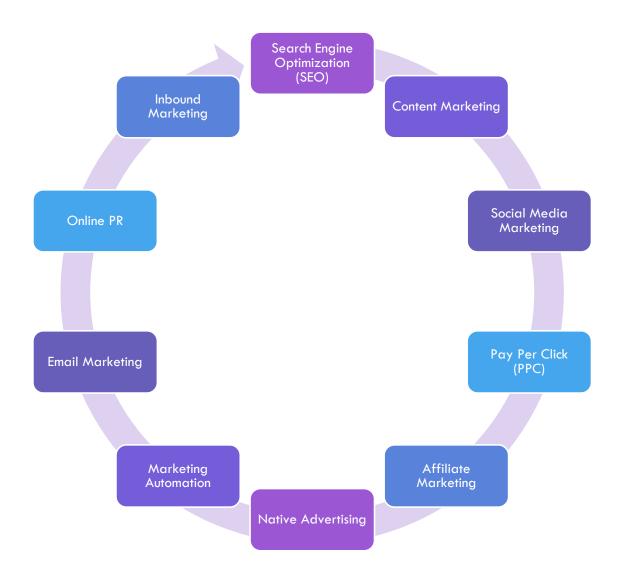# WHAT IS DIGITAL MARKETING?

Definition - it's is advertising delivered through digital channels. Channels such as social media, mobile applications, email, web applications, search engines, websites, or any new digital channel.

Or a simpler version...

Digital marketing is any form of marketing products or services that involves electronic devices.

Search Engine Optimization (SEO)

Content Marketing

Social Media Marketing

Pay Per Click (PPC)

Affiliate Marketing

Native Advertising

Marketing Automation

Email Marketing

Online PR

Inbound Marketing

DIGITAL MARKETING EXAMPLES

While traditional marketing might exist in print ads, phone communication, or phsycial marketing, digital marketing can occur electronically and online. This means that there are a number of endless possibilities for brands including email, video, social media, or website-based marketing opportunities.

Because digital marketing has so many options and strategies associated with it, you can get creative and experiment with a variety of marketing tactics on a budget.

WHY DIGITAL MARKETING?

Yes, If you are → 1. Passionate → 2. Clear about vision

3. Ready to invest your time in learning → 4. Always ready to adapt new things → 5. Creative

6. Love writing → 7. Stay updated with new trends in Digital Marketing → ** Be Your Own Boss

CAN I BECOME DIGITAL MARKETER

Course – A Fast Track Modern Digital Marketing Course

- Experienced Sales & Marketing Professionals
- Startups
- Entrepreneurs & Managers
- C-Levels
- Board Members
- Senior Leader
- Marketing Teams
- Working with Agencies
- Anyone who wants to upgrade their skills

Course – B Modern Digital Marketing Executive Course

- Freshers
- Sales / Marketing Executive
- Professionals on a break
- Change their Career
- Small Business Owners
- Get into an Agency
- Developers
- Designers
- Freelancers

Course - C Certified Digital Marketing Management Course

- Student including Bachelors / Masters
- Start a Career
- Home Makers
- Change their Careers
- Agency Team

COURSE DETAILS

BENEFITS

Better Salary (Most Fascinating Advantage of Digital Marketing Course)

A Wide Range of Career Options

Embark your own Career

Work Timings in digital marketing are always flexible. The complete task is based on the Internet.

There are no worries about the working location

Deployment of Skills from one Company to Another

Creativity

** Mondo, a digital marketing firm in New York predicted that the demand for digital marketing executives would increase by 38%.

SALARIES

Salary based on years of experience

Years of experience	Salary (in LPA)
Interns	10K – 15K per month
0 – 1	1.5 – 4.0
1 – 3	2.0 – 6.0
2 – 4	3.0 – 7.0
3 – 5	4.0 – 10.0
5 – 10	10.0 – 30.0

> **Course – A** Fast Track Modern Digital Marketing Course

> **Course – B** Modern Digital Marketing Executive Course

> **Course - C** Advanced Digital Marketing Course

Fee

25,000
INR
Time Duration
30 Days

Fee

35,000
INR
Time Duration
60 Days

Fee

45,000
INR
Time Duration
100 Days

COURSE FEE DETAILS

COURSE CURRICULUM

> **Course – A** Fast Track Modern Digital Marketing Course

- Intro to Digital Marketing
- Basics of Website
- SEO Intro
  - On page SEO
  - Off page SEO
  - Universal & Local
  - Search Console

- Content
- Google Ads Intro
  - Search Ads
  - Display Ads
  - Remarketing
  - Shopping Ads
  - Reporting
- Social Media Intro

- Facebook Intro
  - Facebook Ads
- Instagram Organic
  - Instagram Content & Ads
- Twitter & Pinterest
- LinkedIn & YouTube
- Google Analytics
- Digital Marketing Strategies

COURSE CURRICULUM

➢ **Course – B** Modern Digital Marketing Executive Course

- ❑ Intro to Digital Marketing
- ❑ Basics of Website
  - ❖ CMS Integration
- ❑ SEO Intro
  - ❖ On page SEO
  - ❖ Practicals
  - ❖ Off page SEO
  - ❖ Universal & Local
  - ❖ Practicals
  - ❖ Search Console
  - ❖ Practical
  - ❖ Assessment

- ❑ Content
  - ❖ Blogging
  - ❖ Practicals
- ❑ Google Ads Intro
  - ❖ Search Ads
  - ❖ Practical
  - ❖ Display Ads
  - ❖ Practicals
  - ❖ Remarketing
  - ❖ Shopping Ads
  - ❖ Reporting
  - ❖ Practicals
  - ❖ Assessment
- ❑ Social Media Intro

- ❑ Facebook Ads
  - ❖ Facebook Ads
  - ❖ Practicals
- ❑ Instagram
  - ❖ Instagram Content
  - ❖ Instagram Stories
  - ❖ IGTV
  - ❖ Practical
  - ❖ Assessment
- ❑ Twitter
- ❑ Pinterest
- ❑ LinkedIn
  - ❖ Practicals

- ❑ YouTube
  - ❖ Assessment
- ❑ Google Analytics
- ❑ Digital Marketing Strategies
- ❑ Resume Preparation
- ❑ Mock Interview

COURSE CURRICULUM

➢ **Course – C** Advanced Digital Marketing Course

❑ Intro to Digital Marketing
❑ Basics of Website
   ❖ Domain Name
   ❖ Website Setup
   ❖ WordPress
   ❖ Content for Website
   ❖ CMS Integration
❑ SEO Intro
   ❖ On page SEO
   ❖ Practicals
   ❖ Off page SEO
   ❖ Universal & Local
   ❖ Practicals
   ❖ Search Console
   ❖ Practical
   ❖ Assessment

❑ Content
   ❖ Blogging
   ❖ Practicals
❑ Google Ads Intro
   ❖ Search Ads
   ❖ Practical
   ❖ Display Ads
   ❖ Practicals
   ❖ Remarketing
   ❖ Shopping Ads
   ❖ Reporting
   ❖ Practicals
   ❖ Assessment
❑ Social Media Intro
❑ Facebook Ads
   ❖ Facebook Intro
   ❖ Facebook Ads
   ❖ Practicals

❑ Instagram
   ❖ Instagram Content
   ❖ Instagram Stories
   ❖ IGTV
   ❖ Practical
   ❖ Assessment
❑ Twitter
❑ Pinterest
❑ LinkedIn
   ❖ Practicals
❑ YouTube
   ❖ Assessment
❑ Quora
❑ Email Marketing
❑ Tiktok

❑ Google Tag Manager
❑ Google Analytics
❑ Digital Marketing Strategies
❑ Inbound Marketing
❑ Affiliate Marketing
❑ Adsense
❑ Email Marketing
❑ Google Ads Certificate
❑ Resume Preparation
❑ Mock Interview
❑ How to get projects
❑ Project Report Preparation
❑ Project Presentation Preparation

IN-DEPTH CURRICULUM

Modern Digital Marketing

- ✓ Introduction
- ✓ Advantages
- ✓ What's New
- ✓ Scope & Growth

Website (No HTML Requir

- ✓ Build from Scratch
- ✓ Website Planning
- ✓ Website Design
- ✓ Content for Website

Affiliate Marketing

- ✓ How to earn money
- ✓ Amazon Influencer Program
- ✓ Amazon Affiliate Marketing

Google Adsense

- ✓ Earn money from website
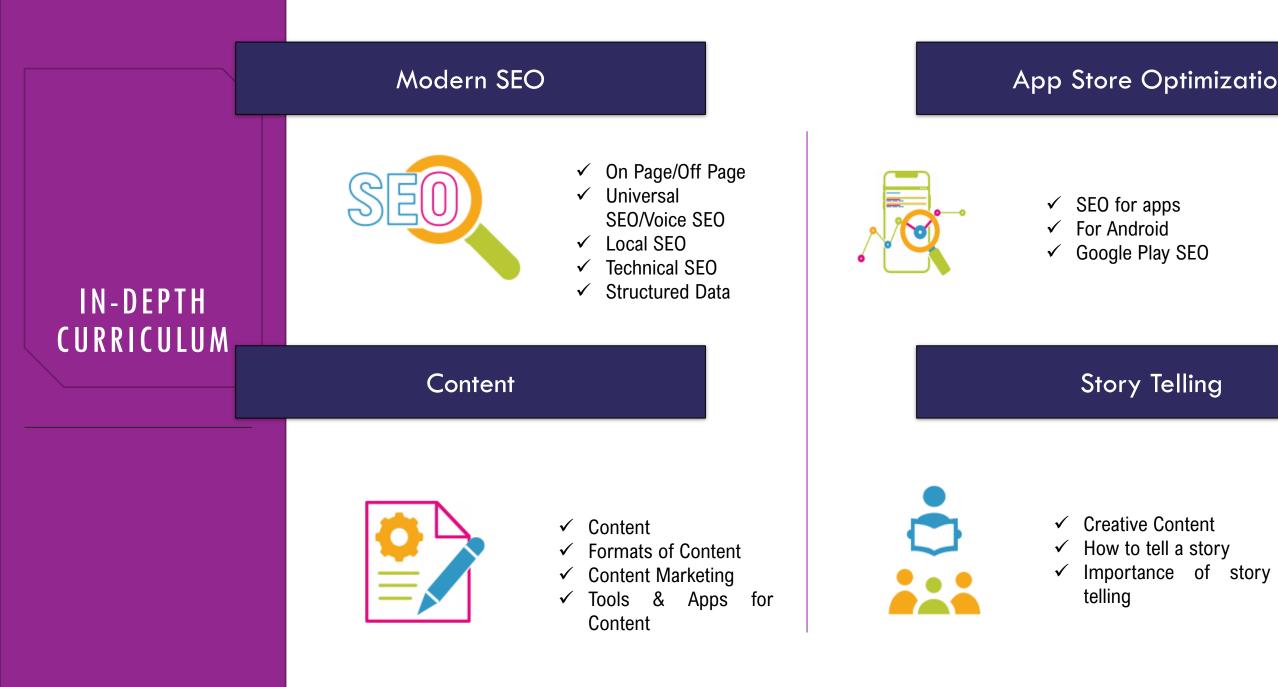- ✓ Turn your passion into profit
- ✓ Analyze your ad-campaign

IN-DEPTH CURRICULUM

Modern SEO

- ✓ On Page/Off Page
- ✓ Universal SEO/Voice SEO
- ✓ Local SEO
- ✓ Technical SEO
- ✓ Structured Data

App Store Optimization

- ✓ SEO for apps
- ✓ For Android
- ✓ Google Play SEO

Content

- ✓ Content
- ✓ Formats of Content
- ✓ Content Marketing
- ✓ Tools & Apps for Content

Story Telling

- ✓ Creative Content
- ✓ How to tell a story
- ✓ Importance of story telling

IN-DEPTH CURRICULUM

Blogging

- ✓ importance
- ✓ Blogging for Business
- ✓ Structure
- ✓ Best Practices

E-mail Marketing

- ✓ Email Marketing Strategies
- ✓ Importance
- ✓ Build an Email List
- ✓ Email Design
- ✓ Email Marketing Tools

Google Ads

- ✓ Search & Display Ads
- ✓ Smart Campaign
- ✓ Shopping Ads
- ✓ Mobile App Ads
- ✓ Google Ads Certification

Social Media Marketing

- ✓ Introduction
- ✓ SMM Plan
- ✓ How & Why of SMM
- ✓ SMM For Business
- ✓ SMM Tools

IN-DEPTH CURRICULUM

Facebook Marketing

- ✓ Facebook Algorithm
- ✓ Facebook for Business
- ✓ Facebook Ads
- ✓ Facebook Marketing

Instagram

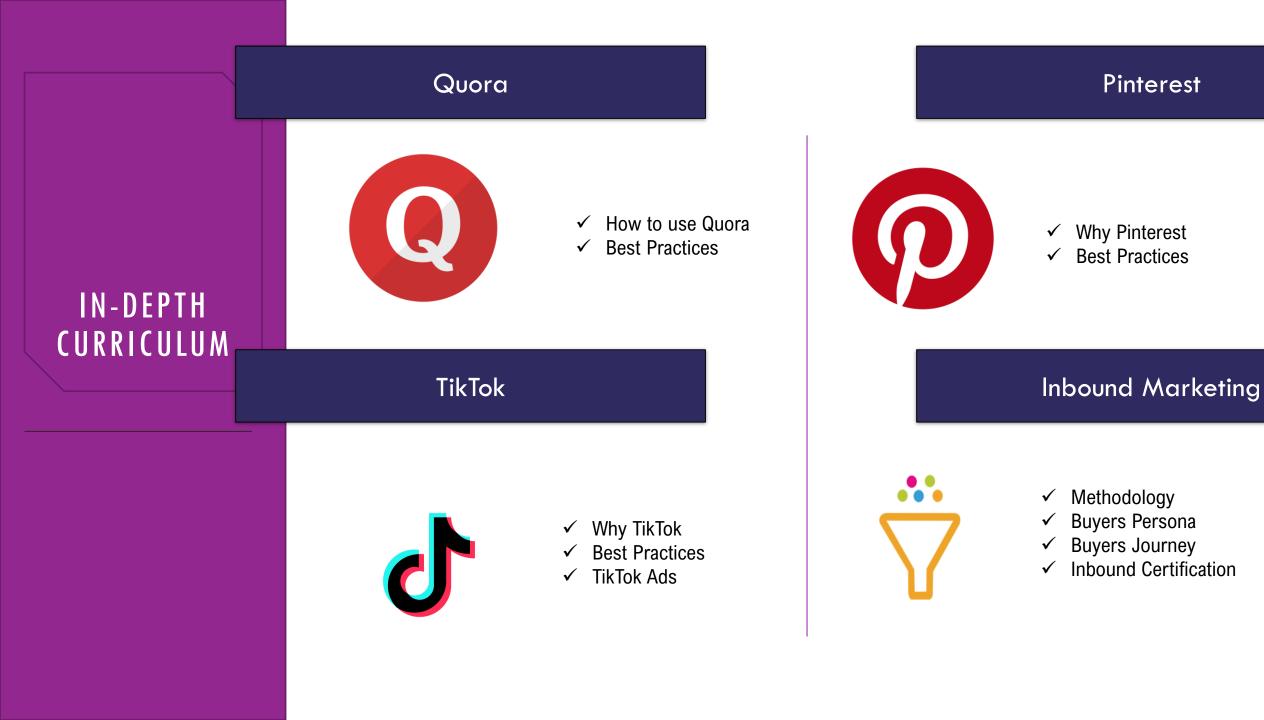- ✓ Instagram for Business
- ✓ Influencer Marketing
- ✓ Instagram Stories
- ✓ IGTV
- ✓ Instagram Ads

LinkedIn

- ✓ LinkedIn for Business
- ✓ Importance
- ✓ Professional LinkedIn Profile
- ✓ LinkedIn Ads

Twitter

- ✓ Twitter for Business
- ✓ Why Twitter & It's importance
- ✓ Best Practices
- ✓ Twitter Ads

IN-DEPTH CURRICULUM

How to get a Project

- ✓ Sample Plans
- ✓ Freelance Project
- ✓ Project Proposals

Interview Preparation

- ✓ Mock Interviews
- ✓ Sample Interview Questions
- ✓ Scenario Based Q & A
- ✓ Presentation

Resume Preparation

- ✓ Resume for Digital Marketers
- ✓ Sample Resumes
- ✓ Adding Relevant Projects
- ✓ Formats
- ✓ Design & Fonts

Digital Marketing Tools

- ✓ Tools for SEO
- ✓ Tools for Content
- ✓ Social media tools
- ✓ Tools for emails
- ✓ Tools for analytics

IN-DEPTH CURRICULUM

Digital Marketing Strategy

- ✓ Digital Marketing Plan
- ✓ DM Measurement Model
- ✓ Budgeting, Scheduling, Measuring
- ✓ Templates & Plans

Blog & Resources

- ✓ Sample Digital Marketing Plans
- ✓ Case Studies, Proposals, Reports
- ✓ Blogs to follow
- ✓ How to keep up to date