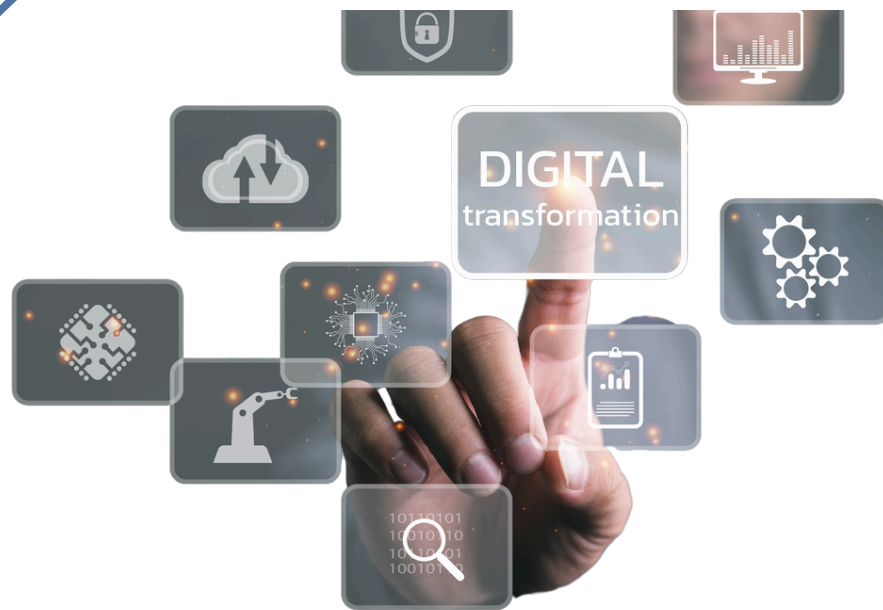




ARE YOU READY TO MASTER IN

Digital Marketing 

-  +91 8095753141
-  Jayanagar 4th Block, Bangalore-68
-  www.digitalentsacademy.com
-  digitalentsacademy1@gmail.com



Why Digital Marketing?

The world is now online. It is all about reaching out to them. As social media, mobile apps and online marketing channels open a new way to connect with customers, requirement for digital marketing expertise is increasing. Digital channels and social media have become the most essential of all modern marketing tools. At present, all the functions in business involve digital platforms. That's why every individual demands the basic knowledge & techniques which are being used commonly in digital marketing. It is one of the most economical and beneficial skills you can acquire nowadays.

EXPLORE - Don't take just our word for it

Digital Marketing

**FRESHER - DIGITAL
MARKETING EXECUTIVE**

**Salary : 2 to 2.5 Lakh Per
Annum**

Social Media Marketing

**FRESHER - SOCIAL MEDIA
EXECUTIVE**

**Salary : 1.8 to 2.5 Lakh Per
Annum**

Search Engine Optimization

FRESHER - SEO ANALYST

**Salary : 1.5 to 2 Lakh Per
Annum**

AFTER THIS COURSE YOU WILL BE ABLE TO

Learn how you can use digital marketing to bring a tremendous boost to your career or business. You'll learn new tools and techniques to transform the way you work. Professionals who have taken our courses have leveled-up, gotten funding, received a promotion, got seen and heard and most of all have made things happen.

- ✓ Secure prestigious and higher-paying digital marketing positions
- ✓ Prepare yourself for top marketing certifications like Google and Facebook certification
- ✓ Improve your value tremendously to your present or future employers, and increase your placement
- ✓ Understand various online marketing strategies and tools. You can use this knowledge to even decide where
- ✓ Generate, optimize, and increase your conversions through Google and sell/market your products online
- ✓ Drive online conversions and increase your business by 3x
- ✓ Build a digital marketing revenue stream for your own venture or company





About Us

Digitalents Academy is a Leading Marketing Training Institute in Bangalore Providing High-Quality Digital Marketing Training in Bangalore with Real-Time Exposure to live Projects. We use most Advanced Training techniques with a combination of assignments, Projects and Internship Programs.

Digitalents Academy Provides the Best Digital Marketing Training in Bangalore. Our Diploma Program in Digital Marketing is Designed to Train Students on the most Advanced Aspects of Digital Marketing



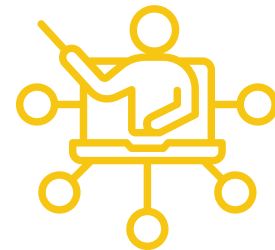
BECOME A CERTIFIED DIGITAL MARKETER IN 85 DAYS

WHY CHOOSE OUR INSTITUTION



Experienced Trainers

Our Trainers are Real-Time Digital Marketing Consultants working with a Combined experience of 7+Years.



Real Time Training

Students will work on Live Digital Marketing Projects and gain Real-Time Exposure on current scenarios.



Student Centric

Digital Marketing Training Methodology at Digitalents Academy is focused to give hands on experience to all students



Gain Up-To-Date Industry Knowledge

Our specialist product team work closely with leading industry experts to create, review and update your course content on a continuous basis.

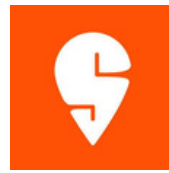
DIGITALENTS ACADEMY PROGRAM HIGHLIGHTS

- ✓ **21+ Advance Modules**
- ✓ **30+ Digital Marketing Tools**
- ✓ **Know how to structure website**
- ✓ **Get 100% Placement Assistance**
- ✓ **After course engagement**
- ✓ **6 months student support**
- ✓ **50+ hours of practical training**
- ✓ **Real time experience**
- ✓ **Interview Guidance and Support**

PLACEMENTS



OUR STUDENTS WORK IN
COMPANIES LIKE



CERTIFICATIONS

Get ready to level-up and boost your CV with Internationally Valid Certificates

Boost Your Skill-set and get certified with highly esteemed entity from digitalents academy

In addition, our content and exercises will enable you to achieve other certifications available in Digital Marketing Domain.

With our intensive digital marketing course, we help you prepare for the following certifications that are most-sought-after by recruiters in the job market: AdWords Fundamental, Video Advertising, Search Advertising, Shopping Advertising, Display Advertising, Mobile advertising, Google Analytics Certification, Facebook Blue Print Certification.



1

Module

DIGITAL MARKETING OVERVIEW

- What is marketing?
- What is Digital Marketing?
- Understanding Marketing Process
- Why is Digital Marketing better than traditional Marketing?
- Understanding Digital Marketing Process
- Increasing Visibility

2

Module

WEBSITE STRUCTURE & PLANNING

- Understanding Internet
- Understanding websites
- Understanding domain name URL and URI

- What is server & hosting?
- How to Book a domain name & web hosting
- Planning & Conceptualising Structure of a Website
- Identifying objective of website
- Deciding on number of pages required
- Planning for engagement options

3 Module

SEARCH ENGINE OPTIMIZATION

- What is SEO?
- Introduction to SERP
- What are search engines?
- How search engines work
- Major functions of a search engine
- What are keywords?
- Different types of keywords
- Google keyword planner tool
- Keywords research process
- Using google webmasters tool

- Importance of domain and page authority
- How to optimize exact keywords for your business

4 Module

ON-PAGE (SEO)

- What are primary keywords & secondary
- Keywords?
- Url Structure
- Meta tags creation
- Header Tags
- Importance of Header tags
- Content optimization
- Image optimization
- Internal Linking
- Broken Links
- Outbound links

5

Module

OFF-PAGE (SEO)

- What is Domain Authority?
- How to increase Domain Authority
- What are backlinks?
- Types of backlinks
- Top tools for SEO
- Monitoring SEO process
- Preparing SEO reports

6

Module

LOCAL BUSINESS (SEO)

- Google places optimization
- Classified submissions
- Google Map integration & optimization
- Google Reviews

SEARCH ENGINE MARKETING (SEM) PPC, ADWORDS

- Understanding Paid search results
- Introduction to Google Adwords & PPC advertising
- Setting up Google Adwords account
- Understanding Adwords account structure
- Types of Advertising campaigns
- How does Adwords rank ads
- Understanding Adrank
- Optimizing Search Campaigns
- Understanding bids
- Understanding different types of bid strategy
- Pros & Cons of different bid strategies
- What is quality score
- Why quality score is important
- What is CTR?
- Why CTR is important?
- Importance of CTR in optimization

- How to increase CTR
- Using keyword planner tool
- Adding keywords in ad-group
- Understanding types of keywords
- Broad, exact and phrase match
- What are negative keywords
- Pros and cons of diff. types of keywords
- How to write a compelling ad copy

8 Module

SEARCH NETWORK

- Types of Search Campaigns
- Creating our 1st search campaign
- Doing campaign level settings
- Understanding location targeting
- Different types of location targeting
- Creating ad groups
- Understanding keywords

9

Module

DISPLAY ADS

- What is Display Ads?
- Types of Display Advertising
- Display Advertising
- Banner ads
- Rich Media ads
- Pop ups and Pop under ads

10

Module

SHOPPING ADS

- What are shopping Ads
- Who can benefit from shopping ads
- Google Merchant Center
- Creating Shopping Feed
- Creating and Managing Shopping Campaigns

11

Module

VIDEO ADS

- Importance of video marketing
- Benefits of video marketing
- Uploading videos on Youtube
- Using youtube for business
- Understanding Video Campaign
- Creating Video Campaigns
- Targeting Options
- Understanding Bid Strategy

12

Module

SOCIAL MEDIA MARKETING

- What is Social Media?
- Understanding Social Media terms and psychology
- How social media marketing is different from others
- Creating business pages on various social media platforms

- Why is Social Media optimization important?
- Optimizing and planning social media posts
- Use of automated post schedulers

13 Module

FACEBOOK

- Understanding Facebook for Marketing
- Creating Facebook page
- Exercise on fan page wall posting
- Increasing fans on fan page
- Facebook marketing
- Types of Facebook advertising
- Best practices for Facebook advertising
- Understanding Facebook best practices
- Understanding Facebook ads manager
- Types of FB campaigns
- Creating Facebook advertising campaign
- Targeting in ad campaign
- Payment module
- Setting up conversion tracking

14

Module

LINKEDIN

- What is LinkedIn?
- Understanding LinkedIn
- Company profile vs Individual profiles
- How to do marketing in LinkedIn
- LinkedIn advertising
- LinkedIn publishing
- Company pages
- Adv on LinkedIn

15

Module

TWITTER

- Understanding Twitter
- Tools to listen & influence on Twitter
- How to do marketing on Twitter
- Advertising on Twitter
- Creating campaigns
- Types of ads

GOOGLE ANALYTICS

- Introduction to Google Analytics
- How Google analytics works
- Understanding Google analytics account structure
- Understanding Google analytics insights
- Starting with Google analytics
- How to set up analytics account
- How to add analytics code in website
- Understanding goals and conversions
- Measuring performance of marketing campaigns via Google analytics

EMAIL MARKETING

- What is email marketing?
- How email works?
- Challenges faced in sending bulk emails
- Types of email marketing- Opt-in & bulk

- Setting up email marketing account
- Best platforms to do opt-in email marketing
- How to do bulk emailing?

18 Module

YOUTUBE

- Why Youtube
- Identifying your Interest
- Video creation basics
- Youtube Video editing
- How to make money from Youtube
- Channel Name & Branding
- Channel Keywords & Targeted Country
- Channel Description & Links
- Channel Homepage
- Video Title
- Video Description Tags
- Increase Views, Likes, Shares & Links.

19**Module**

CONTENT MARKETING

- What is Content Marketing?
- Introduction to content marketing
- Objective of content marketing
- Content marketing strategy building process
- How to write great compelling content
- Keyword research for content ideas
- Optimizing content for search engines
- Discussing authority blog
- Ways to monetizing authority blog
- How to market your content?
- Creating biogs with FREE theme

20**Module**

GOOGLE SEARCH CONSOLE

- What is Search Console
- Features of Search Console

- Site Verification Process
- Location Targeting
- Search Performance Tool
- Link Analysis Tool
- Sitemaps Tool
- Crawl Errors Analysis
- The Latest updates in Search Console



TESTIMONIALS



**STEP INTO OUR
INSTITUTE & BECOME A
MASTER IN EVERY
ASPECTS**

Thank You

For More Information



+91 8095753141



enquiry@digitalentsacademy.com



www.digitalentsacademy.com



**#102, 103, 579, 32nd D Cross, 10th Main
Rd, 4th Block, Jayanagar, Bengaluru,
Karnataka 560011**