



## WHAT YOU LEARN?

- ✓ Digital Marketing Ecosystem
- ✓ Digital Marketing for B2B & B2C
- ✓ How to promote website
- ✓ Website first page ranking tips & techniques
- ✓ SEO, SEM and SMM Modules
- ✓ Organic & Paid Promotions & Advertising
- ✓ Selling Products online & generating leads
- ✓ Shopping, Video and Display Ads
- ✓ Remarketing & Retargeting
- ✓ Social Media Paid Campaigns
- ✓ Paid Listings on Search Engines
- ✓ Lead Generation across social media platforms
- ✓ Reporting & Analytics

Week 1 Search Engine Optimization Hours- 6	Week 2 Search Engine Marketing Hours- 6	Week 3 Social Media Marketing Hours- 6
<p>Introduction to Digital Marketing</p> <p>Digital Marketing vs. Traditional Marketing</p> <p>Introduction to Search Marketing</p> <p>SEO Fundamentals and why it is important</p> <p>How search engines work?</p> <p>SEO workflow engine</p> <p>On-Page SEO &amp; Off-Page SEO</p> <p>Keywords strategy in SEO</p> <p>Google Analytics Fundamentals</p> <p>First Page ranking methodology through SEO</p>	<p>Introduction to Search Engine Marketing</p> <p>Understanding Google Adwords &amp; how it works</p> <p>PPC Advertising</p> <p>Understanding Adword Types</p> <p>Bidding Models in PPC Campaigns</p> <p>How to create effective Ads</p> <p>Adwords auctions &amp; Quality Score</p> <p>Shopping Ads</p> <p>Remarketing</p>	<p>Introduction to Social Media</p> <p>Leveraging Social Media for Marketing</p> <p>Current advertising trends in Social Media</p> <p>Paid and Organic Promotions</p> <p>B2B and B2C promotions on social media</p> <p>Facebook, Twitter and LinkedIn Marketing</p> <p>Remarketing Techniques in Social Media</p> <p>Lead Generation and Conversion Campaigns</p> <p>Social Media Analytics</p> <p>Creating Social Media Plan for your organisation</p>

## SPECIAL BENEFITS ALONG WITH THIS COURSE

- Free classroom training for any 2 advanced Digital Marketing Modules
- Industry Recognized Certification
- 2 hours image management workshop
- 2 hours workshop on how to crack interviews

## REGISTRATION DETAILS

To Register call us at 022-65011118 / 9821899890 or logon to <http://bit.ly/2h9cKVR>

You can also Visit us at MCTA,1004, Tenth Floor, Haware Infotech Park, Sector 30A, Plot No. 39, Near Inorbit Mall, Vashi, Navi-Mumbai- 400703