UnCodemy

DIGITAL Marketing Program

Job Guarantee program

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Email : Info@uncodemy.com

ABOUT US

Uncodemy is one among a couple of driving organizations / in Delhi, Noida, NCR, India that give undeniable preparation in Data Science, Machine learning, Python programming, Tableau, - Deep Learning, and Artificial Intelligence. We at the collegetarget producing quality experts who can withstand the developingcontest and rising intricacies in the innovative world. We aregrowing and leading the company of Delhi, Noida, NCR, India.
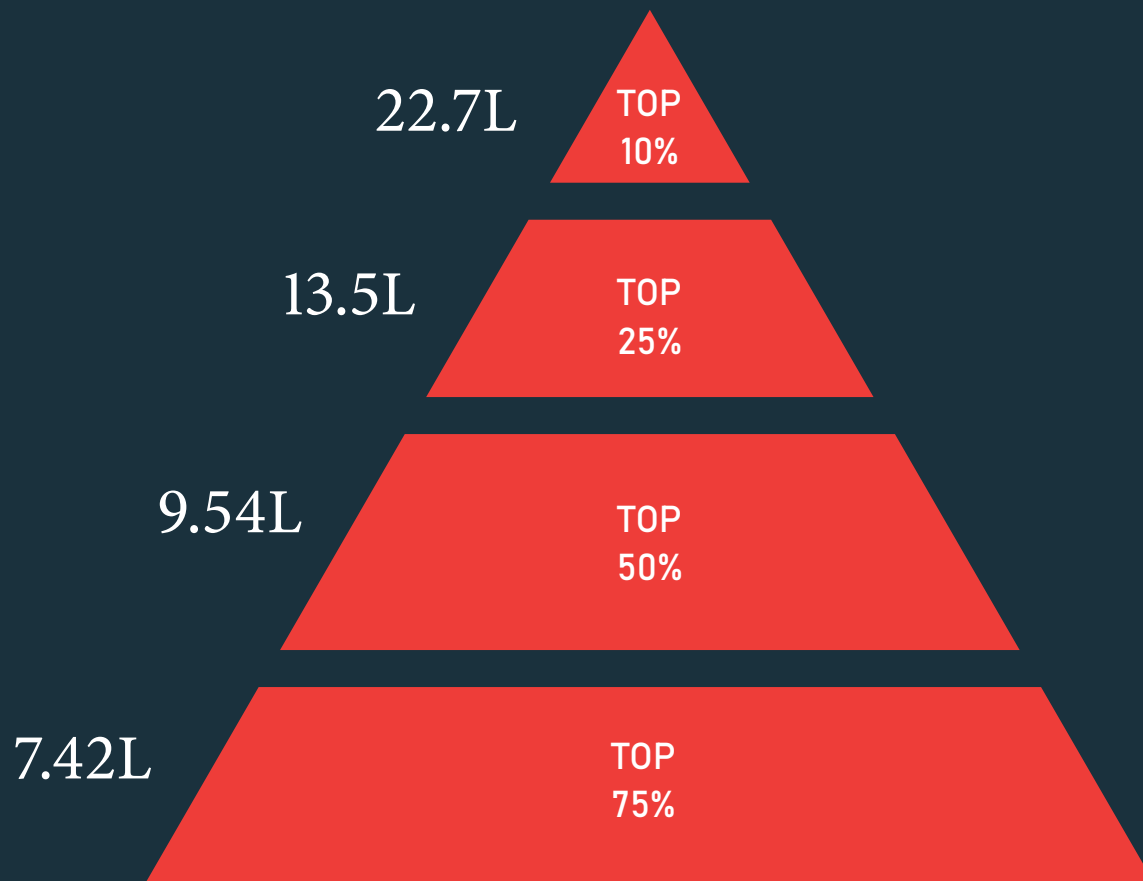
THE UNCODEMY

Is an Educational and Professional improvement Organization that has been established to propel the product and ITcalling by advancing and perceiving demonstrable skill through training, counselling, gatherings and accreditation. Our Professional Dedicated Team guarantees to give you the best of specialization courses underdisciplines like Data Science Machine Learning, Data Mining, Tableau, Text Mining, ReactJS, NodeJS, Angular, Python Programming, Deep Learning, and Java, network protection, programming testing, CloudTechnology, Digital advertising and a lot more with an emphasis ontrustworthiness and on the web and Offline learning. We're attemptingto transform our enthusiasm for IT Software Training Platform into athriving position and occupation situated in the preparing stage withoutany hesitation at work.

Our aim is simple: We strive to createhigh-impact, hands-on experiencesthat prepare learners for meaningfuland productive careers.

Warm Regards,
Founder Uncodemy

CAREERS IN DIGITAL MARKETING

SALARY PACKAGE

22.7L — TOP 10%

13.5L — TOP 25%

9.54L — TOP 50%

7.42L — TOP 75%

The results of a Digital Marketing job is tracked in a database engineers to review so they can fix the defect. There are times when the position can seem monotonous, but the focus of your work will constantly change to different aspects of the program, alleviating some of the repetition. You also get an early look at the latest in technology and have a hand in making sure that a program is as defect free as possible.Finally, with Marketing being an area that will always grow, Marketing have one of the most secure jobs in the tech industry.

Why Should You Choose
UnCodemy?

Top MNCs

Uncodemy partners with top-tier companies to ensure that its students receive instruction from industry experts with hands-on experience in the field of Digital Marketing.

No. 1 Institute for the Digital Marketing.

Uncodemy in Noida stands out as the premier Digital Marketing course provider, featuring industry-experienced mentors from major corporations. With a commitment to 100% placements, it offers live project experiences, flexible online & offline training modes, and accelerated certification options catering to working professionals.

About Courses

Uncodemy follows a structured approach and comprehensive curriculum. Here are some key reasons why learning Digital Marketing from a training program can be beneficial:

1. Access to experienced instructors who can provide personalized guidance and support.

2. Exposure to industry-relevant tools and technologies.

3. Hands-on experience with real-world datasets and projects.

4. Networking opportunities with other students and professionals in the field.

5. A structured curriculum that covers the key concepts and skills needed to succeed in Digital Marketing.

6. Access to job placement assistance and career counseling.

About Industry Expert Trainers

Uncodemy partners with seasoned industry professionals to provide students with first-hand knowledge and real-world applications in the realm of Digital Marketing These experienced instructors share their practical insights, equipping students not only with theoretical knowledge but also with the practical skills needed to succeed in the field.
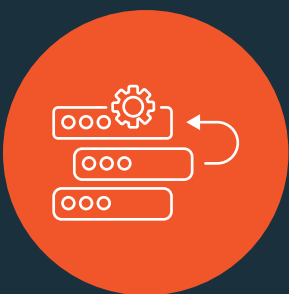
About Certificate

Uncodemy is recognized by top industry bodies such as ISO and NASSCOM and is also endorsed by Skill India, a government initiative aimed at boosting skills development in the country. The certifications provided by Uncodemy are highly valued by employers, as they signify that the candidate has completed a rigorous program and has the necessary skills and knowledge to excel in the field.

Doubt Session

Uncodemy facilitates doubt sessions where students can receive individualized attention and clarification on challenging concepts. These sessions are led by experienced instructors who provide comprehensive explanations and examples, ensuring that students leave the session with a thorough understanding of the material.

Grooming Session

Soft skills training to improve communication, networking, and leadership skills. Identifying and highlighting transferable skills that may not be obvious.

CV building

Helping students build a killer resume. Ensuring that the resume includes relevant keywords to help it stand out in applicant tracking systems. Overall, it's about helping students make their resume shine and stand out from the competition.

Interview session

The goal is to prepare students for the job interview process, giving them the chance to practice their communication and interpersonal skills, and helping them feel more confident and prepared for the real thing.

Mock interview

Uncodemy uses mock interviews in its IT training program as a tool to help students refine their interview skills and prepare for job interviews in the tech industry. The mock interviews are designed to replicate the pressure and format of a real interview, without the actual job at stake.

Key Features

Live industry-based projects	100% placement assistance	CV building	Confidence Building
Online & offline	weekly & weekend classes	Interview Session	Mock Interview Session
Course Completion certificate	Recorded Class	Group Discussion	Communication Skills
Interview Session	6 Monthe internship	Access to Class & Training Until Placement	

Top Skills and Tools Covered

Google Search Console	Google Analytics	SEMRUSH
Uber Freight	ahrefs	Meta
buffer	Canva	

Course
Curriculum

1. Introduction to Digital Marketing

- What is Digital Marketing?
- The Fundamentals of Digital Marketing
- Scope of Digital Marketing in India & Globally
- Latest Trends in Digital Marketing
- Digital Marketing for Working Professionals
- Digital Marketing for Startups
- Digital Marketing for SMBs (Small & Medium Businesses)
- Career Opportunities in Digital Marketing

2. Learning WordPress

- What is WordPress?
- Role of learning WordPress in Digital Marketing
- WordPress installation & Setup
- Creating WordPress website & blog
- Using Page builders
- WordPress Themes & Plugins
- Using WordPress for Blogging
- Using WordPress for Different Websites

3. Blogging

- What is Blogging?
- Purpose of Blogging

- Key points for Start a Blog
- Niche Analysis
- Competitor Analysis

4. Search Engine Optimization (SEO)

- What is SEO and why is it important?
- Working for Search Engines
- Introduction to SERPs
- Different SEO Ranking Factors
- Understanding Google algorithm
- On-Page SEO
- Off-Page SEO
- Technical SEO
- Local SEO
- Advanced Keyword Research
- Google Search Console
- SSL Certificate & Website Security
- SEO Reporting
- SEO Case Studies

5. Google Analytics 4

- Introduction to Google Analytics
- Working of Google Analytics
- How to Set Up Google Analytics for Website
- Understanding Reports and Data in GA
- Google Analytics for SEO
- Google Analytics for PPC
- Important Metrics & Reports

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Course
Curriculum

6. Social Media Optimization & Marketing

- What is Social Media Marketing (SMM)?
- What is Social Media Optimization (SMO)?
- Understanding Different Social Media Platforms
- Content Strategies According to SM Platforms
- Organic Reach
- Optimizing Profiles on All Social Media Platforms
- Lead Generation Using social media
- Top Social Media Optimization Tools
- Creation of Social Media Calendar
- Understanding Client Projects & Requirements
- Social Media Content Creation Tools
- Finding Best Content Ideas
- Social Media Best Practices
- SMO Report Creation
- WhatsApp Marketing

7. Content Marketing

- What is Content Marketing?
- Types of Content Marketing
- Content Marketing Goals
- Using Different Forms of Content
- Creating Content Marketing Strategies
- Content Marketing for Social Media
- Important Metrics to Measure in Content Marketing
- Content Marketing with Video Content
- Quora, Infographics, Niche Blogging
- Forum Marketing
- Memes, Carousels, and Podcasts

8. YouTube Marketing

- Benefits of YouTube Marketing
- How YouTube Works?
- Analysis of Top YouTubers
- Setting Up New YouTube Channel
- YouTube Video Uploading Checklist
- Power of YouTube Live
- How to Build and Grow YouTube Channel Organically?
- How to Earn from YouTube?
- Monetizing YouTube Channel

Course
Curriculum

9. Google My Business (GMB)

- What is Google My Business and How Does it Work?
- Setting up GMB Account
- Importance of Local Business Listings
- Optimizing the Rank of Google My Business Listing
- Lead Generating Using Google My Business
- Getting Organic Reviews on GMB
- Dealing with Negative & Fake Reviews
- Managing Multiple Locations in GMB
- Top Tips, Tricks, and Hacks

10. Google Ads

- Introduction to Google Ads
- Working of Google Ads
- Types of Google Ads
- Importance of Landing Pages
- Running and Optimizing Search Ads
- Running and Optimizing Display Ads
- Remarketing With Google Ads

- Running App Install Ads
- Lead Generating Ads
- Video Ads
- Shopping Ads
- Call Only Ads
- Proper Audience Targeting
- In-depth Optimization of Ad Groups
- Conversion Ads

11. Facebook Ads

- Introduction to Facebook Ads
- How does Facebook Ads Work?
- Types & Objectives of Facebook Ads
- Understanding Audience and Targeting
- Understanding Ad Placements
- How to Write Ad Copies?
- Optimizing Landing Page for Ad Relevancy
- A/B Testing
- Facebook Pixel Setup
- Facebook Analytics
- Tracking Options
- How to Run Facebook Ads the Right Way?

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Course
Curriculum

- **Dynamic Ads**
- **Remarketing and Retargeting**
- **Lead Generation & Funnels**
- **Facebook Messenger Marketing**
- **Competitor Research and Spying**
- **Video Advertising using Facebook Ads**
- **Finding Clients for Facebook Ads Projects**

12. Email Marketing

- **What is Email Marketing, and How Does it Work?**
- **Top Digital Marketing Tools**
- **Using Automation in Email Marketing**
- **How to Write Professional Emails?**
- **Important Metrics and Insights**
- **Call to Actions in Emails**
- **Email Cycles and Funnels**
- **Conversion Rate Optimization**
- **Lead Generation using Email Marketing**

13. Online Reputation Management (ORM)

- **What is ORM, and How Does it Work?**
- **Top Online Reputation Management Tools**
- **Impact of ORM on Sales, Revenue, and Business Growth**

- **ORM vs SMO**
- **Dealing with Negative Reviews and Comments**
- **Understanding User Behaviour**
- **Online Reputation Management Strategies**
- **Personal Branding**
- **Press Release**
- **Creating Review Magent**
- **ORM Auditing and Parameters**

14. App Store Optimization (ASO)

- **Introduction to App Store Optimization**
- **Role of ASO**
- **How to Optimize Apps for App Stores?**
- **How to Increase App Downloads?**
- **On-Page and Off-Page ASO Factors**
- **Top App Store Optimization Tools**

UnCodemy

CERTIFICATE
OF TRAINING

(ISO 9001 : 2015 Certified)

PROUDLY PRESENTED TO

Devanshi Pande

You have successfully completed your
Four Months Training on Data Analytics with specialisation in Python.

28TH JULY 2023
DATE

MR. PRADIP MEHTA
Founder

Certified By :

Skill India
कौशल भारत-कुशल भारत

NASSCOM®
Certified Member

Google Partner

futureskills prime
A MeitY - NASSCOM Digital Skilling Initiative

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Our Alumnus & Companies

Our Industry Expert
Trainers

Mr. Pradyumn Kumar Singh

Digital Marketing Specialist | Google AdWords | Technical SEO | SEO Expert | SEO Specialist |

"Passionate about demonstrating a distinctive approach to work and firmly committed to sharing insights about internet marketing with others. With over 8 years of extensive experience in Digital Marketing, successfully contributed to over 50 projects. Expertise lies in SEO, research, and analysis. Possess exceptional skills in various marketing strategies, including YouTube marketing, Facebook Ads, Google Ads, SEO services, and more. Having constant endeavor is to explore optimal pathways for comprehending the principles of growth, improvement, and transformation..

Mr. Akshay Mishra

Digital Marketing Specialist | Google AdWords | Technical SEO | SEO Expert | SEO Specialist |

"Loved showcasing the idea of working in the unique way and strongly believe to spreads the knowledge of internet marketing with the people. Having more than 5 years of experience in Digital Marketing and worked on 30+ projects. Specialisation in SEO, Research and Analysis. Have impeccable skills of all sorts of marketing funnel like YouTube marketing, Facebook Ads, Google Ads, SEO Services and much more. Always try to finding the best way to understand the methodology of Grow, Enhance and transform.

Placement

TANVI SINGH
wipro

RAJENDRA YADAV
HCLTech

ABHISHEK KUMAR
mamaearth

ABHILASHA RATHI
Infosys

RUBY SHARMA
elmenus

ADITYA SINGH
Deloitte.

PRIYA PARIHAR
MeeTri

DEVENDRA KUMAR
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Simplified IT Outsourcing

SAURABH MISHRA
KPMG

SHURTI
AppInventiv

AKASH SINGH
one card

Congratulations To our selected students

SUCCESS STORIES

BABITA
Company Adobe

Uncodemy is the perfect place to start your data science career, as they provide regular live classes with doubt resolution. Moreover, they also allow students to book additional mentor - ship to sessions with industry experts tounderstand challenging topics better and gain industry insights. Uncodemy as highly as possible and suggest all the aspirants join Uncodemy with hesitation.

ADITYA SINGH
Company : Deloitte

Uncodemy is a good place to start up if you are looking for a career transition or build a career in Data analytics. Moreover, guest lectures by Upendra sir are very insightful. Very efficient manage to reach out for any help during train - ing. The best thing is, they also offer support in looking for jobs post training. Thank You..

NEELAM
Company : wipro

I"ve always wanted to create complete web applications on my own. | went for an Uncodemy Python Full Stack Course. | am 50 grateful to Uncodemy now because | can fulfil my dream. Their staff and training are 50 fruitful, They will walk you through the process of building your first full - stack Python web application. If you Want to be a good program developer, hurry up and go for the Uncodemy Python.

RITESH SINGH
Company : Bloohash

After spending 2 years in Non-IT job, decided to switch to IT job. Uncodemy is one of the leading brand in this section.
I have compplete here Soft - ware testing training course. They have very good trainers and HR team Who helps you to find the right job.The training content is very excellent and very useful to get your dream IT job. special thanks to Shivendra Sir, Ug sir, Anam Ma'am and HR department team for proper guidance and help throughout this journey. Now I'm working in the leading IT company with good package, all thanks to Uncodemy team.

Full Stack Course.

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Contact Us

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