

# Digital Marketing



Certification 2-8 Weeks / 30-40 Hours

Industry ready exhaustive program

## Internship & Training Program

Make Projects & Get Trained

Official Partner



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Services  
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**MSME**  
सूक्ष्म, लघु एवं मध्यम उद्यम  
MICRO, SMALL & MEDIUM ENTERPRISES

## About EduVitae Services

**EduVitae Services**, run by IITians & industry experts, is a renowned provider of education, training, research and development programs, with a large presence. We offer a wide range of specific industry ready courses and training opportunities in the areas of computer science and IT, animation and multimedia, as well as engineering, management and advanced technology. Our programs include workshops, training, internships, hackathons, corporate training, certificate courses, placement training, research, and development programs, all designed to meet the needs of students, professionals, academic institutions, and industry. Our reputation as one of the best technology training providers, is a testament to our commitment to helping our students and clients acquire the skills and knowledge they need to succeed in their careers and goals.

## Our Clientele/Collaborations

Top private & government academic institutions, college's fests and corporates where directly/indirectly our presence have been felt:

Indian Institute of Technology, Kanpur  
Indian Institute of Technology (Banaras Hindu University), Varanasi  
Indian Institute of Technology (ISM), Dhanbad  
Indian Institute of Technology, Jodhpur  
Indian Institute of Technology, Bhubaneswar  
Blithchron, Indian Institute of Technology, Gandhinagar  
Indian Institute of Technology, Guwahati  
Indian Institute of Technology, Patna  
Indian Institute of Management (IIM), Lucknow  
Indian Institute of Management (IIM), Indore  
National Institute of Technology, Surat  
National Institute of Technology, Bhopal  
National Institute of Technology, Warangal  
National Institute of Technology, Trichy  
Chandigarh University  
DIC, Department of Applied Arts (Visual Arts), Banaras Hindu University, Varanasi  
Madan Mohan Malaviya University of Technology, MMMUT Gorakhpur  
Maharaja Agrasen Institute of Technology, Delhi  
Thapar Institute of Engineering & Technology, Punjab  
Assam Engineering College, Assam  
Jaypee University of Engineering & Technology  
Shillong College, Meghalaya  
SRCC, Delhi University  
Kendriya Vidyalaya, India  
DAV School, India  
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#### Industry/Corporate/Startups/Government

MapsCrew

Rabbixel

CreativeHatti

Accenture

Capgemini

F1 Digitals

TIH IIT Roorkee, DST, Govt. of India

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and many more tech & non-tech colleges/universities/institutes/schools & organizations/startups/companies across India and globe.

## Achievements & Milestones

- ✓ Our alumni / students are working in top notch company of India & MNCs **VMware, Infosys, Cognizant, CGI, Fidelity, Razorpay, EXL, CARS24, Tata Steel, NVIDIA, MyKaarma, Oyo Rooms, Samsung, Walmart Labs, L&T, JIO, Citibank, TCS, Accolite, BNY Mellon**, and many more.
- ✓ Conducted a number of workshop/training/internship programs in many colleges/universities/schools like **IITs, IIMs, NITs, IISc** & other prestigious institutions of India & with the corporates too.
- ✓ Trained many college/university/school students, some of them have created a milestone for **EduVitae Services** by meeting with **Shri Narendra Damodardas Modi** (Prime Minister of India) related to some **robotics projects**.
- ✓ Collaborating with Industries / Corporates / Startups to provide them hiring services (helping them to hire fresh trained talent with us).
- ✓ Signed MOUs / worked with top notch colleges / universities / schools / organizations like **Techkriti IIT Kanpur, Technex IIT (BHU) Varanasi, Wissenaire IIT Bhubaneswar, Techniche IIT Guwahati, Concetto IIT (ISM) Dhanbad, Pravega IISc Bangalore, IGNUS IIT Jodhpur, Ranbhoomi IIM Indore, IIM Lucknow, MMMUT GKP, NIT Surat, NIT Bhopal, NIT Warangal, NIT Trichy, Chandigarh University, Thapar University, SRCC DU, KMC DU, TIH IIT Roorkee DST Govt. of India** and many other academic institutions for professional / industry ready & learning skills training / workshop / internship programs.

## Prerequisites

No prerequisite is required to start with this course. This course is carefully crafted for all people with diverse background. Especially helpful for those people who want to start their career in digital marketing. Participants from any graduation field will get more benefited after joining this program and you can and also have an early bird advantage to this booming field!

## What is required before joining this training program?

Here's the checklist

1. A laptop with Microsoft Windows (7 or later) configuration along with smartphone as per need/requirement.
2. Laptop Charger/Adapter for charging purpose.
3. USB Mouse for designing purpose (if required).
4. Internet Connectivity (Typically to be able to do video call / conferencing, if the program is in online mode)

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5. Notepad & Pen/Pencil for important notes and most important your interest & dedication.

## Training Deliverables & Takeaways

Every participant will get

- ✓ Industry Ready Curriculum
- ✓ Interactive & Doubt Session
- ✓ Certification Program
- ✓ Mini & Major Projects
- ✓ Career Guidance
- ✓ Projects/Practical Based Learning

## Course & Content

All of the sessions will be theoretical & practical oriented, so it will be really great if participant(s) can look on the syllabus which we are going to cover during training days.

## Digital Marketing

### Session #1

#### Introduction about Digital Marketing

- The Opportunity in Digital Marketing
- The Various Modules in Digital Marketing
- What is the best way to Learn Digital Marketing?
- How to Create a Website to Learn Digital Marketing?
- How to Install WordPress from cPanel
- WordPress Blog Initial Setup
- Inside the Admin Area of my WordPress Blog

### Session #2

#### Key Concepts of Digital Marketing 1/4

- Understanding Google Analytics
- Basics of SEO
- Introduction to Google AdWords
- Introduction to Twitter Ads
- Introduction to Facebook Ads
- Native Ads and Sponsored Content
- What is Conversion Rate Optimization?
- What is Email Marketing
- What is Affiliate Marketing

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### Session#3

#### Key Concepts of Digital Marketing 3/4

- Social Media Marketing with Facebook
- What are Landing Pages How to Build Landing Pages?
- What is Google Tag Manager How to use it?
- Long Tail Keywords for SEO
- What is The Facebook Pixel How to Install it?

### Session #4

#### Key Concepts of Digital Marketing 4/4

- Lead Generation & Lead Nurturing
- Facebook Instant Articles for WordPress
- How to Monitor the Uptime of Your Website?
- How to Attract Traffic to Your Blog?

### Session #5

- Video Creation and Editing
- Earn Money from YouTube Channel
- Local-SEO Google My Business

### Session #6

- WhatsApp Marketing

#### Bonus must have skill

- How to Google Tips and Tricks?
- How to Use Smartphone intelligently?

### Session #7

#### Basics of Facebook Marketing

- Facebook Ads Introduction
- Mindset Behind Ads
- Facebook Page, Profile and Groups
- Facebook Ads Policies
- Account Structure
- What are Landing Pages
- Must have things for your landing pages

### Session #8

#### Facebook Ads 1/5

- Understanding Campaign Structure and Objectives
- Cold, Warm and Hot Traffic
- Targeting Strategy
- Optimization and spending controls

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#### Session #9

##### Facebook Ads 2/5

- Ad Copy
- Ad Creative
- Ad Creative Carousel Ads
- Instant Experiences Ads
- Pixel and Setup
- Troubleshooting Pixels
- Customer Conversions
- Pixel Inefficiencies
- Attribution

#### Session #10

##### Facebook Ads 3/5

- Audiences- What, Why and How
- Remarketing Concepts
- Lookalike Audiences
- Metrics and Optimizations

#### Session #11

##### Facebook Ads 4/5

- Introduction to Messenger Marketing
- Tools for Messenger Marketing
- Running Messenger Ads
- Bulking Your Messenger Subscribers
- Messenger Broadcasts
- Messenger Segmentation and Tags
- How to Handle Negative Comments on your Ads

#### Session #12

##### Facebook Ads 5/5

- Scaling Facebook Ads
- WhatsApp Marketing
- Make Money with Agency

#### Session #13

##### Search Engine Optimization (SEO)

- Introduction to Search Engine Marketing and PPC
- Introduction to Google AdWords
- Keyword Research
- AdWords Keyword Types

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- Campaigns \_ Creating Your First Campaign
- Landing Pages and Conversion Tracking
- Landing Pages and Conversion Tracking
- Location Targeting, Scheduling and Devices
- 8 Ad Extensions
- Negative Keywords and Search Term Report

#### Session #14

##### Email Marketing

- Introduction to Email Marketing Course
- How to Build Your Email List
- Collecting Leads via Landing Pages
- How to Integrate Leads to Any Email Tool
- How to Track Subscriber Activity in Your CRM
- How to Integrate Payment Gateway with Email Tool
- How to Trigger SMS via Indian SMS Gateway
- How to Create Facebook Lead Ads for Lead Generation
- How to Create Email Workflows with Decision Trees
- How to Send Emails Using Amazon SES
- What is Integrated Digital Marketing

#### Session #15

##### Digital Marketing Analysis and Tools Required

- 9 Must-Have Social Media Tools
- 10 Social Media Metrics You Must Measure
- Building Social Media Landing Pages Which Convert

#### Session #16

##### Facebook Organic Campaign Strategy

- Choosing The Right Social Media Platform for Your Business
- Facebook Marketing Best Practices and Walkthrough
- Facebook Page Insights Walkthrough
- How to Grow and Maintain a Facebook Group

#### Session #17

##### LinkedIn Marketing

- LinkedIn Company Page Analytics Walkthrough
- LinkedIn Marketing Best Practices and Examples
- Social Media Competitor Analysis

##### Twitter Marketing

- Twitter Analytics Walkthrough

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- Twitter Marketing - Best Practices & Examples

#### **Pinterest Marketing**

- Basics of Pinterest marketing
- Boards, Pins, and community on Pinterest

#### **Disclaimer**

Please make sure that this training/internship will be organized by EduVitae Services, it is to note that if any IIT/NIT/IIM/IISC/Private/Government organization is EVS partner then they are responsible for providing certification to attending students/professionals, marketing, publicity and rest operations, scheduling, payment processing, training, content development etc. will be taken care by EduVitae Services.

All of the matters/disputes related to internship/training/workshop needs to be addressed to EduVitae Services team only. See our terms and conditions on [www.eduvitae.co.in](http://www.eduvitae.co.in) and fees once paid is non-refundable and non-transferrable. Company reserves full right to withdraw any offer/discount anytime without any prior notification, also it's important to understand that center & batches date of internship/training can be changed as per requirements & situations.

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