

# DIGITAL MARKETING

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PROFESSIONAL CERTIFICATE COURSE  
BROCHURE

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## THE MOST-IN-DEMAND ENTREPRENEURIAL SKILL DURING WORLD PANDEMIC – DIGITAL MARKETING

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### - DR VANEETA AGGARWAL

Founder of L'strategyQ Advisors

Award Winning Woman entrepreneur, Educationist, Author,  
Keynote International Speaker, Publisher of Ensemble – Digital  
Corporate Magazine with International circulation & Authors





# ABOUT THE COURSE

- This Skill Development Program Will Share The Fundamentals, Expert Techniques And Certifications That One Needs To Attain To Become A Certified Digital Marketing Professional Or A Freelancer Or An Entrepreneur
- Who Benefits – UG/PG Students, Homemakers, Start-ups, Corporate, Skill Developers, Small Businesses, Job Seekers
- Pre-requisite – Any Degree Holder Or Equivalent Skill
- Good English Language Skills
- Basic Computer Operating Skills

# E-learning Live Training Methodology



## CERTIFICATE COURSE IN DIGITAL MARKETING COURSE CODE : LS0DM01 (6 MONTHS)



1.5 hours twice a week Live class on Zoom Meeting

Disclaimer : The module contents may change subjected to availability & trending topics

# MODULE 1: FUNDAMENTALS OF DIGITAL MARKETING

- What Is Digital Marketing?
- What Is Marketing – Inbound & Outbound
- Basic Of Online Marketing
- Difference Of Internet Marketing Vs Traditional Marketing
- Search Engine Basics
- Key Points Of Internet Marketing
- Basic Marketing Terms
- Effective Platforms For Promotions
- Structure Of Online Marketing
- Fundamentals Of Google Algorithm
- Social Bookmarking
- Process Of Digital Marketing
- Scope Of Digital Marketing

## MODULE 2: SEO & KEYWORD PLANNING

- SEO Fundamentals
- Evolution & Growth Of Search Engines
- How Search Engine Works
- Google SEO First Page Ranking Factors
- Crawling Robots, Spider Google Indexing, Google Sandbox,
- Google Algorithms
- ROI
- What Are Keywords ?
- Types Of Keywords ?
- LSI Keywords Tools For Keyword Research
- Keyword Match Type
- Demo website making tutorial



## MODULE 3: SOCIAL MEDIA MARKETING & ADVERTISING

- What Is SMM ?
- Use Facebook For Lead Generation?
- Facebook For Branding?
- How To Target Right Audience?
- To Increase Likes Of Facebook Business Page?
- How To Create Facebook Ads?
- Demographics
- Facebook Ads Automation
- Integration With Instagram For Paid Campaign
- Twitter Marketing & Advertising
- LinkedIn Marketing & Advertising
- Instagram Marketing & Advertising

## MODULE 4: GOOGLE ADSENSE / ADWORDS

- What Is Google Adsense?
- Fundamentals Of SEM, Google Adwords
- Search Ads
- Display Ads
- Paid Campaigns, PPC
- Google Adwords Vs Google Analytics
- How Much Minimum Traffic I Need For Google Adsense Approval?
- Which Sizes For Adsense Is Very Effective?
- How To Create Google Adsense Account
- Different Types Of Ad Unit
- Plugin For Adsense Integration
- Adsense Reports Study
- Difference Between Google Adsense Vs Affiliate Marketing?
- What Is CPC ?
- Easy Steps For Google Adsense
- Top Internet Marketing Institute In Delhi Case Studies

## MODULE 5: VIDEO MARKETING

- What Is Video Marketing?
- Types Of Video Ads (Instream Ads, Bumper Ads, Video Discovery Ads)
- Where Video Ads Will Appear ?
- Account And Youtube Channel Linkings
- Ad Creation And Optimization
- Audience Targeting
- Tracking And Monitoring

## Module 6: EMAIL MARKETING

- What Is Email Marketing?
- How Many Types Of Email Marketing?
- Free And Paid Email Marketing
- How To Write Effective Email Content And Subject Line
- Deliverability Funneling
- Why Email Automation Is Required
- Email Scheduling And Automation
- Use Of Tools For Automation Like Mailchimp



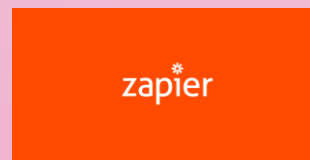
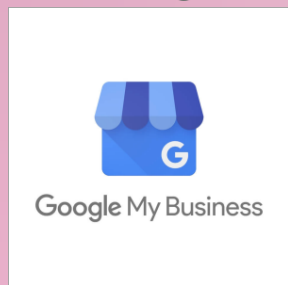
# EXPERT MENTORS

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- International And Indian Industry Experts
- Visiting Faculty – University Professors With 10+ Years Rich Experience
- Project Based Learning
- Live Interactive Sessions








# TOOLS THAT WILL BE COVERING



# CERTIFICATIONS EARNED

## L'STRATEGYQ ADVISORS COMPLETION CERTIFICATE



Specialization				
Search advertising	Mobile advertising	Video advertising	Display advertising	Shopping advertising
				

- GOOGLE ADWORDS CERTIFICATIONS (Any Two)
- Search Advertising
- Display Advertising
- Shopping Advertising
- Mobile Advertising
- Video Advertising

## FACEBOOK BLUEPRINT CERTIFICATIONS (Any 1)

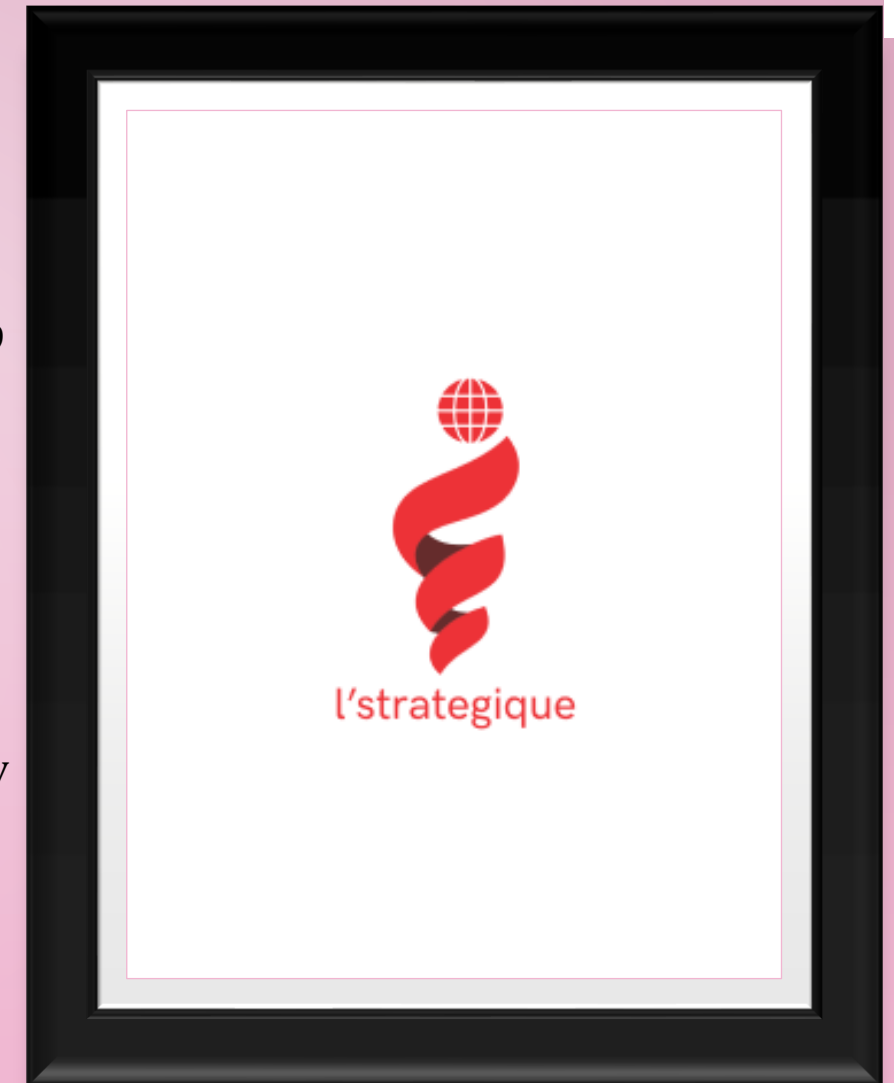




# HIGHLIGHTS OF L'STRATEGYQ ADVISORS

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- Registered Under Company Act With The Name L'strategique LLP On Dec 31, 2019
- Registered Category Education-Other Education NEC Under MSME
- Extensive Training In 6 Modules & 50+ Sub-modules Of Digital Marketing
- Become A Google, Facebook Certified Professional
- Work On 15+ LIVE Case Studies, 20+ Assignments, 15+ International Tools
- Evening, Weekend And Sunday Batches
- Exhaustive Experienced University Visiting Professors And Experts From Industry
- Project Based International Curriculum
- Interactive Doubt Session With Mentors
- Research Based Internships
- 100% Placement Assistance





# CONTACT US

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# THANK YOU!

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India Is Digitalizing In Every Sector. Don't Slow Down Join Us To Be In The Prime League