



सरकार मान्य



Advance Diploma in Digital Marketing
Duration: 12 Months

A Digital Marketing Diploma Course provides a comprehensive education in essential areas of modern marketing. It covers Social Media Marketing strategies for platforms like Facebook and Instagram, SEO, Email Marketing, Content Strategies, and Analytics. Learners are introduced to Video Editing, gaining proficiency in editing software and techniques to produce compelling video content optimized for digital platforms. Creation for crafting engaging messages, and Video Editing for producing compelling video content. Students gain practical skills and theoretical knowledge to effectively engage audiences, maintain brand consistency, and drive conversions across various digital platforms.

Career opportunities: Digital Marketing Manager, Search Engine Optimizer, Social Media Marketing Expert, Content Marketing Manager, Content Creator, Graphic Designer, Digital Marketing Analyst, Video Content Creator/Editor, Copywriter, Search Engine Marketer, Inbound Marketing Manager, Conversion Rate Optimizer. Faculty, Work as a Freelancer.

Program Contents

Certificate Course in Search Engine Optimization

<p>On-page Optimization</p> <ul style="list-style-type: none"> Introduction Keyword Research Website Analysis Competitors website analysis Google Algorithms Meta tag optimization Titles and Meta Description Image Optimization Content Optimization 	<ul style="list-style-type: none"> Event tracking Google Rich snippets Header tag optimization Google Analytic Google Webmaster Tool XML sitemap creation Importance of robots.txt Website submission to Google, Bing and Yahoo Duplicate content checking 	<ul style="list-style-type: none"> Business address verification on Google - Google Maps <p>Off-page optimization</p> <ul style="list-style-type: none"> Introduction Directories Submission Blogging Forum Posting and online discussion Press release submission Social Bookmarking Link Exchange 	<ul style="list-style-type: none"> Link Baiting Article Submission Photo Sharing <p>Google Webmaster Tool</p> <ul style="list-style-type: none"> Introduction Verifying website Checking Errors of website sitemap.xml submission Google Indexing Status Titles and Meta Description Checking
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Certificate Course in Social Media Marketing

<p>Social Media Marketing</p> <ul style="list-style-type: none"> Definition of Social Media How social media influence audience Integration social media to your website How to choose right social media for your brand? <p>Facebook & Instagram</p> <ul style="list-style-type: none"> Creating facebook business page How to promote facebook business page 	<ul style="list-style-type: none"> How to advertise on facebook Various types of campaign Facebook messenger Facebook pixel Facebook reporting <p>LinkedIn</p> <ul style="list-style-type: none"> Creating linkedin business page Advertise on linkedin Using linkedin for business 	<p>Twitter (X)</p> <ul style="list-style-type: none"> Creating twitter business page Advertise on twitter Using twitter for business <p>YouTube</p> <ul style="list-style-type: none"> Creating youtube brand account Creating youtube channel Promote videos 	<p>Pinterest</p> <ul style="list-style-type: none"> Pinterest for business Marketing on pinterest Creating board on pinterest / Rich pins <p>Email Marketing</p> <ul style="list-style-type: none"> Introduction to Email Marketing Different platforms of Email Marketing Creating of list, layout and templates Creating different types of forms, reports
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Certificate Course in Search Engine Marketing (SEM)

<p>Search Engine Marketing</p> <ul style="list-style-type: none"> What is SEM? What is PPC Marketing? Importance of Quality score What is Campaign? AD Group? Campaign Types <p>Search Ad</p> <ul style="list-style-type: none"> How to create search ad Types of bidding Keyword research Keyword match types 	<ul style="list-style-type: none"> Ad extension <p>Display AD</p> <ul style="list-style-type: none"> How to create display ad Display ad format Conversion tracking Remarketing ad Placement Display planner tool <p>Shopping Ad</p> <ul style="list-style-type: none"> What is Shopping Ads? Where do they appear on google? 	<ul style="list-style-type: none"> Google merchant center account Link account to website Product feed Fetch product list <p>Universal App Campaign</p> <ul style="list-style-type: none"> How to promote mobile app? Mobile ad campaign Mobile specific bidding Targeting strategy <p>Video AD</p> <ul style="list-style-type: none"> Ad format 	<ul style="list-style-type: none"> Campaign creation Performance Max / Demand Generation <p>Google Analytics</p> <ul style="list-style-type: none"> Introduction Creating Account Adding GA code for tracking Monitoring Visits Tracking Events Conversion Checking Overview of website traffic Overview of page views
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Certificate Course in Online Website and Blog Creation

<p>Marketplace selling</p> <ul style="list-style-type: none"> Introduction to marketplace selling Getting start with marketplaces Registering on market place Panel overview <p>Affiliate Marketing</p> <ul style="list-style-type: none"> Definition Purpose/Where and why is Affiliate Marketing Amazon Affiliate Marketing Program 	<p>Google AdSense</p> <ul style="list-style-type: none"> Definition How to earn money via Blog/Website Register blog/website to adsense How to earn money via youtube channel Youtube channel monetization <p>Landing Page Creation</p> <ul style="list-style-type: none"> Importance of Landing Page Landing page creation techniques Use call to action/conversion button 	<p>Content Marketing</p> <ul style="list-style-type: none"> Definition Identifying & creating good content Popular content types Rules & advantages of content marketing <p>Website & Blog Creation</p> <ul style="list-style-type: none"> Introduction about website How to buy domain & hosting Types of websites 	<ul style="list-style-type: none"> How to use themes & plugins Blogging website Blog creation <p>E-commerce Website Creation</p> <ul style="list-style-type: none"> Getting started with E-commerce Selling product with Woocommerce Setting up Saas store
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Certificate Course in Graphic Designing and Video Editing

CorelDraw Illustrator	Photoshop InDesign	Video Editing Sound Editing	After Effects Assignments and Projects
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