

Diploma in Digital Marketing

Registration Open

Join Now

Contact Us

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www.makecareersolutions.com



Introduction

In a digital marketing course, you can expect to learn various strategies and techniques used to promote products or services online. The course will cover topics such as search engine optimization (SEO), social media marketing, email marketing, content marketing, and paid advertising. You will learn how to develop a digital marketing plan, conduct market research, and analyze data to measure the effectiveness of your campaigns. The course will also cover the use of various tools and platforms to create and execute digital marketing campaigns. You will learn how to identify target audiences, create compelling content, and use analytics to optimize your campaigns for maximum results.

MCS COURSES BENEFITS



**Live Online
Classes**



**Market
Experts**



**Peer and Faculty
Connect**



**Learning
Resources**



**Practical
Work on
Assignment**



**100 % Job
Placement**

Career Opportunities After Digital Marketing Course

**Digital
marketing
manager**

**Social
media
Manager**

Freelancer

**Performance
marketer**

**Content
Writer**

SEO Expert

**Professional
Blogger**

**Web
Developer**

Course Content

INTRODUCTION

- The Digital Landscape
- Elements & Platforms
- Brand Audit Digitally
- Target Audience

DESIGNING SKILLS

- Design Thinking
- Different Types of Design Format
- Work on Canva
- Logo Making for Brands
- Visiting Cards for Brands

WEBSITE DEVELOPMENT

- Understanding of Domain name
- Purchase of Web Hosting
- Use Tools, Themes , Plugin and more
- Learn Importance of Blogs for Website

BUILDING A WEBSITE

- Building own Website
- Installing Theme
- Use of Tools, Plugin and more

MOBILE OPTIMIZATION

- Importance of optimization
- Website optimization for Mobile

SEARCH ENGINE OPTIMIZATION

- What is SEO ?
- Why SEO is important ?
- Types of SEO
- On Page & Off Page SEO

SOCIAL MEDIA MARKETING

- Instagram
- Facebook
- Quora
- LinkedIn
- Pinterest

ADS

- Facebook Ads
- Instagram Ads
- Quora Ads
- LinkedIn Ads
- You Tube Ads

GOOGLE ADWORDS

- Importance of Google Ads
- Keywords Research
- Setup Campaign
- Search AD
- Display AD
- Shopping Ads & More
- Set Objective of Campaign
- Review Campaign
- Re-Marketing Ads

GOOGLE ANALYTICS

- **Setting up Google Analytics Account**
- **Placing the Tracking Code of Site**
- **Setting up Conversion Tracking Goals & Events**
- **Reading Google Analytics Data**

GOOGLE MY BUSINESS SETUP

- **Analysis GMB Account**
- **Setting up GMB Account**
- **Managing GMB of Area wise**

E-MAIL MARKETING

- **Types of Email**
- **Bonus Rate VS Open Rate VS Delivery Rate**
- **Creating Lead Magnet**
- **Learn Tool like Mail Chip**
- **Setting up First Email Campaign**

COPY WRITING

- **Understand the Basic of Copy Writing**
- **Rules and Guidelines for Copy Writing**
- **Copy Writing Tools**

STRATEGY

- **Who is your Customer?**
- **Where is your Customer?**
- **What are your Goals?**
- **How will you Executive?**

ADS PSYCHOLOGY

- Good Design Practise
- Understand consumer Psychology
- Do's and Don't in Design

ONLINE REPUTATION MANAGEMENT

- What is ORM?
- Customer Expectations
- Method of Deal with a Crisis Situation

INFLUENCER MARKETING

- Importance of Influencer Marketing
- Micro & Macro Influencer
- Choosing Right Influencer for your Brand



25+ MODULES



Introduction to
Digital Marketing



Mobile
Optimization



Copywriting



Blogging



Youtube
Optimization



Understanding
Marketing Funnels



Google
Ads



Facebook
Ads



Google My Business
Optimization



Instagram
Marketing



Digital Marketing
Strategy



Search Engine
Optimization



Instagram
Ads



Google
AdSense



Facebook
Marketing



Canva Design



Google



Linkedin



Story



Linkedin



Basic of Website
Optimization



Affiliate
Marketing



Quora
Ads



Google Data
Studio



Influencer
Marketing



Social Media
Marketing



Lead
Generation



Content
Marketing



Snapchat
marketing



Soft
Skills



Email
Marketing



Google Search
Console



Whatsapp
Marketing



Interview
Preperation



Content
Writing

KEY FEATURES

25+ Modules

Premium Tools

100% Placement

**3 Months
Training**

**10+
Certification**

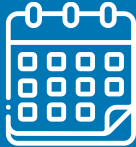
**24*7
Support**



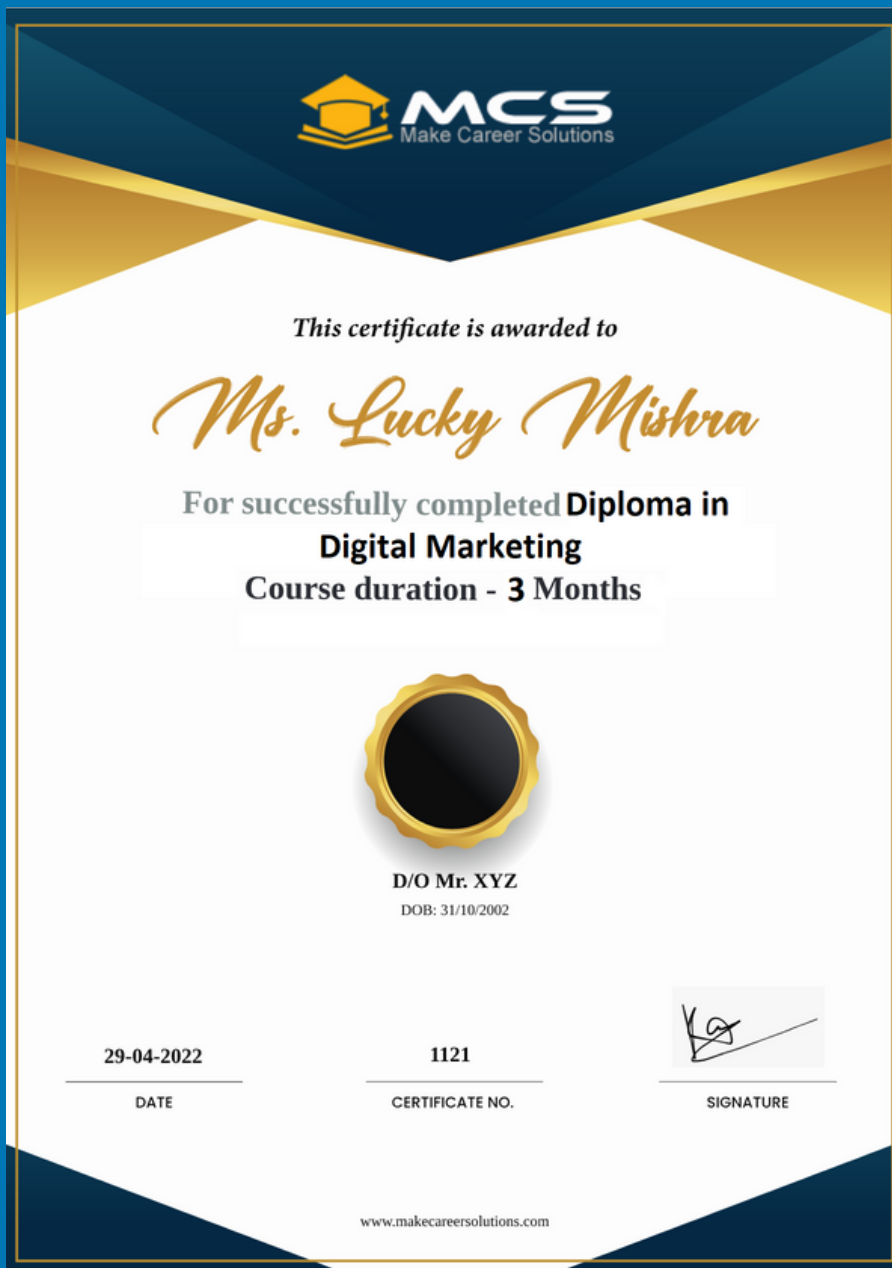
Online/ Offline Training



72+ Hrs. Practical Training



3 Months



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