

Digital Marketing Course Agenda



RESKILL.
Be Future Ready.

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|--------------------|------|-------------------|------------|-----------------|
| PROJECT MANAGEMENT | ITSM | INTERNET SECURITY | NETWORKING | CLOUD COMPUTING |
|--------------------|------|-------------------|------------|-----------------|

Course Description

Digital Marketing Training Program

Times have changed. Everything happens on the internet. Will marketing be an exception? The social medias burgeoning growth and the rising numbers makes it a good platform to market products and services, and proven more effective given the eyeballs which are numbered as likes. The social media apps has become a movement kind of revolution making the person to be connected even ☐on the go☐. People are crunching the numbers and scrambling for data to dissect the demography in order to study and better understand the market conditions and customer behavior. Social media opens many doors or channels which can be mobilized for marketing. Our Digital Media marketing course is based on courseware prepared by expert panelist with rich industry knowledge.



A Digital Marketing certification showcases your commitment towards improving the business of your employer and makes you stand out from the crowd as a certified professional. Improve your career growth prospects with a Digital Marketing certification.

“ Digital Marketing Managers in the United States pull down an average of \$64K annually. Cash earnings for Digital Marketing Managers — which occasionally include more than \$13K from bonuses and more than \$9K from profit sharing — stretch from around \$40K to approximately \$100K.
- Payscale.com

”



Who Should Attend

- Marketing Professionals
- Business Owners
- IT Professionals
- Sales And Marketing Professionals
- Fresh Graduates
- Working Adults
- Anyone with interest in Marketing on the Digital Platform

iCert Global is conducting Digital Marketing certification training course in Bangalore, India. Our Digital Marketing certification training course includes 80+ hours of dedicated training with batch size of limited students that usually runs for 2 hours per session conducted during weekday or weekends depending on the need and requirement. The timings are flexible and curriculum focuses more about different facets of Digital Marketing like PPC, SEO, SMM, Mobile Marketing, Email Marketing, Analytics and other topics can be includes based on demand. Our expert panel will create the courses which will be delivered by instructor rich in experience and expertise.

Course Benefits



At the end of this course, you will:

- ✚ Become a Digital Marketing professional that should boost your career
- ✚ Learn how to Improve Visibility in various Search Engine
- ✚ Learn about Online Branding
- ✚ Diversify your career giving room to a large number of career opportunities and helps in getting a high paid job.
- ✚ Become versatile within the field and become an expert

Digital marketing does not confine you to one particular occupation profile. There is a Wide scope of Career Options. There is more flexibility in this career and the compensation comes with attractive pay packages and perks. Certified Digital Marketing skills is very much in demand and Companies are willing to pay a premium for experienced and certified professionals.



Course Eligibility

There are no formal prerequisites for participating in the Digital Marketing Training Program Certification course;

However, social media awareness and knowledge about online advertising will prove to be an added advantage.

Course Agenda



1. AN INTRODUCTION TO DIGITAL MARKETING
2. SEARCH ENGINE OPTIMIZATION
3. PAY PER CLICK AND GOOGLE ADWORDS
4. DIGITAL DISPLAY ADVERTISING
5. EMAIL MARKETING
6. SOCIAL MEDIA MARKETING-
7. MOBILE MARKETING
8. ANALYTICS
9. STRATEGY AND PLANNING



Course Takeaways

You will:

Learn about **Search Engine Optimization** to get top ranking for websites in the search engine results; know about Keyword research, on page, off page optimization, Link building

Search Engine Marketing: Learn about the Role of Pay per click in website listing Google Adwords, SEM campaigns and How to run ads on search engines
PPC Course Training content that includes

Social Media Marketing – to generate leads, build a brand image and reach out to the target audience using social media strategies

Mobile Marketing - Learn about SMS marketing, App based marketing, location-based marketing and Strategies that work on mobile devices

Email Marketing - manage email campaigns

Content Marketing - create unique content that gains attention of the target audience

Web Analytics - Process of measuring and monitoring website traffic and evaluating the effectiveness of campaigns.

You will find yourself empowered as a Digital Marketer.

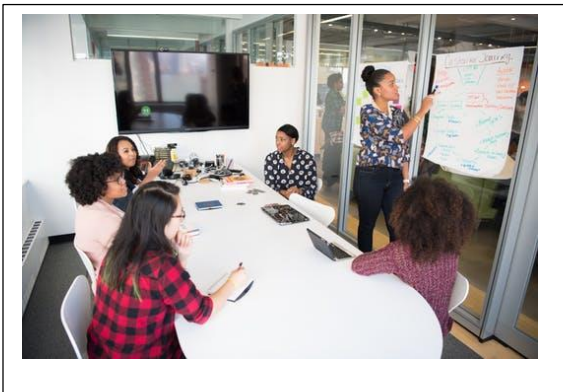


Abouts Us

iCertGlobal is active in both B2B (Business to Business) and B2C (Business to Consumers) models, and successfully trained more than 75,000 professionals with more than 3,000,000 quality hours of active training, spread across strategic locations like Malaysia, Singapore, Dubai, Abu Dhabi, Saudi Arabia, India, Australia, UK and US.

iCertGlobal conducts professional trainings on varied and diverse list: Project Management, Service Management, Quality Management, Agile & Scrum and Niche technologies.

iCertGlobal is one of the leading providers of professional certification courses for working professionals and companies.



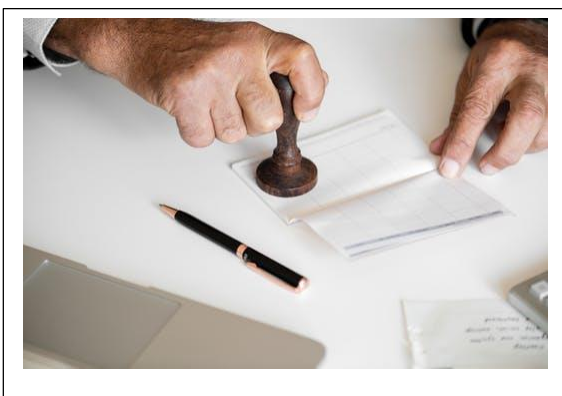
Accredited Training Organization (ATO) & Accredited Examination Centre (AEC).



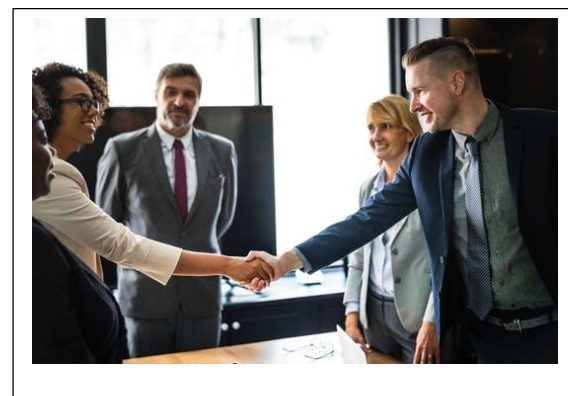
Operates in nearly 3 continents, across 50 countries



Success Rate Of 99%



Courses Accredited By Leading Governing Bodies



Trained More Than 100,000 Professionals From Different Verticals

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