



सत्यमेव जयते

Ministry of Micro, Small and Medium Enterprises,
Government of India



MSME

MICRO, SMALL & MEDIUM ENTERPRISES
सूक्ष्म, लघु एवं मध्यम उद्यम

DIGITAL MARKETING COURSE



DIGITAL MARKETING

COURSE NAME	DURATION	
DIGITAL MARKETING	2 DAYS	-
Minimum Qualification: 10th Pass / Graduation		
DOCUMENTS REQUIRED: One Photo & One photocopy of qualification certificates and Aadhar Card along with payment		

About This Course:

- ❖ Digital Marketing (also Online Marketing, Internet Marketing or Web Marketing) is a collective name for marketing activity carried out online, as opposed to traditional marketing through print media, live promotions, tv and radio advertisement.
- ❖ The rapid growth of Digital Marketing Industry is a direct consequence of the global phenomenon that is the Internet
- ❖ Every marketer needs to understand how to exploit digital marketing tools and techniques in order to improve their customer value proposition and overall competitiveness.

Digital Marketing Course Benefits:

- ❖ A Wide Range of Career Options.
- ❖ Better Salary (Most Fascinating **Advantage of Digital Marketing Course**).
- ❖ Embark your own Career.
- ❖ Flexible.
- ❖ Deployment of Skills from one Company to Another.
- ❖ Exhibit Creativity.

Who Should Attend?

- ❖ People who already know a little, a lot or nothing, about digital marketing and e-commerce.
- ❖ App Developers, Content Developers, Web Developers, Affiliate Agents, Search Management, Vendors, suppliers and agencies in this area, Consultants, Strategists and business analysts, Sales Executives, Product Managers, Digital Marketing Experts, Media Buyers and Planners.

- ❖ Business Development Managers, Advertising Executives, Media Managers (interactive and new media), e-Payments Executives, E-Commerce Managers, Marketing Managers, Brand Managers, Business Owners.
- ❖ Director or Head of Brands, and marketing, CMO's, CEO's.

COURSE DETAILS

1ST DAY

- ❖ Fundamental of Digital Marketing
- ❖ Objectives and Techniques
- ❖ Search Engine Optimization
- ❖ Social Media Optimization
- ❖ Lead generation
- ❖ Content Marketing
- ❖ Google Analytics
- ❖ Earn per click/visit
- ❖ Government Policies Regarding Digital India
- ❖ How to take freelancing projects

2ND DAY

- ❖ Affiliate Marketing
- ❖ Google Ad words
- ❖ Google Ad sense
- ❖ Conversion Optimization
- ❖ E commerce, Mobile Marketing tools
- ❖ Online Advertising etc
- ❖ Use and importance of social media like Facebook, Twitter, and Instagram etc.
- ❖ Portfolio Management

Address for Communication:

Principal Director, MSME- Technology Development Centre (PPDC)
Foundry Nagar, Hathras Road
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