Kangaroo Wings
The Power of Right Decision

Oldest Digital Marketing Institute of India
Since 2008

Hi!

Kick start your Digital Marketing Career

APPLY NOW

Kangaroo Wings is the Oldest Digital Marketing institute of India. Started its operations in 2008 with Online and Classroom training Sessions.

Overview - Modules We Cover

Career in Digital Marketing

Digital marketing for Business

Potential Growth in Digital Marketing

Industry Salary Packages

Fees & Duration

Start Dates

FAQ

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Career

Industry Salary Packages

- **Entry level -** 1 Lac PA

- **Beginner -** 2 Lac PA

- **Experience 2 to 4 years -** 3 to 5 Lac PA

- **Experience 4 to 7 years -** 6 to 8 Lac PA

- **Experience 8 Plus Years -** 10 to 20 Lac PA

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Modules & Fees

Fees

1. **Fundamental Digital Marketing Course**
   10 Modules - **INR 25,000**

2. **Digital Marketing Course -** 30 modules
   10 + 20 = 30 Modules - ***INR 45,000/-***

3. **Digital Marketing For Startups**
   30 + 11 = 41 Modules - ***INR 1,20,000/-***

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Course

Fundamental Digital Marketing Course

10 Modules

INR 25,000/-

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Module 1

Website Designing CMS

- How to quick launch a Website
- Get Your first Website free
- Design Your First Business Website
- Design Your First Professional Website
- Start your Own Hosted Blog
- Wordpress

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Fundamental Digital Marketing Course

Module 2

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Website Server Management

- Importance of Servers

- Selecting Servers

- Setting up your shares servers

- How to Choose Servers for Digital Business

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Fundamental Digital Marketing Course

Module 3

Domain Research & Management

- Web Domain Business model
- Buy & Selling domains
- Domain auction
- Million dollar domain Business
- Domain white labelling
- Domain management tools
- Selecting Domains For Business

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Fundamental Digital Marketing Course

Module 4

SEO

(Search Engine Optimization)

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Module 4 - SEO(Search Engine Optimization) Detailed Information

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

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Module 4 - SEO Course Detailed Content Continued….

Part 5 Off Page Techniques

- 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 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

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Module 4 - SEO Course Detailed Content Ending.

Part 9 Softwares / Plugins

• Roboform
• FTPS
• Keyword Finders
• Search Ranking Softwares
• Content Spinners
• Plagiarism Checkers
• Authority Checkers
• Rank Checkers
• SEO Optimization Plugins- QK

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

Part 13 Google Webmaster Setup

Fundamental Digital Marketing Course

Module 5

APPLY NOW

Google Webmaster

- Managing website as per Google Guidelines

- Integrating Google APIs

- Google Email configuration

- Managing Google Penalties

- Advance google webmaster Configuration

- Geo targeting Countries

- Advance Website Management for multiple Countries

- Advance Google Webmaster Management for Pro learners

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Fundamental Digital Marketing Course

Module 6
(Pay Per Click)

PPC

Google Ads

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Module 6 - PPC(Pay Per Click) Complete Course Details

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
1. Types of Keyword Insertion
2. Paid Campaigns On Page Optimization
3. Paid Campaigns Major Terms
4. MCC Account - My Client Center

Part 2 - Campaign Designing
1. Adgroup Designing
2. Ad Making
3. Adding Keywords
4. Negative Keywords

Part 3 Sitelinks
1. Site Extensions
2. Other Extensions
3. Mobile Extensions
4. Geo Targeting of Ads
5. Campaign Optimization
6. Targeting Mobile Devices

Part 4
1. Conversion Code Installation
2. Conversion Tracking
3. Live Bidding

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Module 6 - PPC(Pay Per Click) Course details Continued

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

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Module 6 - PPC(Pay Per Click) Course details Ending.

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

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Fundamental Digital Marketing Course

Module 7

Social Media Marketing

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Module 7 - Social Media Marketing Complete Course Detail

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

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Module 7 - Social Media Course Detail Ending.

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

Part - 8 Tik Tok Marketing

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Fundamental Digital Marketing Course

Module 8

Content Marketing & Management

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Module 8 - Content Marketing & Management Course Details

• 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

Google Adsense for Blogging

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Module 9 - Google Adense For Blogging

- How to Start a Google Adsense earning blog

- Google Adsense setup

- Google Adsense Integration with website

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Digital Marketing Course

Module 10

Tools For Marketing

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Course

Digital Marketing Comprehensive Training

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30 **Modules**

10 Modules

+

20 Modules

INR 45,000/-

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Digital Marketing Course

Module 11

Email Marketing

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Module 11 - Email Marketing Course Detail

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
• Opt In & Opt Out

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Module 11 - Email Marketing Course Detail Ending

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

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Digital Marketing Course

Module 12

E-commerce

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Module 12 - E-commerce Course Details

- 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

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Digital Marketing Course

Module 13

Affiliate Marketing

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Module 13 - Affiliate Marketing Course Detail

- 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

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Affiliate Monetisation Platforms

• How to monetize through different affiliate marketing platforms

• List of top CPM platforms

• Top CPI - Cost Per Impression

• Top CPS -Cost Per Sale

• Top CPC - Cost Per Click

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Digital Marketing Course

Module 14

Reputation Management

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Module 14 - Reputation Management Course Detail

• Brand Building

• Positive VS Negative Branding

• Do's & Don'ts 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

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Digital Marketing Course

Module 15

International Online Marketing

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Module 15 - *International Online Marketing Course Detail*

• 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

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Digital Marketing Course

Module 16

Geo marketing

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Module 16 - Geo marketing Course Detail

• 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 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

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Digital Marketing Course

Module 17

Video Production & Marketing

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Module 17 - Video Production & Marketing Course Details

- 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

Digital Marketing Course

Module 18

Mobile Advertising

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Module 18 - Mobile Advertising Course Details

- 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

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Digital Marketing Course

Module 19

Mobile Optimization

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Digital Marketing Course

Module 20

Conversion Optimization

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Module 20 - Conversion Optimization Course Details

- 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

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Digital Marketing Course

Module 21

Web Google Analytics

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Module 21 - Web Google Analytics Course Details

- 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

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Digital Marketing Course

Module 22

SMS Marketing

• SMS marketing through E Panel

• SMS API's

• Database Management

• Database Extraction

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Digital Marketing Course

Module 23

Network level Marketing

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Module 23 - Network level Marketing Course Details

- 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

Digital Marketing Course

Module 24

Guerilla Marketing

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Module 24 - Guerilla Marketing Course Details

• Digital Signage

• Cost Effective paid Campaigns

• Cost Effective Organic Strategies to generate traffic

• Tools and APPS for Guerilla Marketing

Digital Marketing Course

Module 25

Google Adsense

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Module 25 - Google Adsense Course Details

• 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

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Module 26

Freelance Bidding

- Freelance / Bidding / Outsourcing Digital Media

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Digital Marketing Course

Module 27

Digital Marketing Advanced tools

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Digital Marketing Course

Module 28

PR and Branding

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Digital Marketing Course

Module 29

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Bots for Marketing

- AI for website

- AI for search

- AI for lead management

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Digital Marketing Course

Module 30

Software Marketing "PPI"

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Module 30 - Software Marketing "PPI" Course Detail

This Course is Specially for Software Companies and Portals

- Search Engine For SIP

- PPI Development Platforms

- PPI Marketing Sources

- PPI Legal Guidelines

- PPI Platforms

Course

Digital Marketing Course For Startup / Entrepreneurs

11 New Modules

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41 Modules

30 Modules
+
11 Modules

INR 1,20,000/-

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Digital marketing For Startups Summary

What is included in Advanced Digital Marketing for Startups?

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1. Advance marketing strategies for Business
2. Planning New Business Startup
3. Low Cost Budget Management for New Startups
4. Ecommerce Business strategy for new startups
5. Low cost Digital advertising strategies
6. Additional benefit
7. Google service first time free support
8. 50K free database
9. Free website setup support
10. Free Website & theme
11. Take any session free for next 1 year

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Digital Marketing For Startups

Module 31

Startup Advance Program

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Module 31 - Startup Advance Program Course Detail

- Business Ideas For New Startups

- AI requirements For Business Ideas

- Planning and Knowledge

- Creating Blueprint for Business Startup

- Startup Ecosystem

- How to Start

- Startup Policies

- Legal Formalities

- Funding Opportunities

- Development Phases of Startup

- Tools needed for startups

- Investors Evaluation & Mentorships

- Team Building for startup

- Work opportunities with startup companies

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Digital Marketing For Startups

Module 32

Business Development Digital Marketing

- Digital Marketing Sales Training

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Digital Marketing For Startups

Module 33

LPS Server Management for Marketing

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Module 33 - LPS Server Management for Marketing Course Detail

- Location Based Marketing

- Targeting LBS on Different Advertising Platforms

- LBS in SEO

- LBS scripts & Softwares

- Automation with LBS

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Digital Marketing For Startups

Module 34

Black HAT

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Module 34 - Black HAT Course Detail

Note: Black Hat is against search engine Guidelines. This module is added to the curriculum so that a company can counter negative activities, if happening on there website.

The content of this Module can be requested at Targeting Multiple BLP's based on LBM.

Digital Marketing For Startups

Module 35

Amazon Marketing Platforms

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Module 35 - Amazon Marketing Platforms Course Details

- Amazon tools

- Amazon ads marketing

- Advance listing strategy

- Spying Competitive keywords

- Chargeback Management

- Store Management

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Module 36

Importance of BD in Digital Marketing

Module 36 - Importance of BD in Digital Marketing

- The Traditional Sales & Business Development Process doesn't work anymore to acquire new clients in this Digital age.

- Now, Business Development & Sales rely more in Digital Communication channels like Whatsapp, Email Marketing, Social Media engagement platforms, and other new technology CRMs.

- Learn Business Development & Sales through Digital Angle.

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Digital Marketing Entrepreneurship Program

Module 37

Source & Engagement With Prospect Leads

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Course Highlights

1. Digital B2B & direct platforms for Client Engagement.

2. Digital approach behaviour

3. Digital Approach Strategy

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Module 38 - Client Acquisition Strategy

1. Customer acquisition process

2. Enhance Customer acquisition

Customer Acquisition is the link between advertising & customer relationship management.

Today, Customers are Digitally sound & smart enough to buy products or services from Internet directly. Traditionally this was not possible without direct contact with sales Rep.

This is the point where many Companies lack in Digital sales. Learn pre sales & post sales strategy to boost your online sales & Customer acquisition.

Learn Digital Customer Acquisition strategies through referral, commission, affiliate, & other programs

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Module 38 - Client Acquisition Strategy

- Digital Channels

- Voice Process

- CMS

- CRM

- CRM Management

- Tracking & Analysis

- Cost Acquisition Management

- Sales Landing page Analysis

- Staff Management

- Product Demand

Digital Marketing Entrepreneurship Program

Module 39

Business Development - Digital Marketing

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Module 39 - Business Development - Digital Marketing

- Client requirement research

- Digital Analysis of Product Demand

- Analysis of Digital Expense & Profits

- Product Cost Planning for Digital sales

- Networking through Digital Media

- Innovative marketing campaigns

- Content Strategy through Digital Campaigns.

- Learning Clients Digital Sales Journey.

- Business Development training through Digital Channels.

- Client Satisfactions service.

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Module 40

Digital Media Planning & Buying

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Module 40 - Digital Media Planning & Buying

- Client requirement research

- Digital Analysis of Product Demand

- Analysis of Digital Expense & Profits

- Product Cost Planning for Digital sales

- Networking through Digital Media

- Innovative marketing campaigns

- Content Strategy through Digital Campaigns.

- Learning Clients Digital Sales Journey.

- Business Development training through Digital Channels.

- Client Satisfactions service.

Digital Marketing Entrepreneurship Program

Module 41

Client Retention

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What will you learn?

- Analysing target audience
- Selecting available Channels
- Working through Media Inventory
- Development & Execution Ad Campaigns
- **(DSP)** - Demand Site Platform
- Working with Ad exchanges
- Analysis tools for fraudulent activities
- **(SSP)** - Supply Site Platforms

- Inventory management for publishers
- Understanding Digital Media Buyer profile
- Hiring best digital media buyers
- What do digital media buyers do?
- Why a Business Must hire digital media buyer
- Competition Auditing
- Track an Optimise performance
- Digital Media Buying Platforms

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Founder

He is the first Digital Marketer in India to Start Digital Marketing Courses

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Manik Dhar

Digital Marketing Expert

Founder & Director of Kangaroo Wings India

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Get Trained!

Our Professional Trainers

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Manik Dhar
Google Certified
Digital Marketing Expert

Kismat Ara
Digital Marketing Consultant

Kaushal Baghel
Google Ads Expert
Digital Marketing Expert

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About Career

Job Options & Opportunity

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Career Requirements'

- **Qualification Level:** Diploma, Bachelor's Degree, Master degree(But not compulsory)
- **Degree Fields:** Marketing, Advertising, Communications, Public Relations, journalism, or a related fields.
- **Experience:** 2-4 years of Experience in field
- **Key Skills:** Multi tasking, Good communication skills, organizational skills, editing skills, familiarity with social media platform

Job Options

- Marketing Analyst Specialist
- Analytics Manager
- CRM Marketing Manager
- Digital Marketing Manager
- SEO Specialist
- SEO Marketing Strategist
- Content Strategist

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Modules & Fees

Fees & Duration

1. **Fundamental Digital Marketing Course**
   10 Modules - **INR 25,000**

2. **Digital Marketing Course**
   10 + 20 = 30 Modules **- INR 45,000**
   Duration
   2.5 Months(Regular)
   4 Months(Weekend)

3. **Digital Marketing For Startups**
   30 + 11 = 41 Modules - **INR 1,20,000**
   Duration
   3.5 Months(Regular)
   5 Months(Weekends)

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Learn with Live Projects

Work On Live Project With Our Trainers

We Provide Live Projects training according to Modules of Digital Marketing with trainers also.
Our Trainers will give You training on How to do work on Live projects.
Like in SEO - How to rank website
PPC - How to run a Ad Campaign
SMO - How to do social Media
EM - How to do Email Marketing

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Tools & Applications

We also have Third Party tools with Paid versions also.

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1. For Video editing we have Camtasia Tool.

2. For banner Ads We have Canva

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Who Can do?

Digital Marketing is for Everyone.
Only one thing here required which is
Dedication.

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Our Students are come from different fields like

1. From Journalism
2. From Business Sectors
3. Graduated & Post Graduated
4. Theatre
5. Graphic Designer
6. Foreigners

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FAQ's

Question We hear from Our visitor's

Where is your Institute located?

We are Located in New Ashok Nagar & Connaught Place.

Will you providing Job after the course?

Yes, we will provide you the Placement after the completion of course.

Can i do job during the Course?

Yes, you can do job during the course.

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Let's Fix Appointment

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Contact Details

Ph: +91-9711413642

Email: support@kangaroowings.com

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