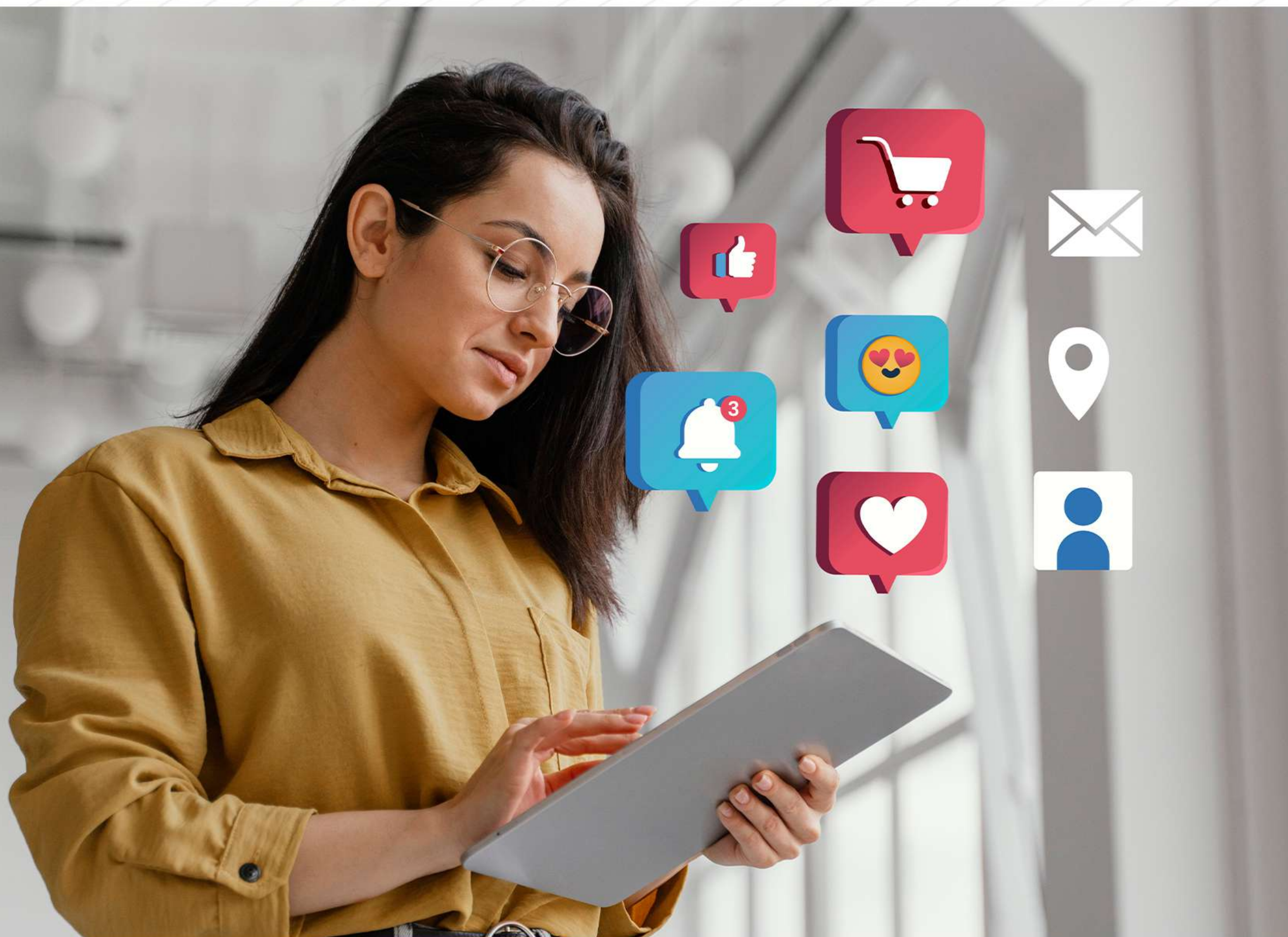




“The Smartest Route to a Digital Marketing Career”



Digital Marketing Course Brochure



+91 76648 22222



admin@ekodus.com

Welcome to Ekodus Knowledge Centre!

Ekodus Knowledge Centre is a leading pioneer in providing IT services. We provide professional certification in PHP Web Development, Digital Marketing, Graphic Design, WordPress Website Development, Basic Computer Application, and Industrial Training in Guwahati at our center. As an industry leader in skill-enhancing programs, we aim to empower corporate clients and freshmen to walk out with confidence and carve a bright career through directly involved projects and in-the-moment training.



Salient Features

- 72+ hours of real-time interactive classes.
- 100% Placement Support.
- Get trained by Industry Gurus.
- Readily Accessible Online Video Training Tools.
- Accreditations from the Ekodus Knowledge Centre, Google, Facebook, and Hubspot.
- Learn & Reassess Topics Online.
- Paid Internship Opportunities in top-ranking companies.
- Complimentary 3 Months Assistance from our professionals after post-placement.

Who is this Course Designed For?



Benefits of Joining Digital Marketing Course at Ekodus Knowledge Centre

- 01 Upgrade your CV
- 02 Boost your own business up to 5× more
- 03 Sell your products and services online
- 04 Take home a handful of certifications
- 05 100% Placement Assistance
- 06 A complete hike on your current salary
- 07 Start earning as a freelancer from the comfort of wherever you are
- 08 Maximize revenues for your business
- 09 Get hired as a Digital Marketer with a generous salary

Career Prospects

- 01 Digital Marketing Manager
- 02 Social Media Manager
- 03 Web Designer
- 04 SEO (Search Engine Optimisation) Specialist
- 05 Professional Blogger
- 06 Content Writer, Content Strategist & Content Marketer
- 07 PPC (Pay Per Click) Expert
- 08 Affiliate Marketing Manager
- 09 Email Marketer

Course Summary

Step up your career as a Digital Marketer with our advanced 10+ course modules.

01 Introduction to Digital Marketing

- Introduction
- Understanding the concept of Digital Marketing
- Digital Marketing Vs. Traditional Marketing
- Case Studies on Digital Marketing
- Understanding the channels of Digital Marketing
- Types of Digital Marketing
- Digital Marketing Strategies

02 Designing Graphics for Business

- Introduction to Digital Tools
- Colour Theory and Typography
- Design Fundamental Principles and Elements
- Images and Post Creation Platforms
- Creative Post Sizes and Ad Sizes
- GIF/Animated Post Creation
- Exporting and Optimizing Graphics For the Web
- Video Creation
- Practical Assignment

03 Social Media Marketing

- Social Media Overview
- Importance of Social Media Optimisation for Business - Facebook, LinkedIn, Instagram, Pinterest, and Twitter
- Facebook Business Manager Set up
- Facebook post & Instagram newsfeed, and story creation
- Strategies for Community Building
- Facebook Group Creation & Management
- Creating Twitter List
- Online Reputation Management
- Hashtag Research
- Creation of Social Media Calendar

04 Social Media Ads

- Setting up ad accounts for Facebook and other social media accounts
- Objective based Campaign Creation and Management
- Audience and Demographic Targeting
- Developing Bid Strategy
- Ads Optimization & Tracking
- Pixel Set Up & Audience Creation
- Facebook Remarketing
- Practical Assignment

05 Social Media Analytics

- Understanding Social Media Analytics
- Facebook and Instagram Insights
- Twitter Analytics
- LinkedIn Analytics

06 Website Planning and Development

- Basics of website design and user WordPress
- Setting up a domain and hosting
- Introduction to WordPress Plugins
- Creating website pages and optimizing landing pages

07 Blogging & Content Marketing

- Blogging Introduction
- Types of Blogs
- Importance of blogs for business
- Earn revenue through blogging
- Blogging Strategies & Blogging Assignment
- Understanding the role of content in digital marketing
- Developing a content marketing strategy.
- Types of content (blogs, infographics, videos, etc.)
- Content promotion and distribution channels
- Content analytics and ROI measurement

Tools You will be Trained



Ubersuggest



Google Analytics

Pinterest

WordPress

elementor

RankMath

yoast
SEO for everyone

Google
My Business



Google
Keyword Planner

reddit

tumblr

facebook Pixel </>

SEMRUSH

grammarly

Quora

Ads Manager

Meta
Business Suite



Google Search Console

08 Online Ads (PPC)

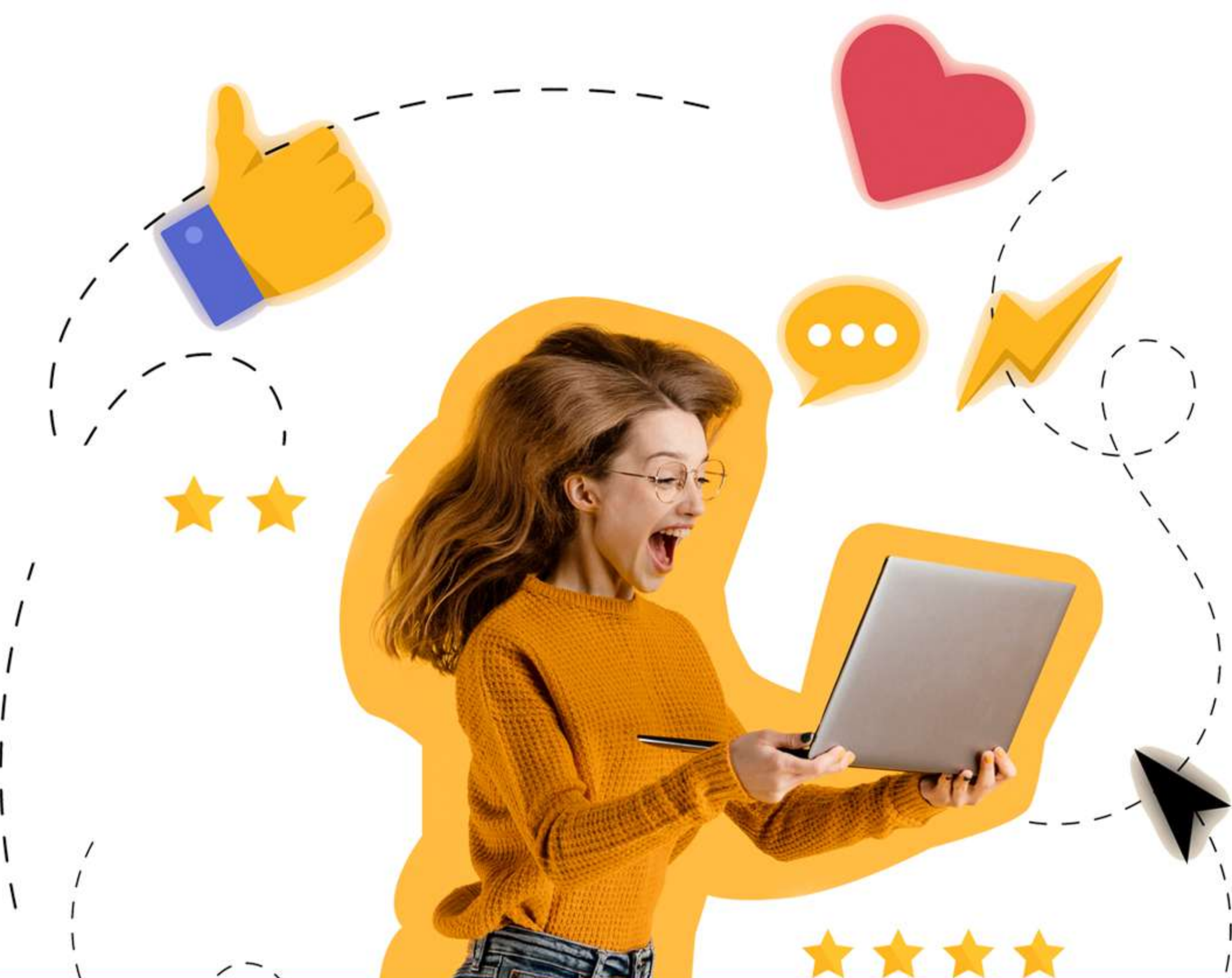
- Introduction to Google Adwords
Adwords Account Creation
- Understanding Different Campaign Types
- Introduction to Google Analytics
- Account Set Up, Analytics Code Set Up and
- Goals Set Up
- Practical Assignment

09 Search Ads (Google Adwords)

- Introduction to Search Ad
- Keyword Analysis and Search Ad
Campaign Creation
- Audience & Demographic Targeting
- Ad content and Ad CopyCreation
- Bid Management
- Conversion Tracking Analytics- KPIs and metrics
- Campaign Analysis Optimization
- Practical Assignment

10 Google Display Ads

- Introduction to Google Display Networks
- Google Display Network Types
- Campaign Set Up'
- Ad Creation
- Launching Display Campaign
Practical Assignment



Tools You will be Trained



Exam Details

Following successful completion of the course and mandatory assessments, students can earn certifications from the Ekodus Knowledge Centre.



Placement Process

- Regular Counseling Sessions
- Corporate Etiquette
- Effective Resume Building
- Preparing for Interview
- Mailing refined resumes to recruiters
- Scheduling Interviews

Certifications

Alongside the Ekodus Knowledge certificates, students have an excellent chance of earning additional recognition.



Some Of Our Corporate Partners

protech
Building Trust

Uttarayan
Group

SHEMFORD
FUTURISTIC SCHOOL
GUWAHATI

Ambika
Modernizing your Lifestyle

EXCELCARE
HOSPITALS
Celebrating Health

Health Villa

SANKARDEV
IAS ACADEMY

THE
Hideout
CAFÉ
CAFÉ & EVENTS

PRATIKSHA
HOSPITAL
GUWAHATI

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bhoroxare bhora bozar

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ican
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GLOBAL
GROUPS
— Great Value | Grand Lifestyle —
(A leading Real Estate Company)

Kliaro
Derma
Skin / Hair / Facial Surgeries / Advanced Dentistry

MyTRIPmate

brewbakes



EKODUS KNOWLEDGE CENTRE

(DIGITAL MARKETING COURSE)

Unlocking Possibilities,
Empowering Minds,
Enriching Futures

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