IoT ACADEMY
Connecting THE Unconnected

2021
1.5 Months

DIGITAL MARKETING

BROCHURE

Connecting The Unconnected

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 training in Internet of Things (IOT), embedded systems, Big Data, Data analytics, Industrial IoT, Industry 4.0, Python, Artificial Intelligence, Digital marketing and Machine Learning. 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.

MISSION

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.

VISION

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.

Our Services
For Educational Insitutes

05 04 03 02 01

Lab Setup
We provide hardware and support in lab setup for IoT and LPWAN.

Workshop/Seminars
We conduct workshop and seminars on emerging technologies which are given by industry experts.

Center of Excellence
Under our 'Center of Excellence' offering we provide all the services apart from encouraging R&D and entrepreneurship efforts by guiding both faculty and students.

Faculty Training
We provide training to faculties of educational institutes under our 'Faculty Development Program' so that they become aware of how new technology is used in industry and they can impart the same knowledge to their students

Student Training
We provide training to students on various topics including the emerging technologies which are targeted towards making them more relevant and employable as per the industry.

Our Services
For Students

05 04 03 02 01

Internships
We provide interships to students where they are able to work in a professional environment and learn a lot.

Projects
We help students design and implement projects whether a small one or a big one on any topic within the scope of all the subjects that we provide training for.

Placements
Our complete training programs comes with 100% placement guarantee as the courses are designed specifically keeping enhancing skills for jobs in mind.

Summer/Winter Training
Short duration trainings during summer and winter breaks are designed keeping school & college students in mind. Our aim is to give in-depth knowledge to students on a particular topic of their choice within the time frame.

Training
We provide training to students on various topics including the emerging technologies which are targeted towards making them more relevant and employable as per the industry.
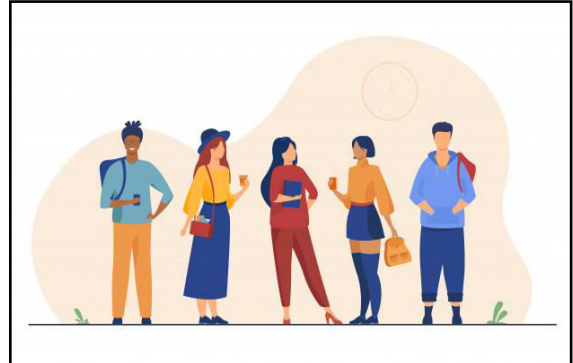
Why Choose Digital Marketing?
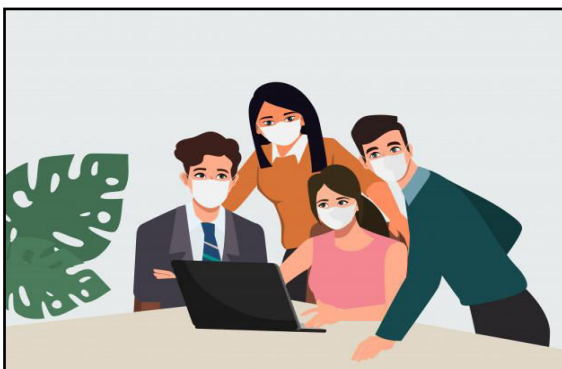
For Entrepreneurs

- ❖ Start Your Business with small amount of money.
- ❖ High return on investment (ROI) thought Digital Marketing.
- ❖ Target only most interesting audience.
- ❖ Advertise your product at specific target audience by time & day basis.

For Students

- ❖ Improve your CV and get the desired job.
- ❖ High Career growth in digital World with advanced skills.
- ❖ Work from your home comfort and earn your desire money.
- ❖ 43 Lakhs Digital Marketings jobs in 2020-2021.

For Working Professionals

- ❖ Enhance your marketing skills using the digital platform.
- ❖ Increase no. of sales online and achieve your target on time.
- ❖ Work as a part-time freelancer and Earn Money Online.
- ❖ Generate leads online using inbound marketing.

Educational Partners

E&ICT, IIT Kanpur	E&ICT, IIT Guwahati	E&ICT, IIT Roorkee	NIT Patna	ASTU University
J.S.S. Noida	IPEC	BVM Engineering College	BVP Pune	Jamia Hamdard
ITS Ghaziabad	VSSUT Odisha	JIIT Noida	JNTU Hyderabad	VIGNAN'S

Corporate Partners

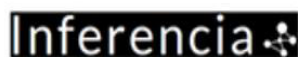TECHSOURCE

Inferencia

Embedded Artists

DrillMaps

fusionsoft

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Our Placements

Congratulations!

To our students who have worked so hard to be placed within the Top Companies.

Prakhar Maheshwari
Capgemini

Saumya Singh
Bosch

Anjuli Agarwal
TCS

Yogesh Mishra
UniConverge Technologies

Tanu Chinwan
Capgemini

Raghav Aggarwal
Aerogram

Vaishali Singh
eWandzDigital Services

Ayush
TCS

Careers Opportunities In Digital Marketing

Social Media Analyst

Salary: 20k-32K

After 3 Year Of Experience
Designation: Social Media Manager
Salary: 42k-80k

PPC Analyst

Salary: 22k-35K

After 2 Year Of Experience
Designation: Sr. PPC Analyst
Salary: 45k-90k

Content Marketing Executive

Salary: 25k-40K

After 3 Year Of Experience
Designation: CM Manager
Salary: 50k-70k

Digital Marketing Executive

Salary: 20k-25k

After 3 year of experience
Designation: DM Manager
Salary: 40k-90k

Online Reputation Executive

Salary: 11k-17k

After 3 Year Of Experience
Designation: OR Manager
Salary: 30k-40k

SEO Executive

Salary: 15k-25k

After 3 Year Of Experience
Designation: SEO analyst
Salary: 50k-75k

Our Certification

Advanced Google Analytics

The IoT Academy

IoT Academy Trainees are working at

IoT Academy
Connecting THE Unconnected

Course Modules

01 Basics of Digital Marketing

02 Website/Blog Creation

03 Analysis And Keyword Research

04 Search Engine Optimization: SEO

05 ON Page Optimization

06 OFF Page Optimization

07 SEO Updates And Analysis

08 Google Ads /PPC /SEM

09 Google Web Analytics

10 Webmaster Tools (Google, Bing)

11 Social Media Optimization

12 Social Media Marketing

13 Local Business & Google 12 Mapping

14 Projects

15 Interview Preparation

Course Curriculum

01 Basics of Digital Marketing

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

03 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

05 ON Page Optimization

- Domain & Hosting Selection
- Meta Data Optimization
- URL Optimization
- Internal Linking
- 301 Redirection
- 404 Error Pages
- Canonical Implementation
- H1, H2, H3 Tags Optimization
- Image Optimization
- Landing Page Optimization
- No-Follow And Do-Follow
- Creating XML Sitemap
- Robot.txt

02 Website/Blog Creation

- Learn Basic HTML
- Create a simple SEO Friendly Webpage
- Learn Free Blog Creation
- Creating A Simple Website For Your Business / Course Project

04 Search Engine Optimization: SEO

- Introduction To Search Engine Optimization
- How Did Search Engine work?
- SEO Fundamentals & Concepts
- Understanding The SERP
- Google Processing
- Indexing
- Crawling

06 OFF Page Optimization

- Link Building Tips & Techniques
- Difference Between White Hat And Black Hat SEO
- Alexa Rank, Domain
- Directory Submission
- Social Bookmarking Submission
- Search Engine Submission
- Web 2.0 & Article Submission
- Image Submission
- Video Submission
- Forum Submission
- PPT & PDF Submission
- Classified Submission
- Business Listing
- Blog Commenting
- Citations
- Profile link creations
- Info-graphics Submission

07 SEO Updates And Analysis

- Google Panda,
- Penguin,
- Humming Bird Algorithm
- Google Penalties
- Seo Tools For Website Analysis And Optimization
- Competitor Website Analysis And Backlinks Building
- Backlinks Tracking, Monitoring, And Reporting

09 Google Web Analytics

- Getting Started With Google Analytics
- Navigating Google Analytics
- Real-time Monitoring
- Audience
- Acquisition
- Traffic Sources
- Behavior
- Content
- Visitors
- Live Data
- Demographics

11 Social Media Optimization (SMO)

- Social Media Optimization
- Introduction To Social Media Networks
- Types Of Social Media Websites
- Social Media Optimization Concepts
- Facebook, LinkedIn,
- YouTube, Pinterest,
- Hashtags
- Image Optimization

13 Local Business & Google 12 Mapping

- Creating Local Listing In Search Engine
- Google Places Setup (Including Images, Videos, Map Etc)
- Search Engine Visibility Reports
- Verification Of Listing
- Google Reviews

08 Google Ads /PPC /SEM

- Introduction To Online Advertising And AdWords
- AdWords Account And Campaign Basics
- AdWords Targeting And Placement
- AdWords Bidding And Budgeting
- AdWords Tools Opportunities
- Optimizing Performance
- Ads Type
- Bidding Strategies
- Search & Display Network
- Shopping & Video Ads
- Tracking Script
- Remarketing
- Performance Monitoring & Reporting

10 Webmaster Tools

- Add & Verify Site to GSC
- Add & Verify Site to BWT
- Setting Geo-target location
- Search queries analysis
- Filtering search queries
- External Links report
- Crawls stats and Errors
- Sitemaps
- Robots.txt and Links Removal
- HTML Suggestion

12 Social Media Marketing (SMM)

- Facebook Optimization
- Fan Page Vs Profile Vs Group
- Creating Facebook Page For Business
- Increasing Fans And Doing Marketing
- Facebook Analytics
- Facebook Advertising And Its Types In Detail
- Creating Advertising Campaigns,
- Payment Modes
- Introduction To Twitter
- Creating Strong Profiles On Twitter
- Followers, Retweet, Clicks,
- Conversions, Hashtags
- LinkedIn Optimization
- Individual Profile Vs. Company Profile
- Branding On LinkedIn
- Marketing On LinkedIn Groups
- Tools & Techniques

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14 Projects

- Covering All The Concepts
- Project Work

15 Interview Preparation

- Resume Preparation
- Interview Question Preparation

Flexible Batch Timings

Online Training

Duration 1.5 Months	**Weekday batch** MON - THU	**Weekend Batch** SAT & SUN

Classroom Training

Duration 1.5 Months	**Weekday batch** MON - THU	**Weekend Batch** SAT & SUN

Interested?

Get a Free Demo Session

Book Now

Thank You!

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