



DIGITAL MARKETING TRAINING BROCHURE

Proposed By :

Shaleen Srivastava

2024-25

Enroll Your Seats Now: 8882958293

Online Classes Available





SUITABLE FOR



Students/ Graduated



Marketing Professionals



Job Seekers, Freelancers



Students Entrepreneurs



About Digitechshaleen

Why Us

Welcome to Digitechshaleen Academy, your gateway to mastering the art and science of digital marketing. At Digitechshaleen, we're not just educators; we're navigators, guiding you through the ever-evolving landscape of digital strategies and technologies. At the core of Digitechshaleen Academy's mission is the commitment to empower individuals with the knowledge and skills needed to navigate and excel in the digital realm. We believe in the transformative power of education and its ability to open doors to endless possibilities in the dynamic world of digital marketing.







SEO, or Search Engine Optimization, is the practice of optimizing online content to improve its visibility and ranking on search engine results pages.

On-Page SEO: On-Page SEO refers to the optimization efforts made directly on a webpage to improve its search engine visibility. This involves optimizing content, HTML source code, and other elements on a page to make it more relevant to specific keywords and user queries. Examples include optimizing meta tags, headings, URL structure, and incorporating relevant keywords within the content.

Off-Page SEO: Off-Page SEO focuses on activities external to a webpage, such as building reputable backlinks, engaging in social media marketing, and leveraging external factors to enhance a website's credibility and relevance in search engine evaluations, thereby building its overall online reputation.

Technical SEO: involves optimizing the technical aspects of a website to enhance its visibility in search engine results, including improving site speed, mobile-friendliness, and addressing issues like crawlability and indexation for better search engine performance.

Landing Pages:

A landing page is a standalone web page designed for a specific marketing campaign, typically focused on a single product, service, or offer.

Eligibility:

Minimum 12th

Course Duration:

2 months

Price

(₹) 20,000



SMO

SMO stands for Social Media Optimization. It is the process of optimizing a brand's online presence on social media platforms to increase visibility, engagement, and reach a wider audience. SMO includes various strategies and techniques to enhance a brand's social media profile, encourage user interaction, and drive traffic to the website.

This may involve creating shareable content, optimizing profiles, using hashtags effectively, and engaging with the audience to build a strong social media presence.



Eligibility:
Minimum 12th

Course Duration:
15 Days

Price:
(₹) 5,000



GOOGLE ADS/PPC



Google Ads is an online advertising platform developed by Google, where businesses pay to display ads, including text, display, and video, to users who search for specific keywords on Google or browse websites within the Google Display Network.

Advertisers bid on keywords, and the ads are displayed based on a pay-per-click (PPC) model, contributing to increased online visibility and potential customer engagement.



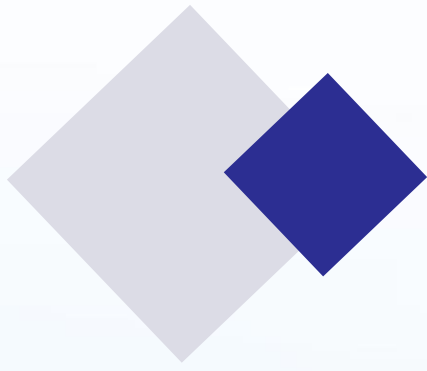
What You will Learn in Google ADS/PPC?

- Search Ads.
- Display Ads.
- Video Ads.
- Shopping Ads.
- App Ads.
- Dynamic Search Ads.
- Discovery Ads.
- Smart Campaigns.
- Introduction + Log In to Google Ads
- Set Up the First Campaign
- Create Campaign Structure
- Ad Group Set Up and Keyword Research
- Practice Assessment
- Creating Ads
- Google Ads Dashboard
- Enhanced Explanations and Supplementary Resource
- Tools and Settings
- Ad and Campaign Optimization

Eligibility:
Minimum: 12th

Course Duration:
2.5 Months

Price:
(₹) 22,000



SMM



SMM stands for Social Media Marketing. It is a digital marketing strategy that involves utilizing social media platforms to promote products, services, or brands. The primary goal of SMM is to connect with the target audience, build brand awareness, drive website traffic, and foster engagement. Key elements of SMM include creating and sharing content on social media, running paid advertising campaigns, and engaging with the audience through comments, likes, and shares. Under SMM we will cover up these topics.

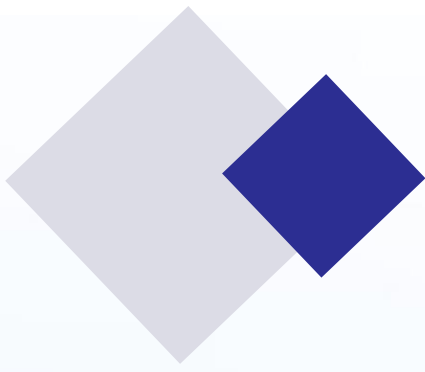
- ❖ Facebook/Meta Ads
- ❖ Instagram Ads
- ❖ LinkedIn Ads
- ❖ Twitter Ads



Eligibility:
Minimum 12th

CourseDuration:
3 Months

Price:
(₹) 20,000



ORM

ORM, or Online Reputation Management, involves monitoring and shaping how an individual or brand is perceived on the internet. This is achieved by actively tracking online mentions, analysing sentiment, and responding to comments and reviews. ORM also includes creating positive content, utilizing SEO strategies to influence search results, and managing social media presence strategically. The goal is to foster a positive online image, address negative feedback promptly, and build trust with the online audience. ORM is essential in today's digital landscape to mitigate the impact of negative content and maintain a favorable reputation.



Eligibility:
Minimum 12th

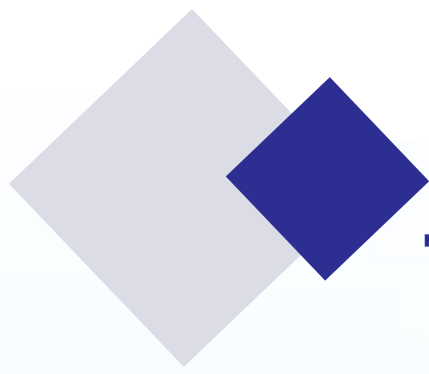
Course Duration:
10 Days

Price:
(₹) 2,000

Landing Page

A landing page is a standalone web page designed for a specific marketing campaign, typically focused on a single product, service, or offer. It serves as the entry point for users who click on an ad or promotional link. The page is crafted to encourage a specific action, such as making a purchase or filling out a form. Key elements include a compelling headline, concise information, persuasive visuals, and a clear call-to-action. Landing pages are optimized for conversions, with minimal distractions and a seamless user experience. They are crucial in digital marketing to maximize the effectiveness of advertising efforts and guide visitors toward a specific goal.





Our Faculties



Shaleen Srivastava



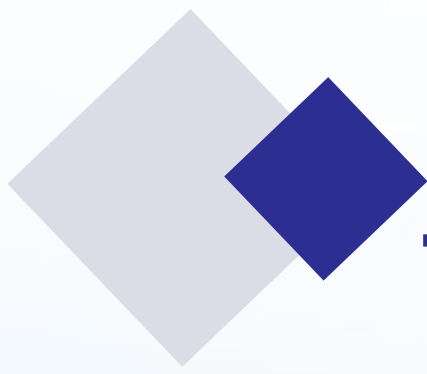
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