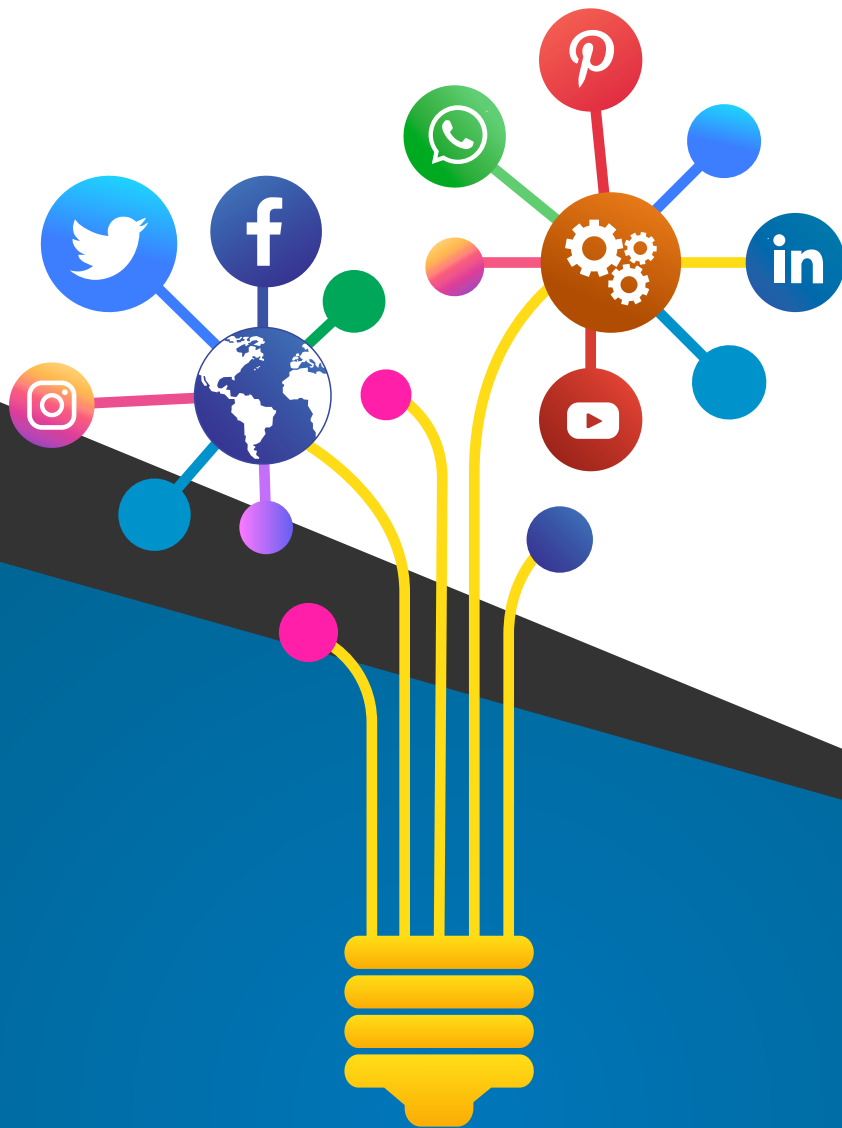हुनर है तो कदर है।

Certificate Course in

DIGITAL MARKETING

OTHER COURSES

CAD/ CAE | GIS | Accounting | Programming | Graphic/ Web Designing | Hardware & Networking

Certificate Course in
Digital Marketing

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 marketing a product or service through different online channels. These channels include Own Website, Blogging website, Search Engine, Display Advertising, Video Advertising, Social Media, Emails.

WHO
CAN JOIN

- ✔ Students
- ✔ Entrepreneurs
- ✔ Sales & Marketing Professionals
- ✔ Self Employed
- ✔ Freelencer
- ✔ Website Developers
- ✔ Graphic Designers
- ✔ House Wife

CAREER
OPPORTUNITY

- ✔ Digital Marketing Manager
- ✔ Social Media Marketing Experts/ Specialists
- ✔ SEO Executives
- ✔ Advertising Expert /
- ✔ Freelancer
- ✔ Content Writer / Marketer

Learn advance Digital Marketing Tools in Course

Analyze the things more manageable by using strategies by mastering 40+ Advanced Digital Marketing Tools.

16 + Professional Recognized Certification in Digital Marketing

We help you to succeed in any 5 Professional Recognized Certification in Digital Marketing in Course

- ✔ 65 + Modules
- ✔ 40 + Digital Marketing Tools
- ✔ 16 + Professional Recognized Certification
- ✔ 25 + Live Projects

DURATION
03
MONTHS

COURSE OUTLINE

Overview of Digital Marketing
- What is Digital Marketing?
- Digital Marketing Vs Traditional Marketing
- Statistics and Benefits of Digital Marketing
- Latest Digital Marketing Trends
- Digital Marketing Platforms
- Scope and Career in Digital Marketing

Graphic Designing with Canva
- Introduction to Canva
- Creating a Logo
- Creating Social Media Post
- Creating Facebook Cover Page, LinkedIn Banner
- Making Social Media and YouTube Videos

Website Designing using WordPress
- Types of Websites
- How to register Domain and Hosting
- WordPress Installation on Server
- Installing Themes
- Installing Plugins
- Using Elementor Designing a Website

E-commerce Website
- Understanding E-Commerce
- Installing Woo - Commerce Themes and Plugins
- Categories Product

Search Engine Optimization (SEO)
- How do Search Engines work?
- Introduction to SEO
- Types of SEO
- On-Page SEO, Off-Page SEO, Technical SEO Strategies
- Local SEO Strategies
- Semantic SEO
- SEO Techniques
- Introduction to Google Algorithms
- Penguin & Panda Update Recovery Process
- Rich Snippets Integration
- SERP Analysis Report

Competitor Analysis
- Introduction to Competitor Analysis
- Use of Popular Competitor Analysis Tools

Google Search Console
- Introduction to Google Search Console
- Submitting Sitemap

Keyword Research
- Introduction of Keyword and Keyword Research
- Types of Keywords
- Tools for Keyword Research
- How to use Google Keyword Planner

Search Engine Marketing (SEM)
- Introduction To Paid Marketing
- Using Google Ads (Google AdWords) Tools
- Google Ads (Google AdWords) Account & Billing Settings
- Types Of Campaigns
- PPC Campaign Setup
- Ad Groups & Keywords Setup
- Bidding Strategies & Conversion Tracking
- Ad Rank, Quality Score Optimization
- Ad Formats & Ad Extensions
- Shopping Campaigns
- Dynamic Search Campaigns
- Display Ads/ Remarketing Campaigns
- Mobile Apps/ Video Marketing
- YouTube Video Ads

Content Marketing
- What is Content Marketing?
- Types Of Content Marketing
- Content Marketing Tools

Social Media Optimization
- Facebook Business Page
- Twitter Business Profile
- Instagram, Linked In, Pinterest Profile Optimization
- YouTube Optimization

Social Media Marketing
- Introduction to Social Media Marketing
- Marketing for:
- Facebook Pixel
- Benefits of Social Media Marketing

Remarketing
- What is Remarketing?
- Importance of Remarketing
- Creating Remarketing campaign

Email Marketing
- What is Email Marketing?
- The goal of Email Marketing
- Strategy for Email Marketing
- Popular Email Marketing Tools
- Designing newsletters
- Reports and Analysis

Google AdSense
- What Is AdSense?
- Types Of Bidding
- Implementing Ads in a Website
- Online Money Earning Strategies

Affiliate Marketing
- What is Affiliate Marketing?
- How Affiliate Marketing Works?
- How to Apply for Affiliate Marketing?
- How to Choose the Right Affiliate Niche and Product?
- Top Affiliate Marketing Networks

Google Analytics
- What is Google Analytics?
- Purpose of Website Analytics
- Tools for Website Analytics
- How to use Google Tag Manager?
- Implement Conversion Tracking
- Basic terminology and KPI's
- Audience Reports
- Customer Acquisition Reports
- Behaviour Reports
- Goals and Conversion Reports

WHY MITCON FOR DIGITAL MARKETING COURSES...

- Hands-on & Practical Learning

- Expert Faculty from Industry

- Career Assistance and Guidance

- Certification: National Skill Development Corporation/ NSDC Certification

- 5 Professional Recognized Certification

- Classroom & Online Training

- 20+ Years Training Experience, 6758+ Trained Students

Contact Us

1st Floor, MITCON Udyog Prabhodhini, Near DIC Office,
Agriculture College Campus, Shivajinagar, Pune, Maharashtra 411005

admissions@mitconeschool.com

www.mitconeschool.com

Call Now

+91 98220 61967