

Online | 4-6 Months

The IoT
Academy
Connecting The Unconnected

Curriculum

Digital

Marketing

Certification Course



About Us

We are a fast emerging company imparting quality and affordable programs for colleges and individuals for digital economy skills training, internship and guidance focused on helping people develop the skills they need to thrive in the rapidly growing digital economy.

The IoT Academy has made a niche name for itself providing rigorous online/offline training in Data Science, Machine Learning, AI, Python, Java, Internet of Things (IoT), Embedded Systems, Big Data, Data analytics, Industrial IoT, Industry 4.0, Digital marketing, Etc. Based in Delhi NCR since 2017 we have helped 150+ professionals, 600+ students and 100+ faculties across the states get trained, acquire certifications, and upskill their employees.

We have an easy and affordable learning solution that is accessible to millions of learners. With our learners spread across countries like the US, India, UK, Canada, Singapore, Australia, Middle East, Brazil, and many others, we have built a community of over 1 million learners across the globe.

Vision

We aspire to provide learners an edge over the career they choose to stand out amongst today's competitive world through support in training and various academic and industrial collaborations.

Mission

At IoT Academy We believe that the future is about Unified and Converged technologies as reflected in our mission statement. Every aspect of life will eventually lead in bringing forth a unified world of immense possibilities.

About the Program

This Digital Marketing Course by The IoT Academy is designed to give you essence of Digital Marketing and how to use different channels to market your product or service . You will be able to master SEO, SMO, PPC, E-Mail Marketing and much more. Learn with best industry experts and in state of the art infrastructure. Join the best companies out there with guaranteed placement. Digital Marketing Certification by The IoT Academy is an online program developed to learn job ready online marketing skills from industry experts. Master your skills in Digital Marketing to get into one of the many in demand designation like SEO Expert, SMO Expert, Lead Generation Specialist, Digital Marketing Manager, etc.





INTRODUCTION TO DIGITAL MARKETING

WEBSITE DEVELOPMENT AND DESIGNING

- Build a Professional Website
- Get a domain & hosting for yourself
- Learn content writing for your blog post
- WordPress installation
- Theme Customisation
- Building Home Page & Blog Section
- Learn to create Brand Logo & Images for website
- Content Optimization of Blog Post

KEYWORD RESEARCH

- Keyword Research Process
- Types Of Keyword
- Tools

SEARCH ENGINE OPTIMIZATION

- On Page
- Off Page
- Technical
- Local
- Google Algorithms
- Monitoring & Preparation
- Auditing & Report
- Bing SEO

ANALYTICS AND WEBMASTER

- Google Analytics
- Google Search Console
- Google Tag Manager

SOCIAL MEDIA OPTIMIZATION

- Facebook
- Instagram
- Twitter
- LinkedIn
- YouTube
- Pinterest
- Telegram
- WhatsApp

ADS/PPC/PAID MARKETING

- Facebook/Instagram Ads
- Google Ads
- LinkedIn Ads
- Twitter Ads
- Bing Ads

E-MAIL MARKETING

E-COMMERCE MARKETING

AFFILIATE MARKETING

ONLINE REPUTATION MANAGEMENT (ORM)

CONTENT MARKETING

- Introduction to content marketing
- Objectives of content marketing
- Strategy building process
- Optimising content for search engine
- How to market your content ?
- What is second customer ?
- Influencer Marketing
- AdSense

LEAD GENERATION

- Organic Lead Generation
- Paid Lead Generation
- Measuring Performance

CASE STUDIES

PROJECTS

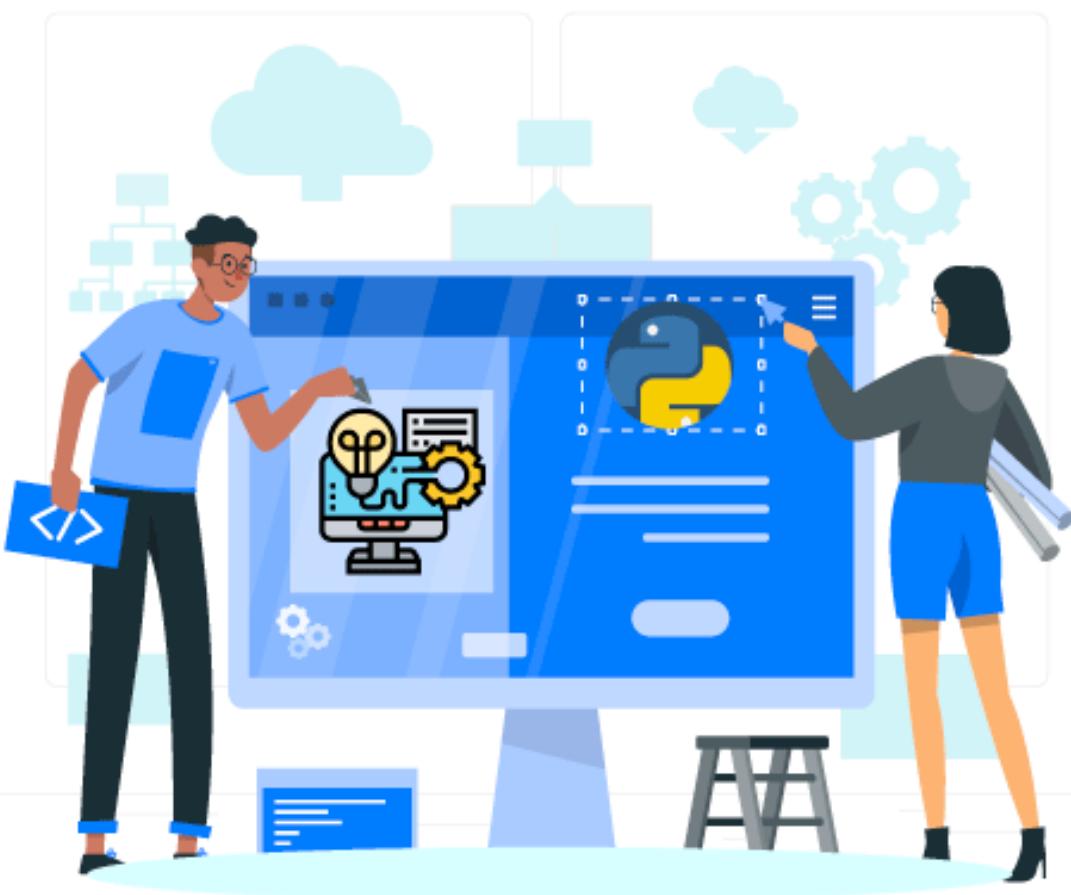
Projects In The Following Domain Will Be Provided :

- EdTech Industry
- Electronics Industry
- Consulting Domain

CERTIFICATIONS

- 10+ Google Certificates
- LinkedIn Certificates
- HubSpot Certificates
- Facebook Certificates

Thank You!



Program Information:

Digital Marketing Certification Course

By The IoT Academy

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