

*“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

### Local SEO

- ✚ Google My Business: Importance
- ✚ Local Business Setup
- ✚ Google Map Pointing
- ✚ NAP Citation
- ✚ Reviews
- ✚ Information Update
- ✚ Google Ads for Local
- ✚ Chat Enablement
- ✚ Ranking Factor

## 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

## Social Media Advertising

- ✚ Determine why and when to invest in paid advertising on social media
- ✚ Understand the anatomy of a social media ad and how they differ from organic posts
- ✚ Demographics & Behavior Analysis
- ✚ Target Audience Analysis
- ✚ Use Instagram Stories Ads effectively to connect with customers
- ✚ Budget Optimization
- ✚ Understanding Digital Channels

## Web Analytics

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

## 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>



## Reach Us:

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