



## Our Mission

To share knowledge about Digital Marketing through varied courses and help aspirants learn valuable industry skills and remain up-to-date.



## What is 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.
- ◆ Digital marketing can be termed as an approach, a strategy, or a branding and marketing exercise using various digital platforms. It is the promotion of products and services using digital distribution channels that reach consumers in a timely, relevant, personal, and cost-effective manner.
- ◆ 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.

## Course Curriculum

	Website Planning and Creation
	Search Engine Optimization
	Social Media Marketing
	Search Marketing
	Web Analytics
	Email Marketing
	Content Marketing
	Mobile Marketing
	Affiliate Marketing

### CONTACT US:



DISHAAPRO TRAINING PVT. LTD  
28- M/5R, 3RD FLOOR, ACHARYA VIHAR,  
BHUBANESWAR, ODISHA - 751013



0674-2567100 9040033117/8  
info@dishaapro.com  
www.dishaapro.com

### CONNECT US:





# WHO CAN JOIN THE DIGITAL MARKETING COURSE?

- ◆ Students/ Individuals/ beginners
- ◆ Web marketers
- ◆ Entrepreneurs
- ◆ Working professionals
- ◆ Freelancers



## COURSE METHODOLOGY



### CLASSROOM TRAINING

Based on your chosen batch (weekends/weekdays), you can attend face to face sessions with digital marketing industry experts.



### LIVE PROJECTS

To clear the concepts and the use of tools, you will be offered live projects to work on.



### SPECIAL ONLINE SESSION

We arrange special online classes led by industry experts for the candidates to keep them up-to-date.



### STUDY MATERIAL

To maximize the value of training sessions, you will receive the hard copy of study material, case studies and etc.



### WEEKLY ASSIGNMENTS

We offer lots of weekly assignments and monthly projects to offer hands on experience in Digital Marketing.



# CAREER BENEFITS OF DIGITAL MARKETING CERTIFICATE

According to a research conducted by Timesofindia, Digital Marketing will create about 1.5 lakh jobs in the next 2 years and there will be a shortage of expert professionals. The certification will help you to:

- ◆ Enhance your credentials and become an in-demand professional
- ◆ Increase your value to employers and benefit from the wide array of opportunities
- ◆ Get paid more than your peers
- ◆ Solidify core concepts before starting your own business
- ◆ Boost your confidence as you set new goals

## Training Curriculum

INTRODUCTION TO DIGITAL MARKETING	Digital Marketing, Objective, benefits & Channels of Digital Marketing, Push Vs. Pull Marketing, Process of Digital Marketing, SWOT Analysis, Tactics of digital marketing strategies
WEBSITE PLANNING AND CREATION	Understanding Internet, Understanding domain name & Extensions, Web Server & Hosting, Understanding of Website, Planning and Conceptualizing a Website, SEO Friendly Website Design (Website Navigation, URL Structure, Use of Image & Loading Speed), What is Responsive Website, Sitemap, What is Robots.txt File.
SEARCH ENGINE OPTIMIZATION	Search Engine, Working of Search Engine (Crawling, Indexing), Search Engine Algorithms, Sitemap, Canonical Issue, Keywords Research, SEO, types of SEO (On-page, Off-Page SEO), On Page SEO Factor (Title tag & Meta Descriptions, Header Tag, Other Meta Tags, image optimization, internal linking, anchor text, Keywords density, etc.),
SOCIAL MEDIA MARKETING	Social Media Channels, Social Media Marketing, Social Networking, Facebook, FB Profile Vs. FB Page, How to increase FB likes, Twitter, How it Works, Content Sharing, Blogging, Micro blogging, Bookmarking, How to Develop Social Media Strategies, Tracking social media campaigns, Online Reputation Management, Rules of engagement, Viral Marketing.
GOOGLE UPDATES	What is Google Updates, Hummingbird Updates, Impact on SEO, Google Panda Update, Recovery from Panda Updates, Penguin Updates, How to save website from Penguin Updates, Google algorithms updates in 2014, Google algorithms updates in 2015.A
SEM OR ADWORDS CAMPAIGN	Online Marketing, Types of Online Marketing, Search Advertising, PPC Overview, Elements of Search Ads, Writing Effective Ad Copy & Ad Extensions, Campaign Settings, Bid Management Plan, Conversion Tracking, Bidding, and Reporting, Understanding Quality Score, PPC step by step process, Facebook ads, Tools & Other Networks, Advantages and challenges.
EMAIL MARKETING	What is Email Marketing, Key terms and concepts, Email as conversion, Email Service Providers, Step by Step Process of Email Marketing (Creating the Email, Landing Page, Mailing List) Email Design, Content Writing, Email reputation, Few Examples, Tips for successful email marketing, Tools of Trade, Advantages and challenges.
AFFILIATE MARKETING	Affiliate marketing, Key terms and concepts, building blocks of affiliate marketing, Types of Affiliates, Case Study, Affiliate Networks, Setting up a campaign, Tools of the trade, Advantages and challenges.
WEB ANALYTICS	Understanding of Web Analytics & its Benefits, Account Setting, Segmentation, Reports and Metrics, Web Data Analysis Guide, Cookies Vs Server Based Tracking, Analyses of Data, Goals and Funnels, Social media monitoring platforms, Advantages and challenges
MOBILE MARKETING	Understanding Mobile Devices, History of Mobile Devices, Mobile Marketing & its Benefits, Mobile Marketing Techniques (SMS Marketing, Browsing, Wi-Fi, Bluetooth, Coupons & Vouchers, Mobile Banking & MMS), Location and Mobile, Mobile Advertising and Search, Mobile Marketing and Social Media, Mobile Analytics, Mobile Marketing Applications,
CONTENT MARKETING	What Is Content Marketing, Identifying Prospects, keyword & title research for content marketing, Writing Messages and Creating Content, Types of content in the digital world, Content Strategy & Challenges, Blog Marketing, Image Marketing and Video Marketing, infographics, Advantages and challenges.
DISPLAY ADVERTISING	Understanding the Digital Customer, What is Display Advertising, Targeting Methods, Display Ad Optimization, and Measuring Display Success.





# DishaaPro

your ambition, our direction

## Why DishaaPro?

- ◆ Face to face interaction of students with experienced instructors
- ◆ Industry validated courses that ensure you are taught what the industries are looking for
- ◆ Course taught by digital marketing professional having years of experience
- ◆ Live projects to work on to enhance your learning
- ◆ 100% Practical Oriented Approach
- ◆ Reasonable course fee that is within your budget
- ◆ All candidates shall be assisted by our HR team in resume making and increasing their search ability on Naukri.com to better their chances of getting a job.
- ◆ DishaaPro will provide job related assistance and share with you job opening with this industry by our specialized HR team.



Microsoft

Google



**DishaaPro**  
your ambition, our direction

**NASSCOM**<sup>®</sup>

