



Transforming Aspirations into Achievement

DIGITAL MARKETING

Master Digital Marketing with Expert Guidance!

SELF-PACED | MENTOR LED | PROFESSIONAL





A Brief Story About The Company



ABOUT US

Our team is dedicated to empowering students with the skills needed to thrive in today's ever-evolving job market. We believe that staying ahead requires continuous skill development to meet industry demands.

At innoKNOWVEX, we bridge the gap between current capabilities and the expertise sought by leading organizations. Our platform offers industry-specific training in a professional setting, equipping students with the knowledge and practical skills essential for securing employment in their chosen fields.



About the Program

InnoKnowvex Edu Tech's 3-month program includes two months of industrial training with web development experts through live sessions & recorded materials.

The final month involves an individual project and a major project with affiliated companies, offering industry exposure and MNC work experience. This program prepares interns for successful careers in the field.

Modes of Training

★ SELF PACED

- Recorded Sessions with doubt-clearing opportunities
- Lifetime access to study material
- Training Certification+Internship Opportunity

★ MENTOR LED

- Live interactive sessions with doubt clearing
- Lifetime access to recordings
- Training Certification+Internship Opportunity

★ PROFESSIONAL

- Live interactive sessions with doubt clearing
- Lifetime access to recordings
- Training Certification+Internship Opportunity+placement assistance



FIRST TWO MONTHS

- Comprehensive industrial training from experts
- Live interactive sessions
- Lifetime access to session recordings
- Hands-on practice
- Mini-projects and exercises
- Real time engagement
- Immediate feedback
- Supportive learning environment
- Mentorship and peer collaboration
- Solid foundation
- Real-world projects in the internship phase

THIRD MONTH

Two key projects:-

1. Minor project focused on implementing and evaluating their skills independently.
2. Major collaborative project, providing industry exposure and experience in a multinational corporation environment.

***Interns work on real-world challenges under the guidance of experienced professionals, gaining valuable insights into industry practices while refining their technical skills. This hands-on experience prepares them for successful careers, giving them a competitive edge in the job market.**



Explore the **CAREER PATHS**

Digital
Marketing
Manager

SEO
Specialist

Content
Marketing
Specialist

Email
Marketing
Specialist

Affiliate
Marketing
Manager

E-commerce
Specialist

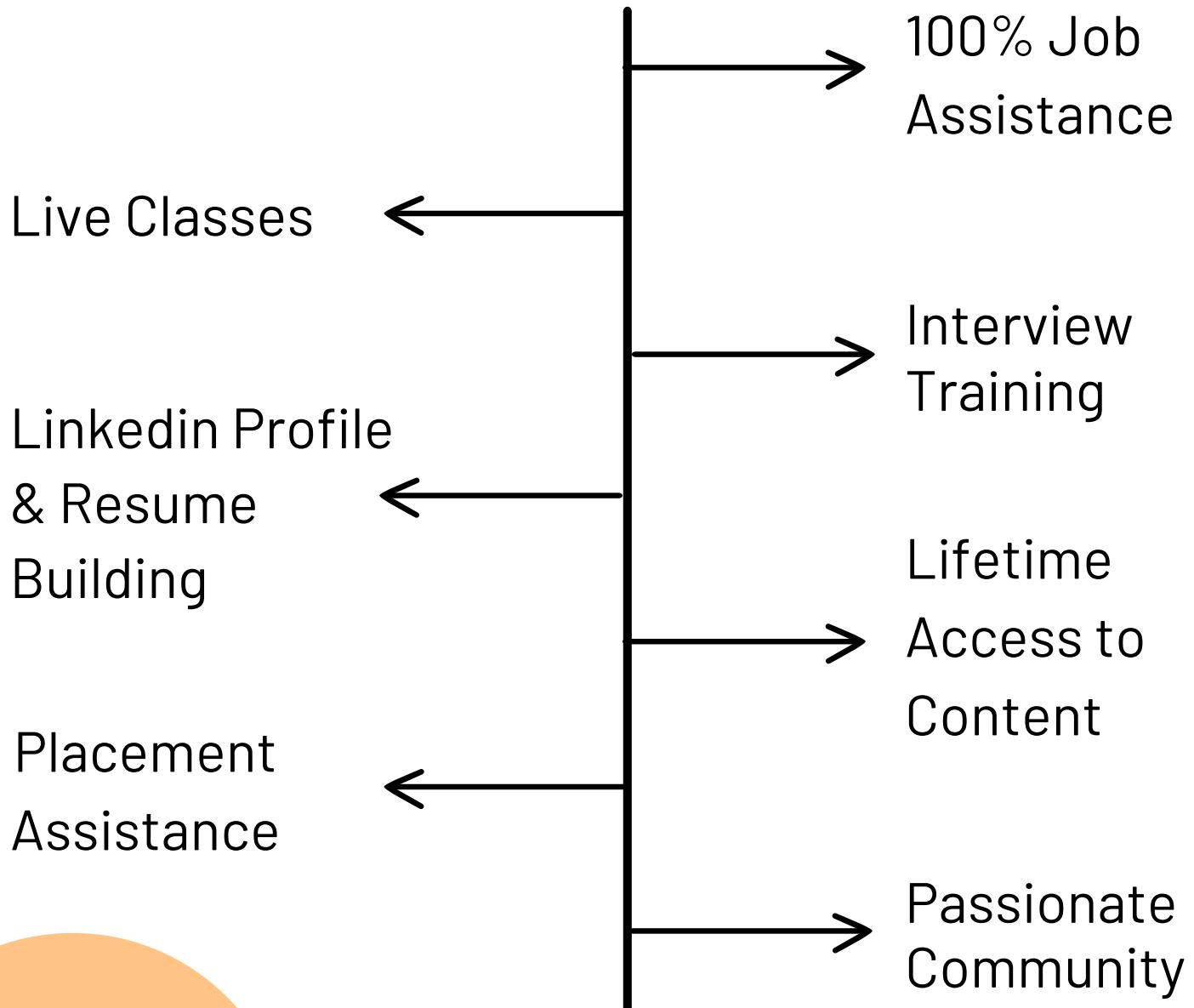
Influencer
Marketing
Manager

Social
Media
Manager

Website
Designer

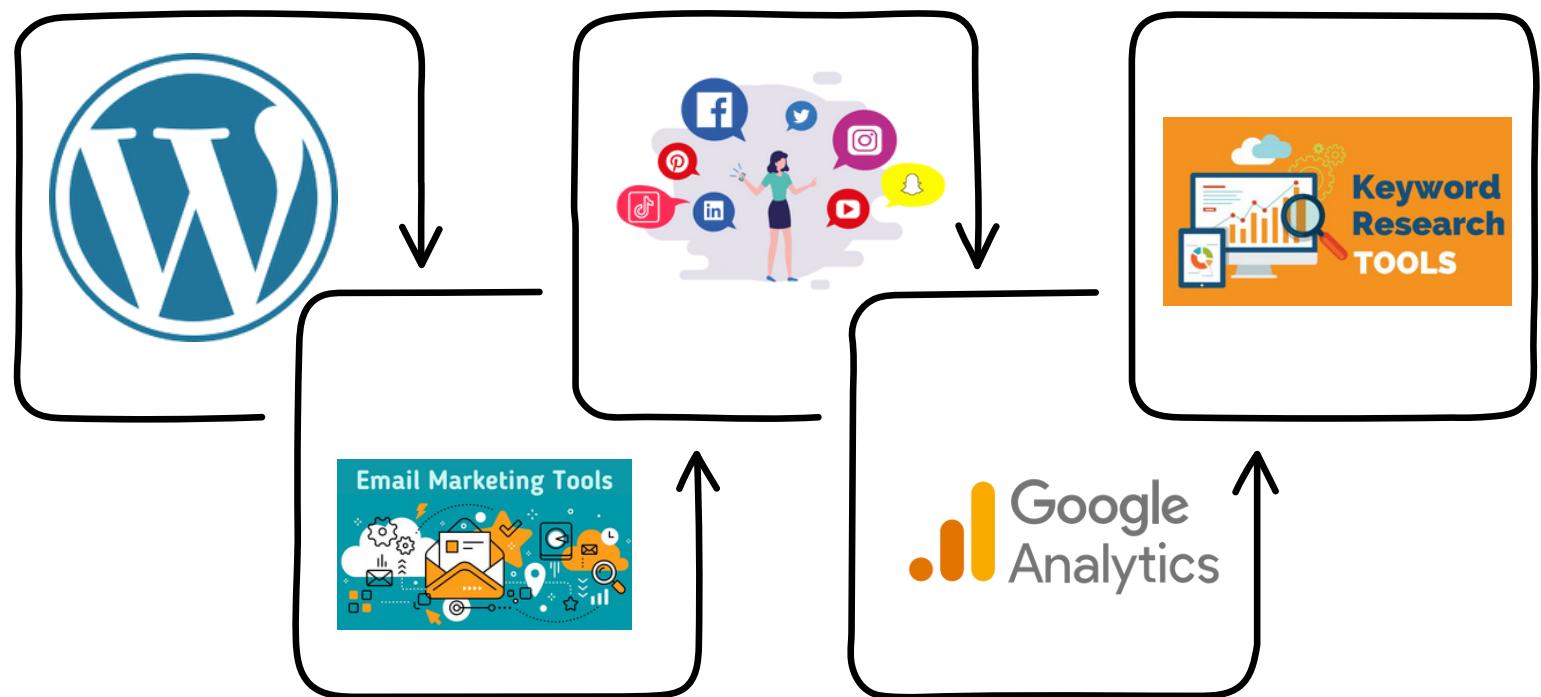


WHY US?



TOOLS

You will learn





KEY HIGHLIGHTS OF PROGRAM

Search Engine
Optimization

Content
Marketing

Social Media
Marketing

Email
Marketing

Pay-per-click

Conversion Rate
Optimization

Affiliate & Influencer
Marketing

Trends &
Innovation

Analytics & Data
Measurement

Mobile
Marketing

AI Tools

Legal & Ethical
Considerations

Course Curriculum



Week 1- Introduction

01

- About and Importance of Digital Marketing**
- Difference between traditional and digital marketing**
- About the recent trends and current scenario of the industry**
- What is a domain and types of domains**
- Historical importance of domains and existing domain**
- Name usage scenario**
- What is hosting space and types of hosting spaces**
- Understanding the functionality of wordpress**



Week 2- Website Creation

02

- How to develop a website**
- How to incorporate different design elements into your website**
- How to add content**
- Install and activate plugins**
- The functionality of different plugins**





Week 3 - Keyword Research and Implementation

03

- What is keyword research?**
- Guidelines of parameter selection of keyword research**
- Tools used for keyword research**
- Introduction, Importance and Types to keywords**
- Understanding the terms keyword density, proximity and stuffing**
- Best practices to shortlist keywords based on business objective**
- Tools for keyword research**



Week 4 - Search Engine Optimisation (SEO)

04

- What is a search engine? How it works? SERP exploration**
- Algorithms for search engine introduction to basic ranking factors**
- On Page SEO Basic html tags, hierarchy of header tags, optimizing header tags, anchor text optimization**
- TensorFlow**
- Alt tag optimization**
- What is site map? Types of site maps, XML sitemap, HTML sitemap, Generating sitemap**
- About and Importance of google search console**
- Analyzing the website data**



★ RESUME BUILDING WORKSHOP



Week 5 - Off Page SEO and Local SEO

05

- What is link building?**
- Why is link building important? Types of link building**
- Analyzing a competitor in digital marketing by extracting the competitor backlinks**
- What is local SEO and importance of local SEO**
- Listing the business on search engines and creation of business listing on google**



Week 6- Search Engine Marketing

06

- Types of google ads use cases of each type**
- Throughly about Google Ads**
- Campaign setup basics location targeting**
- Ad groups and its importance in a campaign extensions**
- Match types bidding strategies**
- Analysing search terms, preview & diagnosis negative**
- Keywords demographics adjustment extensions**
- Adjusting locations**
- Location targeting budget setup, bidding for display campaigns**
- Audience targeting**
- Conversion tracking code setup audience creation**
- Remarketing list setup custom URL parameters**
- Policy manager & Billing settings**





Week 7 - Social Media Marketing : Facebook

07

- Deep Learning of Facebook**
- Various marketing goals for the successful business targeting the specific audience on the facebook platform**
- About Facebook Campaigns**



Week 8 - Social Media Marketing : LinkedIn

08

- Why linkedin is important for marketing? Various account levels in linkedin**
- Profile setup and creating a business page on linkedin**
- Optimisation of linkedin page and linkedin page insights**
- Marketing ways on the linkedin platform setting up a linkedin campaign**
- Policies of linkedin to start marketing**
- About LinkedIn Campaigns**



★ SOFT SKILL DEVELOPMENT WORKSHOP



Week 9 - Social Media Marketing : Youtube

09

- About Youtube**
- Various tools for extracting the video tags of competitors videos**
- About Youtube Marketing**
- Tracking the performance of your youtube channel**
- Understanding the sources for the videos to target your audience**
- Can we earn money using youtube? Monetization**
- How to earn money from Youtube Monetization?**
- Creation of adsense account**
- Linking the youtube channel with adsense account**



★ HOW TO CRACK TECH INTERVIEWS



Week 10 - Web Analytics & Google Analytics

10

- Concepts of bounce rate, page view, session time**
- OpenCV Basics**
- How to optimally use google analytics**
- Behaviour, and acquisition reports**





Week 11 - Email Marketing

11

- Importance of email marketing organizing mailing list**
- How to avoid spam & being blacklisted A/B testing automation of emails & types of email campaigns**
- How to engage new users email marketing tools & metrics**



Week 12 - Affiliate Marketing

12

- What is affiliate marketing? How affiliate marketing tracking works**
- How to find affiliate marketing services/products to promote**
- What are affiliate networks affiliate marketing tools & plugins**
- Affiliate marketing bidding strategies affiliate marketing tips to increase earnings**





CERTIFICATIONS





Pricing

PLAN

Self Paced>

Learn at your own pace

₹5,999

Mentor Paced>

Get real-time Assistance

₹8,999

Professional>

Get Job Ready

₹11,999



OUR COLLABORATIONS

Capgemini

IBM

wipro

accenture

meesho

SWIGGY

Razorpay

PhonePe

boAt



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