

DMCC Course Structure 40% Theory | 60% practical & Projects

Location- Marathahalli, Duration- 50 hours (1.5 months) , Fees- 25,000/- incl taxes

<p><u>Digital Marketing: Foundation class</u></p> <ul style="list-style-type: none"> - 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 <p><u>Search Engine Optimization (SEO)</u></p> <ul style="list-style-type: none"> - 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 - Practical 	<p><u>Search Engine Marketing (SEM)</u></p> <ul style="list-style-type: none"> -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 <p><u>Social Media Marketing (SMM)</u></p> <ul style="list-style-type: none"> - Introduction to social media marketing - Why Social media and channel optimisation - Social media paid advertising - Facebook, Twitter, LinkedIn, Snapchat, Pinterest advertising - Practical
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Google Analytics

- Fundamentals on Analytics
- Google Analytics
- Google Tag Manager
- Use of Google Analytics, Google Tag Manager together
- Behaviour Analysis
- Convert insights to action
- Practical

Email Marketing

- email marketing basics
- Best practices and case studies
- Use of automated tools
- Practical

Mobile Marketing

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

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

Affiliate Marketing

- Introduction to Affiliate Marketing
- Practical – How to get started
- Tips for success

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

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