

“Wisdom Comes Not from Age, But from Education and Learning”



MASTER'S IN DIGITAL MARKETING

Digital Marketing Training with Company Internship



The future of marketing will be dominated by the fast-expanding force known as digital marketing. Digital Marketing is an effective marketing weapon to reach out to the potential target customers through best practices of user experience, online consumer behaviour, in-depth market analysis and optimization of web pages to meet the set standards of Search engines.

It has produced a wide range of chances and channels for marketing and advertising in both the domestic and global corporate environment. As a result, it's important to educate oneself about the principles of digital marketing. In light of this, a course on digital marketing has been created with the goal of developing the intellectual underpinnings of the field as well as the candidate's abilities to organize, carry out, and track digital marketing campaigns in a globalized world.

Is This Digital Marketing Course Right for YOU?

- Marketing executives entrusted with the responsibility of promoting their company's or clients' web sites.
- Webmasters wanting to increase traffic to their web sites via search engines.
- Small business owners wanting to learn how to promote their web sites on the search engines and social media websites.
- Web site designers wanting to offer digital marketing services to their clients.
- Digital Marketers or search engine marketers (SEM) wanting to improve their industry skills.
- College Students with adaptive thinking to match out the trending technology.
- Empowered women or men identifying their career with work from home course of action.
- Retirees who want to build their second job to support their future and lead an independent life style.

Who Are All Take This Course?

- College Students
- IT Professionals
- Employees
- Lecturer/Professors
- Business People
- House wives
- Part time earning people

Why We Learn Digital Marketing?

- Easy to Start as a Career
- High Demand Digital Marketing Professionals
- Career Growth
- Start Your Own Business
- Get Better Pay
- Earn Part Time Income
- Creative and Technical

Digital Marketing Training Program Highlights:

- ✚ Dual Certifications - Course + Internship
- ✚ Real Time Projects - Practical Experience
- ✚ Google Certified Professional Trainers
- ✚ 15+ Years of Digital Marketing Experience
- ✚ Mentor with Industry Experts
- ✚ Professional Google Certifications
- ✚ 6+ Months Extended Support
- ✚ 100% Jobs Assistance

Digital Marketing Course Syllabus / Modules

Fundamentals

- ✚ Digital Marketing – Intro
- ✚ History of Marketing
- ✚ How Websites Works?
- ✚ Search Engine Basics
- ✚ How Search Engine Works?
- ✚ Digital Opportunity
- ✚ Understanding Digital Channels

Website Design

- ✚ Design principles for user experiences
- ✚ Setting up a domain and web hosting account
- ✚ How to install WordPress CMS
- ✚ WordPress CMS installation and administration
- ✚ Content management system
- ✚ Customizing a theme managing plugins
- ✚ Backup and maintenance
- ✚ Security and updates for WordPress

Search Engine Optimization

- ✚ SEO: How to Get Started
- ✚ The benefits of SEO
- ✚ Website Audit
- ✚ On-Page / Technical SEO
- ✚ Structured data for SEO
- ✚ How to write SEO content
- ✚ Strategies for Link Building
- ✚ Strategies for mobile SEO

PPC – Google Ads

- ✚ Google Ads: An Introduction
- ✚ Setting up and managing a Google Ads account
- ✚ Strategies for Keywords
- ✚ Google Ads Auction: How it Works
- ✚ Conversion and Call Tracking Setup
- ✚ Display & Search Remarketing
- ✚ Automating campaigns

Social Media Marketing (SMM)

- ✚ Developing content and audience strategies
- ✚ Paid & Organic Campaigns
- ✚ Social platforms: and overview
- ✚ Targeting, ad units and features
- ✚ Instagram and Facebook business manager
- ✚ Creating and optimizing campaigns
- ✚ Copywriting for Effective Ads
- ✚ Distribution platforms and influencer marketing
- ✚ Measurement of social Analytics

Web Analytics

- ✚ How to get started with analytics
- ✚ The Account Setup Process
- ✚ Google Analytics: An Overview
- ✚ Cookie and tag data collection
- ✚ A view of insights – Audience, Acquisition, Behavior, Conversion
- ✚ Goals & Funnels
- ✚ Implementing Google Tag Manager
- ✚ How to use Google Search Console
- ✚ Performance of a campaign and Goals
- ✚ Reporting and Analyzing

Email Marketing

- ✚ Content, Design and Delivery Strategy
- ✚ Campaign Creation – Newsletters, Drip campaigns
- ✚ Creation and Segmentation of email lists
- ✚ Measurement and Analysis
- ✚ The Law and Regulations

Mobile App Store Optimization (ASO)

- ✚ Audit of mobile apps
- ✚ Developing a keyword strategy
- ✚ Create a campaign – organically and through paid media
- ✚ Optimization for the App Store
- ✚ Mobile SEO best practices
- ✚ Analyses & Measurements

About Digitz India:

Digitz (India) Technologies is one of the leading digital marketing agencies in Trichy, Tamil Nadu, India with expertise on Digital Marketing, Web Design and Development, SEO, Social Media Marketing, Analytics, E-Commerce and Branding Management. We have 15+ Years Industry Experience. Checkout Digitz India website – <http://www.digitz.in>



About BECIL (Govt. Of India) Certification:

BECIL is offering a wide range of courses that imparts quality job-oriented skill training. Keeping in view of the rising need for quality skilled professionals, BECIL has introduced a gamut of comprehensive courses through its nationwide network. Our expert curriculum development team focus on industry demands while designing futuristic courses.



Program Fee Structure Details:

Digital Marketing Training Program Fee: ~~Rs. 25,000/-~~

Our Price: Rs. 15,000/-

**The fee is payable at the time of submission of the application form. The fee is inclusive of all academic charges and program contents.

Reach Us:

For Contact Any Queries Related that Training:

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