DIGITAL MARKETING BOOTCAMP

The Digital Marketing Bootcamp trains candidates to deliver on the job from Day 1. Here's how:

- Session by the industry experts for a small group of 10-15 learners

- Hands on Practical Training (Run Live Marketing Campaigns)

- Support in polishing your hard & soft skills for interview

- 100% Job Assistance

BOOK FREE DEMO

Program Overview

3 Months Intensive Program For Beginners As Well As Professionals

The course focuses on imparting core Digital Marketing skills, train students hands-on and help them develop personality traits to suit the agency culture. Candidates are exposed to all the latest facets of Digital Marketing within the period.

Weekday - Monday to Friday (1 Hour)

Weekend - Saturday & Sunday (2 Hour)

Who Can Join

| Business Owners | Working Professionals | Students | Job Seekers | House Wife's | Freelancer |

Modules

Fundamentals of Marketing & Branding	• Marketing Mix
	• Marketing Communication
	• Brand Positioninig
	• Brand & Brand Equity
Wordpress Website Planning & Development	• Planning Your First Wordpress Webiste
	• Getting Started With Wordpress
	• Wordpress Tools & Settings
	• Build Your Own Wordpress Website
	• Creating Essential Webpages
	• Maintenance, Optimization & Marketing
Live Project	• Website Creation
Search Engine Optimization (SEO)	• Laying The Groundwork For SEO
	• Understanding Components Of On-Page SEO
	• Understanding Components Of Technical SEO
	• Understanding Components Of Off-Page SEO
	• Creating A Holistic SEO Strategy
Live Project	• SEO Live Project
Google Ads	• Introduction to Google Ads
	• Configuring Campaign Level Settings
	• Google Ads - Ad Groups & Keywords
	• Bidding Strategies & Budget Strategies
	• Text Ads, Auctions & Ad Ranks
	• Tracking & Optimization For Search Ads
	• Google Display Network
	• Youtube Ads
	• App Ads & Shopping Ads
Live Project	• Google Search Ads & Display Ads

Affiliate Marketing	• What Is Affiliate Marketing
	• Affiliate Marketing Versus Ad Networks
Programmatic Ad Buying	• What is Programmatic Ad Buying
	• Programmatic Versus Traditional Advertising
	• Ad Servers
	• Real Time Bidding
	• Targeting In Programmatic Ad Buying
	• Ad Frauds
Social Media Marketing	• Social Media Landscape
	• Introduction to Facebook Platform & Overview
	• Organic Content Best Practices
	• Boosting Organic Content
	• Introduction to Instagram & Platform Overview
	• Organic Content Best Practices
	• Setting Up Facebook & Instagram Ad Account
	• Start Creating Your First Ad Campaign
	• Targeting And Ad Placements
	• Facebook & Instagram Ad Format
	• Ad Tracking & Optimization
	• Introduction to LinkedIn & Platform Overview
	• Organic Content Best Practices
	• LinkedIn Ads - Marketing Objective, Audience & Ad Formats
	• Introduction to Twitter - Optimization of Twitter Profile & Twitter Ads
	• Introduction to Quora - Account Setup & Quora Ads
Live Project	• Social Media Marketing - Facebook/Instagram Ads
Content Marketing	• Introduction to Content Marketing
	• Content Planning
	• Content Strategy
	• Content Effectivness
Email Marketing	• Introduction To Email Marketing

	• Launching An Email Campaign
	• Building & Analyzing An Email Campaign
	• Tools for Email Marketing & Additional Tips
Live Project	• Email Marketing - Mail Chimp
Web Analytics	• Introduction to Web Analytics
	• Data Analytics Tools
Google Analytics	• Introduction to Google Analytics
	• Real Time & Audience Reports
	• Acquisition Report & Analysis
	• Behavior Analysis & Conversion Tracking
	• Customizing Google Analytics
	• Tips To Use Google Analytics Efficiently
Live Project	• Google Analytics
Data Analysis In Excel	• Introduction to Excel
	• Data Analysis In Excel - I
	• Data Analysis In Excel - II
Integrated Marketing Strategy in the Digital World	• Integrated Marketing Framework
	• Implementing an Integrated Marketing Strategy
	• Integrated Marketing Communication

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