



# DIGITAL MARKETING COURSE

## BY PEERSHALA



### Why Only Peershala?

The answer is simple- because Peershala is the only platform that offers you to connect with like minded peers who are equally passionate to learn digital marketing. Don't just that you will also get an expert guide who will support you along the journey.



### What is Digital Marketing?

Digital Marketing is when companies use the internet, social media to advertise and sell their products or services. In today's age every company requires a digital marketing expert. That's why it is the most demanding skill right now.



### Scope and Career opportunities

Digital Marketing is a field that is growing rapidly and has a lot of opportunities. Companies want to connect with their customers, so they need digital marketers who can help them. With so many companies looking for digital marketers, it's an exciting time to start a career in this field.



### Is there any pre requisite to join this course?

You can start your digital marketing training without any pre requisite. We will start from scratch so that anyone can learn and follow the lectures. The only thing we require is your dedication and consistency to learn.



### With Live lectures and doubt support

With so many Digital Marketing courses available on the Internet, Peershala is the Only platform that provides live lectures with doubt support. Unlike other courses that include only boring lectures, Peershala offers a dynamic learning experience with interaction and engagement.



### Salary of Digital Marketers

Average salary of Digital marketing experts ranges from 3 lpa rs to 12 lpa rs per annum. However there are no limits, if you are dedicated and determined to learn you can earn as much as you want.

## **COURSE OUTLINE : DIGITAL MARKETING**

- Introduction To Digital Marketing
- Website Creation And Planning
- Search Engine Optimization (SEO)
- Search Engine Marketing
- Digital Media Planning
- Web Analytics
- E-Commerce Management
- Email Marketing
- Digital Essentials
- Online Reputation Management
- Adsense, Blogging and Affiliate Marketing
- Mobile Marketing
- Video Marketing
- Influencer and Podcast Marketing
- Content Marketing

