

Advance Diploma in Digital Marketing

Eligibility – Any Graduate / Diploma

Duration – 120 Hrs with Live Project and Hands on Training.

Why Adv Diploma in Digital Marketing Program with Systems Domain -

* 100% Guaranteed Placement Support for Job Seekers, Freshers & Working Professionals
* Real Time Training with 2 Live Projects to Practice & Get Hands-on Exposure.
* Learn from Highly Experienced Trainer
* Google Adwords Certifications, Analytics, Facebook and Digital Marketing Certification
* Resume & Interviews Preparation Support with 3 Assured Interview for every candidate.
* Digital Marketing Course is for: Freshers, Employees & Business Owners

IMP Points for Freshers -

There’s 150,000 digital jobs predicted by 2020

Best Salaries Packages in the Industry for Digital Marketing Professionals

3 Assured Interviews for every candidate.

Program Contents –

Introduction to Digital Marketing

* What is Marketing?
* What is Digital Marketing?
* Why organizations do digital marketing?
* What is the Internet and how it works?
* Diff between Digital Marketing Vs Traditional Marketing
* Digital Marketing Process
* How Does Search Engine work?

Introduction To Website Development

* Types of Websites
* Basics of HTML / CSS
* What is CMS?
* Why WordPress CMS?
* Understanding the Dashboard
* Installing and customizing themes
* Installing useful plugins for site features
* Content management in WP

Search Engine Optimization

* What is Search Engine?
* Type of Search Engines
* What is Search Engine Optimization?
* Search Engine Optimization Types
* SEO life cycle?
* Search Fundamentals
* Understanding SEM
* Keywords and Your Website
* Removing Search Engine Hurdles
* Content Optimization
* Optimization for Local Search
* Difference between Organic and Inorganic
* Keyword Research
* On-Page Optimization
* Off-Page Optimization

Social Media Marketing

* What is Social Media?
* The Business Case for Social Media
* Plotting a Social Media Marketing Strategy
* Managing Social Media
* Understanding its importance
* Helpful Tech Tools
* Using Facebook as a Marketing Tool
* Facebook Communities and Advertising on Facebook
* LinkedIn for Marketing
* Twitter for Marketing
* Social Media Marketing
* Content Marketing
* Paid Advertising

 Web Analytics

* Introduction to Web Analytics
* Web Marketing Traffic Metrics
* Referrers
* Keyword Tracking
* Conversion Goals
* Google Analytics
* URL Destination Goals
* Keyword Planner Tool

Google Adwords

* Introduction to AdWords
* Keyword Research
* Compelling Ads for Google
* Converting Searchers to Buyers
* Demystifying Quality Score
* Graphics in Ads and Optimization Techniques
* Display Network
* Advanced Display Network Techniques
* AdWords Editor
* Bid Strategies
* Organizing AdWords Accounts
* Navigating through Google AdWords
* Understanding Google AdWords Structure
* Working with Keywords
* Writing Ads in Google AdWords
* Understanding Google’s Text Ad Structure
* Reporting

Email Marketing

* How Does Email work?
* Introduction to E-mail Marketing
* Introduction to Pay-Per-Click Advertising
* Combining PPC and Search Engine
* Creating Keyword List
* Writing Ads for PPC
* Budgeting and bidding on Keywords
* Bidding Strategy
* Solution over challenges
* Types of email marketing
* Email Marketing Tools
* Designing of Email template
* Email marketing schedule
* Email marketing success tracking
* Lead Generation For Business

Introduction to Mobile Marketing

* What is mobile marketing?
* Why is mobile marketing important?
* Who uses mobile marketing?
* How has mobile marketing evolved?
* What does the future of mobile marketing look like?