DIGITAL
MARKETING COURSE

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www.theiotacademy.co

SUMMARY

In this digital era, businesses and individuals alike are harnessing the power of digital marketing to reach wider audiences, boost brand visibility, and drive revenue growth. This comprehensive Digital Marketing Course will equip you with the knowledge and skills needed to thrive in the ever-evolving digital landscape.
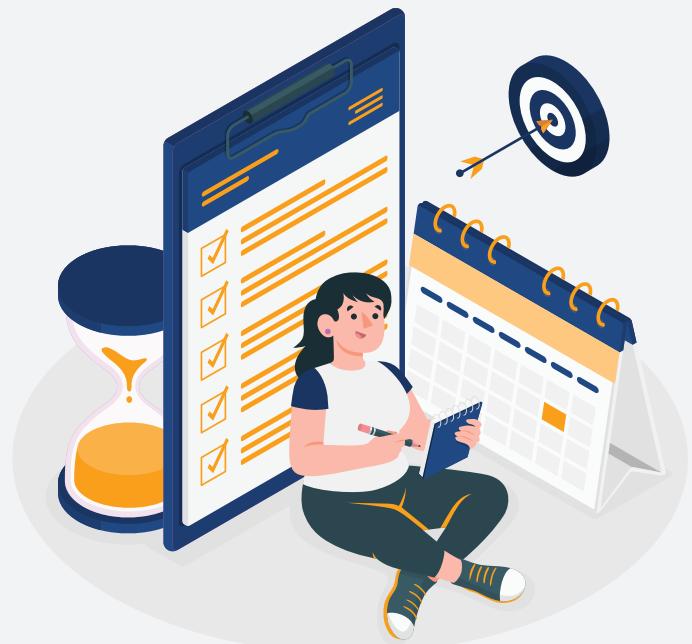
INTRODUCTION

This Digital Marketing Course by The IoT Academy is designed to give you the 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. Digital Marketing Certification by The IoT Academy is an online program developed to learn job-ready online marketing skills from industry experts.

TABLE OF **CONTENT**

ABOUT THE PROGRAM

✔ **Learn from Industry Experts**
Benefit from insights and wisdom shared by seasoned digital marketing professionals

✔ **Comprehensive Curriculum** Dive deep into the core facets of digital marketing, including SEO, PPC, Social Media, Email Marketing, Content Marketing, and more

✔ **Hands-on Practical Experience** Apply your knowledge to real-world projects and campaigns to build practical skills.

✔ **Certification** Receive a recognized certification upon course completion which is valid across the globe.

✔ **Internship** Apply the skills and knowledge you've acquired in the course to solve real challenges, working alongside seasoned professonals.

✔ **Placement Assistance** Our dedicated career support team will assist you in finding exciting job placements upon course completion.

OUR MISSION

To provide a comprehensive and hands-on digital marketing education that equips our students with the skills, confidence, and expertise needed to excel in the digital andscape. Our mission is like our roadmap. It guides us in achieving our vision. We're on a mission to provide you with a comprehensive digital marketing education that's fun, practical, and effective. We want you to gain the confidence to excel in the digital world. Whether it's through our courses, mentorship, or hands-on experience, we're here to support you on your journey to digital success. Your success is our mission!

OUR VISION

To empower individuals and businesses with the knowledge and strategies required to thrive in the dynamic world of digital marketing. Imagine a future where everyone, from small business owners to creative individuals, can confidently navigate the digital world. Our vision is to make this happen. We want to empower you with the skills and knowledge needed to succeed in the ever-changing digital landscape. In other words, we're here to help you become a digital superstar!

WHY DO YOU NEED A
DIGITAL MARKETING COURSE?

In an era where consumers spend significant time online, businesses must adapt to stay competitive. Digital marketing offers precise targeting, measurable results, and cost-effective strategies to engage and convert your audience

For Students

- In-demand job skills
- Versatile career options
- Entrepreneurial opportunities
- Freelance income potential

For Entrepreneurs

- Cost-effective advertising
- Precise audience targeting
- Real-time performance tracking
- Expands global reach

For Working Professionals

- Career growth opportunities
- Skill enhancement and relevance
- Conversion rate optimization
- Generate leads using inbound marketing

3 MONTHS DIGITAL MARKETING TRAINING PROGRAM

Module 1: Introduction to Digital Marketing

- Understanding Digital Marketing
- Importance and Scope
- Trends and Future

Module 2: Website Basics

- Introduction to Website Development
- Website Creation Platforms
- Basic Design Principles

Module 3: Search Engine Optimization (SEO)

- SEO Fundamentals
- Keyword Research
- On-Page and Off-Page SEO

Module 4: Pay-Per-Click (PPC) Advertising

- Introduction to Paid Advertising
- Google Ads Basics
- Creating PPC Campaigns

Module 5: Social Media Marketing

- Social Media Platforms
- Content Creation for Social Media
- Social Media Advertising Basics

Module 6: Email Marketing

- Basics of Email Marketing
- Building Email Lists
- Creating and Sending Email Campaigns

Module 7: Content Marketing and Analytics

- Content Marketing Basics
- Measuring Performance with Analytics Course Wrap-up and Q&A

Module 8: Introduction to E-commerce

- Product Listings and Descriptions
- E-commerce Website Optimization
- Digital Marketing Strategies for E-commerce

7 MONTHS DIGITAL MARKETING PROFESSIONAL TRAINING PROGRAM (4 MONTH COURSE + 3 MONTH INTERNSHIP)

Module 1: Introduction to Digital Marketing

- Understanding Digital Marketing Concepts
- Importance of Digital Marketing in Today's World
- Digital Marketing Trends and Evolution
- Setting Clear Goals and Objectives

Module 2: Website Design and Development

- Basics of Website Creation & E-Commerce
- User Experience (UX) and User Interface (UI) Design
- Website Structure and Navigation
- Mobile Optimization and Responsiveness

Module 3: Search Engine Optimization (SEO)

- Fundamentals of SEO
- Keyword Research and Analysis
- On-Page and Off-Page Optimization
- SEO Tools and Analytics
- Technical SEO

Module 4: Pay-Per-Click (PPC) Advertising

- Understanding Paid Advertising
- Google Ads and Bing Ads
- Keyword Bidding and Ad Campaign Creation
- Budgeting and Ad Performance Analysis

Module 5: Social Media Marketing

- Leveraging Social Media Platforms
- Creating Engaging Content
- Building and Managing Social Media Communities
- Social Media Advertising Strategies

Module 6: Email Marketing

- Email Marketing Fundamentals
- Building and Segmenting Email Lists
- Creating Effective Email Campaigns
- Email Marketing Analytics

Module 7: Content Marketing

- Content Strategy and Planning
- Content Creation and Distribution
- Blogging and Content Calendar Management
- Measuring Content ROI

Module 8: Analytics and Data Insights

- Introduction to Analytics Tools
- Data Interpretation and Reporting
- Tracking User Behavior
- Conversion Rate Optimization (CRO)

Module 9: Foundational Understanding of E-commerce

- Introduction to E-commerce (B2B, B2C, C2C)
- Product Listings and Descriptions
- E-commerce Website Optimization
- Digital Marketing Strategies for E-commerce
- Analytics and Performance Tracking

Module 10: Advanced Digital Marketing Practice

- Advanced SEO Techniques
- Social Media Advertising Optimization
- Advanced Email Marketing Tactics
- E-commerce Marketing Strategies

Module 11:   Affiliate Marketing and Monetization

- Affiliate Marketing Concepts
- Affiliate Program Setup and Management
- Earning through Affiliate Marketing
- Monetizing Websites and Blogs
- Online Reputation Management (ORM)

Module 12:   Mobile Marketing and Promotion

- Mobile Marketing Trends
- Mobile-Optimized Content
- Local SEO for Mobile
- Lead Generation

Module 13: Digital Marketing Strategy and Planning

- Creating a Comprehensive Digital Marketing Strategy
- Budget Allocation and Planning
- Website Audit Report
- Preparing for Industry Certifications

INTERNSHIP PHASE (3 MONTHS)

During the internship phase, students will apply their knowledge in real-world projects. They will work on various aspects of digital marketing under the guidance of experienced mentors. This phase aims to provide practical experience and reinforce classroom learning. You will get a 3 months internship certificate after completion of this module.

Google Analytics

ChatGPT

ahrefs

Google Ads
KEYWORD PLANNER

Google Search Console

Gemini

Canva

mailchimp

Google Tag Manager

Buffer

MOZ

Certification ID: xxxxxx

The IoT Academy

CERTIFICATE

OF COMPLETION

This Is To Certify That

Mr./Ms. Name Surname

Is Given The Certificate Of Achievement For Completing The

Digital Marketing Certification

This Certificate Of Completion Is Being Given In Appreciation Of His/Her Commitment And Efforts And Accumulation Of Knowledge & Skills Which Enabled The Course To Be Completed. We Wish Him/Her Success Throughout His/Her Career.

xxxx 2023 - xxxx 2023

Date

Certification ID: xxxxxx

The IoT Academy

CERTIFICATE OF INTERNSHIP

This Is To Certify That

Your Name

has successfully completed 3 months regular training & internship in

Digital Marketing

From --/--/---- to --/--/----

His/Her dedication and enthusiasm were evident in the quality of his work, making him a valuable asset to the team.

Kaushlendra Singh Sisodia
Chief Mentor, The IoT Academy
Director, Uniconverge Technologies

Why Choose Our Digital Marketing Course?

Our digital marketing program allows you to kickstart your career in digital marketing, ensuring that you are not only well-equipped with knowledge but also have hands-on experience to excel in the competitive job market.

- Gain in-demand skills that open doors to exciting career opportunities.
- Elevate your business's online presence and profitability.
- Secure internship placements with leading companies.
- Stay at the forefront of industry trends with continuous learning.
- Network with a community of passionate digital marketers.
- Transform your digital dreams into reality.

Our digital marketing course isn't just about learning; it's about launching or advancing your career. According to recent studies, 90% of graduates land a job in digital marketing within six months of completing the course. Additionally, digital marketers with the skills we teach earn an average salary increase of 30% compared to those without formal training.

91%
Job Placement Rate

40%
Average Salary Increase

10,000+ Digital Marketing Jobs Projected by 2025

EDUCATION PARTNERS

E&ICT Academy IIT Roorkee	E&ICT Academy IIT Kanpur	IIT Jodhpur	E&ICT Academy IIT Guwahati
E&ICT Academy NIT Patna	RFRF Foundation	ASTU Guwahati	IIT Bhilai
Himachal Pradesh University	ABESEC College		
MSIT College	IPEC College		

CORPORATE PARTNERS

HSBC	KPMG		
IBM	wipro		
MOODY'S ANALYTICS	accenture	genpact	ORACLE
kotak Kotak Mahindra Bank	Honeywell	firstsource	HDFC BANK We understand your world
ICICI Bank	WNS	Infosys	Deloitte.
BOSCH	EY Building a better working world	IKEA	Mu Sigma DO THE MATH
tcs	PHYTEC	ERICSSON	SONY
Tetra Pak®	SUCCESSIVE DIGITAL	octasic	uct

TESTIMONIALS

Priyanka Yadav
4 review

★★★★★ 11 months ago

The IoT Academy is a fantastic resource for education. They support pupil's learning and development I appreciate to the iot academy for the excellent course they provided.

👍 Like

sana tasneem
2 reviews

★★★★★ a year ago

Iot Academy provided a wonderful learning platform and experience for the students, teached by an amazing faculty. Every topic was covered thoroughly and made easy for students to understand.

👍 1

Shriyansh Tiwari
1 review 📍IN

★★★★★

Thank you :The IoT Academy" for Guiding...   Aug 30, 2023

Thank you "The IoT Academy" for guiding me towards the ideal career path!My accreditation in digital marketing at The IoT Academy just ended. My outstanding advice and useful insights into actual tasks came from the competent professors throughout the course. I strongly suggest this institute for digital marketing.

Date of experience: August 11, 2023

Gunjan Thungwal
1 review 📍IN

★★★★★

Excellent guidance and practical knowledge   Aug 22, 2023

I've just wrapped up my digital marketing certification at The IoT Academy. Throughout the course, the knowledgeable instructors gave me excellent guidance and practical insights into real projects. Highly recommending this institute for digital marketing.

Date of experience: June 12, 2023

Harshita Mahanta
2 reviews

★★★★★ 3 years ago

The training was really awesome, it helped me to gain new knowledge not only about IoT but also about the importance of programming. The experts, guides, mentors all were very supportive and provided much valuable advices. The contents that were provided included all the necessary things and really helped me to learn something new.

👍 1

Goldie Behl
1 reviews

★★★★★ 2 years ago

I had a great time doing this course and everyone involved in The IoT Academy has made it a great experience. I have been recommending you to everyone I know. Thank you for all the assistance and feedback, it has been delightful and very gratifying. Special mention - Jitesh Kumar for his great assistance throughout the course

👍 1

Ankit Roy
2 review 📍IN

★★★★★

Best Digital Marketing Institute in Noida/NCR   Aug 21, 2023

I recently completed my digital marketing certification from The IoT Academy. The experienced faculty guided me very well throughout the course and provided hands- on insights into live projects. They even offer personalized websites for students. I really recommend this institute as an excellent choice for anyone looking to learn digital marketing. Special thanks to Himanshu Sir.

Date of experience: January 20, 2023

Himanshu Verma
1 review 📍IN

★★★★★

Best Digital Marketing Course   Apr 22, 2024

I recently completed the Digital Marketing course at The IoT Academy, and it exceeded my expectations. The curriculum was comprehensive, and the instructors were knowledgeable and supportive. The practical insights and hands-on projects really enhanced my learning experience. Highly recommend this course to anyone looking to build a strong foundation in digital marketing!!!

Date of experience: March 15, 2024

Ankit Kumar
3 reviews

★★★★★ 10 months ago

A wonderful learning experience with the Iot academy, everything is good from curriculum to trainers so supportive 👍👍

👍 Like

Ansh Dodiya
10 reviews

★★★★★ a year ago

Brilliant courses and great friendly experience around The IoT Academy. 10/10 would recommend to anyone trying to upskill themselves

👍 Like

Google	facebook	★ Trustpilot	Justdial
★★★★⯨	★★★★⯨	★★★★⯨	★★★★⯨

Thank You :)

The IoT Academy is the hub for certification across diverse education programs

YOU DREAM IT
and We Make It Happen...

The IoT Academy
Connecting The Unconnected

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