

DIGITAL MARKETING

DURATION-6 MONTH

PROGRAM HIGHLIGHTS

01

ADVANCE DIGITAL MARKETING COURSE

02

MENTORING SESSIONS BY 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 training is structured around a proven learning path prescribed by senior industry leaders.



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.



WHO CAN LEARN DIGITAL MARKETING COURSE?

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 establish business or improve the online presence of the one which is already installed



WHAT WE OFFER

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 play a major role in every industry, You will get multiple certificates.

JOB ASSISTANCE

Our program assures a 100% Job assistance after completion of the course.

LIFETIME SUPPORT

We provide support in Resume building & communication skills.

PERSONALITY 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 AI 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
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Head Office

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