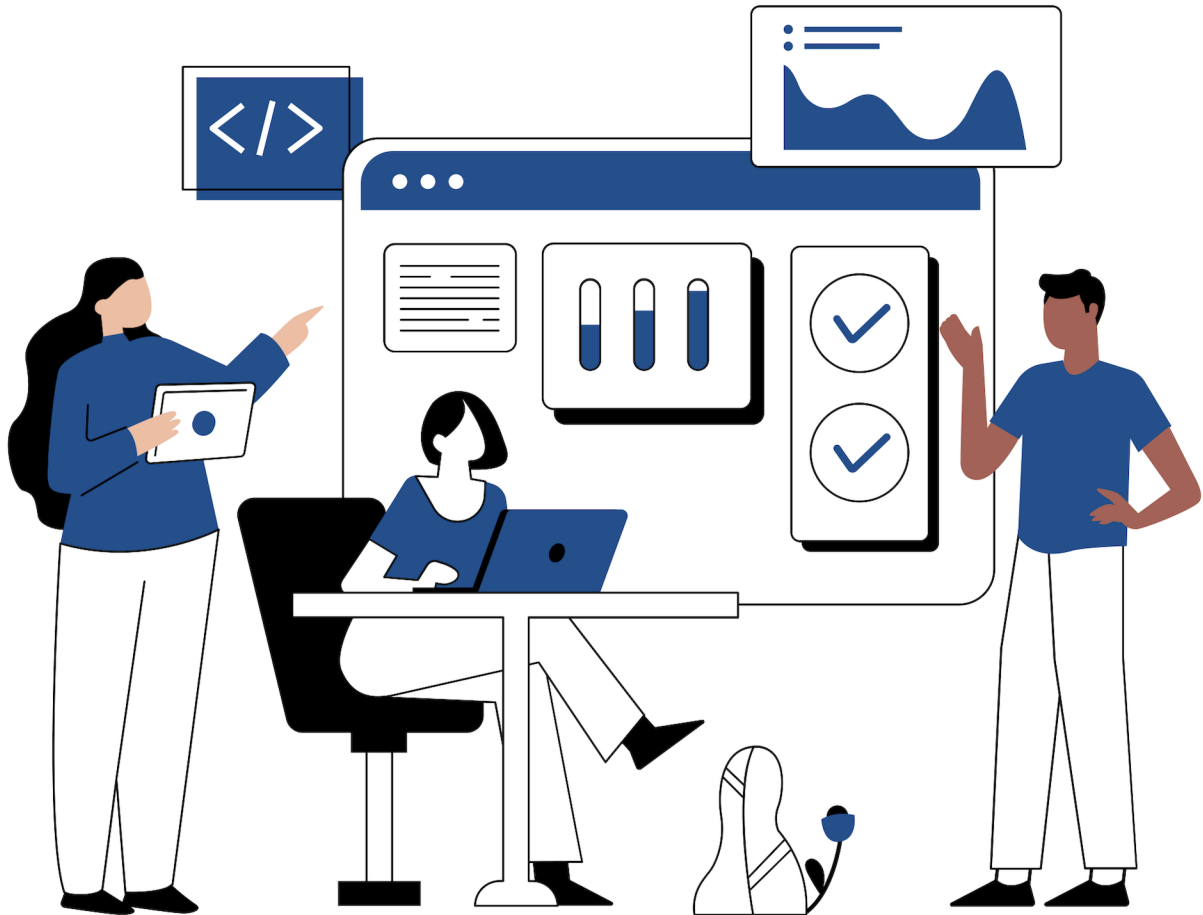


Training in Thane

DIGITAL MARKETING



A COMPLETE PROGRAMME IN DIGITAL MARKETING

"Transform your career with our Digital Marketing Course! 🚀 Learn SEO, social media, analytics, and more to become a marketing pro.

TRAINING IN THANE

 **9372196296 / 7900046707 / 9967992677**

01.WHAT IS DIGITAL MARKETING ?

DIGITAL MARKETING REFERS TO THE USE OF DIGITAL CHANNELS, SUCH AS SEARCH ENGINES, SOCIAL MEDIA, EMAIL, AND WEBSITES, TO PROMOTE PRODUCTS OR SERVICES AND CONNECT WITH POTENTIAL CUSTOMERS.

02.WHY DIGITAL MARKETING IS IMPORTANT ?

DIGITAL MARKETING IS IMPORTANT BECAUSE IT ALLOWS BUSINESSES TO REACH A WIDER AUDIENCE, TARGET SPECIFIC DEMOGRAPHICS, MEASURE RESULTS ACCURATELY, AND ENGAGE WITH CUSTOMERS IN REAL-TIME, ULTIMATELY DRIVING GROWTH AND INCREASING REVENUE.

03.WHAT IS THE ROLE OF DIGITAL MARKETING TO A COMPANY ?

THE ROLE OF DIGITAL MARKETING IN A COMPANY IS TO CREATE AND EXECUTE STRATEGIES THAT ENHANCE ONLINE PRESENCE, GENERATE LEADS, INCREASE SALES, AND BUILD BRAND AWARENESS BY LEVERAGING VARIOUS DIGITAL PLATFORMS AND TOOLS.

04.FOR WHOM DIGITAL MARKETING COURSE ?

A DIGITAL MARKETING COURSE IS SUITABLE FOR MARKETING PROFESSIONALS, BUSINESS OWNERS, ENTREPRENEURS, RECENT GRADUATES, AND ANYONE LOOKING TO GAIN PRACTICAL SKILLS AND KNOWLEDGE TO ADVANCE THEIR CAREER OR BUSINESS IN THE DIGITAL LANDSCAPE.

COURSE HIGHLIGHT

01. TRAINING BY INDUSTRY EXPERT

02. CONVENIENT BATCH TIME

03. CERTIFICATION OF COMPLETION

04. CASE STUDY

05. DIGITAL MARKETING TOOL

06. COURSES MODUAL

07. CLASSROOM ASSIGNMENTS

COURSES MODULE (A)

LEARN ONLY FB & INSTA ADS (META ADS)

- Ad Objectives
- Audience Targeting
- Ad Formats
- Ad Creative
- Budgeting and Bidding
- Analytics and Optimization



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COURSES MODULE (B)

LEARN ONLY GOOGLE ADS

- **Campaign Types**
- **Keyword Research**
- **Ad Copywriting**
- **Bid Management**
- **Audience Targeting**
- **Performance Tracking and Optimization**



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COURSES MODULE (C)

FULL DIGITAL MARKETING COURSES

- 1. MARKETING FOUNDATION**
- 2. DIGITAL MARKETING ECOSYSTEM**
- 3. DIGITAL CONSUMER BEHAVIOUR**
- 4. DIGITAL VISIBILITY STRATEGY**
- 5. ONLINE LEAD STRATEGY**
- 6. GRAPHIC DESIGNING FOR BUSINESS**
- 7. VIDEO MARKETING FOR BUSINESS**
- 8. BUILDING YOUR BUSINESS WEBSITE**
- 9. INTRODUCTION TO SOCIAL MEDIA**
- 10. LANDING PAGE OPTIMIZATION**
- 11. FACEBOOK & INSTAGRAM ADVERTISING**
- 12. INTRODUCTION TO SEO**
- 13. WEB ANALYTICS & TRAFFIC REPORTING**
- 14. ONLINE ADVERTISING & GOOGLE ADS**
- 15. DISPLAY ADVERTISING**
- 16. VIDEO ADVERTISING**
- 17. REMARKETING & REBRANDING**
- 18. EMAIL MARKETING**
- 19. INBOUND MARKETING**
- 20. WEB CONTENT WRITING**
- 21. BLOGGING, ADSENSE & AFFILIATE MARKETING**
- 22. SELLING ON AMAZON & MARKET PLACES**
- 23. EARNING AS A FREELANCER/STARTING AGENCY**
- 24. AI POWERED DIGITAL MARKETING**



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THANK YOU!

"THANKS FOR JOINING! EXPECT AN EMAIL WITH LOGIN INFO SOON. CONNECT WITH OUR COMMUNITY FOR SUPPORT AND UPDATES. WE'RE THRILLED TO HAVE YOU ON BOARD!"



THANE

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 **(ABHIJEET CHS 105, NEAR THANE RAILWAY STATION PLATFORM NO 1, DADA PATIL WADI, NEAR BAL GANESH BUILDING THANE W 400602)**