

Digital Marketing

Course in Digital Marketing

4 Weeks. (2 Hrs. per day)

4 Weeks Online Course

Objective

In this course, students will learn about different aspects of Digital Marketing and how they come together in a cohesive and effective Digital Marketing plan. Students will study the function of search engines and different Google ranking algorithms, they will also gain practical exposure to search engine optimization techniques and preparing proper keyword listings. Besides this student will also get exposure about Google Ad words, bidding strategy and pay per click model and they will be able to hone their skills on social media optimization such as Facebook and Twitter etc.

10 + 2 with basic knowledge of computer.

Eligibility

Prerequisite

- ✓ Candidate must have latest computer / laptop with preferably 4 GB RAM or higher and Graphics Card (2 GB)
- ✓ Software: Windows OS (7 or above), Google Chrome (can be downloaded from respective websites)
- ✓ Internet connection with good speed (*preferably 2Mbps or higher*)

Course Fees

Rs. 2000/- incl. GST & all other charges.

Certificate

Certificate will be provided to the participants, based on minimum 75% attendance and on performance (minimum 50% marks) in the online test, conducted at the end of the course.

- ✓ Instructor-led live classes.
- ✓ Instructor-led hands-on lab sessions.
- ✓ Content Access through e-Learning portal.
- ✓ Assessment and Certification

Methodology

How to Apply?

Step-1: Read the course structure & course requirements carefully.

Step-2: Visit the Registration portal and click on apply button.

Step-3: Create your login credentials and fill up all the details, see the preview and submit the form.

Step-4: Login with your credentials to verify the mobile number, email ID and then upload the documents, Lock the profile and Pay the Fees online, using ATM-Debit Card / Credit Card / Internet Banking / UPI etc.

Course Content

Day	Topic	Day	Topic	Day	Topic
Day #01	Digital Marketing Basics	Day #02	Website Language & Technology, Core Objective of Website and Flow	Day #03	How the search engine works? Search Engine Algorithm, Page Rank Technology
Day #04	Google Web Masters Tools, On-page and Off-page Optimization.	Day #05	Understanding Ad-words, Google Ad Types, PPC Cost Formula	Day #06	Ad Page Rank, Ad-words User Interface, Creating Ad, Campaigns.
Day #07	Facebook Profiles and Pages, Business Categories, Custom URL, Page Likes	Day #08	Facebook Events, Reply and Message, Facebook Insight Reports, Competitor's Facebook Page	Day #09	Organic v/s Paid, Defining & Ad Objective, Setting Up Facebook Page Promotion
Day #10	Handling Twitter, Making a trend on twitter.	Day #11	You tube Marketing & Google Pages for You tube Channel.	Day #12	You tube Marketing, Live Broadcasting
Day #13	Web Analytics Integrating with Website	Day #14	Search Traffic and Links Google Indexing.	Day #15	Freelancing Online work
Day #16	Freelance activities on Facebook, You tube Google	Day #17	E-commerce Business, Product Grouping, Remarketing Products, Payment Gateway in India.	Day #18	Mobile and e-marketing
Day #19	Affiliate Marketing	Day #20	Use of Digital marketing strategies and popular social media platforms to grow the business		

Course Coordinator

Dr. Shivlok Singh (P.T.O)
NIELIT Gorakhpur
Email: shivlok@nielit.gov.in
Mobile Number: 8317093877

Smt. Priyanka Srivastava
NIELIT Lucknow
Email: priyanka@nielit.gov.in
Mobile Number: 7706009331

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