Online Digital Marketing Training
Learn SEO, Email Marketing, Web Analytics & more in just 6 weeks
Duration: 6 weeks | Certified Training | Powered by AmpDigital Net

About Digital Marketing:

The Internshala Online Digital Marketing Training is a 6-weeks program in the field of web analytics, email marketing, search engine optimization, search engine marketing, advertising and social media marketing. As part of the training, you will create a blog and design the complete online marketing strategy for it. During the project, you will learn how to create online marketing strategies for a business using various techniques. Following are the detailed table of contents of the training:

Table of Contents

1. **Web Analytics and Email Marketing:** *Create your own blog. Learn to promote it through email marketing and analyze the metrics through Google Analytics.*

- Creating a blog
- Creating Google Analytics Account
- Implementing Google Analytics and Real-time Reporting
- Understanding Metrics
- Audience Reports
- Acquisition Reports
- Behaviour Reports
- Conversion Report
- Email Marketing
- Assignment

2. **Search Engine Optimization:** *Learn how SEO works and how you can improve the page rank of your blog by using different SEO tools.*

- Importance of Search Engine
- How does a Search Engine Work
- Page Rank
- On Page SEO
- Off Page SEO
- SEO-Tools
- Assignment

3. **Search, Display, Video & Mobile Marketing:** *Learn about Google Ad words, paid marketing and mobile marketing.*

- Paid Marketing Basics
- Google AdWords
- AdWords Auction
- Bids and Budget
- Keywords
- AdWords Account Structure
- Display Advertising

- YouTube Marketing
- Mobile Marketing
- Assignment

4. **Social Media Marketing:** *Learn inbound marketing and social media marketing. Promote your blog through Facebook and other social mediums.*

- Inbound Marketing
- Facebook Marketing
- Twitter Marketing
- LinkedIn Marketing
- Quora, Pinterest, and Instagram
- Hootsuite
- ROI in Social Media
- Social Listening
- Assignment

Excited to learn Digital Marketing, click [here](#) to sign-up for the training.

FAQs

What is this training program about?

This is an online training program to learn Digital Marketing. The duration of the training would be 6 weeks. You will be trained in the field of web analytics, email marketing, search engine optimization, search engine marketing, advertising and social media marketing.

Who will be my instructor?

The Digital Marketing training content has been developed in joint collaboration with AmpDigital Net. The AmpDigital Net team will clear your doubts through live chat and answer your queries on the forum.

How will the training be imparted?

The Internshala Digital Marketing Training will be delivered using state of the art online tutorials and interactive exercises provided. Please note this is NOT an instructor-led training.

What are the timings of this training program?

As this is a purely online training program, students can choose to learn at any time of the day. We will recommend a pace to be followed throughout the program, but the actual timings and learning hours can be decided by students according to their convenience.

Who can join? I am a beginner/advanced user, is this training program for me?

Anyone with an interest in Digital Marketing (college students from any stream and year, or working professionals) are eligible to join this program. Please note that this is a beginner level training.

Are there any pre-requisites for joining this program?

This program is for beginners. There are no pre-requisites.

What are the benefits of joining Internshala Digital Marketing training program?

Digital marketing is a field of marketing which applied different techniques and technologies to engage the brands with stakeholders. Digital marketing applies technologies or platforms such as websites, e-mail, apps (classic and mobile) and social networks. Students would be learning these techniques in this training program and implement them in a working web property.

What hardware/software are required for doing this training?

No hardware is required for doing this training. All the necessary software are uploaded online which can be downloaded during training.

Will there be a certificate provided at the end of the training?

Yes, a certificate will be provided by Internshala upon completion of the training. Students may download a soft copy of the certificate through our portal.

Will I be able to download the training content?

If you sign up for this training, you can download the entire training content towards the end of your training. The download link will be available on your home page '18' days after the start of your training and will remain until the end of your training.

Can the material be used by a group of students?

No. These training programs are meant for individual users. Multiple users will not be allowed to access the portal using the same account.

If you have any queries or doubts regarding Digital Marketing Training, please write to us at trainings@internshala.com or call us on +91 85860 80747.