



# DIDITAL MARKETING MASTERY COURSE

- *HIRE*
- *TRAIN*
- *DEPLOY*



# WHAT IS IN IT FOR YOU?

Digital Marketing is an obvious pathway to make money online .Whether you are a student,a job aspirant,a professional,a house wife,or an ambitious dreamer,digital marketing is for you to make your dreams reality.



**Grow your  
Business  
Online**



**Sell your  
products  
online**



**Build an  
Ecommerce  
Store**



**Become a  
Freelance  
Giant**



**Students**

# WHO SHOULD TAKE THIS COURSES?



**Fresher with 0 years of experience?**

Start your career in evergrowing industry

**Working Professionals**



**Unsatisfied with Monotonous work?**

Upgrade your knowledge and growth

**Business Owners**



**Want to expand and grow your business?**

10X your ROI with digital expansion

# 01

## **HIRE**

We hire the students who are eligible for this course through a test and make sure they are interested in learning the course.

# 02

## **TRAIN**

We train them the fundamentals and industry ready skills so that they can empower themselves when they are once placed.

# 03

## **DEPLOY**

With tie-ups with the great MNC's we assure your placement on the specified fields.



# COURSE HIGHLIGHTS



## Assignments

Test yourself well versed with the quizzes and assignments at the end of each module



## 100% Placement Assistance

Ensure your Career



## 50+ Hours

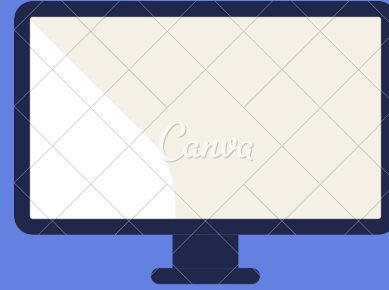
Instructor led live sessions  
+ recorded sessions



## Live Projects

Students can work on live projects and get their doubts cleared with the instructor.





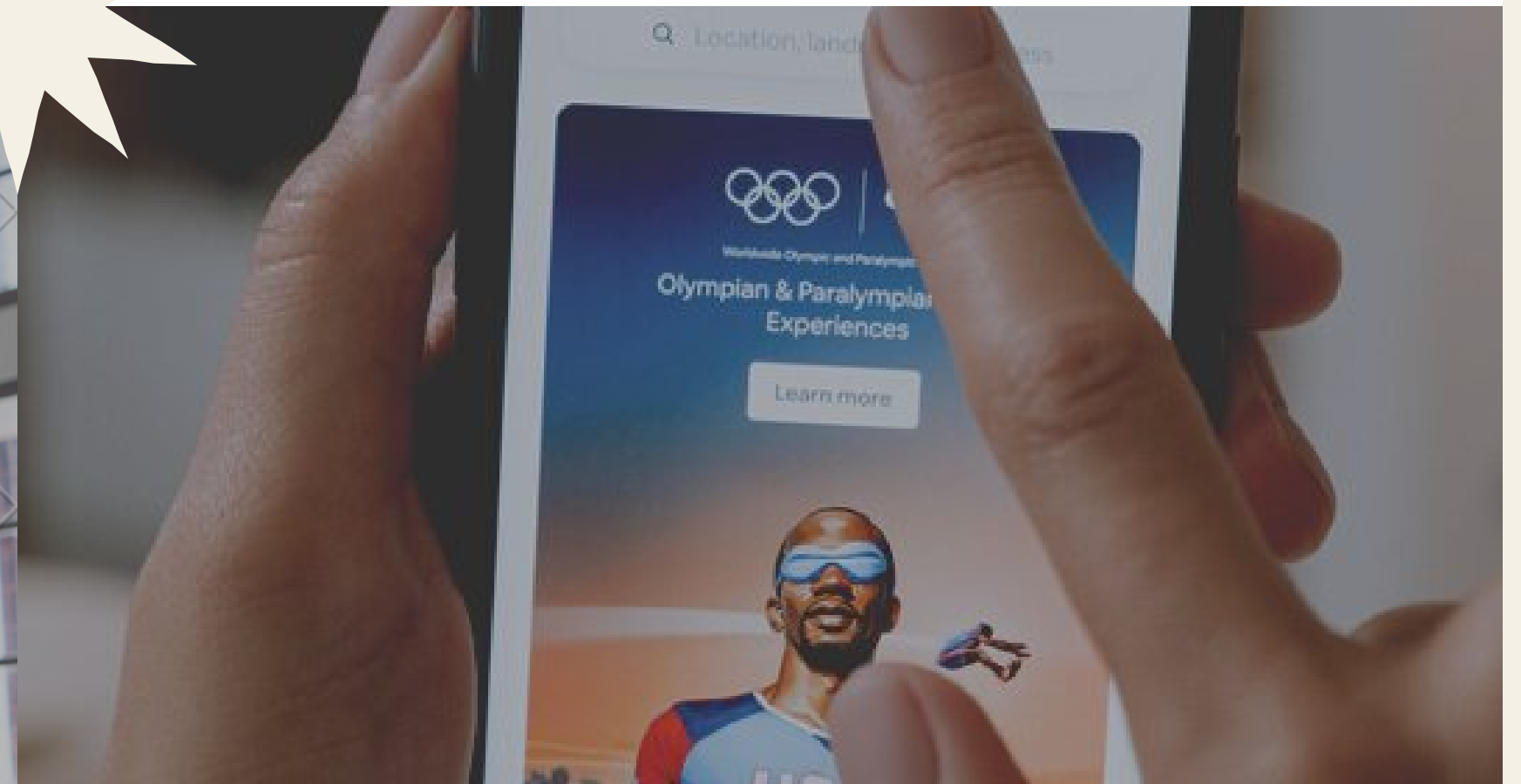
**01.SEARCH ENGINE OPTIMISATION**

**02.SEARCH ENGINE MARKETING**



**03.SOCIAL MEDIA MARKETING**

**04.EMAIL MARKETING**



# Advanced Modules

**01.WEB ANALYTICS INBOUND**

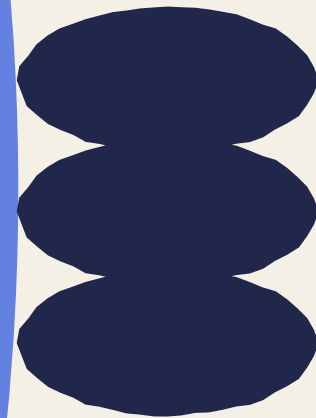
**02.MARKETING**



# MAIN MODULES

## SEARCH ENGINE OPTIMISATION

- 1 Basics of Search engines
- 2 Keyword research strategy
- 3 On page SEO
- 4 Content writing/creation basics
- 5 Off page SEO - Link building tactics
- 6 Website Audit and Optimisation
- 7 Voice search basics and optimisation
- 8 Content Promotion Strategies

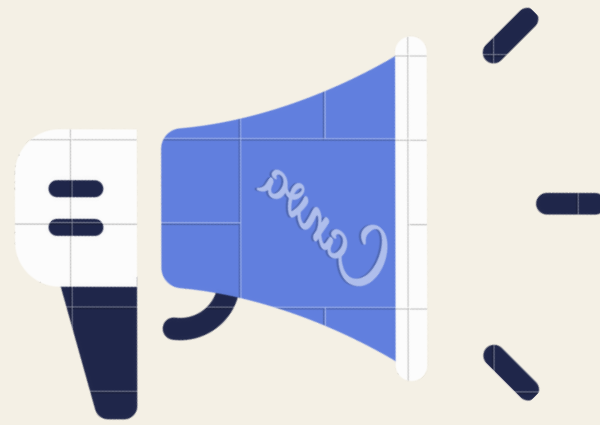


## SEARCH ENGINE MARKETING

- 1 Understanding the Business structure and creating customer journey
- 2 Google Ads Fundamentals and Keyword planning
- 3 Remarketing and Dynamic targeting (ADs)
- 4 Shopping Ads and Smart display campaigns
- 5 Youtube Advertising



# SOCIAL MEDIA MARKETING



**1 Facebook Marketing**  
**2 Instagram Marketing**  
**3 Twitter Marketing**

**4 LinkedIn Marketing**  
**5 Pinterest Marketing**

**6 Training on Automation tools**



# EMAIL MARKETING

- 1 Basics of Email Marketing
- 2 Email Content Writing
- 3 Learn to increase leads through emails
- 4 Email Campaign knowledge for B2B and B2C
- 5 Email Automation and Introduction to CRM

## ADVANCED MODULES

### WEB ANALYTICS

- 1 Understanding of Google Analytics
- 2 Conversion tracking setup with Tag manager and analytics
- 3 Creating Industry Standard reports

### INBOUND MARKETING

- 1 Implementation of Funnel marketing for businesses
- 2 Creating strategy for attracting the target audience
- 3 Learn automation tools.

**INTERESTED?**  
**JOIN NOW**



## ***INSTRUCTOR LED LIVE CLASSES***

**DURATION**

**2 Months**

**EVERDAY BATCHES**

**1 hour live class**

**SESSION TIMINGS**

**From Sep 20  
10AM TO 11AM**

**COURSE FEE ₹ 499**



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