



Digital Marketing Syllabus

Step 1:

- Mastering SEO-Gain an in-depth understanding of the search engine optimization (SEO) and fundamentals of digital marketing Master digital marketing analytical tools - Google Analytics.

Step 2:

- Mastering Social Media-Gain in-depth knowledge on Social Media Marketing channels like Facebook, Instagram, Youtube and Twitter.

Step 3:

- Mobile Marketing and Digital Strategy- Understand the foundation of Email and Mobile Marketing and Garner skills to create an efficient Digital Marketing Strategy.

Step 4: Advanced Web Analytics

- Introduction to Digital Analytics
- Building Blocks
- Fundamentals of Digital Analytics
- Business Perspective
- Data Analysis Fundamentals
- Analysis Perspective: Providing Insights
- Enabling Capabilities
- Managing Analytics
- Audience
- Acquisition
- Behavior
- Conversions Onboarding

- Retention and Expansion
- Advocacy
- Privacy and Ethics
- Wrapping Up

Benefits of Digital Marketing Training

- Student from Any Stream can learn, No technical pre Knowledge required
- It's Not a field job, Work in Office
- Great Job Security With good Salary Package with incentives
- 1 year membership after course completion
- Can earn from working at Home as Freelancer

Eligibility:12th pass

Duration: 3 Month

Placement: The placement cell provides active assistance to students in finding jobs. Minimum 3 interview call letters* are provided to them on successful completion of the program. Besides this TECHNOGLOBE has tie up with the biggest placement giant of India i.e. MONSTER.COM for the placement of all students..