

Digital Marketing Courses

Digital Marketing Training  
for Students, Startups  
Entrepreneur, and  
Businessmen.

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## Introduction

- What is Digital Marketing ?
- How Digital Marketing works ?
- Advanced Digital Marketing Strategies.
- Who can do this Course ?
- Career Opportunities
- Courses we offer



# What is Digital Marketing ?

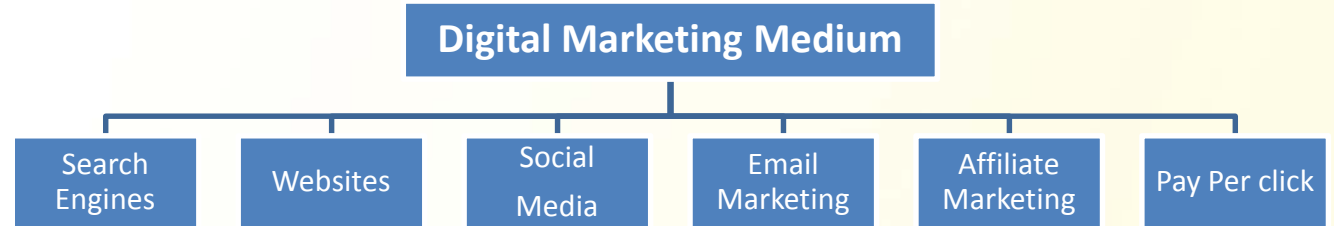
Digital marketing is the promotion of products or brands via one or more forms of electronic media and differs from traditional marketing. This involves the use of channels and methods that enable an organization to analyse marketing campaigns to understand marketing strategies in this real time scenario. Search Media Optimization (SEO) Social Media Marketing (SMM) is a great help for Online Marketing, Brand Awareness & Digital Marketing.

Digital Marketing, the new way to market, promote and advertise the product and brand in the whole World through Internet. Therefore nowadays Online marketing is on a trend, every business is coming online so that they can earn lots of profit and get a good number of orders through an online platform. Online Marketing strategies-

- **Search Media Optimization (SEO)**
- **Social Media Marketing (SMM)**
- **Search Media Optimization (SEM)**
- **Email Marketing**
- **Mobile Marketing**

Furthermore there are many other sources through which we can easily market our products and services on the Internet. People are now a day gone crazy about Internet usage. The scenario is changed now people are coming on the Internet for shopping, for reading any kind of reviews. First of all, websites play a vital role in Online Marketing Brand Awareness & Digital Marketing. If anyone wants to do any kind of business on the internet then they need a website. Moreover, a website is must to have business existence on Internet world. There are many ways to create your website but to have the best design, content, theme one should have the best web designer.

# How Digital Marketing works :



## Traditional Vs. Digital Marketing

| Factor    | Traditional     | Digital       |
|-----------|-----------------|---------------|
| Reach     | Limited to Area | Global        |
| Targeting | Not Specific    | Very Specific |
| Price     | Very Expensive  | Not Expensive |
| ROI       | Not Guaranteed  | Guaranteed    |

# Course We Offer :

- Advanced SEO with HTML
- SEM, Pay per Click (PPC) /Google AdWords.
- Social Media Marketing (Facebook, Twitter, LinkedIn)
- Email Campaigns & Affiliate Marketing.
- Blogs, Google Analytics & Google AdSense.
- YouTube Video Creation and Advertisements.
- WordPress Website Development.
- 8 Certification Google Analytics / Google AdWords.



**DIGITAL MARKETING TRAINING**

Become a Digital Marketing Expert



## Key Features :

- Led by industry expert trainers.
- One-on-one basis.
- 100% Support and assistance will be given.
- Flexible timings (Weekday or Weekend).
- Practical Training from Day 1.
- Google Certification Preparation.
- Introduction to WordPress.
- HTML & CSS code.
- Live Projects.
- Interview Preparation.
- Live Demo /Experts advice.



# Course We Offer :

## Website Planning, Digital Media & Real time bidding

- Essentials of a website
- Planning a website
- Popular Digital Media Channels
- Concept of Ad Server, Ad Network and Ad Exchange
- Real Time Bidding

## Targeting, pixels & Remarketing

- Different Targeting Options in Digital Marketing
- Overview of Pixel
- Type of Pixel
- Secure vs. unsecure Pixel Tags
- Remarketing Concept
- Conversion Funnel
- Important Tactics





# Course We Offer :

## Search Engine Optimization

- What is SEO
- What are keywords
- How to find relevant keywords?
- Planning SEO of a website
- Monitoring SEO process
- Preparing SEO reports
- On page optimization
- Off page optimization
- SEO Webmaster Tool

## Google Analytics

- Why analytics is so important
- Fundamentals of Google analytics
- Monitoring bounce rate
- Tracking conversions
- Monitoring traffic sources
- Monitoring visitors behavior
- Setting up Dashboards







# Course We Offer :

## Social Media Marketing

- What is social media?
- Understanding the existing Social Media paradigms
- How social media marketing is different than other forms of Internet marketing?
- Marketing on social networking websites
- Facebook marketing
- LinkedIn Marketing
- Twitter marketing

## Content Marketing

- Optimizing Your Website for Search Engines
- Strategies of Content Marketing
- The Fundamentals of Blogging
- Amplifying Your Content with Social Media
- Enticing Clicks with Calls to action
- The Anatomy of a Landing Page
- Guiding the Next Step with Thank You Pages
- Sending the Right Email to the Right Person





# Course We Offer :

## Online Earning /Affiliate Marketing

- What is affiliate marketing and how to earn money from it
- Discussion on worlds popular affiliate network sites
- Creating banners and using on blogs
- Identifying the money making , highly targeted and less competitive keywords
- Registering in Affiliate network sites
- What is Google AdSense
- Why Google AdSense is the highest money making method in the world(Monthly income more than 10Lakhs)

## Email Marketing

- What is email marketing?
- Biggest challenge in email marketing
- Increasing email subscription/ opt-in list
- Using software's to do email marketing
- Creating your own email list of millions of email ID's
- Best practices of email marketing
- Writing a good email creative
- Inbox Deliverability



# Digital Marketing Strategies



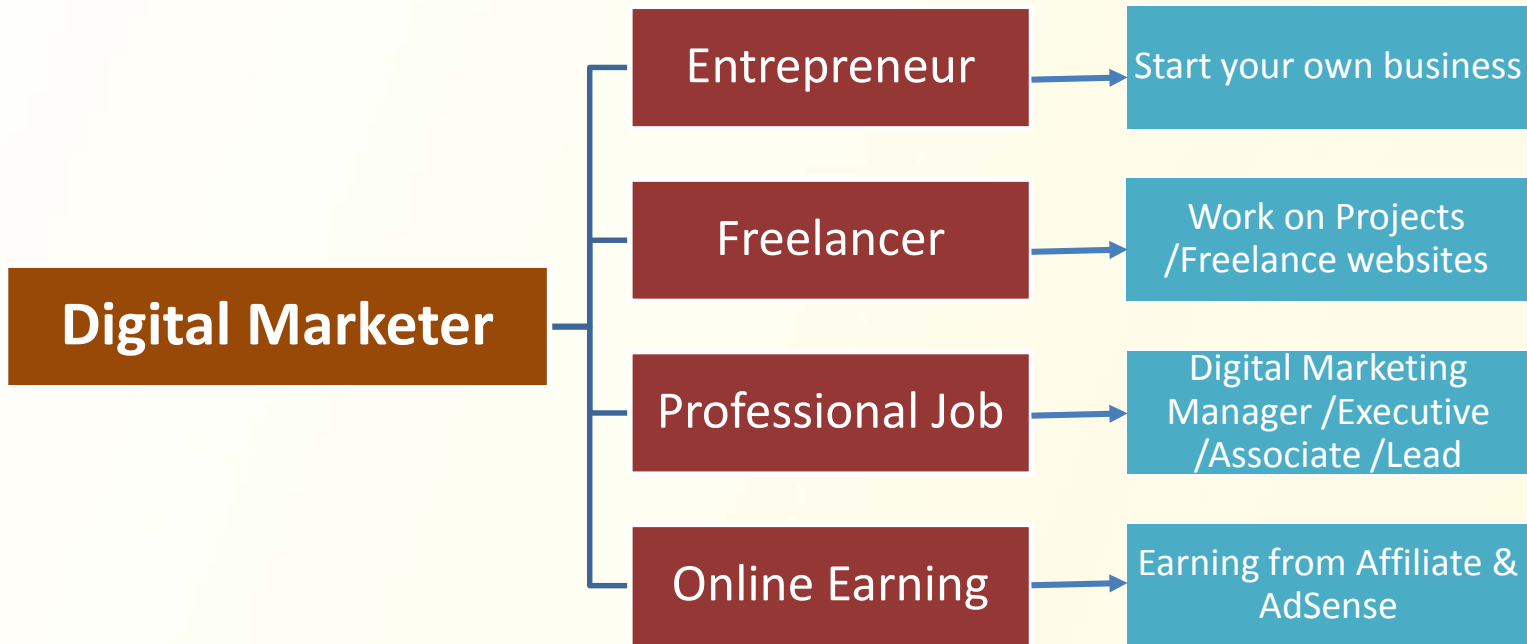


## Who can do this course ?

- Students, Entrepreneurs, Startups, Businessmen, Experience Professionals
- Anyone with basic understanding of Internet.
- Basic English/communication skills are must.
- Interested and Enthusiastic in Technology.
- Marketing Managers
- Bloggers, YouTube Channel Owner



# Career Opportunities





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# DIGITAL MARKETING TRAINING

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SKILLS YOU NEED BUT DON'T LEARN  
AT THE UNIVERSITY

