

# DIGITAL MARKETING DURATION-6 MONTH



#### PROGRAM HIGHLIGHTS

0102

ADVANCE DIGITAL MARKETING COURSE

MENTORING SESSIONSBY INDUSTRY EXPERTS

03

EXPERT FACULTY TRAINED BY GOOGLE

04

CERTIFICATION BY GOOGLE INDIA

05

TOOLS AND SOFTWARE

06

PLACEMENT SUPPORT & PERSONALITY DEVELOPMENT

07

SELF-ASSESSMENT

## ABOUT US

The DigitalMarketing Specialist Master's Program is designed to transform you into a digital powerhouse with in-depth expertise in every branch of online marketing. The trainingis structured around a proven learning path prescribed by senior industryleaders.



Hands-on learning with live projects and world-class course content in SEO, PPC, social media, and web analytics. Learners have the flexibility to attend as many of the 35+ live online instructor-led classes as necessary.



## WHOCANLEARNDIGITAL MARKETINGCOURSE?

#### **Any Graduates**

To enhance the skills and knowledge in the marketing sector and emphasizes return on investment

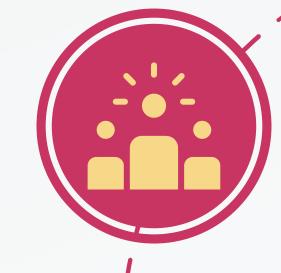
#### **Home Makers**

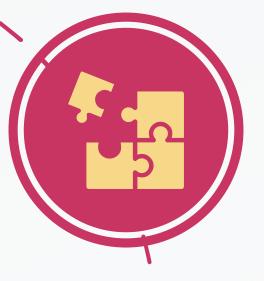
For the individuals who want to start a fresh and work from home or start the career again.



#### Entrepreneurs

For the individuals
who have to want to
esta- blish business
or improve the online
presence of the one
which is already
installed





## WHATWEOFFER

#### **CERTIFIED TRAINER**

We have certified trainers with live industrial Knowledge as well.

#### LIVE PROJECTS

We train students with all the latest trends in the industry, as per google updates.

#### CERTIFICATIONS

Certifications playa major role in every industry, You will get multiple certificates.

#### JOB ASSISTANCE

Our program assure a 100%

Job assistance after completion of the course.

#### LIFETIME SUPPORT

We provide support in Resume building & communication skills.

## PERSONALOTY DEVELOPMENT CLASSES

**RESUME BUILDING** 

## DIGITAL MARKETING MODULES

#### 01 BASICS OF MARKETING AND DIGITAL MARKETING

- Introduction to marketing
- Importance of Branding
- Understanding Marketing Mix
- Traditional VS Digital Marketing

#### **03 CONTENT PLANNING & CREATION**

- Understanding the principals of Content marketing
- Understanding the types of content
- Research & Content Creation
- Graphic Designing using Canva
- Video Editing using Canva

#### 02. UNDERSTANDING THE DIGITAL MARKETING

- Introduction To DigitalMarketing
- Understanding the marketing channels
- Elementsof Digital Marketing Strategies

#### 04 PROFESSIONAL BLOGGING

- What is Blogging & Best Practices
- Writing SEO Friendly Blogs

#### **05 WEBSITE CREATION**

- Understanding the key elements Understanding the key elements
- Deciding the nice & getting ready with domain and webhosting
- WordPress Website creation Chatbots
- Landing Pages

#### 06 ECOMMERCE STORE CREATION

- Understanding E-commerce Websites
- Setting up E-commerce Store with Woo-Commerce
- Payment Gateway Integration

#### **07 SHOPIFY STORE CREATION**

Setting up E-commerce Store with Shopify Deep Learning of Drop shipping

#### 08 EMAIL MARKETING

- Understanding basic email marketing concepts
- Getting Started with Email Automation
- Understanding & executing Drip Campaigns

#### 09 INTRODUCTION TOGOOGLE ANALYTICS

- Understanding the key terminologies Adding tracking codes
- Report Analysis
- Analyzing optimization factors.

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#### 10 ADVANCED SEARCH ENGINE OPTIMISATION

- Understanding search enginesalgorithm Shortlisting right keywords
- On-Page Optimization Off-Page Optimization
- Local SEO
- Understanding Search Console.

#### 11 SOCIAL MEDIA OPTIMISATION

- Social media fundamentals
- Optimizing Facebook for Business
- Optimizing InstagramforBusiness Utilizing Twitter for Business
- Getting Discovered Through Link-edin
- Quora Marketing
- Pinterest

#### 12 SEARCH ENGINE MARKETING

- Introduction to Googleads
- Creating search campaigns-Setting up conversion tracking
- Display Campaigns
- Executing A Campaign with Live Budget Optimizing the campaign
- Bing Ads

#### 13 SOCIALMEDIA MARKETING

- Introduction to Facebook & Instagram Advertising Setting Up Ad Account & Pixels
- Executing Live Campaign in Class
- Twitter Ads, LinkedIn Ads
- Quora Advertisements

#### 14 LEAD GENERATION

- Understanding the concepts & Funnels of Lead Generation
- Creating High Converting Landing Page
- Getting Started with Marketing Automation

#### 15 ECOMMERCE MARKETING

- Understanding Google Merchant Center
- Facebook E-commerce Ads

#### 16 REMARKETING

- Understanding Remarketing Concept-Creating Remarketing Lists
- Setting Up Search, Display, Video remarketing Facebook
   Remarketing
- Dynamic Remarketing for E-commerce

#### 17 VIDEOMARKETING WITH YOUTUBE

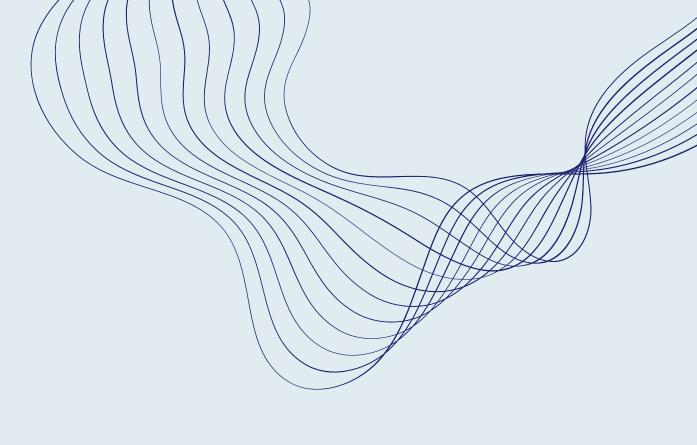
- Understanding Youtube Algorithms
- Know About Youtube Program & Policies
- Youtube SEO
- Youtube Advertisement
- Video Analytics

#### 18 MOBILE MARKETING

- Understanding the Mobile Marketing Concept
- How to integrate Voice/SMS Services.
- Bulk WhatsApp
- Bulk SMS

#### 19 MARKETPLACE SELLING

- Social media fundamentals
- Getting Started with Seller Account
- Best Practices to List a Product Categories, Logistics & Price Overview



#### 20 WEB ANALYTICS AND CRO

- Understanding Segments, Filters& reports
- Setting Up Goals Google Tag Manager
- Understanding CRO
- Understanding CRO

#### 21 ONLINE REPUTATION MANAGEMENT

- Need Of ORM -Current Trends
- 10+ Case Studies.
- Crisis Management, ORM Tools
- Steps to Effective ORM

#### 22 GOOGLE ADSENSE & YOUTUBE

- Introduction to google ad-sense
- Tips to get ad-sense Approved
- Best Practice to monetize videos and blog

#### 23 INFLUENCER MARKETING & PERSONAL BRANDING

- How to Become an Influencer
- Key Channels for Influencer marketing
- Getting Starting with Personal Branding
- Case Studies

#### 24 AFFILIATE MARKETING

- Understanding The Concept Of Affiliate Marketing
- Setting up affiliate account- Choosing the right niche
- Getting Started with first affiliate campaign

#### 25 DOMAIN INVESTMENT

- Introduction to Domain Flipping- Finding The right Domain
- Trading With Brandable

/ Non Brandable domains

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#### 26 HOW TO GRAB FREELANCING PROJECTS

- Exploring the right platforms to get freelancing projects
- Creating an Ideal Profile, Key Services to Offer
- How to create Proposal Reporting

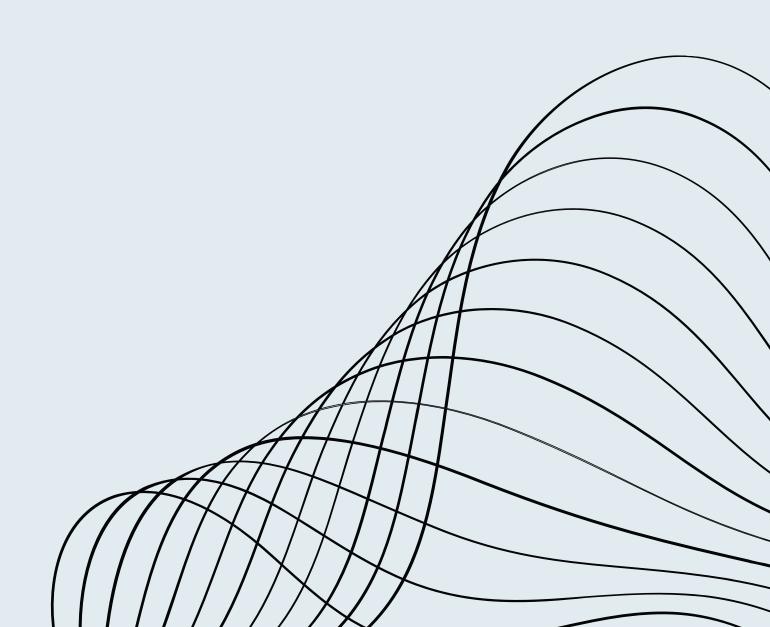
#### 27 DIVE INTO THE LATEST TRENDS

- User Generated Content
- Voice Integration in Marketing
- Position Zero On Search Results
- How Al will Impact Marketing -Omni channel Marketing

#### WHY THE JKSD INFOTECH PVT LTD

#### Reasons To Join Us

- Case Studies & Capstone Projects
- Monthly Workshops
- Lifetime Access to Premium Content
- 100% Placement Guaranteed
- No Cost EMI
- Dedicated Student Mentor
- 15+ Globally recognize Certifications
- 1 Months Mandatory Internships



#### **Head Office**

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