DIGITAL MARKETING

OTHER COURSES OFFERED

- PHP - .NET - JAVA - C, C++
- iPhone - Android
- SEO - SOFT. TESTING - WEB DESIGNING - MOBILE TESTING
- SILVERLIGHT - JOOMLA - MAGENTO - WPF - WORDPRESS - CODEIGNITER - STRUTS - HIBERNATE
This program will contain the following MODULES:

**MODULE-1 [ Fundamental ]**
- Introduction to World Wide Web
- Protocols of WWW
- Hypertext and links
- URL and Domain Name System
- Internet
- Internet Browsers
- Web site
- Web Page
- Home Page

**MODULE-2 [ Digital Marketing ]**
- Introduction to digital marketing
- Web Site marketing and planning
- Search Engine Optimization
  - Planning SEO of a website

**MODULE 3 [ Website Optimization ]**
- HTML optimization
- Site Submitting
- Content Optimization
- Keyword Research
- Competitive Keyword Research
- Google Adwords
- Local SEO

**MODULE-4 [ PPC ]**
- Introduction to AdWords
- Account management
- Campaign and ad group management
- Keyword targeting
- Language & location targeting
- Measurement and optimization
- Performance, profitability, and growth
- Managing multiple account

**MODULE-5 [ Social Media Marketing ]**
- Social Media Marketing
  - Understanding / Building Social Media Strategy
  - Facebook/ LinkedIn /Twitter/Google+ marketing
  - Video/Content marketing
  - Affiliate Marketing
  - Lead Management, Ecommerce Marketing & Growth Hacking
  - Social Media Channels
  - Blogs, Banners and form
  - Ad posting
- Content Marketing
- Mobile Marketing
- Location Opportunities
- Email Marketing
  - Mailing List
  - Element of an Email
  - Marketing Automation
- Link Building

**MODULE 6 [ Tools ]**
- Web Analytics
  - Performance and indicator
  - Segmentation
  - A/B Testing
  - Qualitative Data
  - Campaign Tracking
- Google Analytics: Advanced Table Filtering & Adsense
- Tools
  - Google web-master tool
  - Google analytics
  - PPC
  - Adsense
  - Adwords
  - Pinterest
  - Similar Page Checker
  - Search Engine Spider Simulator
  - Backlink Anchor Text Analysis
  - Backlink Builder
  - Keyword Suggestions Tool
CAREER PATH OF A DIGITAL MARKETING

As the world is getting more and more digitized in every respect, Digital Marketing is a booming career option today. With striking features like cost-effectiveness, instant response, flexibility, convenience, effectiveness.

Digital Marketing is making a strong impact in the world of Marketing and Advertising. Especially, the start-ups prefer going digital to market their brand, products and services. Today ‘Digital Marketing’ and ‘Marketing’ both are becoming synonymous.

Digital marketing is a vast field with a variety of areas and segments such as Social media, Content writing, Email marketing, SEO/SEM, Data Analysis,
Placements is a very important and integral part of our offerings. We specialize in providing placements to students and experienced candidates.

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