



Call Us: 7708374165 | Email: contact@makitdigital.com

Digital Marketing Course

What is Digital Marketing?

Digital Marketing is achieving marketing objectives through the application of digital technology and media. It refers to the advertising and promotion of brands or products, delivered through digital channels such as search engines, websites, social media, e-mails and mobile apps.

Who should attend?

If you are one of the following who is looking for leveraging Digital Marketing for personal or organizational growth, then course is for you:

- Students
- Marketing Professionals
- Sales Professionals
- Business Owners
- Entrepreneurs
- Digital Marketing Professionals

Why study Digital Marketing?

- With the world going digital and companies having a bigger online presence, you will have lot of job opportunities
- With technology developing every day, your career will also keep growing if you continuously develop your skills
- The digital economy growing 10 times faster, it will provide various career options with constant growth

Careers in Digital Marketing

- Digital Marketing Manager
- Social Media Executive & Social Media Manager
- SEO Executive
- SEM Expert
- Content Marketer
- Analytics Manager
- CRM Manager
- E-mail Marketing Manager
- E-Commerce Manager
- Digital Agency account Director

Digital Marketing Specialist

Duration: Saturday & Sunday (16 Hours)

SEARCH ENGINE MARKETING (SEM)

- Introduction to SEM – Fundamentals & Case Studies
- Creation of Google Display Network
- Mobile Ad Campaigns
- Shopping Campaigns – Introduction
- YouTube Marketing - Introduction & Ad Formats

SOCIAL MEDIA MARKETING (SMM)

- Getting Started with Social Media Marketing
- Facebook Marketing
- Instagram & LinkedIn Marketing
- Twitter Marketing

EMAIL MARKETING

- Deliverability
- Effective Email Content
- Customer Acquisition Strategies
- Effective Creative Introducing
- Nurturing & Automation
- Resources to do situational analysis and progressive updates
- Email Automation

INBOUND MARKETING

- Attracting your potential customers into conversion funnel
- Converting your prospects into leads using emails
- Landing Page
- Conversion Optimization Patterns for Engaging website Visitors
- Lifecycle Emails

WEB ANALYTICS

- Google Analytics
- Content Performance Analysis
- Visitors Analysis
- Social media analytics
- Actionable Insights and the Big Picture
- Digital Analytics

Advance Digital Marketing Specialist

Duration: Saturday & Sunday (20 Hours)

SEARCH ENGINE OPTIMIZATION (SEO)

- How Search Engines Work
- Intro to SEO
- Keyword Research
- On Page SEO
- Off Page SEO
- Social SEO
- Local SEO
- SEO Audit & Its Tools
- Measurement with Google Analytics

WEB DEVELOPMENT BASICS

- Overview HTML, CSS & Bootstrap
- Google Analytics configuration in CMS (WordPress, Joomla & OpenCart)
- FTP & Domain Registration & Hosting

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