



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

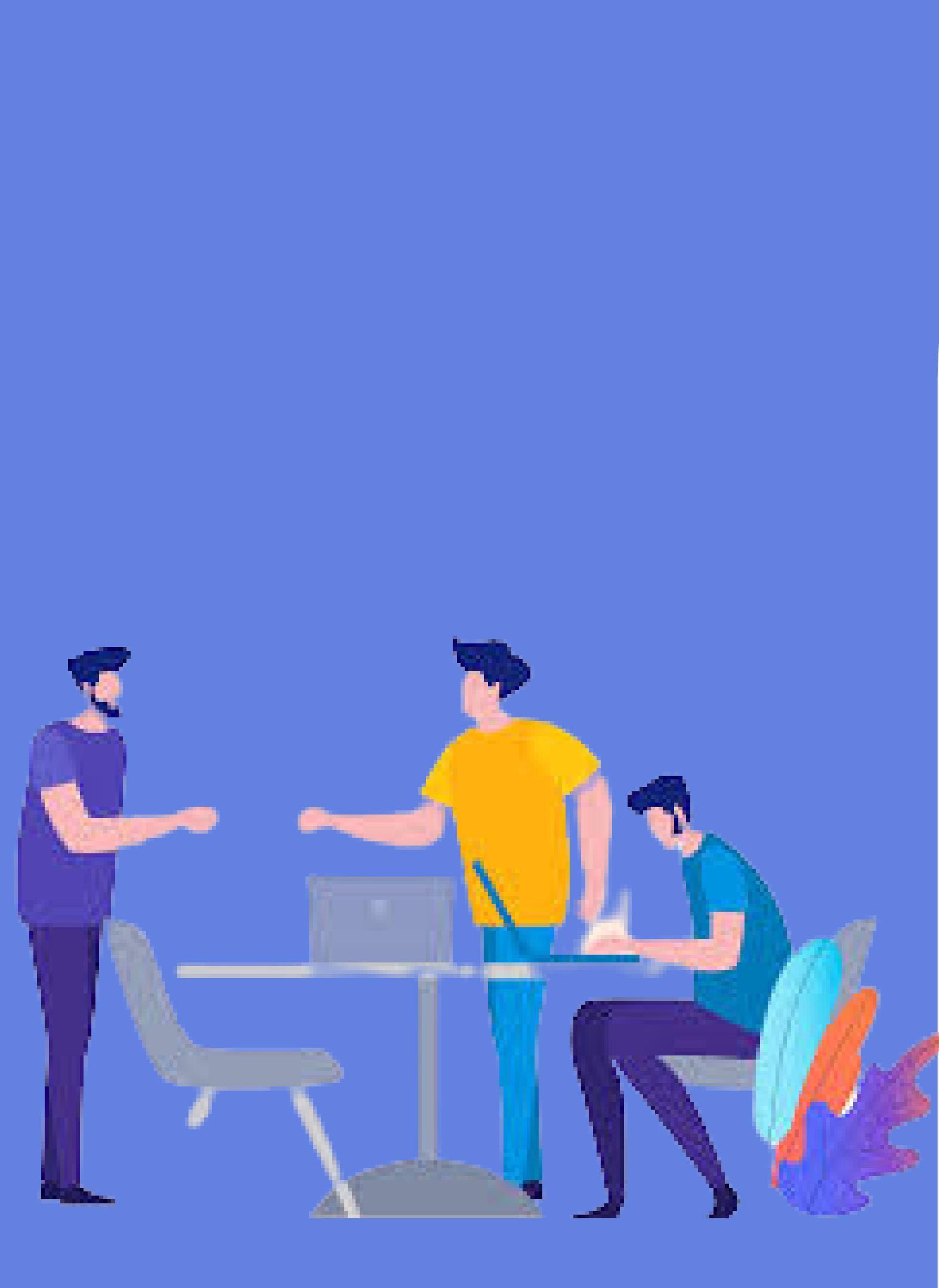


Unsatisfied with Monotonous work?
Upgrade your knowledge and growth

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



50+ Hours

**Instructor led live sessions
+ recorded sessions**



100% Placement Assistance

Ensure your Career



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**

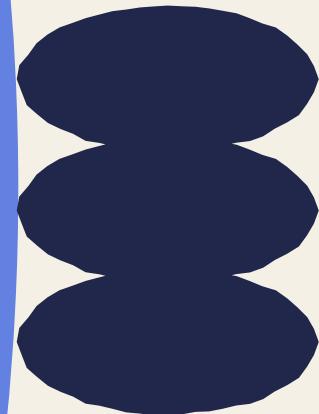


MAIN MODULES

SEARCH ENGINE OPTIMISATION

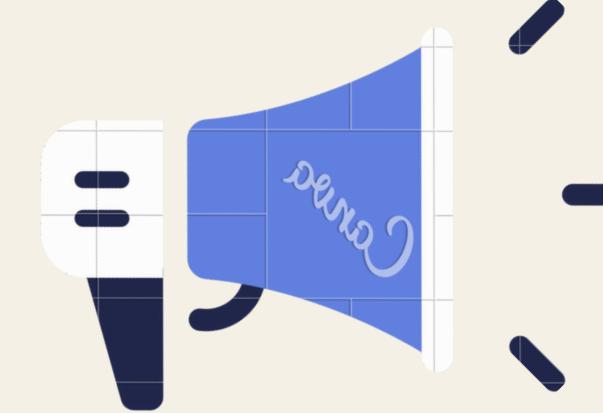
- 1 Basics of Search engines
- 2 Keyword research strategy
- 3 On page SEO
- 4 Content writing/creation basics
- 5 Off page SEO - Link building tactics
- 6 Website Audit and Optimisation
- 7 Voice search basics and optimisation
- 8 Content Promotion Strategies

SEARCH ENGINE MARKETING

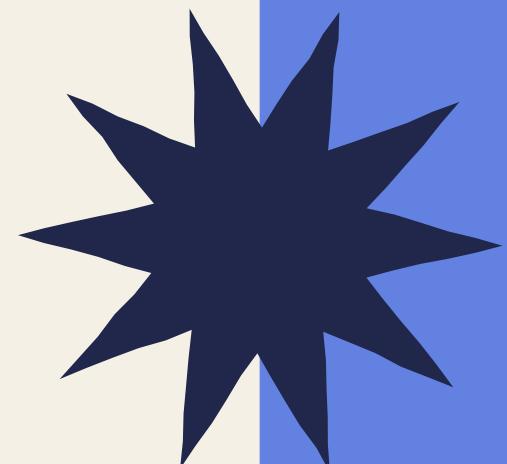


- 1 Understanding the Business structure and creating customer journey
- 2 Google Ads Fundamentals and Keyword planning
- 3 Remarketing and Dynamic targeting (ADs)
- 4 Shopping Ads and Smart display campaigns
- 5 Youtube Advertising

SOCIAL MEDIA MARKETING



- 1 Facebook Marketing
- 2 Instagram Marketing
- 3 Twitter Marketing
- 4 Linkedin Marketing
- 5 Pinterest Marketing
- 6 Training on Automation tools



ADVANCED MODULES

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

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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