

LEARN A NEW SKILL AT YOUR PACE, YOUR TIME!

START YOUR SIDE HUSTLE TODAY.



Abstract
DIGITAL
TECHNOLOGY

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INNOVATION



Why study Digital Marketing?

Digital Marketing is the Key to a successful business

Digital Marketing is an obvious pathway to make massive money. Whether you're a student, a job aspirant, a professional, a housewife, or an ambitious dreamer, Digital Marketing will pave a way for you to make your dreams turn into reality.



Key Features of Digital Marketing :

- Highly Demanded in the Market Good Salary Package.
- Brands spend 80% of Ad budget on Digital Marketing only Tremendous Growth after Jio launched in India
- Various career options Recession Proof career Easy to learn
- Most preferred skill in 2023



Why Choose Us?

- A Google Partner & ISO certified & google 4.8* ranking Institute
- Industry Expert Trainers
- 25+ Industry Recognized Certifications
- 6 months Internship
- Work in Live Projects
- 100% Placement Assistance
- Start-up guidance
- Life-Time IT Support
- Free Study Materials, Bag, Diary + Tools worth 3.5 lacs
- EMI, Installment Payment Options available
- We cover Updated Industry Modules



Who can Join this Course?

This is the Most in-demand course in 2023

- Students/ Fresher/ Job Seeker
- Working Professionals
- Housewives
- Entrepreneur / New Startups

Introduction to DM

- What Exactly is Digital Marketing?
- Digital Marketing Vs Traditional Marketing
- What is B2B & B2C Marketing?
- How to Start Digital Marketing?
- What is Traffic?
- What is Keywords?
- One By One Process Of Digital Marketing
- How to get traffic on website
- Types Of Lead & Conversion
- How to Retain your Web Customer?



Basics of Computer

- What Is Internet?
- How Internet Works?
- What is Intranet?
- What Is IP?
- What Is the Use of IP?
- What is Firewall?
- What Is LAN & WAN?



Web Concept & Hosting

- What is WWW?
- What is Domain?
- What Is Domain Name?
- What is Domain Extension?
- What is Hosting?
- Types of server
- Different types of website



Website Planning & Creation

- ➔ How to Create a Blueprint of a Website?
- ➔ Objective of Website
- ➔ Deciding Position of Images & Content
- ➔ How to make your website faster than Others?
- ➔ How to Create a website in Wordpress?
- ➔ Choosing the right domain name for your website
- ➔ Choosing a hosting platform Installing WordPress within 5 minutes
- ➔ Choosing the right free/paid wordpress theme for your blog
- ➔ How to set up Google Webmaster tools and Google analytics for your blog?
- ➔ Plugins you need for your Word Press Blog/Website

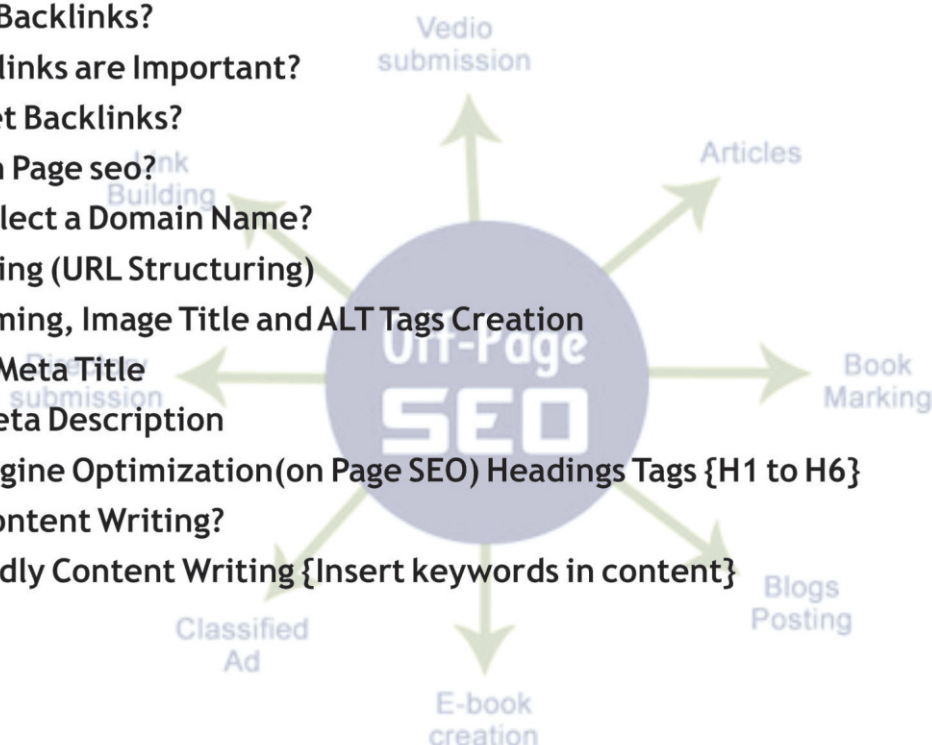


Search Engine Optimization (on-Page SEO)

- ➔ What is SEO?
- ➔ What is SERP?

Search Engine Optimization (off-Page SEO)

- ➔ What are Backlinks?
- ➔ Why Backlinks are Important?
- ➔ How to Get Backlinks?
- ➔ What is on Page seo?
- ➔ How to Select a Domain Name?
- ➔ Page Naming (URL Structuring)
- ➔ Image Naming, Image Title and ALT Tags Creation
- ➔ What are Meta Title
- ➔ What Is Meta Description
- ➔ Search Engine Optimization(on Page SEO) Headings Tags {H1 to H6}
- ➔ What is Content Writing?
- ➔ SEO Friendly Content Writing {Insert keywords in content}



Search Engine Optimization (off-Page SEO)

- Difference between Do follow & No-Follow Backlinks
- What is Google Page Rank?
- How to Increase Page Rank?
- Search Engine Submissions Directory Submissions
- Article Writing and submissions
- Press Release writing and submissions
- Blog Posting and comment writing
- Forum Posting
- Business Listing
- Classifieds posting
- Social Bookmarking
- Social Networking
- What is Page Rank?

Advance SEO Knowledge

How to optimize your site for Google Hummingbird Algorithm?

- What is Google Panda Algorithm?
- What is Google Penguin?
- What is Google EMD Update?
- How to save your site from Google Panda, Penguin and EMD Update?
- How to recover your site from Panda, Penguin and EMD?
- What is black hat SEO
- Black Hat SEO techniques

Google Ads (Search Advertising)

Introduction to PPC & Adwords

Setting Up Google Adwords Account

- Payment Option- Which is better?
- Create First Campaign
- Understanding Adgroup, Ads, Keyword Concept
- Learn Bidding Strategy
- Geo Targeting
- Site Link Extensions
- Phone Extensions
- Local Extension
- Review Extension
- What is Quality Score?
- What is CTR

Tracking Performance and Measurement with Google Analytics

- Recap of Google Analytics reports and tools
- Finding actionable insights
- Common mistakes analysts make
- Additional Web analytics tools

Social Media Marketing

- What is Social media Marketing
- How to market Company's Product On Social Media
- Why is Social Media Important?
- 7 Wonders of Social Media
- Create your profile one by one



Facebook Marketing

- Understanding facebook marketing
- Creating page on facebook
- Exercise on fan page wall posting
- How to do marketing on fan page
- Fan Engagement
- Facebook Advertising
- Types of facebook advertising
- Best practice for facebook advertising
- Creating Facebook advertising campaign
- Ad testing, Facebook Business manager Setup
- Targeting in ad Campaign
- CBO & facebook pixel setup
- CPC/CPM
- Facebook analytics
- Facebook strategy Discussion
- Special ad category
- Facebook Remarketing
- Instagram Marketing
- Whatsapp Marketing



LinkedIn Marketing

- Introduction about LinkedIn
- Create your personal & company profile
- Understanding B2B and B2C Concept
- How to use Linked Group for Marketing
- How to Increase your Connection
- How to Market your Product
- Understanding # (Hashtag) concept
- Advertising on Twitter
- Tools for Twitter Marketing
- Tweetdeck



Quora Marketing

- Introduction to Quora
- How Quora helps in Content marketing?
- How to reply to a Quora Question?
- Create Quora Ad

Email Marketing

- What is Email Marketing?
- What is Opt-in & double opt-in database?
- Create your First email Campaign
- How to track Open/bounce/ unsubscribed Email?



YouTube Marketing

- Introduction to YouTube
- Creating Multiple Channel in Single Account
- Tools to create Videos
- How to add Annotation, subtitles & cards
- Search optimization of videos
- Conversion Tracking
- CPC/CPM
- How to Optimize your cost?
- How to Maintain QS & High CTR?



Youtube Marketing

- ➔ Tools to optimize Videos
- ➔ Video Monetization
- ➔ Tricks to make Money from youtube
- ➔ Distribution of Videos for ranking
- ➔ Youtube Analytics



Lead Generation

- ➔ Definition of online sales lead
- ➔ What is the landing page?
- ➔ Difference between landing page
- ➔ In stream & bumper ad in youtube & bumper ad in youtube
- ➔ How to create a landing page?
- ➔ How to use the Thank you page?
- ➔ Tools to create landing pages: What is A/B testing?
- ➔ Lead Funnel
- ➔ Converting Leads into sales through internet marketing



Online Advertising

- ➔ Introduction to banners, Contextual ads & rich Media
- ➔ Tools to manage pop up advertising
- ➔ Pop under advertising
- ➔ Contextual advertising using images & video
- ➔ Online Advertising company
- ➔ Creating Banner Ads using tools
- ➔ Tracking & Measuring ROI of online advertising



Ecommerce Marketing

- ➔ What is ecommerce?
- ➔ Current ecommerce scenario in India
- ➔ Driving traffic to e commerce Portal
- ➔ How to perform SEO for ecommerce website?



Mobile Marketing

- What is mobile marketing?
- Why is it important in current Scenario?
- What is mobile website?
- Tools to create Mobile app Ads on Mobile app
- How to do seo for mobile app search?
- Tools to create Mobile Website
- SMS marketing
- TRAI rules & Regulations for Mobile Marketing
- What is Content Marketing?
- Objective of content Marketing
- Why 'Content is King' for SEO scenario?
- How to write SEO friendly Content?
- How to become a content writer?
- Tools for content writing
- How to Spin other website content?
- How to promote your content online?



Influence marketing

- Introducing influence marketing
- What is brand influencers?
- What are Digital influencers?
- Social Media influencer Marketing
- Influence customer mindset
- Case studies of influence marketing



Online Reputation Management

- What is online Reputation?
- Why is Online Reputation Important?
- What is CJ.com
- How to apply for affiliate



Become Online Seller

- How to Select Best Product?
- How to Decide Pricing?
- Select Best Marketplace for your Product
- Registering on Marketplace
- List your Product
- Choose Best Logistic option



Freelancing

- What is freelancing?
- Popular freelancing websites
- How to take project from a freelancing website?
- How to Choose a Freelancer (For your project)?
- How to get money worldwide?
- Popular online payment option for freelancer



Internet Entrepreneurship

- How to Start Online Business?
- How to register Company in India?
- Important Tools for Entrepreneur
- Rules & regulation of Taxation in India
- Funding Concept for Company
- How to Get Fund from Investor?
- Problem solving idea creation



Interview Preparation

- How to Write Perfect Resume?
- Question & Answer Session

Algorithm & Psychology

- Understanding the human behavior on Internet
- Ad Concept and analysis
- Ad Psychology & Strategy discussion

Algorithm & Psychology

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Payment Gateway Set-up

- ➔ How to apply for various payment gateway?
- ➔ Payment Gateway verifications
- ➔ Integrating and receiving payment

Inbound Marketing

- ➔ Understand and implement the concept of funnel marketing
- ➔ Strategize the plans for a Extracting a relevant audience using cost effective methods
- ➔ Learn to use automation tools such as HubSpot, Push Engage & landing page builders
- ➔ Start to strategically analyze your campaigns and tactically improve them

Blogging/ Vlogs

- ➔ Niche selection for blogging
- ➔ Identifying High Search Keywords
- ➔ Domain selection & seeing up word press.
- ➔ Competitor analysis Content Creation Ideas & strategies
- ➔ How to build a successful blog
- ➔ Traffic increase ideas
- ➔ Blog SEO
- ➔ Understanding Search Engines
- ➔ Basic Site Setup For SEO
- ➔ Teasing Your Content On Social Media
- ➔ Blog submission
- ➔ Word Press Posts & Page Video Content Strategies
- ➔ How to engage audience



Conversion Rate Optimization - CRO

- ➔ What is CRO
- ➔ What is a conversion
- ➔ Macro-conversions:
- ➔ Micro-conversions
- ➔ How to calculate conversion rate
- ➔ CRO Marketing Strategies

Sales Marketing

- ➔ Don't confuse goal , mission & objective with Strategy
- ➔ How to make a sale funnel
- ➔ GeEing Your Customer into the Sales Funnel
- ➔ Sales Funnel Marketing
- ➔ Autopilot sales marketing
- ➔ Ad platform & placement selection
- ➔ Identification of Target Audience Sale & Ad strategies
- ➔ A/B testing



Video Marketing & Youtube SEO

- ➔ Importance of video marketing
- ➔ Find video keywords
- ➔ Title, Description , Tags
- ➔ Video Ranking strategies

Whatsapp Marketing

- ➔ Whatsapp business integration
- ➔ Chatbot sessions
- ➔ Automate your communication
- ➔ Software for bulk messaging
- ➔ Whatsapp integration to page
- ➔ Whatsapp Marketing ideas & Strategies



Instagram Marketing

- ➔ How To increase followers
- ➔ Hashtags Secrets
- ➔ CraEing Your Instagram Bio
- ➔ Optimizing your Instagram AccountTh
- ➔ Types of Content we can use
- ➔ Increasing Your Content Engagement
- ➔ Influencer Marketing
- ➔ The Power of IG ads
- ➔ The Perfect Instagram Ad Structure
- ➔ GeEing Verified





SFURTI Scheme



SFURTI cluster set up under traditional industries

SFURTI





सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES

आमारे ह्वातामाम्।
प्राणिनाम् आर्तिनामम्॥

सत्यमेव जयते



Scheme of Fund for
Regeneration of
Traditional Industries
(SFURTI)

