Radiant IT Services Pvt. Ltd - **The Pioneers of Digital Universe , bring you a fantastic opportunity of Excelling in the IT world and Shaping up your career with accurate technical knowledge , guidance and Industrial Grooming.**

We Radiants strive to serve the industry with Tech Excelled, Disciplined and Superior Professionals and Products.

What Industry Needs ?

- Employee With Core Technical Knowledge
- Project Ready, Hands on Worker
- Skilled, Experienced, Trustful
- Futuristic , Participant , Energy Booster
- Team Worker, Excellent Communicator

Why Radiant's Industrial Training Program ?

- 100% Placement Assurance
- Special Job Placement and Coordination Team
- Placement in MNC or MLC, Attractive Package Guarantee
- Easy Fees Payment options.
- Live On Project Training & Placement calls
- Mock Industrial Interviews.
- Industrial Grooming, Business Soft skills.
- Professional Digital Profile.

Our Training Specifications :

- 1 Course Various Opportunities
- Candidate driven Training Methodology
- Job Driven Syllabus and Training
- Training & Grooming by Experienced IT Professionals
- One on One Problem solving & Mentorship.
- Regular Assignments and Mock Preparations.
- Real Time Project Training.
- Placement guidance by experienced mentors and trainers.

Digital Marketing Industrial Training Course :

Course Overview :

➢ What is Digital Marketing ?

Digital Marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.

Digital marketing is the marketing of goods and services via digital technologies. The Internet, for example, is a type of digital technology. However, it is not the only one. Digital marketing also includes marketing services and products using display advertising, mobile phones, and other digital media.

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Using search engine proven keyword clusters just by looking at existing pages that are ranking in Google, you can basically reverse engineer what Google is expecting your content to have in respect of keyword phrases. This has now become one of the most vital aspects of combining SEO and Content Marketing for a successful campaign.

Course Syllabus :

SEO	SMO	SEM	WEB ANALYTICS
✔ Keyword	✔ What is Social	✔ Adwords	✔ What is Web
Research	Media	Certification	Analytics
✔ How Google		✔ How to create	✔ Web Analytics
Works	Marketing		
✔ Search Engine	✔ Overview	✔ PPC Campaign	Jargons
Factors		Implementing	✔ Web Analytics
✔ On-page	Facebook, Twitter &	your PPC Budget	Implementation &
		✔ Managing,	
Optimization	Linkedin		Configuration
✔ Off-page	✔ Increasing	Measuring &	✔ Measuring
		Optimizing	
Optimization	Traffic Using	campaign	Website Traffic
✔ Meta Tags,	✔	✔	✔ Goal & Event
Images, Content			Tracking
✔ Link Building			✔

Course Fees	Course Duration
Rs. 25,000/-	8 weeks

Radiant's Key Highlights :

- Proud partners with Industry Giants.
- 100+ Trustworthy hiring partners.
- Shaping careers of industry freshers.
- Always up with economical solutions for partners.
- Trustful name in the digital universe.
- One of the Fastest growing IT Services Companies in India.

Associated Companies/Partners :

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