

DIGITAL MARKETING INTERNSHIP

- > 180 hrs
- 30 days
- Live project
- Mock interview
- Placement assistance
- Expert mentorship



Detailed Curriculum

Eternia Edu hub is a digital marketing Institute powered by Eternia digital solution Vytilla, the institute mainly focused on internships based on live projects for digital marketing freshers. The Institute consists of 12 interns for the period of 30 days including all modules regarding digital strategy and the most modern advanced website techniques.

Our modules

1. Introduction

- · What is Digital Marketing
- · Digital Marketing Vs Traditional Marketing
- Scopes of Digital Marketing
- Why is Digital Marketing important?
- Skills You Need for Digital Marketing
- Digital Marketing Future/Job prospects

2. Social Media Practice

- Social Media Fundamentals
- Importance of Social Media for Business
- What Does Social Media Include

a. Social Media Marketing Concept

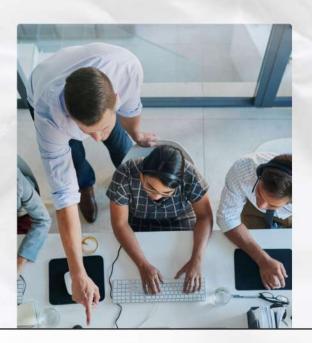
- Conversational Marketing
- Importance of content creation on social media
- Do's and Don'ts of Social Media

b. Exploring Social Media Channels

- Size of Network
- Demography of Network
- Marketing Purpose
- Pros & Cons of Each Channel

c. Facebook Business Marketing

- FB Profile vs. Page Vs. Group
- · Creating Pages and Groups



- How to Optimize Your Profile Settings
- How to Grow Your FB Page
- Strategic Best Practices
- FB Messenger Optimization
- FB Posting Ideas

d. Twitter Marketing

- How Twitter Works
- **Twitter Terms**
- Twitter for Business
- Quick Guided Setup
- Best Practices to Optimize Twitter

Instagram Marketing

- Impact of Instagram on Business
- **Instagram Profile Optimization**
- Instagram Algorithm
- **Instagram Insights**
- Growing Your Instagram- Posts, Videos, Stories, Reels, Live
- How To Get More followers
- **Instagram Case Studies**

3. Introduction to SEO

- Search Engine & Its functions
- Why SEO
- Definition of SEO
- **SEO Ranking Factors**
- SEO Algorithms

SEO Keyword Research

- What is a keyword
- Types of keywords
- **Keyword Selection Tools**
- Keyword Mapping on Pages and Posts



b. On-Page SEO: Content Optimization

- Importance of SEO content
- Keywords Density & proximity in content
- Ideal Content-Length for posts and pages
- Unique content and avoiding plagiarism
- SEO content writing cheat sheet

c. On-Page SEO: Technical & HTML

- Title Tag
- Description Tags
- Robots Tag
- Anchor Text
- Image & Heading Tags
- URL Optimization & Site Structuring

d. Google Search Console Tool

- Setting Up Search Console
- Key GSC Reports
- Sitemap Management
- Optimization for Mobile View

LINK BUILDING

e. Off Page SEO: Link Building Techniques

- Types of Links
- Back Link Analysis
- Submission-Based Link-Building Techniques
- Content-Based Link-Building Techniques
- Outreach Based Link Building Techniques

f. Local SEO

- Google Business Profile Optimization
- Classified Optimization
- NAP Optimi



g. Web Analytics & Traffic Reporting

- Introduction to Web Analytics
- Introduction to Google Analytics
- Google Analytics Account Structure
- Google Analytics Audience Report
- Google Analytics Acquisition Report
- Google Analytics Behaviour Report
- Installing Google Analytics on Website

4. Graphic Designing for Business

- Graphic Design Fundamentals
- Designing- Marketing Kits
- Designing Online Documents

a. Video Marketing for Business

- Video Creation Strategy
- Importance of Video Marketing
- Types of Online Videos
- Building Explainer Video Scripts
- Live Exercise: Creating Explainer Videos
- YouTube Marketing
- Customizing YouTube Channel
- YouTube Profile & Post Best Practices
- Curricular Live Exercise: YouTube Customization & Upload

5. Interview Process & Preparation

- Assignment Review & Certification Exams
- Placement Process Introduction
- Understanding Your Career Path
- Ensuring Skill Proficiency
- Creating Your CV
- Virtual Interviews
- Interview Exercises & Assignments

Live Interviews

6. Branding and Marketing Techniques

- 1. Personal branding
- 2. Product branding
- 3. Service branding
- 4. Retail branding
- 5. Cultural and geographical branding
- 6. Corporate branding
- 7. Online & Offline branding

7. Our specialties

- Real-time projects with tools
- Detailed mentorship by faculties
- Basic web development class using python
- Advanced SEO strategies
- Content management and design submission
- Live marketing interaction classes
- 10 a.m. 4 p.m. real time hours for 30 days
- PPT Presentation technique with digital tools
- Mock interview sections conducted by experts
- Placement assistance
- HR review by student forum.

Marketing Strategies

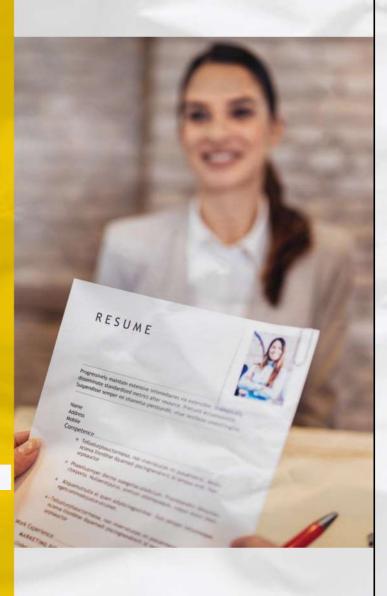
Marketing Strategies

- Strategies regarding offline Marketing
- Details and requirements of current marketing
- Freelancer Scopes
- Difference between online and offline marketing
- Self-introduction Technique
- Contact etiquette



nterview Preparation

- Candidate profile Making
- Resume/Cv preparation
- STAR interview method
- Language training
- Self-confidence Boosting





- Communication regarding Digital Marketing
- How the team works helps you to achieve goals
- Leadership Qualities
- Ethics about work
- Advanced language training



Mock Interview

Mock Interview

- > 10 min mock interview for all interns
- 3 round interview regarding aptitude, machine test, and personal interview
- > panel consisting of 1 Chairman and 5 members
- Detailed feedback with Marks Provided
- Tips to improve the performance
- Evaluation card provided

placement Assistance provided based on

- 1, candidate performance
- 2, Mock interview performance
- 3, Exam Results
- 4. Assignment Score

.Free Advice and counseling provided .HR assistance in career option

