



fingerTips

Data Intelligence Solutions

BUILD YOUR CAREER IN
EMERGING TECHNOLOGIES WITH

DIGITAL MARKETING WITH APPLIED ANALYTICS PROGRAM

ONLINE | INSTRUCTOR LEAD | CLASSROOM





ABOUT THE PROGRAM

Digital Marketing is the new age term and has become popular among marketers. The global market size of digital marketing has also been increased by 12.8% recently which has opened the new scope for youngsters to develop their careers in DM.

As the use of the internet has become very common nowadays and a big population can find busy doing on the internet. Now, It has become very difficult to promote the business in a conventional method. Digital Marketing uses internet-based tools to reach the maximum audience in a short duration.

Fingertips Digital Marketing with Analytics program is designed according to current trends and focused on concept building and making professionals acquainted with digital marketing tools. The course covers in-depth learning of Social Media Marketing, Content Marketing, SEO, PPC, email marketing, designing of campaigns etc. with analytics.

INDUSTRY LANDSCAPE

Why Digital Marketing?

Digital Marketing offers innovative tools and techniques to reach the maximum audience in a short time. Tools like Facebook ads, Google ads, Youtube ads, Email Marketing are very common in digital marketing nowadays which facilitates the companies to promote their product world wide, assess the demand of customers and plan their strategy accordingly.

SALARY TRENDS



Soucre: Payscale

JOBS AVAILABLE

212k+

Social Media Marketing

189k+

SEO marketing

62k+

Digital Marketing

140k+

Content Marketing

110k+

Digital Marketing Sales

115k+

Email Marketing

DIGITAL MARKETING TRENDS

According to the experts of IBM, intelligent use of social media can boost your sales up to 400% since 55% of customers do research for their buy on social media.



65% of sales professionals use a CRM, and 97% consider sales technology "very important" or "important". 53% of top-performing salespeople have a higher confidence level in their CRM data than their counterparts.

Digital Marketing has a huge role in the success of Facebook. As there are 8 million active advertisers on Facebook, the majority of them are small and medium enterprises and nearly 100 million people use facebook watch every day.



The marketing strategy of IBM relies immensely on Digital Marketing. According to the experts of IBM, intelligent use of social media can boost your sales up to 400% since 55% of customers do research for their buy on social media.

PROGRAM HIGHLIGHTS



250+ Hours
Learning



Industry-Recommended
Learning path



40+ Tools



15+ Simulation
Exams



60 + Practise
Assignment



5+ Real world
Case Studies



9+ Certification
Preparation



Quality Handbooks



Follow up
Assistance



Career Support



Industry
Experts



Special
Mentorship

WHO IS THIS PROGRAM FOR?



Sales
Professionals



Learners



Entrepreneurs



Marketing
Professionals

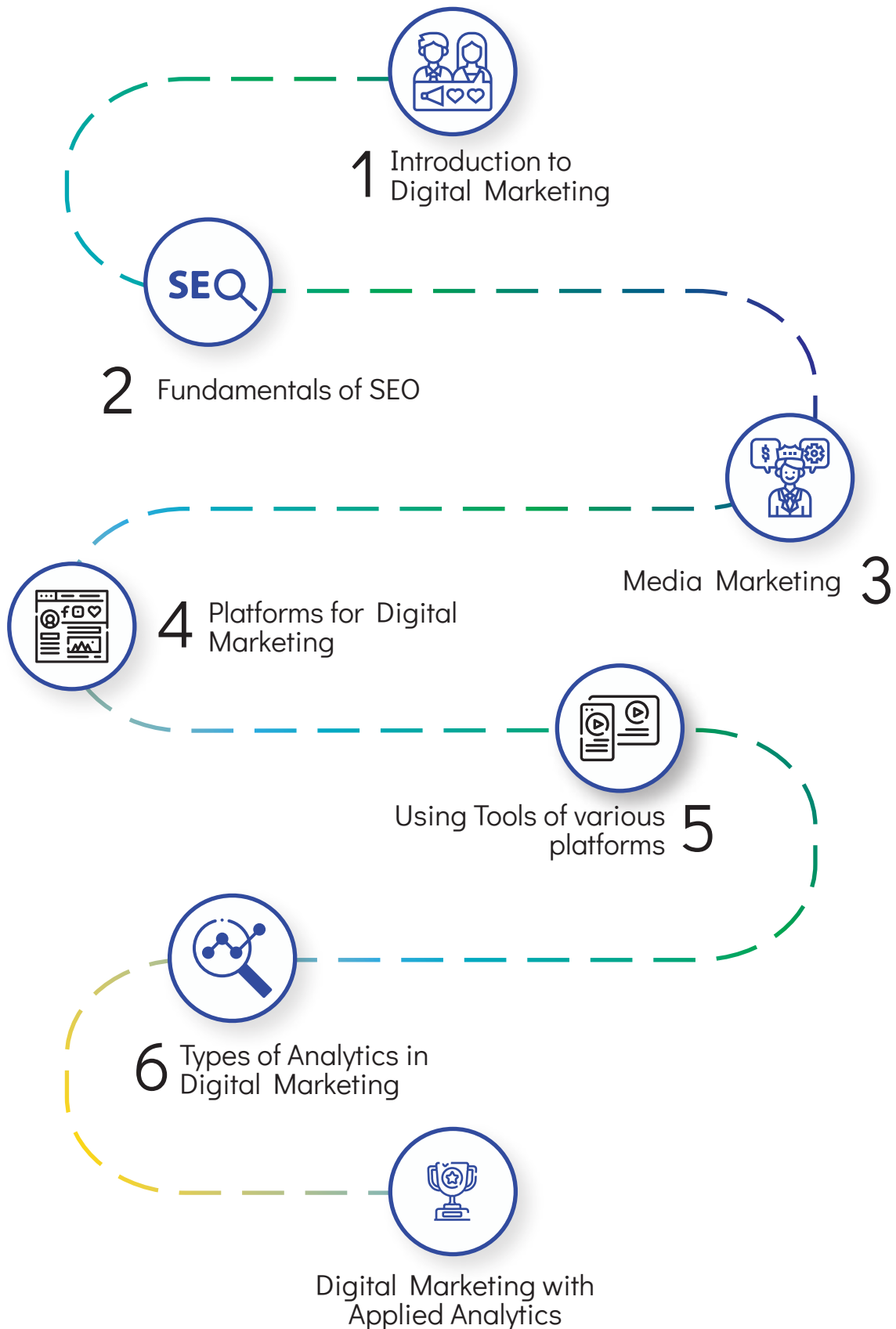


Freshers

COMPANIES HIRING



LEARNING PATH



COURSE CONTENT

Fundamentals in Digital Marketing

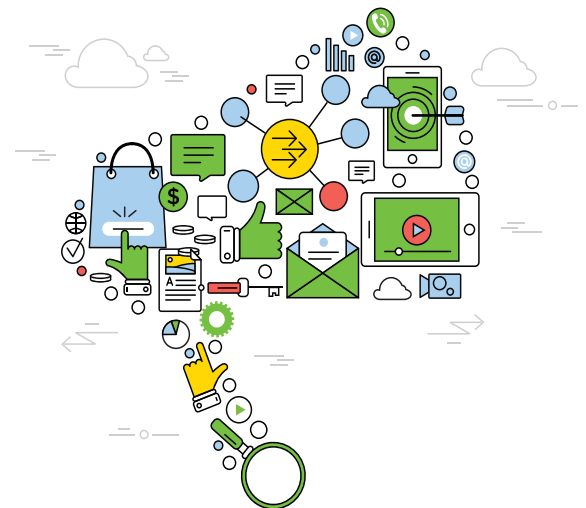


1. Course Introduction
2. Basics of Marketing
3. Introduction to Digital Marketing
4. Digital Marketing Platforms and Channels
5. Owned, Earned and Paid Media

Search Engine Optimization

SEO

1. Introduction to SEO
2. How do search engine work
3. On page Optimization
4. Off Page Optimization
5. Keyword research
6. Design and architecture
7. Technical SEO
8. Mobile SEO
9. Social SEO
10. Local SEO
11. SEO measurements
12. Algorithm Updates and SEO changes
13. SEO tools



Content Marketing



1. What is content marketing
2. Types of content
3. Strategies for Content Marketing
4. Managing a campaign for content management
5. Social media platforms

Video Marketing



1. Why video marketing?
2. Developing strategies for video marketing
3. Increasing exposure and assessing the effect
4. YouTube advertising
5. Video ads on various media platforms
6. Video marketing for B2B marketing
7. Future of video marketing

Email Marketing



1. Email marketing basics
2. Elements of email
3. Build and maintain list
4. Avoid spam penalties
5. Email deliverability
6. Campaign measurement

MEDIA MARKETING

Social Media Marketing



1. Email marketing basics
2. Elements of email
3. Build and maintain list
4. Avoid spam penalties
5. Email deliverability
6. Campaign measurement

Facebook and Instagram Marketing

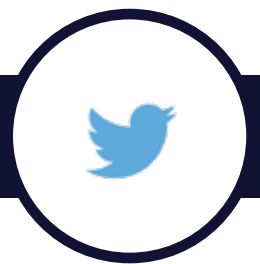


1. Understanding Facebook
2. In depth understanding of Facebook algorithm
3. Managing Facebook
4. Facebook marketing tools
5. Understanding and creating Facebook ads
6. Facebook Targeting
7. Facebook best practices
8. Instagram marketing

Video marketing along with Youtube training

1. Understanding Facebook
2. In depth understanding of Facebook algorithm
3. Managing Facebook
4. Facebook marketing tools
5. Understanding and creating Facebook ads
6. Facebook Targeting
7. Facebook best practices
8. Instagram marketing

Twitter Marketing



1. Understanding twitter
2. Customer service and engagement via twitter
3. Marketing on twitter
4. Understanding twitter advertising

Linkedin Advertising



1. Introduction to LinkedIn advertising
2. Campaign types
3. Targeting right prospects
4. Account based marketing



PAY PER CLICK

Pay per click Foundation



1. Introduction to PCC
2. People search Psychology
3. Search ads and keyword targeting
4. Increase reach and display network
5. Reaching target audience
6. The buying Funnel
7. Paid search auction
8. Setting and measuring marketing goals

GOOGLE ADS

Google Ads Fundamental



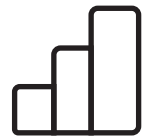
1. Introduction to google ads
2. Keyword and match types
3. Creating text and search ads
4. Display ads
5. Display target
6. Types of campaign and setting
7. Quality score
8. Google ads report
9. Google ads Tools

Conversion Optimization



1. What is Conversion rate optimization?
2. Tactics for higher conversion rate optimization
3. Setting up AB test
4. Analyzing AB test

Google Analytics



1. What is the aim of Google Analytics?
2. Google analytics layout
3. Basic reporting
4. Techniques for campaigning and conversion
5. Information gathering and processing
6. Creating a data collection and configuring it
7. Advance analytics tools

ANALYTICS

Applied Analytics



1. Understand importance of business analytics
2. Application-analytics relationship
3. Introduction to customer analytics

Descriptive Analytics



1. Understand importance of business analytics
2. Application-analytics relationship
3. Introduction to customer analytics
4. Introduction to descriptive analytics
5. Descriptive data collection
6. Passive data collection
7. Data Visualization
8. Casual Data collection and summary

Predictive Analytics



1. Asking predictive queries
2. Regression analysis
3. Making prediction using data set
4. Data set prediction
5. Probability models
6. Results and predictiont

Prescriptive Analytics



1. Using the data to maximize the revenue
2. Parameter of the models
3. Marketing structure and online advertisement models

TOOLS



CAREER ASSISTANCE

Our dedicated Career Support team starts working with our trainees from day one in facilitation of their placements. The main features of our career support are.



HR Rounds

100%

Placement Support



Technical Rounds



Resume Building

PROGRAM CERTIFICATE





DIGITAL MARKETING WITH APPLIED ANALYTICS PROGRAM

Fingertips believe in the 360 degree development of our learners through rigorous training programme. Our Advance AI Master Programme focuses on making our learners successful through the highly demanding course. The course offers in-depth technical training, Industry Interactions, Hands on Practice to meet the desired needs of learners. The years of experienced team provide one to one support during training to understand and solve the complex problems of Artificial Intelligence and Machine Learning. Assurance of placement assistance at the end of course is one thing which makes us the most reliable company in this segment.

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