want to gain the trust of their customers and influence their final buying decisions. This is where Content Marketing comes in. It enables business to draw potential customer's attention towards their organization by highlighting and promoting their key features to convince the customer on why he or she should go for their product.

Before you create a Content Marketing Strategy for your business, you will need to first define your goals. What is your aim with your content? Do you have more subscribers on your blog? Do you like acquisition of traffic? Or maybe, you simply want to convert certain sales pages of your website. Whatever your goals are, you need to clarify first them out first before you even begin designing the strategy.



Features And Characteristics Of Content Marketing

Some of the Features and Characteristics of Content Marketing Includes:

1. Targeted Audience: As opposed to the traditional means of advertising that may be more general or promoting content only to new customers, Content Marketing mostly targets your present customers. With Content Marketing, you build a relationship with your customer, only sharing information that they are interested in. Potential and new customers can also be brought in with Content Marketing because they are interested in what you are offering.

2. Sell a story: The content you distribute should be delivered in a nice, easy-going manner as opposed to giving a sales pitch. Decide what your content will be judging from your customer's present interests, you are writing for your audience and the potential audience not for your company.

3. Provide Value: Every piece of content you write must add value, educate, inform and/or entertain your target audience. Remember, content is not 'Content Marketing' unless your audience finds it to be interesting and valuable. If your content is not read and enjoyed by your customers they will stop you by becoming a loyal customer.

4. Create a Dialogue: Instead of directing your customers and just 'selling' your brand, create a dialogue. Invite your audience to engage in your Content Marketing and duly reply to their comments or questions.

5. Increase Profits: Content marketing helps more traffic to your site while establishing a relationship with your audience. With honest content, your reader and customers will feel well-informed and will be more likely to trust your brand when making purchasing decisions.

Advantages Of Content Marketing

1. **Reach a targeted audience who may avoid ads.** – Content marketing helps you reach a target audience who may avoid traditional ads. Knowing your audience helps you produce targeted content.
2. **Build brand awareness, trust and loyalty.** – People build an impression based on the content you feed. This means participating with meaningful and authentic content would portray you as authority. Build your brand and people would follow.
3. **Increased traffic and conversions.** – A well thought out content draws your audience to your website, thereby boosting traffic. Once their attention has been gotten, you can easily persuade them to explore or make a purchase.
4. **Support other marketing tactics.** – Good content is important for the success of many other marketing tactics, such as search engine optimization, social media, and public relations.
5. **Reduced Costs.** – There is no hidden cost, otherwise you can keep spending at a minimum level.

Benefits Of Content Marketing

1. Content Marketing increases the stability of your brand.
2. With Content Marketing, you develop a lasting relationship with your audience.
3. It improves brand awareness and recognition.
4. It builds loyalty and trust, with both your present customers and potential ones.
5. It helps you to build your authority and credibility.
6. It positions your business as an expert in your industry and market field.
7. It generates traffic to your site to improve lead generation.
8. It acts as a means of communication through social shares and comments.
9. It helps your customers move through the purchase-decision funnel.
10. Content Marketing provides value with no strings attached.

Why Study Content Marketing?

1. Develop marketing and life skills needed for fast conversion and growth in today's field of organization.
2. Understand customer behavior through the production of quality content regarding their needs.
3. Low cost of entry, you don't need a huge capital to begin producing content.
4. Be the boss of your own content • no need to pay for it like ads, and it can be reused by you.
5. Using content marketing strategies like SEO, PPC gives you an edge and sets you apart from marketing competitors.
6. Enhance your storytelling skills and abilities.
7. Build your social media presence which can lead to faster conversions rate.
8. Stay abreast of the latest technological innovations in content creation strategies.
9. Higher earning rate for content creators.
10. Job opportunities and career advancement.



Content Marketing Course Outline

Content Marketing Introduction

- Content Marketing • Introduction Overview
- Content Marketing • Target Customer
- Content Marketing • Content Creation
- Content Marketing • Media Channels
- Content Marketing • Editorial Calendar
- Content Marketing • Style Guide
- Content Marketing • Basic Tools
- Content Marketing • Challenges
- Content Marketing • Tracking Success

Content Marketing Types & Channels

- Content Marketing • Blogs
 - Content Marketing • Lifestyle Emails
 - Content Marketing • Podcasts
 - Content Marketing • Whitepapers
 - Content Marketing • Case Studies
 - Content Marketing • eBooks
 - Content Marketing • Digital Magazines
 - Content Marketing • Mobile Apps
 - Content Marketing • Web Apps
 - Content Marketing • Podcasts
 - Content Marketing • Webinars
 - Content Marketing • Infographics
 - Content Marketing • Articles
 - Content Marketing • Press Releases
 - Content Marketing • Social Media
 - Content Marketing • Examples
 - Content Marketing • Web Resources
- ## Content Marketing Value Ladders
- ## Content Marketing Events and Certification





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TECHNOLOGY-BASED BUSINESS SCHOOLS

Using Cutting-Edge Business Learning Tools & Learning

INTERNET MARKETING COURSE

DURATION: 2 WEEKS

FORMAT: WEBPDF PLUS VIDEO LECTURES

CERTIFICATE OF COMPLETION

What is Internet Marketing?

Internet Marketing is the process of placing advertisements on the Internet for the purpose of getting across to consumers that have interest in purchasing our goods or services.

Internet Marketing is also known as **Digital Marketing** or **Online Advertising**. It can be achieved through various means on the Internet such as:

1. Email Marketing
2. Search Engine Marketing
3. Social Media Marketing
4. Affiliate Marketing
5. Referral and Viral Marketing

Internet Marketing as it like is carried out via the Internet. Internet is how connected computers that communicate with each other. Millions of gadgets are connected to each other today, making it possible to share information in real time so that marketing can be done on the Internet without any barrier.

Advantages of Studying Internet Marketing

1. It enables one to have strong understanding of how the Internet works
2. It enables one to build brand awareness and increase sales with no geographical limitations.
3. It increases one's chance to measure market penetration and data gathering for specific market needs and trends
4. It enhances one's chance in getting better job that requires better understanding of internet marketing and its application
5. With knowledge on internet marketing, one can easily create business online and be self-reliant.
6. The job opportunity available for Internet Marketers is enormous.



What is Email Marketing

Email Marketing is the practice of reaching leads and driving sales through email communications with your prospects or customers. It is also used for customer relationship management, when used effectively, it can help deliver high return-on-investment (ROI).

Advantages of Email Marketing

1. Extremely cost-effective
2. Highly targeted
3. Customizable on a mass scale
4. Completely measurable
5. Progress follows up
6. Increased ROI • Return on Investment
7. Continuous customer relations and updates

What is Social Media Marketing

Social Media Marketing is advertising on social media platforms available on the internet. It encompasses adverts on social media pages, wall posts, news feeds and email pages.

Social Media Marketing is often the use of social network sites such as Facebook, Twitter, Instagram and LinkedIn to promote products and services. Social Media is used increasingly because of their wide range of usage and with the help of mobile applications that minimize the content to be held in the hands of billions of users world wide, social media marketing is here to stay.



Advantages of Social Media Marketing

1. There are no boundaries, not restricted by geographical location or time.
2. It is suitable for measurement.
3. It can drive instant sales and conversions.
4. Targeting and Optimizing advertising networks across advertisement across a number of websites and can track users visiting.
5. You get results from both organic reach and paid traffic.

What is Affiliate Marketing?

Affiliate Marketing: Affiliate marketing is the process of recommending and selling potential customers to a merchant website or products. The merchant then in return rewards the affiliate for each desired result with commission.

What is Search Engine Marketing?

Search Engine Marketing: It refers to the use of Search Engines like Google, Bing and Yahoo Search to display adverts. An important part of Search Engine Marketing is **SEO** - Search Engine Optimization. It uses special algorithms to determine and sort the results that are displayed on search engines based on search queries.

Other Online Advertisements practices includes:

1. Behavioral Marketing.
2. Viral Marketing.
3. Attracting Attention via Text Messages.
4. Covertly Messages.
5. Email marketing.
6. Call to action, etc.

In the Full Course, you will learn everything you need to know about Internet Marketing with Certificate to increase your knowledge.



Internet Marketing Course Outline

- Internet Marketing • Introduction
- Internet Marketing • E-Mail Marketing
- Internet Marketing • Online Advertising
- Internet Marketing • Affiliate Marketing
- Internet Marketing • Search Engine Marketing
- Internet Marketing • Search Engine Optimization
- Internet Marketing • Pay per Click Advertising
- Internet Marketing • Social Media
- Internet Marketing • Crowdsourcing
- Internet Marketing • Viral Marketing
- Internet Marketing • Online Reputation Management
- Internet Marketing • Web Public Relations
- Internet Marketing • Web Site Development and Design
- Internet Marketing • Online Copywriting
- Internet Marketing • Web Analytics and Conversion Optimization
- Internet Marketing • Mobile Marketing
- Internet Marketing • Customer Relationship Management
- Internet Marketing • Market Research
- Internet Marketing • eMarketing Strategy
- Internet Marketing • Video Lessons
- Internet Marketing • Exams and Certification





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TECHNOLOGY-DRIVEN BUSINESS SOLUTIONS

Helping Existing Business Grow by 50% Every Year

EMAIL MARKETING COURSE

DURATION: 3 WEEKS

FORMAT: WEB/PDF PLUS VIDEO LECTURES

CERTIFICATE OF COMPLETION

What is Email Marketing?

Email Marketing is the activity of promoting business offers by sending out emails and newsletters to subscribers and potential customers. Smart-day marketers tend to do more with fewer resources and less spend. They tend to be able to connect with their audience in a highly personalized way while saving on budget.

Email Marketing is NOT the same as SPAM. SPAM is sending out unsolicited emails to a purchased list of retrieved email list. We need to clear this misconception because a lot of newbies misinterpret email marketing with spam. EDM is sophisticated and digital marketing here.

Business marketers who use Email Marketing properly consistently connect with their customers and potential customers in a highly targeted way. They will be successful in producing a high Return on Investment (ROI) and revenue back in the business.

No marketing campaign further has a had the longevity of **Email Marketing**. While some marketing trends come and go, email remains the most powerful and most used channel available to the modern-day marketer.

An email is a tool that almost everyone makes use of today, and it continues to grow in usage and importance prevalent in the lives of people around the world.

Why Study Email Marketing?

1. Email Marketing allows you to easily reach a global audience.
2. Email Marketing campaign gives an instant impact on your business.
3. Email Marketing gives you an estimated high ROI.
4. Job Opportunity and Career Advancement.



Features Of Email Marketing

There are lots of features of Email Marketing, the list below contains some of the features and characteristics that should be possessed by an Email Marketing Software-ESP.

1. Message Automation: Automation of emails is one of the most powerful features an ESP should possess. This feature basically allows Email marketers to send emails instantly in response to a particular action by their subscribers or to send Email messages to a list following a specific set of rules.

2. HTML, Responsive Layout: Nearly all Email Service Software possesses the ability to allow Marketers to send Email messages with template layout that can be easily customized with HTML and CSS for the purpose of creating responsive email templates that can easily adapt to the recipient's device. Ideally, this is mobile optimization for email. In most instances, using responsive design with Email templates will avoid all kinds of mobile rendering of HTML and styling with CSS, but the key is that the ESP gives users enough design and template freedom to make responsive design work.

3. Advanced List Maintenance: Adding and removing email subscribers is a major feature that every ESP offers. ESP software also provides the ability to automatically remove invalid email addresses; after some number of failures, they should also allow the feature of Opt-outs, change-of-subscription, etc.

4. CAN-SPAM Compliance Builder: The Controlling the Assault of Non-Solicited Pornography and Marketing (CAN-SPAM) Federal Act of 2003 states the U.S. standard for sending commercial email and it grants the U.S. Federal Trade Commission the right to carry out these standards.

5. Easy Integration: Email marketing might work better when it is closely integrated into other services or systems. ESP software should offer easy-to-use APIs or platform extensions that allow email capabilities to be added to the very best user experience platforms.

6. Dedicated IP Address: In the email marketing field, a dedicated IP address is an IP address that only your business can be used messages. Having your own personal or business IP address can dramatically improve deliverability. This feature is really intended for organizations that are sending a large number of messages.

7. Deliverability Help: Email marketing cannot work if the messages are not getting through, and while email marketers might not have a lot of experience with deliverability, Email Marketing software should definitely default to a high score.



Benefits Of Email Marketing

Some of the benefits and advantages of email marketing include:

1. Low-cost of marketing.
2. Email Marketing lets you reach an already-engaged audience.
3. Email Marketing allows you to deliver targeted messages.
4. Email Marketing lets you easily drive revenue to your business.
5. Email Marketing is easy to get started.
6. Email Marketing results are easy to measure.

Email Marketing Course Outline

- Email Marketing • Introduction
- Email Marketing • Overview
- Email Marketing • Mailing List
- Email Marketing • Newsletters
- Email Marketing • Announcements
- Email Marketing • Event Invitation
- Email Marketing • Content
- Email Marketing • Landing Pages
- Email Marketing • Spam Compliance
- Email Marketing • Service Providers
- Email Marketing • Automation
- Email Marketing • Metrics
- Email Marketing • Follow UPS
- Email Marketing • Tips
- Email Marketing • Video Lectures
- Email Marketing • Exam and Certification





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UNIVERSITY

1000 University Blvd. Bismarck, ND 58501

FACEBOOK MARKETING COURSE

DURATION: 2 WEEKS

FORMAT: WEBPDF PLUS VIDEO LECTURES

CERTIFICATE OF COMPLETION

What is Facebook Marketing?

Facebook Marketing is the process of creating and actively using Facebook pages as a direct-communication channel to promote, reach, engage and maintain contacts with potential and current customers.

Facebook actively gives you a platform to do this by allowing its users to create individual profiles or pages for their business, companies, organizations, or any group or person that is attempting to develop a fan base for a product, service, or to create awareness for a brand.

Facebook is one of the most popular and free social networking platforms that like to registered users to create their online profiles, upload various photos and videos, send messages and generally hangin' out with their friends, family, colleagues and make new friends.

Making use of Facebook as your primary digital marketing strategy is, without any overstatement, one of the most reliable ways to connect and grow a huge and targeted social following online. Being one of the largest social media networking platforms, Facebook provides knowledgeable insight into its users' interests, personal life, likes, dislikes, and buying behavior. This huge database of knowledgeable insight can be tapped into by your business or organization to create and generate high-quality leads, sales inquiries, and traffic to your website.

The most important feature of Facebook Marketing is its consistency of communication. Creating a Facebook page without having it without consistently updating it will amount to nothing in your marketing campaign. To attract new and potential customers, a business needs to regularly post new content, while employing new techniques to keep the readers intrigued so that more people will scroll and share the page.

Facebook Content can basically be an announcement of upcoming promotions, share the facts, spotlight specific products or people, provide insight or make the discussion engaging, new interviews, and anything else that will catch the fancy and interest of fans.



Why Study Facebook Marketing?

1. Since your customers spend most of their time on Facebook, with Facebook Marketing, you could reach your target audience easily.
2. Facebook advertising is the most targeted form of advertising because, with it, don't just advertise your products, you advertise your products to potential clients.
3. Facebook Advertising is really very fast, meaning that if you advertise on Facebook, you will get an instant result.
4. Increased Return on Investment.
5. Job Opportunities and Career Advancement.

Features of Facebook Marketing

There are lots of features of Facebook Marketing and some of them are

1. **Marketplace** Facebook provides a marketplace for its users to search, read and respond to highly classified ads.
2. **Groups** Facebook has various group chats that are created by its users to allow members to like or comment interests to find each other and interact and this plays a vital role in Facebook Marketing because marketers can create posts in the groups or comment on an existing post that has a wide reach.
3. **Pages** Facebook page here is the most important feature of Facebook marketing. It allows members to create and promote a public page that is built around a specific topic or a product. Marketers can utilize this channel to create ads that can be viewed by a large target audience.
4. **Website Conversion Campaigns** Facebook allows you to carry out website conversion campaigns to direct organic traffic from your page or from your ads to your website.
5. **Interest Targeting** With a Facebook Marketing campaign, you can target customers who have an interest in your product or what you are offering rather than just creating marketing campaigns and hoping to meet interested people.
6. **Video Ads** Another important feature of Facebook Marketing is the introduction of video ads. With Facebook video ads, you can use high quality and compelling video in your marketing campaign.



Benefits of Facebook Marketing

There are lots of benefits and advantages that you will get from Facebook marketing, some of them are listed below.

1. With Facebook Marketing, you will have increased exposure to potential customers.
2. Facebook Advertising lets you target more people.
3. With Facebook Advertising, you will lower your Marketing expenses.
4. Facebook Advertising lets you reach a targeted audience.
5. Facebook Advertising will help to increase your website traffic.
6. Facebook Advertising offers organic traffic leading to increased organic conversions.

Facebook Marketing Course Outline

- Facebook Marketing • Introduction
- Facebook Marketing • Overview
- Facebook Marketing • Profile Page Setup
- Facebook Marketing • Page Navigation
- Facebook Marketing • Ad Options
- Facebook Marketing • Ad Management
- Facebook Marketing • Page Promotion
- Facebook Marketing • Targeting Strategy
- Facebook Marketing • Quality Score
- Facebook Marketing • Post Frequency
- Facebook Marketing • Likes Philosophy
- Facebook Marketing • Create Post
- Facebook Marketing • Engaging Post
- Facebook Marketing • Collaboration
- Facebook Marketing • Video Promotion
- Facebook Marketing • Marketing Tricks
- Facebook Marketing • A/B Testing
- Facebook Marketing • Analytics
- Facebook Marketing • Video Lectures
- Facebook Marketing • Exam and Certification





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Bismarck, North Dakota

GOOGLE ADWORDS MARKETING COURSE

DURATION: 2 WEEKS

FORMAT: WEBPDF PLUS VIDEO LECTURES

CERTIFICATE OF COMPLETION

What is Google Adwords Marketing?

Google Adwords is a PPC (pay per click) advertising platform powered by Google Inc. Unlike other forms of PPC marketing platforms such as Facebook, Google Adwords provides advertisers with innovative ways to reach people, such as:

1. Google Search Engine and
2. Google Display Network.

Google Adword Marketing is an online advertising platform that is developed and run, used by Google, where marketers and advertisers pay google to display their advertisements, product offerings, product listings, video content and to generate mobile application installs that are within the Google ad network to web users.

Google Adword Marketing offers marketers and advertisers a way to display paid advertisements that would appear in search results on google.com with the rest of the Google Adwords program which also lets your adverts appear on other websites through Google Display Network and the Google's AdSense program.

Google also offers advertisers Display Ads, which appear on the Google Display Network. Google ads on the Display Network can be in the form of text, video, image or rich media format, and can be targeted differently to users. This includes remarketing with banner ads.

The cost of Google Ads is different based on a lot of factors, including how competitive your keywords, your industry, what geographic location your industry is in, the quality of your advertising campaign and much more.

In the US for example, the cost per click of the average Google search ads across all industries is around \$1.32. In other countries, the average cost for Google ads are usually at a much lower price.

The Google Adwords system is entirely centered around keywords, marketers and advertisers can choose from a list of keywords to target that is useful and relevant to what their business is business.

Keywords are the words that people are most likely to use when they are searching on google that will display your product. They will then bid on these keywords, including what bid by how much they are willing to pay for a Google user to click on their ad. This bid, combined with a Quality Score that is assigned by Google based on the overall quality of your proposed ad, will decide which Google ads appear on the Search Engine Results Page (SERP).



Features of Google Adwords Marketing

There are lots of features of Google Adwords Marketing and some of them are:

1. AdWords New Interface The new user interface makes it possible to find an ad online, find your targeting by household income, review landing page performance at even not expensive to protect discounts and more. The dashboard has a cool look to it and trend visualizations, together with audience dashboards, and campaign goals.

2. Promotion Extensions This is a major upgrade and gives the advantage to push more products out the door. It is well documented that customers often click through ads. With promotions that speak directly to a holiday sale, a one-time promotion, a special discount, etc. Advertisers are likely to engage even more users.

3. Message Extensions There are many and offer your prospect an opportunity to chat with you directly on the search results page as opposed to reaching through your landing page, this makes for convenient sales.

4. Call-Only Ads Google Adwords ads look more than enough data for you to run a successful campaign with call-only ads. With call-only ads, you can see how many users clicked through without initiating the call, how many calls were made, the length of each call, when the call came from, which ad was clicked and which keyword produced the call. Call-only ads are only run on phone enabled devices and are optimized for phone call clicks and lead directly to your ad on a touch screen.

5. Shopping Campaigns This enables brands to showcase their products right on the front page of search results. For online retailers, more than 80% of clicks come from shopping ads, while merely 17% follow for text ads.

6. Custom Intent Audiences This uses Google's machine learning technology to analyze your existing campaigns and compare across intent audiences based on the most common keywords and URLs found in content that people browse while researching a given product or service.

7. Ad Variations While the ad creative interface, you can find and replace certain keywords in your ads, update other ad assets, tweak your headlines.

8. AMP Ads and Landing Pages



Benefits of Google Adwords Marketing

There are lots of benefits and advantages of Google Adwords Marketing and some of them are:

1. Google Adwords Marketing Campaigns cost less than SEO.
2. Google Adwords Marketing increases brand awareness.
3. Google Adwords allows you to reach more customers through their Email inbox.
4. Google Adwords lets you interact with the visitors of your website.
5. Google Adwords lets you measure your performance consistently.
6. Google Adwords helps you increase search engine visibility.
7. Google Adwords marketing lets you defeat your competition faster than before.

Why Study Google Adwords Marketing?

Some of the benefits of studying Google Adwords Marketing include:

1. It's a form of social proof and credibility.
2. It creates strategic value proposition.
3. It helps to improve search engine visibility.
4. Job opportunities and career advancement.



Google Adwords Marketing Course Outline

Google Adwords • Introduction

Google Adwords • How to use Google Ads

Google Adwords • How to spy on competition to get ideas

Google Adwords • How to pick the right keywords for your campaign

Google Adwords • How to reach your target audience with Search Terms

Google Adwords • How To Improve Your Ad CTR With Ad Extensions

Google Adwords • How To Schedule Ads in Google Ads

Google Adwords • How to create mobile-specific ads

Google Adwords • How to Set Up Your Landing Pages

Google Adwords • How To Track Your Google Ads Results

Google Adwords • Increase Conversions with Google Attribution

Google Adwords • Video Lectures

Google Adwords • Exam and Certification





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UNIVERSITY
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INSTAGRAM MARKETING COURSE

DURATION: 2 WEEKS

FORMAT: WEBPDF PLUS VIDEO LECTURES

CERTIFICATE OF COMPLETION

What is Instagram Marketing?

Instagram is an online photo-sharing social networking service that allows its users to share their life and experiences with their friends and the general public in a virtual audience through a list of photos taken with mobile devices or any other digital camera.

Instagram Marketing is the method by which businesses and brands use Instagram to connect and engage with their target audience and market their products or services. Lately, Instagram has gained popularity as a medium for brands to recruit new employees, share off their cultures, engage with potential and active customers, and show off their products in a new light.

Instagram's Social Bridge Plan was not just to influence the current social networks for sharing, but to develop its own, personal network. The value of a social network is primarily seen in its connections. Through Instagram, you can not just connect and share photos and videos with your friends, but you can also increase your professional and business network. Instagram can be a viable marketing strategy to market brand products and services.

Instagram is one of the most popular social networking and image-sharing platforms and has gained immense popularity over the years. It has grown to become one of the most fundamental social networks among people and business and it continues to develop its popularity with over 800+ million active users every month. It's no wonder that today, most users of all forms industries are grabbing the opportunity to use Instagram as one of their main marketing platforms for creating their brand awareness. If used accordingly, Instagram can be a great product marketing tool for all forms of business, whether you are selling a product or offering a service.



Features of Instagram Marketing

There are lots of features of Instagram Marketing and some of them are:

1. Main Features: Instagram Video posts are already its feature so you can they to like, explore photo posts, people they follow for video up to 10 seconds long. You can add a filter, a caption, and tag your location before you share the post. Videos are known to generate more user engagement than photos. This is due to user's inclination for brands that are looking to be caught by Instagram's algorithm which tracks user engagement to determine if the content should be posted.

2. Stories Feature: This is always addition to Instagram, stories content can be viewed in many instances, you can watch within a 24-hour period.

Stories Feature's include:

- Unlimited story additions
- Filter messaging within stories
- Video recording up to 15 seconds
- Image sharing up to 10 seconds
- Tap-forward to the camera screen to collect photos and videos from your personal camera roll (15 seconds only) stories content are your camera roll duration less 7 days
- You can track the total number of views and which users have viewed your content

3. Push Notifications: As a business, you might not consider receiving notifications from accounts that you follow to be a priority. But, you should be sure your followers to add notifications from you.

4. Ads Manager: Businesses can run their organic posts but when the ad manager. This feature was previously disabled for marketing post without clicking the in-app purchase button.

5. Filters: Instagram has lots of built-in photos and video filters to let you further enhance your photos and videos. There are 16 Instagram filters that you can participate with a few (you'll) posting new Instagram video or photos. But, as a business, you're going to want your content to be consistent in terms of brand image and style.

6. Multiple Account Features: Instagram allows you to have multiple accounts and this lets you to easily switch between your business and personal accounts.

7. IFTN: Instagram recently added its IFTN feature which lets you create an interesting TV-like video presentation of your product. This is big news for content creators who can take their content — one of the brand's growing trends in content marketing — over 80% of businesses are using video marketing.

8. Live Video: Live video is so much different than the Instagram video mentioned above because if other followers give your notification telling that you're going live, they can comment on or like your Live video stream in real-time. The video is gone after you end it so doesn't save to your account.

9. Highlights & Reels: Instagram lets you add hyperlinked captions and highlights. When you click on it, the customer's looking that follows will automatically be hyperlinked. This is good for businesses as it is another way to get followers to engage with other accounts you run or brand's highlights your company runs.



Benefits and Advantages of Instagram Marketing

There are lots of benefits and advantages of using Instagram for marketing and some of them are:

1. On Instagram, you can be in more eyes to window shop.
2. You can promote your brand to reach a wider audience with Instagram.
3. With Instagram, you can easily attract fans and boost the sales of products.
4. Instagram's Ad platform has access to one of the most advanced social media advertising targeting options available.
5. Sales and Leads are easily trackable through Instagram Ads so you can see a clear return on investment.
6. Instagram clearly separates personal profiles from business profiles.
7. Instagram's User View Allows You To reach and connect into a previously unattached customer base.
8. With Instagram Marketing, you will build an audience that will stay connected with your brand.
9. With Instagram Marketing, you will strengthen your relationship with your followers and potential customers.
10. With Instagram Marketing, you will easily learn the likes and dislikes of your customers.



Why Study Instagram Marketing?

1. Easily grow your brand.
2. Earn more through driving purchases via advertising your products.
3. Connect with a wide audience, using the discovery feature can help navigate visitors to your business page and if followers, they can be converted to purchase a product.
4. Job opportunities and career advancement.

Instagram Marketing Course Outline

- Instagram Marketing • Introduction Overview
- Instagram Marketing • Business Strategy
- Instagram Marketing • Installation and Setup
- Instagram Marketing • Posting and Scheduling
- Instagram Marketing • Activity Review
- Instagram Marketing • Fine Tuning Content
- Instagram Marketing • Tools & Apps
- Instagram Marketing • Integrate with other Platforms
- Instagram Marketing • Analytics Tools
- Instagram Marketing • Video Lessons
- Instagram Marketing • Exam and Certification





BISMARCK

UNIVERSITY

1000 University Blvd. Bismarck, ND 58501

LINKEDIN MARKETING COURSE

DURATION: 3 WEEKS

FORMAT: WEB/ PDF PLUS VIDEO LECTURES

CERTIFICATE OF COMPLETION

What is LinkedIn Marketing?

LinkedIn Marketing is the optimal use of LinkedIn's professional platform to advertise brand/professional services while creating business connections.

What is LinkedIn?

LinkedIn is an American-owned/business and-employment-oriented web service that is available via the web and mobile. It was founded on the 28th of November 2003 and was launched to the general public on the 16th of May 2008. It is primarily used for professional networking, which includes employers posting available job offers and job seekers posting their CV to easily apply to jobs.

As of 2015, most of the company's income and revenue come from selling access to various information about its members, its connections, data analysis, and other sales professionals. Since December 2013, LinkedIn has been a wholly-owned subsidiary product of Microsoft. As of June 2019, LinkedIn has over 800 million registered members in over 170 countries.

LinkedIn allows members, both employers and workers, to create and design their profiles and "LinkedIn connections" to each other from online social networks that may be used to represent real-world professional relationships. Members can be companies, either an already existing member or not to become a connection.



Features of LinkedIn

There are lots of features of LinkedIn and below are some of its basic features:

- 1. Home:** Once you've successfully logged into LinkedIn, the home feed that you see provides you with a mix of posts from your connections and other company pages and professionals that you're following.
- 2. Profile:** Your LinkedIn profile displays your name, your location, your occupation, your photo, and a snippet of the top of the resume. Below that, you have the ability to create an optional detailed resume like adding a short summary, education, work experience, and other sections that are similar to how you might create a traditional CV or resume.
- 3. My Networks:** In your network tab on LinkedIn, you would find a list of all the professional contacts that are currently connected with you on LinkedIn.
- 4. Jobs:** All kinds of job listings are posted every day on LinkedIn by employers, and LinkedIn will recommend particular and specific jobs to you based on your current information, including your current location and optional job preferences that you can fill out to get better relevant job listings.
- 5. Interests:** In addition to your connections on LinkedIn with several professionals, you can follow a certain interest on LinkedIn as well. These include various company pages, company groups that are according to location or interest, such as LinkedIn's SkillsShare platform for education publishing and LinkedIn's Lynda platform for educational purposes.
- 6. Recommendations and Endorsements:** Recommendations and endorsements can be a critical part of your LinkedIn profile. Both play a role in how you're found during job search profile matches. Endorsements make it easy for connections to quickly affirm that you are experienced in a certain area without putting in the time to write a full recommendation.
- 7. Profile Link:** On setting up a LinkedIn profile, it automatically generates a unique link that is lengthy but customizable, containing one's profile link makes it easier to be found on search engines and by visitors.
- 8. Advanced Searches:** Advanced searches can be performed by using specific criteria such as location, school, industry, etc. Click the "advanced" link at the right of the search bar or through the search result page. LinkedIn is more and more becoming a database for finding people, connecting with prospective business associates and individuals with very special competencies and/or works included in their profiles.
- 9. How You Are Connected:** This is a tool on your profile page that helps to introduce you to other LinkedIn users that may be connected to you or other connections you have. Using this tool is a great way to view people you want to be connected with.
- 10. Keywords:** Areas to incorporate your keywords include your headline, summary, intro, title, job titles, job descriptions, and skills. A keyword-rich headline will boost your profile and make you more appealing to prospective employers. Incorporating keywords will boost your SEO and help you become visible on LinkedIn and your LinkedIn profile found by search engines.



Benefits of LinkedIn

There are many benefits and advantages of LinkedIn and some of them are:

1. On LinkedIn, you could find several recruiters and Human Resources professionals.
2. LinkedIn has vast and extensive job listings.
3. LinkedIn lets you receive (and give) testimonials and endorsements.
4. LinkedIn lets you create important business connections. You get to find who you can meet with on LinkedIn. For example, you can connect with your professors, authors, one-time players, and former classmates classmates.
5. Join professional groups that include like-minded people.
6. LinkedIn lets you reach out to the people who are viewing your LinkedIn profile.
7. Updating your online resume on LinkedIn is easier than regularly updating paper resumes.

Why Study LinkedIn Marketing?

1. Engage with professionals around the globe.
2. Grow your personal brand and increase your credibility.
3. Increase your knowledge base.
4. Attract new business partners.
5. Attract quality employees.
6. Job opportunities and career advancement.
7. Self-employment opportunities and consistency.



LinkedIn Marketing Course Outline

LinkedIn Marketing • What is LinkedIn?

LinkedIn Marketing • Creating a LinkedIn Account

LinkedIn Marketing • Common LinkedIn Terms

LinkedIn Marketing • Navigating LinkedIn

LinkedIn Marketing • Creating Your LinkedIn Profile

LinkedIn Marketing • Adding Connections on LinkedIn

LinkedIn Marketing • Keeping Up with LinkedIn

LinkedIn Marketing • Searching for Jobs on LinkedIn

LinkedIn Marketing • Adjusting Your Settings and Privacy on LinkedIn

LinkedIn Marketing • Video Courses

LinkedIn Marketing • Exams and Certification





BISMARCK
UNIVERSITY
Bismarck, North Dakota • Bismarck, North Dakota

MOBILE MARKETING COURSE

DURATION: 2 WEEKS

FORMAT: WEBPDF PLUS VIDEO LECTURES

CERTIFICATE OF COMPLETION

What Is Mobile Marketing?

Mobile Marketing is a well-defined and generally-accepted marketing strategy to promote various products and services through mobile devices. Mobile Marketing is the latest trend for Marketing products and services.

Today, **Mobile Marketing** is being practiced by almost all traders and businesses across the world by which they can reach, communicate and engage with their potential customers or customers in a very interactive and efficient manner. Companies employing Mobile Marketing communicate, but interactive messages to promote their business, specifically to be delivered on Mobile Devices.

Mobile Devices have gained unprecedented and undeniable importance these days. People around the world generally choose Mobile Devices as their preferred medium to connect with other people, get information or even do their business. As a result of this, many businesses are actively looking for new Mobile Marketing strategies to reach out to their customer and potential customers.

Mobile Marketing is a generally accepted and common technique that almost every company use, irrespective of the business model they operate on. Whether you are an e-commerce giant such as Amazon or are you are manufacturing company such as General Motors, every business that have marketing campaign is following a “mobile first” approach when it comes to the use of creating a marketing strategy for their business.

Business owners are also aware that the use and impact of Mobile Phones recently have gone up since the days of the simplest of text messages. People place orders of meals from a restaurant, they buy and read a book magazine or newspapers, and find a childhood friend who-released a long time ago, all within single tap-on their smartphones and mobile devices.

Features of Mobile Marketing

Some of the Features of Mobile Marketing includes:

1. Multi-Channel Marketing: The Multi-channel marketing feature is the ability to market the same content using different outlets. This can involve anything from the traditional sources like print and digital sources eg, websites, to social media sources such as Twitter or Facebook.

2. Automation: Just as many Marketing Software allow for automation, the same feature is super important for Mobile Marketing. It saves when dedicated Mobile efforts are not possible, automation is a very good option. Many Marketers make sure that the content from the web would easily fit on Mobile devices, with some automation in the right place to be able to catch those messages from one platform to another without any problem.

3. Responsive Design: The importance of having a responsive design cannot be argued well enough. Responsive design makes sure that your website will look good and function very well, not minding whether your customer is viewing it on a desktop, a phone or a tablet. This not only makes sure of a seamless experience for your users but it also gives you points with Google to increase visibility.

4. Analytics: One of the most important but often overlooked aspects of Mobile Marketing is your being able to track back of your efforts back to Mobile devices. Without that, you will have no idea of how well your Mobile Marketing campaigns are performing or how much budget to distribute to them.

5. Location-Based Functionality: Making use of the Mobile device itself, location-based functionality is a very unique aspect of Mobile Marketing that can equip you with the right marketing content to the right customer at the right time with various technologies such as Bluetooth beacons, GPS, and NFC.



Benefits Of Mobile Marketing

There are many benefits of Mobile Marketing and some of them are:

1. Mobile Marketing lets a business target and reach a much wider and broader market.
2. Mobile Marketing lets you get instant results of your campaign.
3. Mobile Marketing is very easy to work with.
4. Mobile Marketing is very convenient to use.
5. Communication with a very large audience through mobile communication is made very easy.
6. With Mobile Marketing comes Mobile payments and this lets you easily accept payments from your customers right from your mobile device.

Why Study Mobile Marketing?

1. Since most customers of organizations are using mobile devices, knowledge of mobile marketing is very important to be able to reach their target audience.
2. If you want to be digital marketing, you need knowledge of Mobile Marketing to be able to advertise products to a vast audience.
3. Mobile Marketing lets a business target and reach a much wider and broader market and make more sales because the digital world is more of a mobile market.
4. Job opportunities and career advancement.



Mobile Marketing Course Outline

- Mobile Marketing • Introduction
- Mobile Marketing • Mobile Technology & Reach
- Mobile Marketing • Strategies
- Mobile Marketing • Policies
- Mobile Marketing • Overview & Process
- Mobile Marketing • SMS Campaigns
- Mobile Marketing • Website Marketing Strategies
- Mobile Marketing • Apps Marketing Strategies
- Mobile Marketing • Advertising Ecosystem
- Mobile Marketing • Social Media Marketing
- Mobile Marketing • E-Mail Marketing
- Mobile Marketing • M-commerce
- Mobile Marketing • Video Lectures
- Mobile Marketing • Exams and Certification





BISMARCK
UNIVERSITY

1000 University Blvd. Bismarck, ND 58501

SEO - SEARCH ENGINE OPTIMIZATION COURSE

DURATION: 2 WEEKS

FORMAT: WEBPDF PLUS VIDEO LECTURES

CERTIFICATE OF COMPLETION

What is SEO?

Search Engine Optimization (SEO) is the activity of increasing the quality and quantity of a website's online presence and traffic by enhancing the visibility and rank of the website to users who make use of web-search engines.

SEO also refers to the refinement of unpaid results (also referred to as "natural" or "organic" results) and excludes direct traffic (direct and the purchase of paid placement).

SEO might target different kinds of searches, which include text search, image search, video search, news search, academic search and industry-specific vertical search-engines.

Optimizing a website could include editing the content on the website, adding content to it, and adding the HTML and the associated coding to increase both its relevance to specific keywords and remove the barriers to the indexing activities of Search Engines. Promoting it also by increasing the number of backlinks to the site, or inbound links, is another method that is employed in Search Engine Optimization.

As a major part of an Internet Marketing strategy, SEO tries to understand how search engines work, the computer-programmed algorithms that guide the Search Engine behavior, what people search for in the search engines, the actual terms the users search for or the keywords typed into search engines, and which Search Engines are preferred and mostly used by the targeted audience. SEO is performed because a website will get more visitors from a search engine, the higher the website ranks in the search engine results page (SERP), the higher the website traffic. These visitors can now then be converted into customers.



Features and Characteristics of SEO:

SEO has a lot to do with website content, below are some of the features and characteristics of SEO:

1. **Quality:** The individual most important characteristic of an SEO-ready content is Quality or better, high quality. Do not listen to anyone who tells you that keyword density or any thing else is the most important thing to pay attention to. A good keyword density helps but the quality is what matters most. Not only does Google has the ability to recognize quality content, but quality content works because other people would want to read your article.

2. **Readability:** Readability is used to refer to how easy your content is to read judging on the writing style. There are actually very complex and hard to understand algorithms that Google uses to get the readability of a page based on different words and scientific methods, formulas and formulas that were designed way before Google.

3. **Keyword Density:** While keyword density isn't the most important, it's something you need to consider. First of all, don't just write your content with a high keyword density in mind, as it will sound unnatural. Google is smart and looked for keyword stuffing.

4. **Originality:** If your content is not original, all of your SEO efforts are just a waste of time. If you re-use articles over and over again on your website, or if you just copy someone else's content, your website may be penalized for duplicate content. If your content is not original, Google wouldn't care why they should show your site to readers over any other site, and just copying material doesn't prove your site's uniqueness.

5. **Good Grammar:** If you haven't carefully edited your articles for any misspellings and grammatical errors, it definitely isn't SEO-ready. Google will find and show misspellings and grammatical errors. If you have a lot of errors, Google will believe that your site isn't that good. You want a website without errors, and that includes errors in your writing. Google doesn't expect you to be perfect, but it will penalize you if your site is filled with page errors such as poor grammar and spelling. Not only that, also if people often have a difficult time reading (or want to read) content with errors, you will be penalized with low relevance.

Benefits of SEO:

Below are some of the benefits of Search Engine Optimization:

1. SEO Brings about Better User Experiences.
2. SEO is generally a Primary Source of Leads for internet businesses.
3. SEO Brings about a Higher Conversion Rate.
4. SEO Promotes Better Cost Management.
5. SEO Builds Brand Credibility.
6. SEO Helps you Establish Brand Awareness.
7. SEO Can Be a Long-Term Marketing Strategy
8. SEO Helps You Gain Market Share.

Why Study SEO?

1. SEO Improves Your Website Usability.
2. SEO Takes You Ahead of the Competition.
3. Increases Your Earning Potential.
4. Job Opportunities and Career Advancement.

In The Full Course, you will learn everything you need to know about SEO – Search Engine Optimization with Certificate to show your knowledge and competence.



SEO Course Outline:

- SEO • What is SEO?
- SEO • Search Engine Methods
- SEO • Web Site Basics
- SEO • Keyword Research
- SEO • Design & Layout
- SEO • Optimized Keywords
- SEO • Optimized Meta-tags
- SEO • Title Optimization
- SEO • Optimized Headers
- SEO • Content to the King
- SEO • Working With Site
- SEO • Hiring an Expert
- SEO • Link Building
- SEO • Mobile SEO Techniques
- SEO • Other Techniques
- SEO • Video Lectures
- SEO • Exams and Certification





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SOCIAL MEDIA MARKETING COURSE

DURATION: 3 WEEKS

FORMAT: WEB/PDF PLUS VIDEO LECTURES

CERTIFICATE OF COMPLETION

What is Social Media Marketing?

Social Media Marketing is the art of driving website traffic through social media platforms.

Social Media Platforms include:

Facebook,
Twitter,
Instagram,
YouTube,
Google+, etc)

The introduction of Social Media initially started off with a platform known as **slashdot.org**. Before the introduction and development of Social Media, we had instant messaging clients such as Yahoo Messages, MSN Messages, ICQ and AIM by AOL.

We also had early chat clients such as IRC, QChat or QChat Television. **MySpace** was the first online social site that was created for networking, and connecting people using their real identity like names, email, etc.

Social Media was first experienced in 1999 on the platform **Ustream**, the modern day social media site came into practice in the 2000s. Some other social media platforms are video based websites are YouTube, Vimeo, Dailymotion. Likewise, there are social media sites for free and paid registrations in some areas.



Advantages of Social Media Marketing:

The advantages of social media marketing are numerous, some of which are:

1. It helps to create brand awareness and recognition.
2. It helps to generate conversations around your brand or products/services.
3. It helps to connect with your target audience through social engagements.
4. It helps to tell the story of your brand.
5. It helps to gather data from audience research for marketing improvement.
6. It helps to provide exceptional customer service that improves customer satisfaction.
7. It builds customer loyalty.
8. It fosters customer patronage.
9. It offers both direct and indirect referrals to your site or blog.
10. It generates both organic and paid traffic.
11. It offers link building.
12. It's more affordable compared to other forms of online marketing.
13. It offers higher conversion rates.
14. It improves brand authority.
15. It helps to keep your users and customers up-to-date.



Advantages of Studying Social Media Marketing:

1. It helps to understand the social media market place, decide to build strategy, plan and execute effective online campaigns.
2. To be a professional in social media marketing by generating more revenue for organizations.
3. To understand where social media sites fit in the marketing landscape and how best to use them in corporate marketing.
4. Studying social media marketing makes you flexible, versatile and job-ready for online marketing positions.
5. Social Media Marketing is a powerful channel of marketing that gives a great boost to business ROI • optimal investment.
6. It provides self-employment opportunity.



Types of Social Media:

1. Social Networking or Facebook, Twitter etc.
2. Broadcasting Sites such as YouTube.com
3. Social News
4. Media Sharing
5. Microblogging
6. Email Marketing
7. Blogs, Podcasts and Forums

Facebook which is the most popular social network was founded by Mark Zuckerberg in year 2004. It is an online site used primarily social networking of users. According to a study, Social Media's success are dependent on growing interactivity from different backgrounds and cultures over time, trends and their virtualized and interconnected interactivity.

In any study, social media sites focus on patterns, patterns like Facebook, Flickr and YouTube and also on developing ways (Learning, Reviews and Videos) users share and knowledge in the world of virtualized and social personal networks.

Social Media Marketing is now the new main stream for marketing after Search Engine Marketing because businesses are using social media applications to reach individuals, their products and services and improve their organizational systems. These platforms require businesses to create, manage, monitor, and if you are not being social, you will lose your business and revenue, you will eventually lose out on interaction with your current and potential customers.

In the Public space, you will have something you need to know about Social Media Strategy including how to professionally share media through Social Sites or your website, blogs, applications, services, You will have how to engage your organizational and virtualized blog from up to date.

You know the right Social Media Strategy for your business and your customer, you need to get a clear and well defined, relevant, practical objectives to achieve really your target because professional business processes.

You will have how to create a Facebook Page, YouTube etc. profiles to use Facebook, Advertiser other available systems.

You will have how to create successful campaigns which build brand awareness, visibility, which will assist the process to spend on each customer, which virtualized networks are your virtual platform, video, etc. Also in terms of using the technology, it makes business standard the information, deliver and the spread on the blog.

Creating marketing campaigns through your through High Engagement Activities, Content Strategy, Social Content, fundamental concepts and virtualized networks using other marketing website that will have you spend, view and share others.

You will have how to create a business model, using Social media platform such as Facebook, Twitter and other platforms by using your strategy and advertising website advertising them.

You will also have how to measure social media for marketing tool, a variety of personal content, with an a good blogger and virtualized communication your business progress, Social Media, etc. and business people subscribe your content.

You will become a complete Social Media Marketing Manager with a Certificate in the subject area knowledge and competencies.



Social Media Marketing Course Outline:

- Social Media Marketing • Introduction
- Social Media Marketing • Facebook Marketing
- Social Media Marketing • Twitter Marketing
- Social Media Marketing • LinkedIn Marketing
- Social Media Marketing • Google+ Marketing
- Social Media Marketing • Instagram Marketing
- Social Media Marketing • Pinterest
- Social Media Marketing • Video Marketing
- Social Media Marketing • Social Bookmarking
- Social Media Marketing • Image Optimization
- Social Media Marketing • Blogging
- Social Media Marketing • Business Branding
- Social Media Marketing • Personal Branding
- Social Media Marketing • Metrics and ROI
- Social Media Marketing • Social Media Analysis
- Social Media Marketing • Monitoring Success
- Social Media Marketing • Metrics and ROI
- Social Media Marketing • Analytics
- Social Media Marketing • Best Practices
- Social Media Marketing • How to Build a Social Media Marketing Plan
- Social Media Marketing • How to Execute a Social Media Marketing Program
- Social Media Marketing • Video Guide
- Social Media Marketing • Exams and Certification





BISMARCK
UNIVERSITY
Bismarck, North Dakota

TIKTOK COURSE

DURATION: 3 WEEKS

FORMAT: WEB/PDF PLUS VIDEO LECTURES

CERTIFICATE OF COMPLETION

TikTok: Growth and Competition

What is TikTok, and how does it work? Everything you need to know

You've probably already formed an opinion about TikTok. You've seen the advertisements featuring a 17-year-old teen wearing neon-colored, bleached hair, and like him, slipping down their neck lip-synching to a song. Why on Earth would you want to download it if you're only going to watch people dress up, mouth words, and grove to popular music? We understand. However, over one billion people are reportedly actively scrolling through TikTok on a monthly basis, spending nearly an hour on the app each day.

What is TikTok?

TikTok is a social media platform for creating and sharing videos. Many videos are user-generated, with creators utilizing the app's extensive library of sound effects, music clips, poses, and filters to wow themselves in dancing and lip-synching. However, there are an infinite number of videos to discover on a variety of subjects. These include, by yourself and with others, as well as cosmetic tutorials. If TikTok sounds familiar, it's because it was preceded by another app such as Vine and Clubhouse.

TikTok also had a predecessor, Musical.ly, which was founded in 2014 by Chinese entrepreneur Li Jin and Jay Yang. ByteDance acquired Musical.ly in 2017 and then absorbed its core functionality and user base into its new TikTok app a year later. Musical.ly users who already had accounts were migrated to TikTok accounts. By 2018, TikTok's monthly installs in the U.S. Apple App Store and Google Play Store had surpassed those of Facebook, Instagram, YouTube, and Snapchat.

TikTok has over one billion monthly active users worldwide, with 60% of users aged 16 to 24. In the United States, women outnumber men two to one on TikTok. ByteDance is now considered the world's most valuable startup, with a valuation of more than \$100 billion, as a result of TikTok's popularity.



How Does TikTok Work?

Learning started 19 Feb - 20 Feb

TikTok's primary function is to users to post videos of themselves lip-synching, dancing, or putting out sketches. Videos on TikTok can be as short as 15 seconds, but they can also be composed of multiple clips for a total recording time of up to 60 seconds. Additionally, users can upload longer videos that were captured outside of the app. Additionally, TikTok features video editing and customization tools. Users can add songs, effects, filters, and sound bites to their videos via a library.

They can also 'duet' with another user by recording two videos, resulting in a split-screen audio infinite number of reactions. They can even add their own sounds and lip-synch to videos created by another user.

Navigating TikTok

Let's go over the app navigation. When you open TikTok, you'll notice a home screen that it contains elements as the following five app pages:

- Home: Displays/recommends feeds
- Following and for you.
- Discover: This section primarily displays TikTok videos that have been tagged with a trending hashtag.
- Create video: This option takes you to the record screen, where you can record a video.
- Inboxes: Displays all activity related to your videos. (Tap the Envelope to gain access to the DMs.)
- Me: Your public profile that is viewable by other users. You can choose to make portions of it private.



Watching TikTok videos

In a nutshell, TikTok videos appear vertically on your screen, similar to YouTube or Instagram videos. You can communicate with them by writing “hearts” (❤️), which is synonymous with “likes.” Once you’ve downloaded and opened the TikTok app, you’ll immediately see content featured videos on the “For you” tab homepage. You can navigate to the “following” page to view videos from users you follow, whether they are friends or well-known TikTok users. To view additional new videos on either page, swipe up on the screen or tap Home.

Additionally, you can use the Discover feature—the magnifying glass icon next to the home button—to search for videos using keywords and hashtags. Within videos, you can comment by tapping on the screen. Additionally, look to the right for the user’s icon, which will take you to their profile. Additionally, on the right, you’ll see the video’s “hearts” and comments, as well as options to share it.

You’ll find the user’s name, caption, any hashtags, and the title of the song playing at the bottom of the video. To view related videos, look at any row of these links.

Note here: You can access TikTok videos without creating an account. However, an account is required to interact with other users and to upload videos.

Creating TikTok videos

When you’re ready to begin creating and publishing your own video, click the Create video button (plus sign) at the bottom of the home screen and then press the record button. While that may sound simple, it requires a great deal of effort. If you search YouTube for TikTok tutorials, you’ll see how time-consuming the process can be for the majority of users. That’s because you can find sounds, effects, and filters to apply before you even hit record. You can flip the camera and adjust the speed, among other things.

You can also create videos as a duet for later posting. Simply tap the Create Video icon to begin choosing a video, and then tap Next when you’re finished recording and adding your video. Tap Draft from the video posting page.



Why Study TikTok Marketing?

Gain TikTok knowledge and skills

Become an expert in TikTok Marketing

Promote your business or products on the TikTok Platform

Become an TikTok Influencer

Increase your earning potential

TikTok Course Overview

Introduction

What is TikTok And Why Should You Care

Getting Started With TikTok

TikTok Content Creation

TikTok Hashtags

TikTok Marketing Strategies For TikTok

TikTok Ads

TikTok Use Cases To Inspire You

TikTok Analytics

TikTok Best Practices

TikTok Video Lessons

TikTok Events and Certification





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1000 University Blvd. Bismarck, ND 58501

TWITTER MARKETING COURSE

DURATION: 3 WEEKS

FORMAT: WEB/PDF PLUS VIDEO LECTURES

CERTIFICATE OF COMPLETION

What Is Twitter Marketing?

Twitter Marketing is the process of optimizing the use of Twitter social network platform to promote goods and services.

Twitter Marketing Strategy is defining a plan or strategy that is centered around creating, publishing, and distributing content for your business persona, audience, and followers through the Twitter social media platform to promote a brand, product or service.

Twitter is a social networking platform that is used to share one's opinions or views. Twitter users can open their accounts and share their views in the form of short messages. These short messages are popularly known and referred to as Tweets.

The registered users on Twitter can write, edit and publish their Tweets, while the unregistered individuals can only see other people's Tweets by following them. The people who follow you on Twitter can view your Tweets without the need of a paid Twitter account. On Twitter, it is not necessary to follow back a person who is following you.

Today, social media is not only encouraging people to keep in touch with their close friends and family, but it also promotes their businesses, views, complaints, and ideas.

Twitter is one social network that is unique in its own way and it works on building relationships of people sharing the same or related business interests and interests, running a marketing campaign for marketing a business, which is far beyond just maintaining one's personal relationships and interest.

Twitter visitors often visit Twitter out of the impulse to know what is currently happening all over the world or with respect to a particular topic or trend. With hundreds of millions of active users and over 500 million Tweets being sent everyday, Twitter poses a great opportunity for business owners to reach a global target audience of new and existing customers through Twitter marketing.

Conversations on Twitter are just like the face-to-face conversations you have with your business customers each day. Compelling and intriguing content helps you attract and get new followers and keep them engaged over time, thereby building an avenue for your brand, which makes you an integral part of your brand to become an authoritative figure in your industry or niche.



Features Of Twitter Marketing

There are lots of features of Twitter Marketing and some of them are:

- 1. Multiple Twitter Accounts:** A good practice for marketing on Twitter is a brand to maintain a good Twitter account. Nevertheless, some brands may need to create lots of Twitter accounts to serve several geographical areas, point to an specific business channels or departments, that are focusing only to employees versus focusing to consumers.
- 2. Tweet Pinning:** Another feature of Twitter is that it lets you "Pin" a Tweet that will stay at the top of your feed. When people visit your profile, they will first see the pinned Tweet first which is nice to keep your campaign at the top.
- 3. URL Shorteners on Twitter:** Links that are shared on Twitter, including links that are shared in Direct Messages will automatically be processed and shortened to an <http://t.co> link. Shortened links lets you share long URLs in a Tweet while preserving the highest number of characters for your information, using this unique link for Twitter, you can access more information such as finding out how many times a link has been clicked, a major quality signal in finding out how relevant and interesting each Tweet is when compared to similar Tweets.
- 4. Posting Links in a Tweet:** Twitter allows you to post a link in a Tweet on the desktop using Tweet Post or using Twitter from your mobile device.
- 5. Promoted Tweets:** Promoted Tweets is a paid advertisement feature provided by Twitter Business. It is one of the best and recommended ways to reach a wider audience on Twitter.
- 6. Promoted Accounts:** Promoted accounts is another paid ad feature on Twitter, helping you to reach and promote a wider number of Twitter users based on your budget.
- 7. Promoted Trends:** Promoted Trends is also a paid ad feature by Twitter to reach a wider range of users on the Twitter platform.



Benefits of Twitter Marketing

With Twitter Marketing, you can

1. Increase your brand awareness.
2. Keep up with the latest trends in your industry.
3. Promote your blog content, videos, presentations, etc.
4. Boost your website search engine optimization.
5. Drive traffic to your website.
6. Get instant feedback about your products or services that you offer.

Why Study Twitter Marketing

1. Adequate knowledge of Twitter marketing would help you to drive targeted traffic to your products and that of your clients.
2. Twitter marketing helps to increase awareness of your brand and that of your clients.
3. Twitter marketing helps to boost the SEO of your website and that of your clients.
4. Career Opportunities in Social Media Marketing



Twitter Marketing Course Outline

- Twitter Marketing • Introduction
- Twitter Marketing • Overview
- Twitter Marketing • Account & Profile
- Twitter Marketing • The Followers
- Twitter Marketing • Pin Tweets
- Twitter Marketing • Image & Video Posts
- Twitter Marketing • Embeddable Tweets
- Twitter Marketing • Hashtags
- Twitter Marketing • Retweets
- Twitter Marketing • Lists
- Twitter Marketing • Useful Features
- Twitter Marketing • Search
- Twitter Marketing • Cards
- Twitter Marketing • Billing Strategy
- Twitter Marketing • Reputation Management
- Twitter Marketing • Managing Conversations
- Twitter Marketing • Automation
- Twitter Marketing • Native Analytics
- Twitter Marketing • BestPractices
- Twitter Marketing • Video Lectures
- Twitter Marketing • Exams and Certification





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YouTube MARKETING COURSE

DURATION: 3 WEEKS

FORMAT: WEB/PDF PLUS VIDEO LECTURES

CERTIFICATE OF COMPLETION

What is YouTube Marketing?

YouTube Marketing is an essential advertising strategy centered on using the YouTube platform to promote goods and services. The longevity that is now being realized by this platform every day and night-only confirms the fact that YouTube Marketing has the growing potential to give power/abilities to reach your target audience.

YouTube is a free video-sharing platform where users can view, like, comment, share and upload their own videos. The video platform can be accessed both on PCs, laptops, tablets, and mobile devices and phones.

YouTube was released in May 2005, YouTube allows billions of people to find, watch, create and share original, user-generated videos. YouTube provides a means for people to make, share information, and motivate others across the world and its acts as a marketing and distribution platform for creators of original content and advertisers, both large and small.

Creating a YouTube account is always free, very quick, and painless. To create a YouTube account for us, just submit some basic information and create a username and password.

YouTube also has a tremendous and very distinct audience of people who happily use both YouTube's and Google's own search engine to find the content that they are looking for. If you're able to optimize your content for the right keywords, you'll be able to connect and engage with your audience instantly, instead of just hoping that a Facebook ad shows up in your customer's feed. This allows them to also find and watch their potential targeted ads.



Features Of Social Marketing

There are a lot of features of YouTube that make it a great medium for internet marketing and some of them are:

- 1. Subscriber Notifications** It is worth noting here in the fact that billions of views are on videos on YouTube every day. There is no one that will push away the fact that this video-sharing website has billions of extremely loyal followers that internet marketers can tap into when they are able to use this channel properly. By using the YouTube notification feature for subscribers, internet marketers and content creators can let their fans know when one they have to update of a new video.
- 2. Easy Access to Subscription Feed** Using the YouTube subscription feed, internet marketers and content creators can detect who is watching their video content. YouTube's subscription feed notification makes this task become easier by allowing participants to have access to feed and update. Coupled up with the YouTube subscription notification feature, this easy access subscription feed of YouTube will help your subscribers stay on top of all your latest content.
- 3. Video Management On the Go** Since YouTube is all about creating and viewing videos, quite naturally they are trying to improve the features and functionalities. The amazing thing is plenty of smartphones, tablets, and other wireless devices not only require you to publish content on those devices but also makes it compulsory for marketers to be able to create and manage video content on the go. Video management is no exception to this.
- 4. HD-Ready Videos** This is probably one of the coolest features YouTube has introduced in the Marissa for Video, a communication manager at YouTube says that HD-ready feature was actually an experiment to see how far they "can go with the online video-capable ones." This feature is now available to most all devices. Using this feature, users can see everything that is happening in a phase and a given location.
- 5. Improved Comments** Comments are a great way to communicate with your audience and get feedback, and that's the new idea. Innovations such as comment sorting to lower visibility of comments would enable marketers to get rid of unwanted comments by trolls.
- 6. Cards** This is a great way to increase interactions on videos. You can use them for multiple purposes from promoting other content to raising funds and selling merchandise.
- 7. Creator Studio App** This app was designed to improve mobile channel management, with the increase in mobile popularity this app would be extremely beneficial for marketers and content creators.



Benefits Of YouTube Marketing

Smart Business are more intrigued by what they see. YouTube Marketing has almost infinite benefits. YouTube Marketing helps you to:

1. Get other website owners to embed your videos into the content on their websites making your videos reach more audience.
2. Connect your domain name with your YouTube channel to build your brand.
3. Get your videos distributed social media platforms such as Facebook to reach a wider audience.
4. Show expertise and demonstrate your product.
5. Recreate your content, text or blog post can be reworked into animations, video series or animations.
6. Increase Traffic, YouTube gives businesses the platform to create videos and advertise your brand with millions of viewers daily.
7. Cross-platform marketing, YouTube offers the ability to share videos on different sites thereby increasing business visibility, ranking, and traffic.
8. Google Adwords, with the use of Adwords you can advertise on the videos that your viewers are most likely to watch.
9. Promote events and products, A lot of business post promotional videos, which may be for strengthening a previous event or a new product launch.



Why Study YouTube Marketing?

- 1. SEO:** Increase your knowledge of SEO strategy and tactics, know what words to use to draw attention to your product or content. You can work on breaking and perfecting your YouTube SEO over time.
 - 2. Gain Insights Into Your Audience:** YouTube channel for business gives you access to the analytics tab which contains quantitative insights into your channel and audience behavior, including your average watch time, revenue generated, view count, and interaction rate across videos.
 - 3. Increase Your Earning Potential:** The more visitors and viewers of your content grow, the more money you make.
 - 4. Competitive Analysis:** Research about your competition, learn from your competitors in order to stay ahead in your niche. Fortunately, the information you need could be found on the channel description.
- ### 8. Career Opportunities and Advancement



YouTube Marketing Course Outline

- YouTube Marketing • Introduction
- YouTube Marketing • Creating an Account
- YouTube Marketing • Create Creative Video
- YouTube Marketing • Creating a Channel
- YouTube Marketing • Channel Description Box
- YouTube Marketing • Setup Channel Background
- YouTube Marketing • Channel Branding
- YouTube Marketing • Create Video Thumbnails
- YouTube Marketing • Create Video Playlists
- YouTube Marketing • Video Sharing
- YouTube Marketing • Embedding a Video
- YouTube Marketing • Hide a Video
- YouTube Marketing • Sharing Unlimited and Private Videos
- YouTube Marketing • White-List SEO for Videos
- YouTube Marketing • Creating a Video Tab
- YouTube Marketing • Add Video-Association
- YouTube Marketing • Promoting a Video
- YouTube Marketing • Use Finder
- YouTube Marketing • Handling Comments
- YouTube Marketing • Manage Negative Comments
- YouTube Marketing • Remove Your Videos
- YouTube Marketing • Marketing Tools
- YouTube Marketing • Mobile Settings
- YouTube Marketing • Videos Admin
- YouTube Marketing • Video Transcripts
- YouTube Marketing • Video Call Buttons
- YouTube Marketing • YouTube Partner Program
- YouTube Marketing • Analytics
- YouTube Marketing • Video Features
- YouTube Marketing • Exams and Certification





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WEB ANALYTICS COURSE

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What is Web Analytics?

Web Analytics is the study and measurement of web patterns and trends. It has evolved from just click apply to collect, measure, analyze and report data from your website. Web Analytics is commonly used and increases the performance of a website and to optimize its web usage.

Web Analytics is also used as the method and process of studying and analyzing the behavior of visitors that visit a particular web site. The implementation of Web Analytics is said to facilitate business to attract more visitors/clients and to retain old customers for goods or services.

We use Web Analytics to follow up key metrics and analyze the site's visitors' activity and the flow of traffic to the site. It has a technical approach to collect web data and generate reports of your site metrics.

Web Analytics is usually used as part of customer relationship management analysis simply known as CRM Analytics. This analysis may include determining the possibility that a given client will repurchase a product after having obtained it previously, personalizing the website to customers who visit it frequently, observing the dollar volume of purchases made by each individual customer or by specific groups of customers, while taking note of the geographic regions from which the most and the least number of customers visit the site and purchase specific products and forecasting predicting which products customers are very unlikely likely to purchase in the future.

The objective is to promote a particular product, to sell or sell less to those customers that are most likely to buy them and to determine which products a specific customer is most likely to purchase. This can help to drastically improve the rate of return to marketing costs.

In addition to the aforementioned, Web Analytics may involve tracking the visits through user's drill-down behavior of customers that are within the Web site, determining the user from which customers are mostly referred from, and interacting with business to track and analyze online behavior. The output results of Web Analytics are given in the form of tables, graphs, and charts.



Features Of Web Analytics

Below are some of the features of a Web Analytics software:

1. **Real-time data updates:** A Web Analytics software should show you the real-time flow of traffic coming to your website. It should give you a comprehensive and detailed view of your website content and the pages that they have visited on the page that they have triggered.

2. **Analytics for E-commerce:** A Web Analytics Software should allow you to understand and improve your online business by providing an E-commerce analytics feature.

3. **Goal Conversion Tracking:** A Web analytics software should allow you to track goals and identify whether you are meeting your current business goals and objectives.

4. **Event Tracking:** A Web Analytics software should be able to measure any activity of users on your website and apps.

5. **Content Tracking:** A Web Analytics software should be able to measure impressions, click and Click Through Rate (CTR) of text formats, images, banners and any component on your pages.

6. **Geo-Location:** A Web Analytics software should be able to locate your visitors and get the precise direction of their country, city, region or organization.

7. **Measurement:** There are visits, bounce rates, sessions, and conversions that can be measured after though you want your website to accomplish is determined. Web analytics in the process by effective analysis is critical, using analytics that process over the year, in the early days of the web site use popular but obsolete features over the better feature recommendations.

8. **Source/Refers and Exit Refers:** These are metrics used in determining if you're caught the attention of your audience. As the terms imply, exit refers will tell you how many people left the website through a particular page, while Source/Refers will tell you how many people left the website without visiting a certain page.

9. **Referrals:** This is used to determine where one's website visitor is from, referrals could be in the form of a website directing you to your website, search engines, blogs, articles, or social media. These referrals could be made through search engines if well-targeted, also that means these referral visitors likely in your industry and are more likely for your product or services more than the rest.

10. **Click all in (Click/Clicks):** This is an intentional website feature visitors to click on a button, by making the design very appealing to the eyes, and a particular value to a visitor.

11. **Conversion:** This is a term used to evaluate or describe the final outcome of a site visit, by opening web forms for users and making the form submission or downloading an app. This is very important. Finally getting visitors to convert whether on and guest the website is of great to very important.



Benefits And Advantages Of Web Analytics

There are many benefits and advantages of Web Analytics and some of them are:

1. Web-Analytics lets you measure traffic to your web site.
2. Web-Analytics shows you accurate visitors Count.
3. Web-Analytics allows you Track Bounce-Rate to your site.
4. Web-Analytics lets you identify Exit Pages.
5. Web-Analytics-Optimizes your Marketing Campaigns.
6. Web-Analytics Lets you identify your target market.

Why Study Web Analytics?

1. High Demand for Web analytics
2. Career Opportunities And Advancement
3. Increase Your Earning Potential
4. Flexible and Easy to Understand



Web Analytics Course Outline

- Web Analytics • Introduction
- Web Analytics • Google Analytics
- Web Analytics • Optimizely
- Web Analytics • Klaritytics
- Web Analytics • Crazy Egg
- Web Analytics • Key Metrics
- Web Analytics • Data Sources
- Web Analytics • Segmentation
- Web Analytics • Dashboards
- Web Analytics • Conversion
- Web Analytics • Emerging Analytics
- Web Analytics • A/B Testing
- Web Analytics • Automated Reporting & Alerts
- Web Analytics • Automated Reporting
- Web Analytics • Analytics Terminology
- Web Analytics • Video Lectures
- Web Analytics • Exam & Certification





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