



SDC Networks
Reinventing your future

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Advanced Diploma in **Digital Marketing**

THE COMPANY

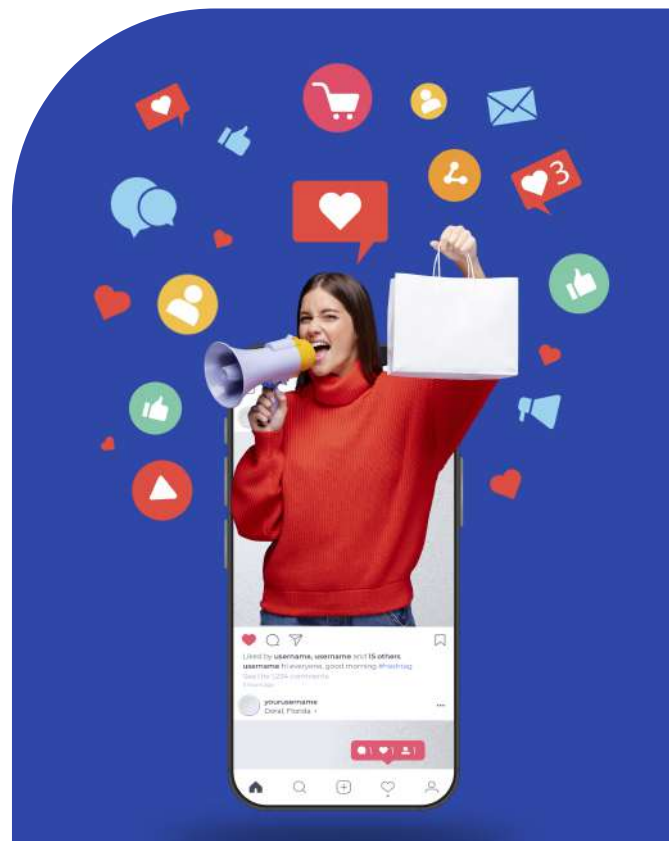
SDC Network, with 19 years of expertise, is dedicated to advancing IT careers. We offer comprehensive training in networking, cyber security, digital marketing, Flutter, and Python. Our courses are designed to equip you with the practical skills and knowledge required for today's tech industry. Whether you're starting a new career or aiming to enhance your skills, SDC Network provides the tools and support to help you succeed in the IT field.

DIGITAL MARKETING EXPERT PROGRAM OVERVIEW

The program starts with an introduction to digital marketing and covers using social media platforms like Facebook, Instagram, Twitter, and LinkedIn. You'll learn to create effective email campaigns, manage customer relationships with CRM tools, and optimize search engine rankings through SEO. The course also includes performance marketing to drive results and maximize ROI, along with marketing automation to streamline tasks. Advanced AI tools are used throughout to keep you updated with industry trends.

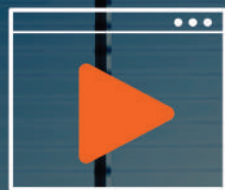
COURSE CURRICULUM

- ☐ Introduction to Digital Marketing
- ☐ Digital Marketing Vs Traditional Marketing
- ☐ Inbound Marketing
- ☐ Social Media Optimization & Marketing
- ☐ Linkedin Marketing
- ☐ Facebook , insta Marketing
- ☐ Meta Ads Manager
- ☐ Content Marketing
- ☐ Website Introduction
- ☐ Web design & development (wordpress)
- ☐ Design fundamental (Canva)
- ☐ Blog writing And Publishing
- ☐ Keyword Strategy and Competitor Analysis
- ☐ Search Engine Optimization (seo)
- ☐ Seo Reporting And Auditing
- ☐ Performance Marketing
- ☐ Google Analytics 4
- ☐ Google Tag Manager (GTM)
- ☐ Google My business(GMB)
- ☐ Google Ads
- ☐ Youtube Marketing
- ☐ Affiliate marketing
- ☐ Email Marketing
- ☐ Marketing Automation
- ☐ AI Marketing

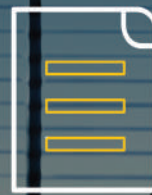


CAREER OPPORTUNITIES

- Digital Marketing Executive
- Content Strategist (CS)
- Pay-Per-Click (PPC) Specialist/Manager
- Search Engine Optimizer (SEO)/ Search Engine Marketing (SEM) Specialist
- Email Marketing Specialist (EMS)
- Social Media Expert (SME)
- Content Writer
- Copywriter
- Ecommerce manager or Executive



—• Video Viral



—• Blog



—• E-mail



—• SEO

DIGITAL MARKETING

TOOLS

 **SEMRUSH**

 **LinkedIn**

 **HubSpot**

 **Google**

 PageSpeed Insights

 **grammarly**

 **mailchimp**

 **Google**
Keyword Planner

 **facebook** Ads

 **Google** Trends

 **facebook**
INSIGHTS

 **Google** Ads

 **ahrefs**

 **Google**
Analytics 4

 **Canva**

 **Google** Ad Manager

 **Pabbly**

 **Zoho** SalesIQ

 **yoast**

 **WORDPRESS**

 **MOZ**

 **RankMath**

 **Ubersuggest**

 **Google**
Tag Manager

 **Google**
Search Console

CERTIFICATIONS

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 **Google**

 **HubSpot**

 **SEMRUSH**

 **LinkedIn**