

Location- Marathahalli, Duration- 65 hrs, 2.5 months, Fees- 45,000/- incl taxes

Digital Marketing: Foundation class

- What is Digital Marketing
- Landscape and trends
- Overview of Digital Marketing techniques
- Introduction to web properties/ assets
- Domain Registration and Hosting
- Create working website: - Designing : CMS, Plug-ins, WebPages (Mandatory)
- How to choose your digital marketing mix.
- Practical & Case Studies

Search Engine Optimization (SEO)

- Introduction to SEO
- Search engine mechanism
- Keyword research and tools
- Understanding keyword competition
- On page optimization
- Robots.txt, Sitemaps
- Off page optimization
- Page rank , Structured Data Mark up
- Practicals and case studies

Search Engine Marketing (SEM)

- Introduction to SEM
- Google Adwords (Search , display & remarketing)
- Screening and short listing Keywords
- Campaign set-up- Targeting and monitoring
- Create working Landing Pages (Mandatory)
- Result analysis- PPC Ads on Google
- Google Ad Sense
- Practical & case studies

Social Media Marketing (SMM)

- Introduction to social media marketing
- Why Social media and channel optimisation
- Social media paid advertising
- Facebook, Twitter, LinkedIn, Snapchat, Pinterest advertising
- Content creation and automations tools
- Practicals & Case studies (Latest case studies on Indian market)

Content Marketing

- What is content marketing
- Content is the King
- Video content
- Youtube Channel & Vimeo
- Podcasts
- Intro to animations, GIFs & graphics content
- Blogs, PR & product reviews
- User generated content
- Creation & curation
- Content automation

Email Marketing

- email marketing basics
- Best practices and case studies
- Use of automated tools
- Practicals & Case Studies

Mobile Marketing

- Basics of mobile marketing
- Mobile apps
- App acquisitions and engagement
- App analytics tools

Digital Marketing Strategy

- Understanding ecosystem
- Audits
- Analysis
- Strategy Formulation
- Testing & scale up
- Case studies

Extra Classes-

- Doubt clearance
- Interview preparation
- Resume writing assistance

If you want to know more or have any questions in mind

Call us at 99588 06388

Write to us training@talenteye.in

Visit us at www.talenteye.in