



Connect, engage, succeed and master
digital marketing techniques with
BAOAIM'S

Digital Marketing Course



ABOUT US

WE AT BAOIAM NURTURE YOUR
COLORFUL CAREER DREAMS WITH A
DEDICATED APPROACH TOWARDS
PROVIDING YOU WITH THE BEST
QUALITY COURSES AND
OPPORTUNITIES IN THE FIELD OF
EDUCATION.

- ✓ Expand your horizons
- ✓ Meet your aspirations
- ✓ Transform your future



BE ONE IN A MILLION

“Explore Courses Now”

Welcome to BAOIAM Digital Marketing Course! Unlock Your Potential with Our Digital Marketing Course

Discover the power of digital marketing with our comprehensive course, designed to equip you with the tools and techniques needed to thrive in today's competitive landscape. Learn the intricacies of promotion strategies, SEO, social media management, content creation, email campaigns, and analytics for unparalleled audience engagement and business growth. Our Digital Marketing Course is your gateway to mastering the art of online influence. Whether you're delving into the mysteries of SEO or harnessing the magic of social media, our expert-led curriculum will empower you to navigate the dynamic realm of digital marketing with confidence. Stay ahead of the curve and amplify your brand's presence in the digital era. Enroll in our course today and unlock the secrets to becoming a formidable force in the ever-evolving world of digital marketing. Don't just adapt to change—embrace it, and propel your career to new heights with our cutting-edge insights and practical skills.



PROGRAM OVERVIEW

- Embark on a transformative journey into the realm of digital marketing with our comprehensive course. Gain a profound understanding of the strategies, techniques, and tools essential for promoting products and services online. From mastering the intricacies of search engine optimization (SEO) to unleashing the potential of social media marketing, content marketing, email marketing, PPC advertising, analytics, and beyond, this course is your roadmap to success in the digital arena.
- Through a blend of theoretical knowledge and hands-on application, students will acquire practical skills that transcend the classroom. Engage in real-world case studies and immersive projects that mirror the challenges and opportunities of today's digital landscape.

- By the end of this course, you'll emerge equipped with the expertise and confidence to navigate the complexities of digital marketing with finesse. Whether you aspire to propel your own business to new heights or embark on a rewarding career path in the field, the possibilities are limitless. Seize this opportunity to unlock your potential and chart a course towards measurable success in the digital realm.

PROGRAM OVERVIEW





Placement Assistance

We offer placement support by training you for **interviews** and guiding you to take up the **right career path**.



Personalized Mentorship

This allows for **personal guide** to enhance your skills ensuring growth and development in all aspects.



1:1 Sessions

This allows for **personal attention** and **customized learning** experiences tailored to individual needs.



Interview Training

Prepare, practice, and showcase your **unique strengths**. Baoiam is here to support you on your journey to a successful interview.



50+ Live Projects

This gives the students **real world experience** with practical approach and experiences.



BENEFITS
PROVIDED
BY
BAOIAM

COURSE CURRICULUM

Introduction to Digital Marketing.

1. Overview of digital marketing and its significance.
2. Key digital marketing terms and concepts.
3. The digital marketing ecosystem: SEO, SEM, content marketing, and social media.

Content Creation and Management

1. Crafting compelling content for various digital platforms.
2. Basics of graphic design and video production.
3. Content planning and strategy.

Social Media Marketing

1. Introduction to major social media platforms (Facebook, Instagram, Twitter, LinkedIn).
2. Creating and managing social media profiles.
3. Developing effective social media campaigns.

COURSE CURRICULUM

Search Engine Optimization (SEO) and Search Engine Marketing (SEM)

1. Understanding SEO fundamentals and techniques.
2. Basics of SEM and paid advertising (Google Ads, PPC).
3. Keyword research and optimization.

Email Marketing and Automation

1. Designing effective email marketing campaigns.
2. Understanding email lists, segmentation, and automation tools.
3. Analyzing email marketing performance.

Analytics and Data Interpretation

1. Understanding digital marketing regulations and ethical issues.
2. Best practices for online advertising and privacy.
3. Managing online reputation and brand image.

COURSE CURRICULUM

Ethics and Best Practices

1. Understanding digital marketing regulations and ethical issues.
2. Best practices for online advertising and privacy.
3. Managing online reputation and brand image.

Projects and Assessments:

1. Practical Projects: Create and execute digital marketing campaigns for real or simulated businesses.
2. Presentations: Present marketing strategies and results.
3. Quizzes and Exams: Assess understanding of key concepts and tools.
4. Group Work: Collaboration on projects

OUR COURSES

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**4999/-INR
FOR 12 MONTHS**

Pricing table

Subjects
Live Classes
Doubt clearing sessions
Structured courses & PDFs
Assessment & case study
Mentorship
Live projects & Internships
Internship Opportunities
Resume building
Webinar and seminar access
Placement assistance
Resource Hub
Interview preparation

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Our College **Reach**



**GLA
University**



**Delhi
University**



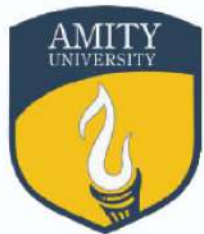
**Rajdhani
College**



**Hansraj
College**



**Alliance
University**



**Amity
University**



RKDF



**IILM
UNIVERSITY**

IILM



**Maitreyi
College**



**SHARDA
UNIVERSITY**
Beyond Boundaries

**Sharda
University**

Our Company **Reach**

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A **TATA** Enterprise

 **OLA**

VISA

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 **Aentorsity**

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internships that matter

 **lenskart**

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THE GLOBAL INTERN EXPERT!

HCLTech

 **Urban
Company**

 **Hirect**



SUCCESS STORIES



Vivek Sharma

I would like to thank BAOIAM and its mentors for the guidance which was given to me throughout my journey as a trainee. They helped me in learning with ease which eventually landed me a job for a package of **10 LPA**. I will always be grateful to BAOIAM for such an amazing opportunity.



Sahiba Sinha

I trained with BAOIAM and it was due to their immense support and guidance, that I subsequently landed a job with **10 LPA**. I extend my sincere gratitude to all my mentors and trainers for helping me out in shaping my life.



Ruhaan Hawaldar

I started my training at BAOIAM. With all the essential training and knowledge from my mentors, I landed a job for **12 LPA**. Cannot thank enough for all the time and energy that BAOIAM and its mentors has invested in me.



Yash Bajaj

Started training as an intern at BAOIAM and got place with a package of **10 LPA**. I would like to show my hearty gratitude to BAOIAM and its trainers for helping me out in building my career.



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