



ASSOCIATE WITH



# Digital Marketing SYLLABUS

DURATION – 3 . 5 MONTHS

MODE OF TRAINING – OFFLINE/ONLINE ()

For More Info Call :+91 – 9623922545

# Digital Marketing-

## Beginner Module:

- ☐ Digital Marketing Overview
- ☐ Website Planning and creation overview
- ☐ Photo editing tool (Canva)
- ☐ Facebook marketing
- ☐ Instagram marketing
- ☐ LinkedIn Marketing
- ☐ Twitter Marketing
- ☐ Content Marketing
- ☐ Lead Generation strategy



# Digital Marketing-

## Advance Module:

- ☐ Digital Marketing Overview
- ☐ Get a Client Through Freelancing Projects
- ☐ Website Planning and creation
- ☐ Search Engine Optimization
- ☐ App Creation
- ☐ Remarketing and Conversion
- ☐ Lead Generation
- ☐ Google Analytics tool
- ☐ Google Web master tool

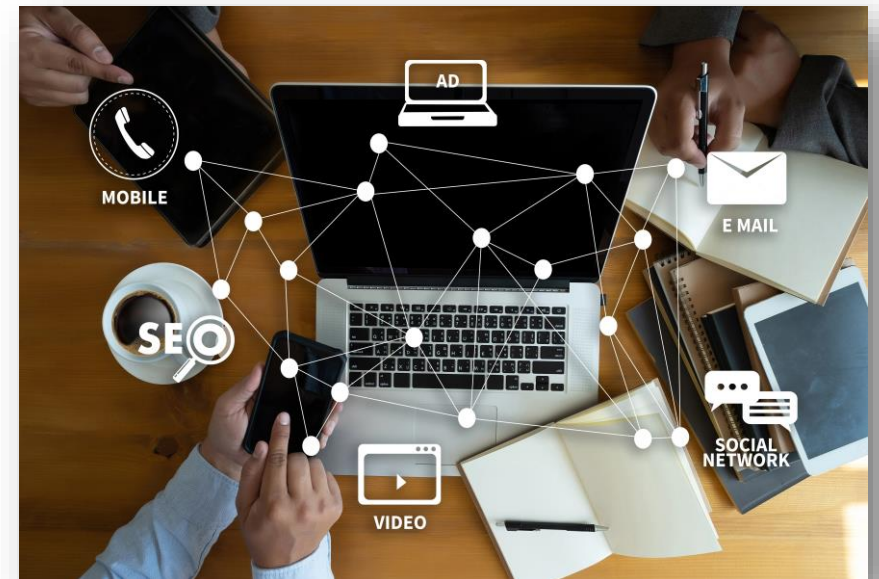


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# Digital Marketing-

## Advance Module:

- ☐ Google Tag Manager
- ☐ Photo editing tools
- ☐ Facebook marketing
- ☐ Instagram marketing
- ☐ LinkedIn Marketing
- ☐ Twitter Marketing
- ☐ Content Marketing
- ☐ Lead Generation Strategy
- ☐ Email Marketing



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# Digital Marketing-

## Advance Module

- ☐ Video Creation Tool
- ☐ YouTube marketing
- ☐ Google Ad words
- ☐ Online Display Advertising
- ☐ Mobile App Creation
- ☐ Mobile Application SEO

- ☐ Remarketing
- ☐ WhatsApp Marketing
- ☐ Automation for digital marketing
- ☐ Earn Online through Affiliate Marketing
- ☐ Earn Online through YouTube

# Course Details

## WHY YOU SHOULD LEARN DIGITAL MARKETING ?

- ☐ Digital marketing is the best & trending way of marketing nowadays. It is all about reaching customers via various digital channels like search engines, social media, email, and many more.
- ☐ Digital Marketing course content will make sure you master the art of online marketing by reaching your target audiences in a more powerful and accurate way through several digital channels, to impress and engage with them for converting them to customers.
- ☐ PWC has forecasted that digital advertising will reach a whopping \$240 billion in 2019, increasing from \$135 billion in 2014.

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## Course Details

- ☐ Top MNC'S & new age startups in India looking for experts in digital marketing . Small Businesses also in the queue.
- ☐ Digital marketing opens door to Self- employment , freelancing, YouTube creator club & blogging. Job profiles after one course- SEO , Social Media Manager, Digital Marketing Analyst etc.
- ☐ It helps you to develop and manage marketing techniques for your company website. You will be certified by DMCA certification after completing the digital marketing course.

# Key Feature

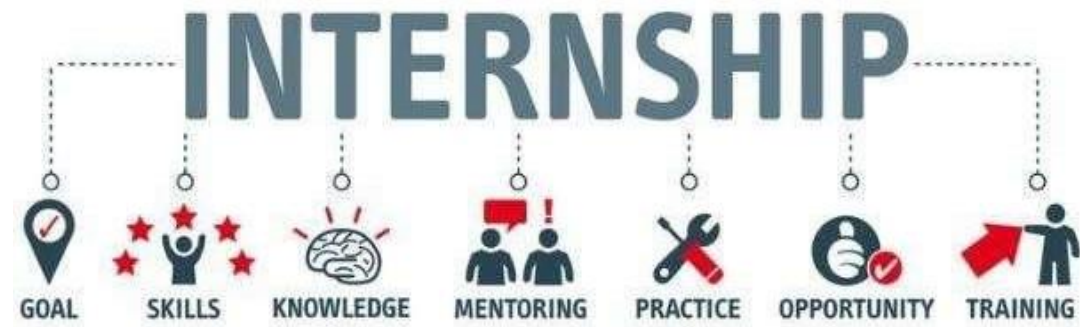


- ☐ Trainer with 12+ Years of Experience
- ☐ 200 hours of high-quality course
- ☐ Best Quality Training
- ☐ Live Project Experience
- ☐ Demo Lectures are available
- ☐ In-depth Course Contents
- ☐ Placement Support | Internship support

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# Internship Program!



UNDER





# THANK YOU

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