ABOUT DIGITAL MARKETING

The world is now online. This has made digital marketing channels and social media the most widespread, interactive and essential of all modern marketing tools. Any effective marketing campaign will include them in its strategy.

As the name suggests, digital marketing can be termed as or defined as an approach, a strategy, or a branding and marketing exercise using digital platforms. Digital Marketing is the promotion of your brand, product or service online.

It is believed that Digital Marketing is now the most important part of the marketing mix. It has grown rapidly in the past few years as more and more businesses are realizing the importance of a good online presence.

Digital Marketing includes many advertising channels including SEO, email marketing, social Media marketing, pay per click advertising, Google Adwords, mobile marketing.

Who Can Do It: Students seeking for an attractive career in Marketing, Entrepreneurs to enhance the business visibility and sales. Working professionals from advertising, marketing, information technology, sales, or business development who wants to specialize in Digital Marketing, Freelancers.
Career Opportunities, Course Structure and Pre-Requisites

- Digital marketing to create 1.5 lakh jobs within next 2 yrs and there is huge shortage of specialised professionals
- You can work as Digital Marketing Manager, SEO Manager, SEM Specialist and Digital Sales Executive, Social Media, Email Marketing, Web Analytics etc, work as a Freelancer or support your own business
- The salary packages depends on the industry and companies

### Topics and Structure

<table>
<thead>
<tr>
<th>Topic</th>
<th>Details</th>
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<tbody>
<tr>
<td><strong>Introduction To Digital Marketing</strong></td>
<td>Planning Digital Marketing Campaigns, Website Planning and Development, Essentials of a website</td>
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<tr>
<td><strong>Google Analytics</strong></td>
<td>Fundamentals of Google analytics, Monitoring bounce rate, tracking Monitoring traffic sources, Monitoring visitors behavior, Measuring and Monitoring metrics, Setting up Dashboards</td>
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<tr>
<td><strong>Search Engine Optimization</strong></td>
<td>SEO Strategy, Keyword Research, Tools to find keywords (paid &amp; free), Google Adwords, Planning SEO of a website, setting-up SEO process, Marketing, On page &amp; Off page optimization, SEO Webmaster Tool, Mobile SEO</td>
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<td><strong>Search Engine Marketing(SEM) Framework</strong></td>
<td>Online advertising &amp; Ad Networks, Creation of Search Campaigns, Writing Compelling Ad Copies, Creation of Effective Campaigns and Ad groups, Digital Display Campaigning, Tracking &amp; measuring ROI of online advertising, Optimizing Ad Performance, Strategy of allocate funds to various online Advertising platforms</td>
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<tr>
<td><strong>Strategy of Social Media Marketing</strong></td>
<td>Defining the communication strategy, Setting up brand presence, Social Listening, Engaging with followers, Engagement on Facebook/Twitter/LinkedIn/Google+, Understanding Social Media ROI</td>
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<tr>
<td><strong>Framework of Email Marketing &amp; Going mobile</strong></td>
<td>Essentials of Writing a good email, Using Opt-in, Segmentation of subscribers, Scheduling sending frequency, Blacklisting, Email Service Provider, Split testing and A/B testing of campaign, Monitoring Email Campaign, Post Campaign Strategies, Going mobile &amp; Competitor Benchmarking.</td>
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<tr>
<td><strong>Affiliate/Ecommerce Marketing</strong></td>
<td>What is affiliate marketing, Who are affiliates, Why you should do affiliate marketing, How does affiliate marketing work, Performance marketing, CPC affiliate model, Revenue share model, What are affiliate networks, Top affiliate networks in world, How to choose the right affiliate, Calculating the affiliate commission, Coupon site, Loyalty sites, Bloggers, Newsletters, Deal sites, Social channels. Ecommerce websites, Different types of Ecommerce, Jargon, Funnel, Goal, Top ecommerce websites of world, Ecommerce in India</td>
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**Lead Management:** Setting up a lead management system, what are Landing Pages, Conversion Rate Optimization, What is Lead Generation, Growth Hacking, Nurturing the leads Growth

**Live Project:** Apply all the learning's of the course on one of the assigned websites and create a future Actionable Plan

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### Training Highlights

**Classroom Training:** Learn from Digital Marketing Industry Experts and Prepare yourself for Google certification.

**Online Materials:** Topic Wise study material in the form of Presentation and Case Studies, Practical Exercises, Quiz/Assignment with detailed answers and explanation, Doubt solving forum to interact with faculty and fellow students.

**Study Material:** Hard Copy of Study Notes.

**Our Faculty:** At EduPristine we invite industry professionals to conduct training (Topic Expert Model).

**Assignments and Cases:** Work on real time cases from different domains.

**Support:** Online access to materials, doubt solving forum to interact with faculty and fellow students.

**Placement Assistance:** We provide placement assistance to student for a bright career in DM industry.

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**Pre-Requisites:** Students should have fundamental knowledge on MS-Office.

**Training Fees is Rs. 33,000/- (Inclusive of taxes.)**
ABOUT EDUPRISTINE

EduPristine is a professional training company which conducts training in Finance (CFA, FRM), Financial Modeling, Accounting (CPA, ACCA, CMA), Business Analytics, Big Data, Hadoop and Digital Marketing.

It has conducted more than one-million man-hours of class-room and online training for more than 25,000 professionals and students across 40 countries. Trusted by Fortune 500 companies, EduPristine has been founded by industry professionals from companies like Goldman Sachs, S&P, Accenture and Standard Chartered.

Testimonials

Chandan Kumar: “EduPristine Digital Marketing Course is wonderful and the faculties there are very helpful and have great experience in the field. Also the material which they give is of great use for placements. The placements are also very good with very good companies tied up with them. The placement team was very helpful in giving me opportunities in giving me more company to attend interviews, this helped me a lot in attempting interviews”. Batch- Mar ’16

Tilotama Bhandarkar: “Flexible learning pattern made it easy. Concepts were made clear with most recent case studies. Loved the experience with EduPristine. Would surely recommend my friend if they are looking for any certifications offered by EduPristine. A very approachable staff made it easy with the process from admission to appearing the exam”. Batch- Nov ’15

Pranayajit Sodani: “Edupristine has trained me in ways more than what was expected. The professors are calm and patient while solving doubts. I am satisfied with the training and recommend the same to future students aspiring to be a Digital Marketer. Thank You!” Batch- Mar ’15

Sanjay Singh Nirwan: “Being a General manager in a top rated advertising agency it was important for me to be updated with the latest and happenings in digital marketing. Really impressed with the way they do the live classes .. i mean in the first class got most of my questions answered ...really good to get your basics cleared...and would like to thank the faculties who are experts in digital marketing for all the knowledge they gave me, also a special mention of the back hand support team which works for you 24 X 7 to ensure you understand all. Let me tell you really good experience i had with Edupristine..thanks all..from a 40 year old veteran in advertising ..” Batch- Feb ’15

Contact Us:

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