



Digital Marketing Course

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PROGRAM OVERVIEW



Digital Marketing Course will expertise you in top digital marketing domains like SEO, PPC, Social Media, Google Analytics, Google Ads, Facebook Ads, LinkedIn Ads, Twitter Ads, YouTube Ads, Email & SMS marketing, Website Creation, and more... Our Online marketing courses are as per the standards required by leading Industries & top Digital Marketing Agencies.



Become a certified digital marketer with complete knowledge of digital tools. Learn online from leading industry experts and accelerate your career with new age marketing skills in the digital world.



Online Digital Marketing Course highlights:

- One To One Sessions
- 100% Live Project Training
- Job Interview Preparations
- 100% Job Assistance



Who Can Join Digital Marketing Course

Fresher job seeker | Working Professional | Housewives | Entrepreneur | New startups
Experienced in digital marketing can also enroll in this course to explore best practices in digital marketing.

TRAINING PROCESS



Online Live Classes

Start learning Digital Marketing from industries experts



Unlimited MCQ

All topics covered & Multiple test series for practice



Performance Analysis

Report card provide in-depth analysis of your performance



Certification & Job

Get Certification and 100% Job Assistance on course completion.

COURSE CURRICULUM : SEO & ASO

❖ Digital Marketing Overview

- ✓ Introduction of Digital Marketing & Tools
- ✓ Creating WordPress website/HTML Knowledge

❖ SEO & ASO

- ✓ Introduction of SEO and How Search Engines work
- ✓ On-page SEO, Competitor Analysis & Keyword Research
- ✓ Creating Sitemaps, Robots file and On-page SEO Best Practices
- ✓ Off Page SEO, Traffic, Keyword Ranking & Backlink Best Practices
- ✓ Google Algorithm & Update
- ✓ Local SEO, Business Listing & Google My Business
- ✓ Setup of Google Analytics, Search Console & Tag Manager
- ✓ App Store Optimization
- ✓ SEO & ASO Doubt Solving – Class 1
- ✓ SEO & ASO Doubt Solving – Class 2



COURSE CURRICULUM : PPC

❖ PPC

- ✓ Introduction of Paid Campaign
- ✓ Search Campaign
- ✓ Display Campaign
- ✓ Discovery Campaign
- ✓ Video Campaign
- ✓ Shopping Campaign
- ✓ App Install campaign
- ✓ Performance Max
- ✓ Setup Conversion Tracking, Remarketing & Linking Account
- ✓ Facebook/Instagram Campaign
- ✓ Twitter Campaign, LinkedIn Campaign & Bings Ads
- ✓ PPC Doubt Solving – Class 1
- ✓ PPC Doubt Solving – Class 2



COURSE CURRICULUM : Social Media & Analytics

❖ Social Media

- ✓ Profile and Page creation
- ✓ Social Media Calendar & Insights
- ✓ Facebook/Instagram
- ✓ YouTube Marketing
- ✓ Other social media channel like Twitter & LinkedIn
- ✓ Social Media Doubt Solving – Class 1
- ✓ Social Media Doubt Solving – Class 2

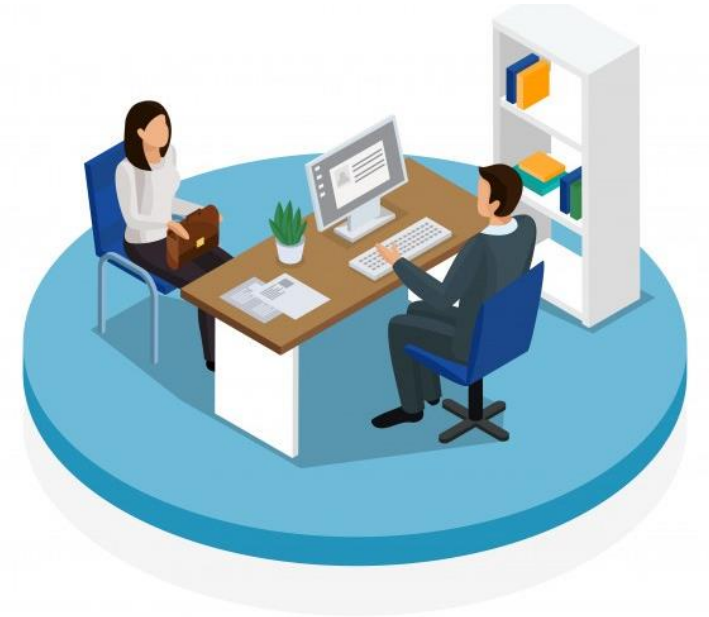
❖ Analytics

- ✓ Understanding of Search Console Dashboard & Report
- ✓ Understanding of Google Analytics Dashboard & Report
- ✓ Understanding of Tag Manger
- ✓ Understanding of Firebase analytics Dashboard & Report



COURSE CURRICULUM : Other Marketing & Job Preparation

- ❖ **Other Marketing - Lead & Sales generation**
 - ✓ Affiliate marketing & Performance marketing
 - ✓ Best practice of email and SMS marketing
- ❖ **Digital Strategy & Planning**
 - ✓ How to create Digital Marketing plan for Clients
 - ✓ Preparing report for Client or organization – Excel & PPT
- ❖ **Interview Preparation**
 - ✓ Questions – Digital Marketing, SEO, PPC, Social Media, Analytics
 - ✓ Resume, Vacancy & Job applying tips



TOOLS COVERED



Google Ads



Search Console



Google Analytics



Google Tag Manager



facebook.
Ads

LinkedIn ads

twitter 
Advertising



mailchimp

and MORE....



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