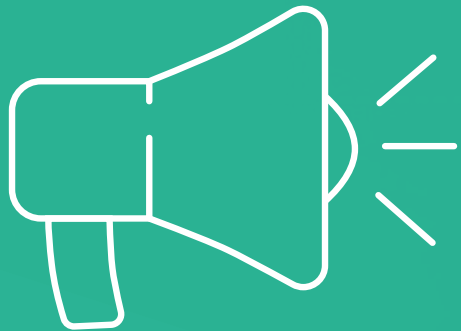


DIGITAL MARKETING



Digital
Marketing



Digital Lync

EDUCATION - INNOVATION - INCUBATION

01

Welcome To

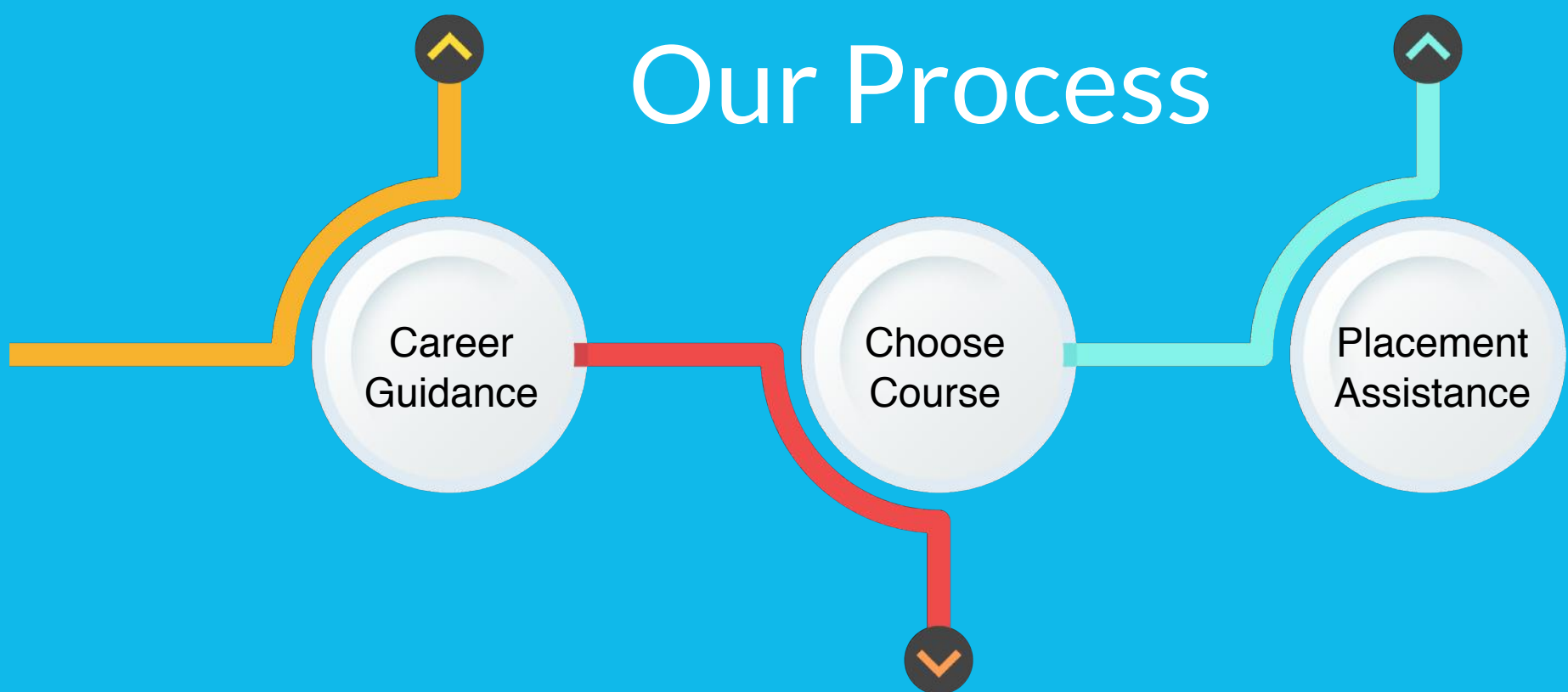
Digital Lync

Digital Lync empowers technology seekers by providing world class infrastructure, best quality project based technology education, Research and Development of great products and supports enthusiastic new entrepreneurs.

Expert counsellor advises to match your skills with trending technologies in the industry.

We are a link to your awesome future! We recognize, enhance and present your skills to the coolest companies.

Our Process



You pick and we guide.
We mentor you all along and
help you throughout
your learning process.

www.digital-lync.com

Digital Marketing

Marketing products & services over the internet helps to reach customers beyond your geographic boundaries. Conceptualized and incorporated since the early 1990s, Search Engines, Websites, Social Media (Facebook, Twitter and many more), Emails, and Mobile Apps.

DURATION: 60+ HOURS

WHAT YOU NEED TO KNOW

- Enthusiasm to Learn and Explore
- No Specific Requirements

Why Digital Marketing

Marketing products and services over the internet is Digital Marketing. The rise in the digital economy promises an exciting career for years to come. As a digital marketing professional, you would drive the organization's revenue online. You will be responsible for managing the digital presence of your organization.

CAREER

OPPORTUNITIES

Digital Marketing Executive

Digital Marketing Analyst

SEO Manager

Marketing Consultant



Digital Marketing Curriculum

MODULE 1 : DIGITAL MARKETING BASICS

- What is Digital Marketing?
- Why to use and who uses Digital Marketing

MODULE 2 : SEARCH ENGINE OPTIMIZATION

- Introduction to SEO
- Research & Analysis on Keywords
- How to use Keywords Planner
- Meta Tags creation
- Link Building
- Sitemap Generation & Execution
- How to write Optimized Content
- Detailed explanations on Google Algorithm updates
- What is Domain Authority & why is it important
- SEO Reporting

MODULE 3 : PAID ADS

- Introduction to AdWords & counterparts
- Understanding AdWords Algorithm
- Creating Search & Display Campaigns
- Setting up Campaigns, Ad groups, Keywords, Ads & Ad Extensions
- Tracking Performance and Conversions
- How to optimize Search & Display Campaigns
- Setting up and Executing Remarketing Campaigns
- Bid Strategies
- Automated Schedules
- Reporting on Paid Ads

MODULE 4 : SOCIAL MEDIA MARKETING

- Introduction to Social Media
- How Social Media Marketing is different than others
- Forms of Internet Marketing
- Facebook Marketing
- Social Media Engagement Strategies
- Best practices for Facebook Marketing

- LinkedIn Marketing
- Twitter Marketing
- Video Marketing
- Reporting

MODULE 5 : WEB ANALYTICS

- Introduction to Google Analytics & counterparts
- Setting up & Executing Google Analytics on a web page
- Understanding Bounce Rate & how to resolve it
- Advanced Reporting via Google Analytics
- Monitoring User Behavior

MODULE 6 : CONTENT WRITING & MARKETING

- Why Content is Important
- How to write Rich Content
- How to market via Content
- Magnetic Headlines
- Case Study

MODULE 7 : ADVANCED REPORTING TOOLS

- 3rd party reporting Tools
- How to integrate 3rd Party Reporting
- Benefits of 3rd Party Reporting

MODULE 8 : MOBILE & AFFILIATE MARKETING

- Understanding Mobile Marketing
- Mobile Marketing Measurement & Analytics
- What's Affiliate Marketing
- 3 A's of Affiliate Marketing
- Reporting on Mobile & Affiliate Marketing

MODULE 9 : FUTURE OF DIGITAL MARKETING

- ORM (Online Reputation Management)
- Integrating Artificial Intelligence with Digital Marketing
- Influencer Marketing



Digital Marketing

Project : 1

CONTENT AND SEO STRATEGIES ON WORDPRESS SITE OR BLOG

Through hands-on project experience, this project gives you an opportunity to understand organic digital marketing and the impact it can have on building brands that will last long and will remain in the minds of customers.

You will need to write content and also apply search engine optimization techniques to a free WordPress website or blog.



SEARCH ENGINE
OPTIMIZATION

Project : 2

PAY PER CLICK (PPC) CAMPAIGN

This project aims to create an impact on PPC campaign using search engines like Google, Bing, Yahoo and Social media platforms such as Facebook, Twitter, LinkedIn.

These all would be done by research on keywords, audience interests, demographic and age-wise targeting.



04

Why

Digital Lync



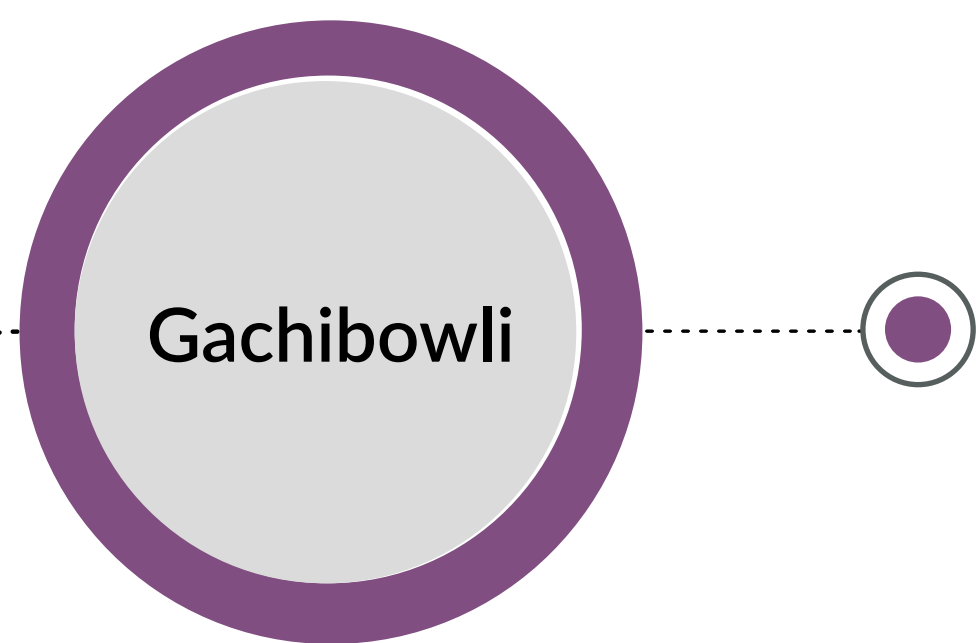
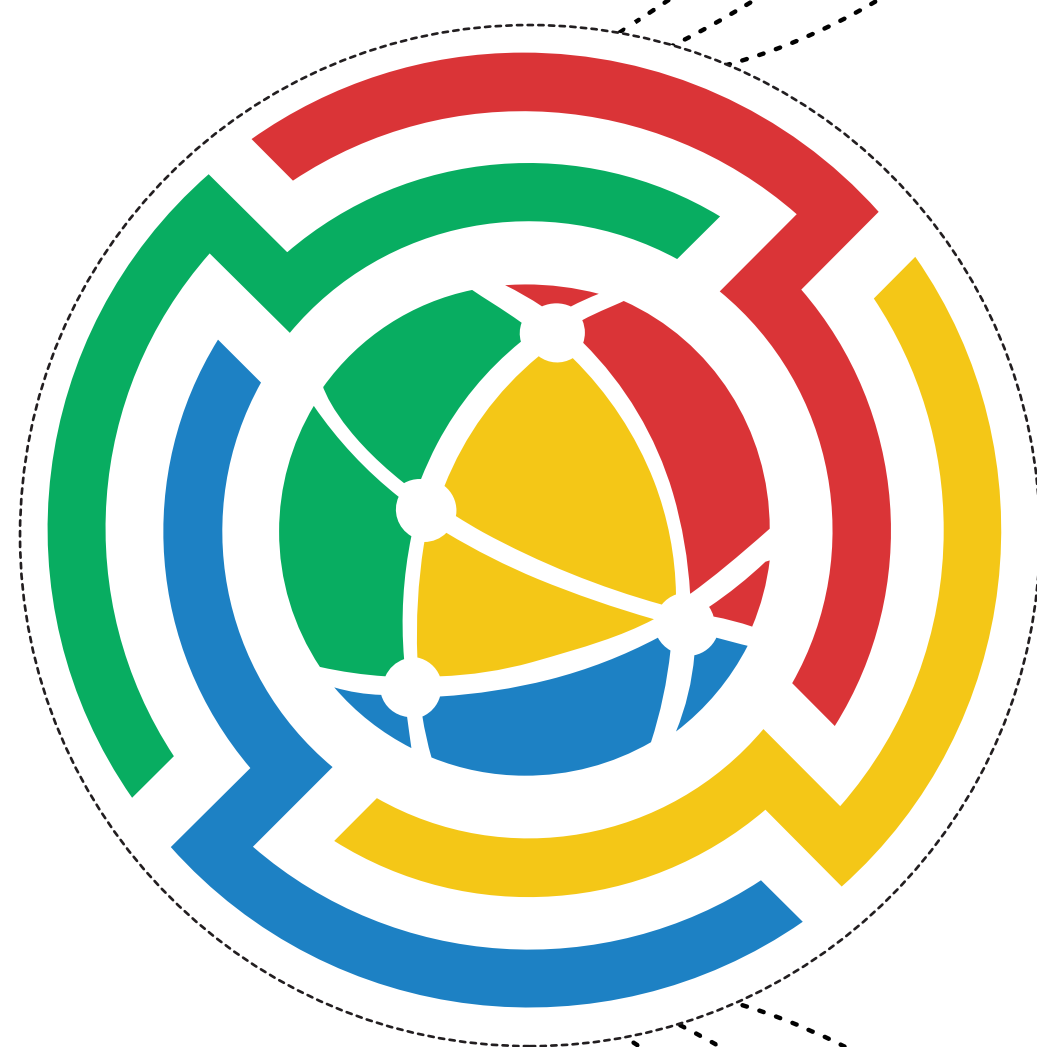
Trending

Technology

Python
Devops
AWS
Azure (Cloud Computing)
Data Sciences
Deep Learning
Artificial Intelligence
Data Analysis
Big Data
FullStack
Digital Marketing
Mobile Development
Blockchain
Visual Design
Game Development
IOT
Cyber Security

DL

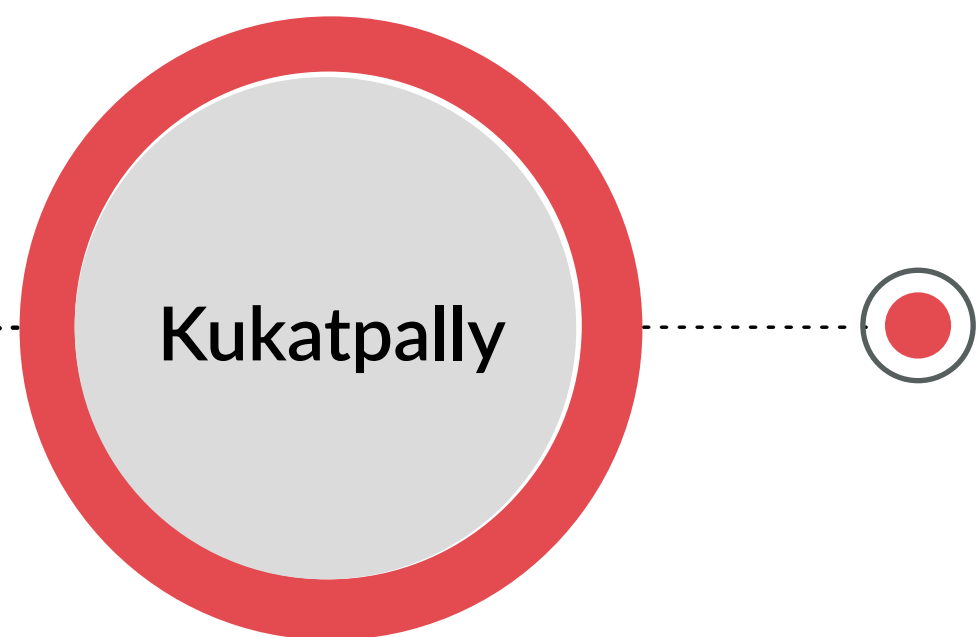
BRANCHES



Gachibowli

Khajaguda, Naga Hills Rd,
Madhura Nagar Colony,
Gachibowli, Hyderabad.

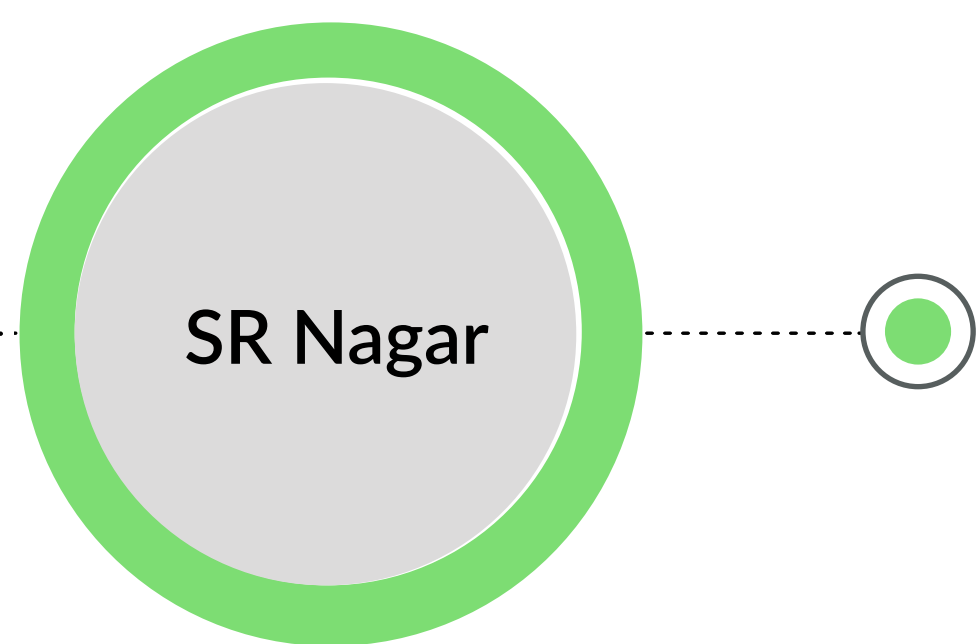
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Kukatpally

Manjeera Trinity Corporate,
1st floor, office no. 106 & 107,
Kukatpally, Hyderabad.

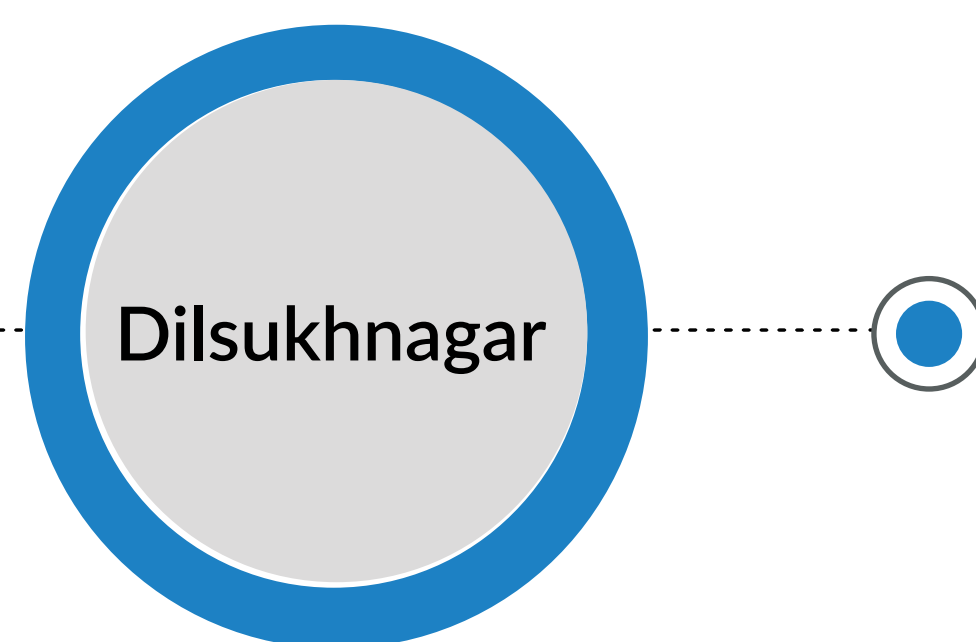
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SR Nagar

31/A , Chitti Classics, Adjacent to
SR Nagar Police Station Signal,
Balkampet Main Road,Hyderabad.

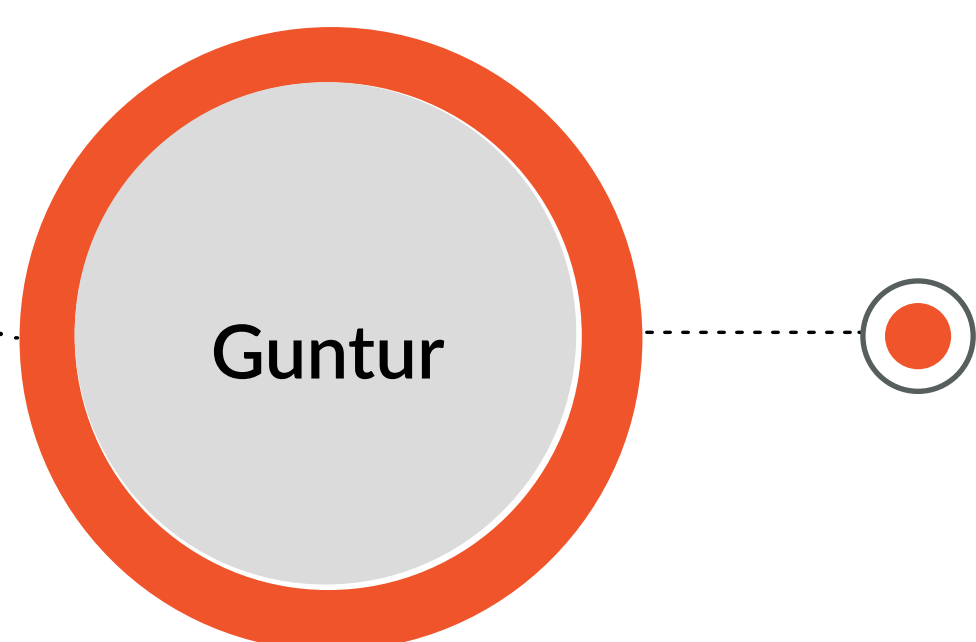
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Dilsukhnagar

Near Telephone Colony Arch,
Yashoda Speciality Clinic
Building 3rd floor,
Kothapet, Hyderabad.

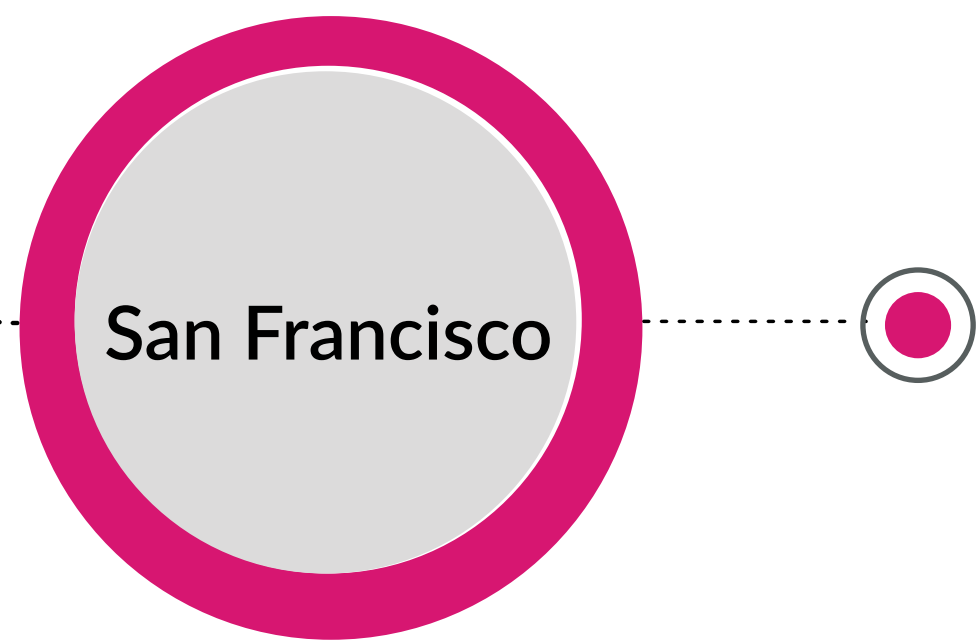
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Guntur

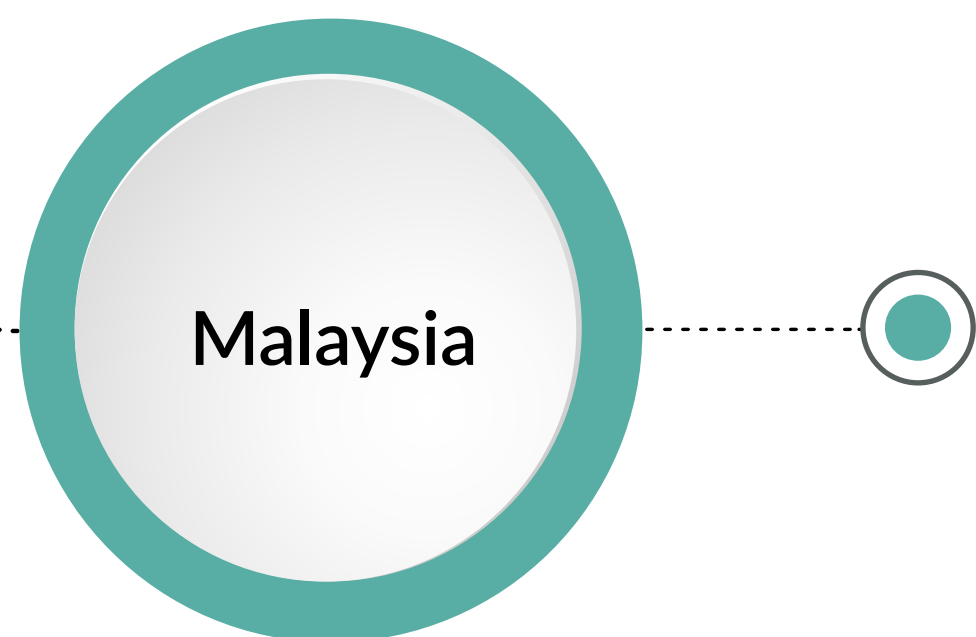
Emgee House,
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