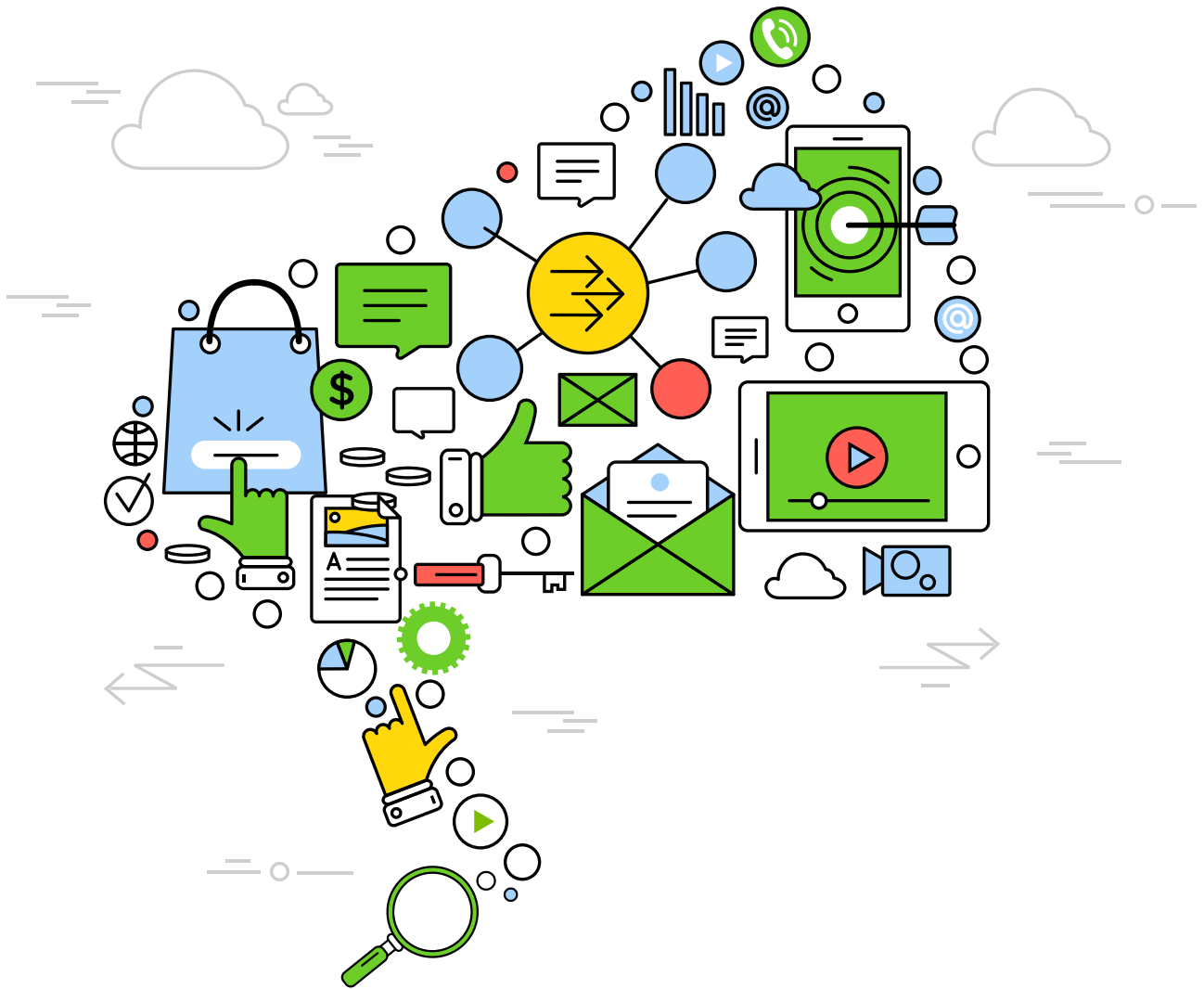




DIGITAL **MARKETING COURSE**

MITCON CAREER & BUSINESS
DEVELOPMENT PROGRAM





MITCON CAREER & BUSINESS DEVELOPMENT PROGRAM



Course **Overview**

Digital Marketing is a strategy and process where products and services; are marketed interactively using digital technologies to target measurable viewers and turn them into customers. Digital marketing achieves its target of advertising or promoting a product or service through different online channels. These channels include Website, Blogging, SEO, Google Ads, Video Advertising, Social Media Marketing, Email Marketing and many more.

Course **Curriculum**

Introduction to **Digital Marketing**

- What is Digital Marketing?
- Digital & Traditional Marketing
- Why Digital Marketing?

Digital Marketing **Overview**

- Importance of Digital Marketing
- Digital Marketing Platforms & Channels
- Latest Trends Digital Marketing
- Scope of Digital Marketing

Digital Marketing **Strategy**

- Principles of Marketing
- Key Elements of Marketing
- Marketing Strategy & Analysis
- Digital Marketing Process

Google **Algorithm**

- Introduction to Google Algorithms
- How does the Google Algorithm Work?
- Google Algorithm Updates

Graphic Designing with **Canva**

- What is Canva & how does it work?
Creating Social Media Post
- Making Social Media Animation or Gif
Creating Facebook Cover Page,
LinkedIn Banner
- Creating a Logo
YouTube Video Thumbnail & Videos
- Display Ads

Content **Marketing**

- What is Content Marketing?
Types Of Content Marketing
Content Marketing Tools
Creating Content in ChatGPT
Creating Content in MonikaGPT

Keyword **Research**

- What is a Keyword?
What is Keyword Research?
Types of Keywords
Tools for Keyword Research
Use of Google Keyword Planner

Basics of Search **Engines**

- What are Search Engines?
- Types of Search Engines
- How Search Engines Work?
- What is SERP?
- Types of SERP

Google My **Business**

- Creating Google My Business account
- Create Google Business Listing
- How to show up on Google Maps?
- Create Posts & Get Reviews

YouTube Video **Optimization**

- Creating a YouTube Channel
Optimizing a Video on YouTube Studio
- Design YouTube Strategy
Understand YouTube Analytics

Email **Marketing**

- What is Email Marketing?
The goal of Email Marketing
Strategy for Email Marketing
Types of Email Marketing Campaigns
Popular Email Marketing Tools
- How to Add Audience
Creating Campaign
Reports and Analysis

Search Engines **Optimization (SEO)**

- Introduction to SEO
SEO Techniques
Types of SEO
What is Local SEO?
Importance of Local SEO
How to do Local SEO?

Website Planning and **Creation**

- What are Websites?
Types of Websites
How to Register Domain and Hosting
WordPress Installation on Server



On-Page **SEO**

- Importance of On-Page SEO
- Page Titles (Heading 1 to 6)
- Page URLs
- Image Alt-text
- File, Video Optimization
- Internal Linking
- Meta Keyword, Meta Title & Meta Description

Create Business **Website**

- Installing Themes
- Installing Plugins
- Page Builder - Elementor
- Add & edit Section in WordPress
- Add & edit Image in WordPress
- Add & edit Text in WordPress
- Add & edit Button in WordPress
- Link Url in Button in WordPress
- Add & edit Pdf File in WordPress
- Add & edit Video in WordPress
- Add & edit Block & Page in WordPress
- Add Phone Number and Whatsapp in WordPress
- Create Header & Footer in WordPress
- Create Menu in WordPress
- Add & edit Slider in WordPress
- Add & edit Form in WordPress
- Create Responsive Website
- Create meta tag & description
- Favicon
- What is Schema Markup?
- Rich Snippets Integration

Search Engines **Optimization (SEO)**

- Introduction to SEO
- SEO Techniques
- Types of SEO
- What is Local SEO?
- Importance of Local SEO
- How to do Local SEO?

Website Planning and **Creation**

- What are Websites?
- Types of Websites
- How to Register Domain and Hosting
- WordPress Installation on Server

Off-Page **SEO**

- Importance of Backlinks
- Do Follow & No Follow
- Link Building
- Guest Posting or Guest blogging
- Reviews
- Business Directory Website

Create Blogging **Website**

- Introduction to Blog Post
- Creating Post Pages
- Customizing & Designing Post Pages
- Adding Categories & Tags

Create E-commerce **Website**

- Introduction to E-Commerce
- Installing Woo - Commerce Themes & Plugins
- Woo - Commerce Setting
- Creating Categories & Attributes
- Adding Products to Store
- Creating Coupons

Course Features

- 100% Practical Sessions
- 100% Placement Assistance
- 16+ Recognised Certification
- 40+ Tools Covered
- Interactive Discussion Sessions
- Every Week Case Study Sessions

Technical **SEO**

- What is an XML sitemap?
How to generate XML sitemap?
What is robots.txt?
How to create robots.txt file?

Google Search **Console**

- Introduction to Google Search Console
Submitting Sitemap
Understanding Organic Performance Reports

Social Media **Marketing**

- What is Social Media Marketing?
Difference between SMO & SMM
Social Media Marketing Statistics

Facebook Ads (**Marketing**) - Part 1

- Introduction to Facebook ads
Difference Between Boosted Posts & Facebook Ads
How to Boost Post?
Facebook Ads Manager
Types of Facebook Campaign
- Facebook Reach Ads
Facebook Traffic Ads
- Facebook Engagement Ads
Messages Ads for Messenger, Instagram & WhatsApp
- Types of Facebook Ads Audience
What is Facebook Pixel?
Importance of Facebook Pixel
Implement the Facebook Pixel
Reporting and Analysis
Facebook Remarketing

Social Media **Optimization (SMO)**

- What is Social Media Optimization?
Importance of Social Media Optimization
Social Media Optimization Techniques
Difference Between a Page & Account
How to Create & Optimize a Facebook Page
Instagram Business Profile Optimization
- LinkedIn Business Page Optimization
Twitter Profile Optimization

Instagram **Marketing**

- How to run Instagram ads?
Create Instagram ads using Facebook Ads manager
Instagram Website Traffic Ads
Instagram Videos Ads
- Instagram Story Ads
Instagram Carousel Ads
Instagram Collection Ads
- Instagram Lead Generation Ads
Instagram Insights

WhatsApp **Marketing**

- Business Profile Setup
Whatsapp Business Features

Twitter **Marketing**

- Types of Tweets
Content Strategy for Twitter
Twitter Ad Structure
- Twitter Ad Campaign
Conversion Tracking on Twitter
- Twitter Audience
Twitter Analytics

LinkedIn **Marketing**

- Introduction LinkedIn Ads
LinkedIn Campaign Structure
Ad Formats
- LinkedIn Audience
Bidding Strategies
LinkedIn Lead Generation Ad Campaigns
LinkedIn Message Ad Campaign
LinkedIn Text Ad Campaign
- LinkedIn Event Ad Campaign
LinkedIn Follower Ad Campaign
Dynamic Ads
Conversion Tracking on LinkedIn

Search Engine **Marketing (SEM)**

- Introduction To Paid Marketing
How Google Ads Works?
Google Ads Account Setup
Types Of Campaigns (Objectives)

Search **Ads**

- What are Search Ads?
Types of Keywords
- Bidding Strategy
- Setup Ad Groups & Ads
- Types of Extensions

Google **My Business**

- Google My Business - Call Ad
Google My Business - Lead Ad

Discovery **Ads**

- Introduction To Discovery Ads
The Benefits of Google Discovery Ads
Defining Target Audience Segment
Creating Discovery Ads

Performance **Max Ads**

- What is a Performance Max Campaign?
How Do These New Ads Work?
Creating Performance Max Campaign

Affiliate **Marketing**

- What is Affiliate Marketing?
How Affiliate Marketing Works?
How to Apply for Affiliate Marketing?
Find Most Profitable Affiliate Niches
Best Profitable Affiliate Marketing Networks

Dynamic Search **Campaign**

- What is a Dynamic search Ad?
Benefits Dynamic Search Campaigns
When to use Dynamic search Ad?
Creating Dynamic Ads

Display Ad **Campaign**

- What are Display Ads?
Bidding Strategy
Defining Target Audience Segment
Create Image Ads & Responsive Ads

YouTube **Video Ads (Marketing)**

- Introduction to Video Ads
Bidding Strategy
Defining Target Audience Segment
YouTube Skippable Video Ads
YouTube Non Skippable Video Ads

Shopping **Ads (Marketing)**

- Creating Google Merchant Center Account
Adding Product Feed to Google Merchant Center
Creating Shopping Campaign

Mobile **App Ads (Marketing)**

- Introduction To App Marketing
Creating App Campaign

Competitor **Analysis**

- What is Competitor Analysis?
Competitive Analysis & Research
Competitive Research Tools

Google **AdSense**

- What Is AdSense?
Learn about how AdSense works
Set up Ads on Website

Google **Analytics**

- What is Google Analytics?
Purpose of Website Analytics
Set up Google Analytics
Analyze Real Time Reports
- Analyze Audience Reports
Analyze Acquisition Reports
Analyze Behaviors Reports

Google **Tag Manager**

- Overview of Google Tag Manager
How Google Tag Manager Works?
What are Tag, Trigger & Tags?
Implementing Google Analytics Tags
- Google Ads Conversion Tracking
Set up Conversion Tracking - Facebook
Set up Conversion Tracking -Twitter
Set up Conversion Tracking - LinkedIn



SMS **Marketing**

- Why SMS Marketing?
How Does SMS Marketing Work?
SMS Marketing Tools
SMS Report Analysis

Remarketing **Campaigns**

- What Is Remarketing?
Benefit Of Remarketing
Remarketing Campaigns Setup
Ad Rank



Course Details

Modules: 50+ Modules

Course Duration: 3 Months

Demo Class: Free Demo Class

Course: Beginner to Advanced

Mode: Online & Offline Teaching

Course Fees: ₹. 25,000/-

Who can Join Digital Marketing Course?

- Students (Complete beginner)
- Entrepreneurs
- Sales & Marketing Professionals
- Self Employed
- Freelancer
- Website Developers
- Graphic Designers
- Part-time Digital Marketing Jobs
- House Wife (Those who want to start a small scale business)

Career Opportunities in Digital Marketing

- Digital Marketing Manager
- Social Media Marketing Experts/ Specialists
- SEO Executives
- Advertising Agency
- Freelancer
- Content Writer/ Marketer
- Digital Marketing Consulting Business
- Affiliate Partner
- Professional Blogger

- Assured Placement Assistance **100%**

- Last 3 Years Growth in this Industry **25% to 30%**

- Average Salary Digital Marketing **₹ 2 to 10 Lakhs**

- Future Growth in this Industry **10% Every Year**





About MITCON

MITCON Consultancy & Engineering Services Limited, established in 1982 in Pune, is a renowned Indian Technical Consulting Organization (TCO) offering One Stop Solutions for all your technical, marketing & financial business requirements.

We are an ISO 9001:2015 Certified, SBTi registered, NSE Listed Company – headquartered at Pune, India.

Till date, We have trained more than 25 Lakh individuals under various Government & Non-Government Skill Development & Entrepreneurship Programs with record 75% placements.

Why MITCON?

MITCON emphasis on offline learning followed by an excellent campus and highly equipped smart lab ensures an outstanding learning experience. Our pre-hiring-programs assist you with communication skills, resume writing and mock job interviews. Together we create a potential employee that business would love to hire.



1,75,000+
Hours of Training



25 Lacs+
Trained Students



95%
Placement Ratio



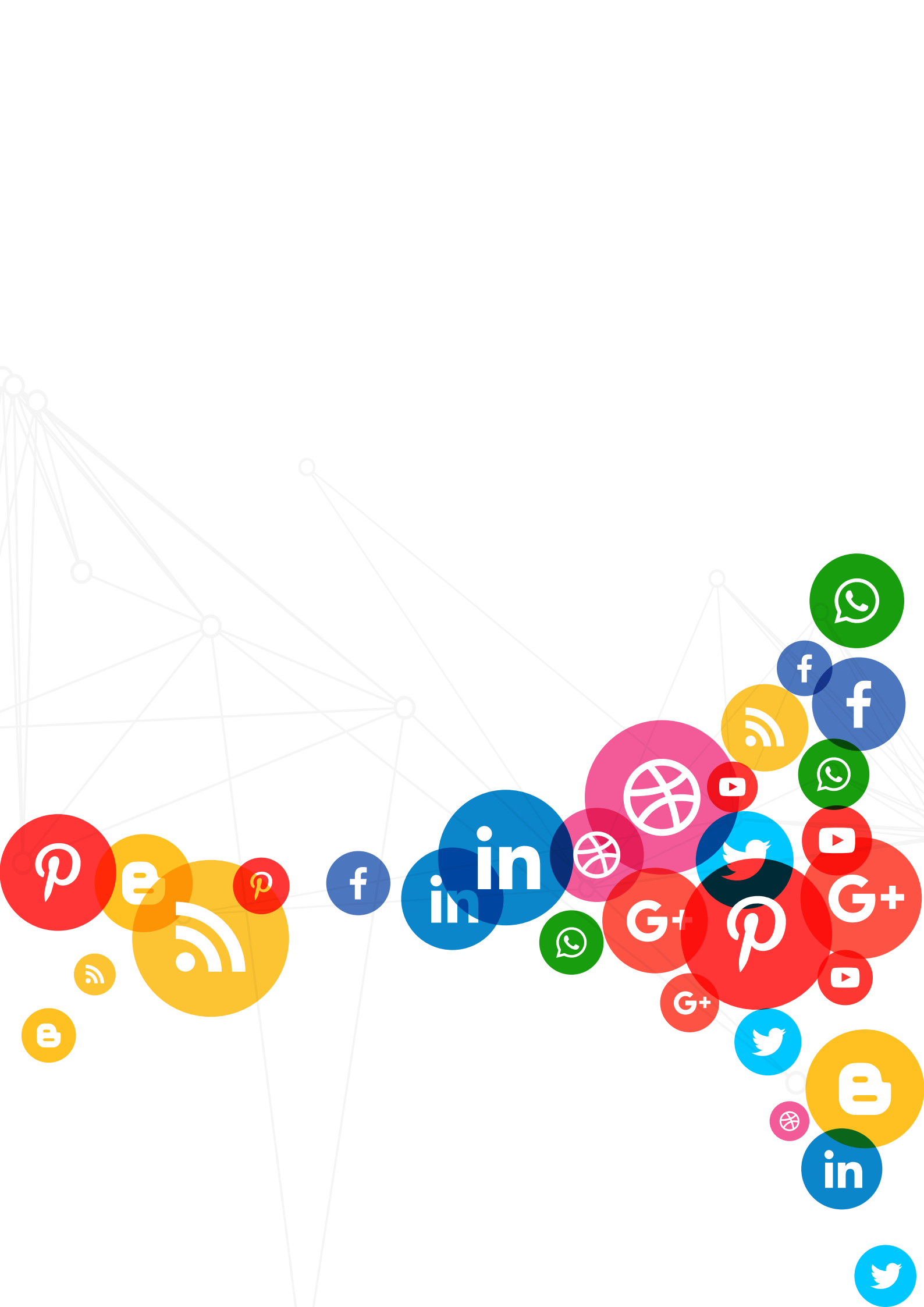
100+
Courses Available



25+
Training Centers
across India



35+
Years of Experience
in Industry





Get in **Touch**



☎ +91 98220 61967 | +91 20 6628 9302

✉ admissions@mitconeschool.com

🌐 www.mitconeschool.com

📍 1st Floor, MITCON Udyog Prabodhini, Agriculture College Campus, Near DIC Office, Shivajinagar, Pune - 411005.

