



Digital Marketing Certification

Become the First Generation Leader of the Digital Marketing Revolution.

Get 15 certifications in just 90 days.

Certified By



- **Upto 140 Hours of Online Live Classes**
- **Batches are available.**

Let's Learn!

Technology doesn't innovate. People do. That is the reason we put individuals first, so we can engage them to arrive at their maximum capacity with innovation.

The fast pace of innovation and business today requests a learning approach that fits the necessities of both the individual and the organization. We built a learning system to reflect that need. Adapting today requires a guided methodology through the intricate number of formal and casual learning alternatives. It requires a methodology that envelops the top learning techniques utilized today and adjusts them to help hierarchical results.

Our learning ecosystem is designed to support how learning is done today and evolves to meet advances in technology and individual learning needs. Integrating the world's largest collection of proprietary and IT partner content, resources, and expertise with a global instructor pool of more than 300 real-world experts, Vepsun Technologies delivers custom learning to global organizations no matter where their workforce is located to drive quantifiable results..

FEATURES

Key Highlights



Designed for Working Professionals/Students



Instructor-led Sessions



Dedicated Student Success Manager



Real-life Case Studies



Lifetime Access



1-on-1 Industry Mentor



Personalised Resume Feedback



Assignments



15 Certifications

CERTIFICATION

Executive Program in Digital Marketing Technology and Management **Certified By**
Google, Hubspot, SEMrush and Facebook

Certifications by **Google**



Google Ads Search



Google Ads Display



Google Ads Video



Google App Ads



Google Shopping Ads



Google Ads Measurement



Google Analytics

Certifications by **HubSpot**



HubSpot Inbound



HubSpot Inbound Marketing



HubSpot Email Marketing



**HubSpot Social Media
Marketing Course Certification**



**HubSpot Content Marketing
Certification**

Certifications by SEMrush



SEO Toolkit



Content Marketing & SEO Fundamentals

Certifications by Vepsun



Master Digital Marketing Certification



143000

Happy Clients Our success is measured by results.



572000

Projects - Our focus is on delivery a better content.



12

Years of experience in Imparting Quality Training across Verticals.



38000

Students Placed in Top MNC's

— COURSE OVERVIEW —

Sr. No.	Topics	Days	Hours
1	Digital Marketing Overview, Major Modules Introduction	1	2
2	Bring Business Idea on Floor, Job Opportunity	1	2
3	Canva Graphics Design Tool	2	4
4	Social Media–Organic Posting Strategy	1	2
5	Social Media–Content Calendar building	1	2
6	Social Media–Facebook Page	2	4
7	Social Media–Facebook Ads Objective, Brand Awareness	1	2
8	Social Media–Facebook Ads–Reach, Traffic	1	2
9	Social Media–Facebook Ads–Post engagement, Page likes	1	2
10	Social Media–Facebook Ads–Event responses, Video Views	1	2
11	Social Media–Facebook Ads–Message, Conversion	1	2
12	Social Media–Facebook Ads–Catalog Sales, Store traffic	1	2
13	Social Media–Facebook Ads–Remarketing, Conversion Tracking	1	2
14	Social Media–Facebook Ads–Dynamic Creative, Offer	1	2
15	Social Media–Facebook Ads–Small Factors	1	2
16	Social Media–Instagram– Bio Profile, Growth Hacks	1	2
17	Social Media–Instagram– Business Account, Paid Promotion	1	2
18	Social Media–Linked Job Oriented Profile Building	1	2
19	Social Media–LinkedIn Page, Organic Posting Strategy	1	2
20	Social Media–LinkedIn Ads	1	2
21	Social Media–Twitter Profile, Organic Posting Strategy	1	2

22	Social Media-Twitter Ads	1	2
23	Social Media-Pinterest, Automation Tools	1	2
24	<i>Social Media Exam</i>	1	2
25	Google Ads-Introduction	1	2
26	Google Ads-Search Ad	1	2
27	Google Ads-Extension	1	2
28	Google Ads-Display ad, Gmail ad	1	2
29	Google Ads-Video ad	1	2
30	Google Ads-Shopping ad	1	2
31	Google Ads-Remarketing, Conversion Tracking	1	2
32	Bing Ads	1	2
33	<i>Google Ads Exam</i>	1	2
34	WordPress-Domain & Hosting Purchase	1	2
35	WordPress-Website Design, Theme	1	2
36	WordPress-Elementor page builder	1	2
37	WordPress-Contact Form Integration	1	2
38	WordPress-Blog Page	1	2
39	WordPress-Content work	1	2
40	SEO-Introduction	1	2
41	SEO-Keyword Research Tool	1	2
42	SEO-Basic On-Page- Meta Tags, Heading	1	2
43	SEO-Basic On-Page-URL Optimization Image Optimization	1	2
44	SEO-Basic On-Page-Keyword Insertion	1	2
44	SEO-Basic On-Page-Small Factors	1	2
46	SEO Off-Page-Activity Overview, Link Finding	1	2

47	SEO Off-Page-Link Activity Submission	1	2
48	SEO- Audit Report, GMB	1	2
49	SEO-Google Analytics	1	2
50	SEO-Google Webmaster, Other Tools	1	2
51	Blogging	1	2
52	SEO Exam, SEMRush Toolkits Exam	1	2
53	Google Adsense	1	2
54	Affiliate Marketing	1	2
55	YouTube Channel Setup	1	2
56	YouTube Video Making & Editing on Mobile(Kinemaster App)	1	2
57	Quora Organic & Ads	1	2
58	WhatsApp & SMS Marketing	1	2
59	Email Marketing	2	4
60	MEME Marketing	1	2
61	Podcasting	1	2
62	Freelancing	1	2
63	DM-With Business	1	2
64	DM-Resume Preparation	1	2
65	DM-Interview Preparation	1	2
67	DM-Mock Interview	1	2
68	<i>Final Digital Marketing Exam for Vepsun Certificate</i>	1	2
		70	140

Note:

5-10 Projects will be assigned in the course.

SYLLABUS

Learning Path 01



Introduction Digital Marketing

- Importance Of Digital Marketing
- How did Internet Marketing work?
- Traditional Vs. Digital Marketing
- Types of Digital Marketing
- Increasing Visibility
- Visitor's Engagement
- Bringing Targeted Traffic
- Lead Generation

Analysis and keyword Research

- Market Research
- Keyword Research And Analysis
- Types Of Keywords
- Tools Used For Keyword Research
- Localized Keyword Research
- Competitor Website Keyword Analysis
- Choosing Right Keywords To The Project

Learning Path 02



Search engine optimization (seo)

- SEO Fundamentals & Concepts
- Understanding The SERP
- Google Processing
- Indexing
- Crawling

Off page optimization

- Link Building Tips & Techniques
- White Hat And Black Hat SEO
- Alexa Rank, Domain
- Link Acquisition Techniques

On page optimization

- Meta Data Optimization
- URL Optimization
- Internal Linking
- Canonical Implementation
- H1, H2, H3 Tags Optimization
- Image Optimization
- Landing Page Optimization
- Creating XML Sitemap
- Robot.txta

Learning Path 03



SEO Updates and Analysis

- Google Panda, Penguin
- Humming Bird Algorithm
- Google Penalties
- SEO Tools For Website Analysis
- Competitor Website Analysis And Backlinks
- Backlinks Tracking, Monitoring

Google Ads or pay per click Marketing

- Google Ads
- Introduction To Online Advertising
- Google Ads Account And Campaign Basics
- Google Ads Targeting And Placement
- Google Ads Bidding And Budgeting
- Google Ads Tool

Local Business & Google Mapping

- Creating Local Listing In Search Engine
- Google Places Setup
- Search Engine Visibility Reports
- Verification Of Listing
- Google Reviews

Social Media Optimization (SMO)

- Introduction to Logistic Regression
- Logistic Regression use Cases
- Understand use of odds & Logit function
- Predicting Credit Card default Cases
- Social Media Optimization
- Introduction To Social Media Networks
- Types Of Social Media Websites
- Social Media Optimization Concepts
- Facebook, Google+, LinkedIn, YouTube

Introduction To Twitter

- Creating Strong Profiles On Twitter
- Followers, Retweets, Clicks
- Conversions, Hashtags

Social Media Marketing (SMM)

- Facebook Optimization
- FanPage Vs Profile Vs Group
- Creating Facebook Page For Business
- Increasing Fans And Doing Marketing
- Facebook Analytics
- Creating Advertising Campaigns
- Payment Modes

LinkedIn Optimization

- What Is LinkedIn?
- Individual Profile Vs. Company Profile
- Branding On LinkedIn
- Marketing On LinkedIn Groups
- Getting Started With Google Analytics
- Navigating Google Analytics
- Real-Time Monitoring
- Audience
- Live Data
- Demographics

Google+

- Tools & Techniques
- Google+ Groups
- Google+ for Businesses

TOOLS COVERED**Digital Marketing Tools**

- SEO quake
- Screaming frog
- Ahrefs
- Google Trends
- Answer The Public
- Keyword Surfer
- Google's Rich Results Test
- Merkle's Schema Markup Generator
- Ahrefs' SEO Toolbar
- GTMetrix, Pingdom
- Smush
- Robots.txt Generator
- Different Wordpress Plugins and so on

Graphics Designing & Video Editing Tools

- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro
- Movavi video editor

PLATFORMS COVERED



LinkedIn

The basic functionality of LinkedIn allows users to create profiles. Users can find jobs, people and business opportunities. Users also have the ability to follow different companies.



Twitter

Twitter is an American microblogging and social networking service on which users post and interact with messages known as "tweets".



Google+

Google+ (pronounced and sometimes written as Google Plus; sometimes called G+) was a social network owned and operated by Google. It covers YouTube, Gsuite Admin.



Facebook Business

Facebook Business provides the latest news, tips and best practices to help you meet your business goals.

PROGRAM FEE

Digital Marketing

INR. ~~39,999*~~
14,999*

*Inclusive of all Taxes

- ✓ Training
- ✓ 15 Certifications
- ✓ Online - live Classes
- ✓ No Cost EMI Available

Enroll Now



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