

Advance Digital Marketing Course

Digital Dnyan Academy



Future of Digital Marketing

Digital Marketers are in heavy demand across all industries right now, one study recently showed that roughly 70% of hiring managers say they're having a hard time filling digital marketing positions.

That problem will only increase as businesses get increasingly wise to the benefits, they could reap from investing in digital marketing.

Hubspot's 2021 state of marketing report found that more than 70% of companies are now investing in content marketing and social media marketing and more than half are putting more money in search engine optimization.

Our Learning Methodology

1. Watch Video Content

- All content dissemination is via videos
- Get introduced to every module through crisp content videos
- Curated by industry experts and supported with top-notch animations

2. Attend Live Online Classes

- Live classes are for revision and hands-on practice
- Trainers solve queries and personalize answers to candidates requirements through live dashboard simulations

3. 1-on-1 Mentoring

- Individual mentoring can be obtained via our 'book a Mentor' Feature
- Each student can get all additional doubts answered individually through these 1-on-1 sessions

Our Program Overview

- ✓ 40+ Hours of Video Learning
- ✓ 70+ Hours of Live Learning
- ✓ 7 Modular Assignments
- ✓ 12+ Certifications
- ✓ 1 Final Project

Course Highlights

13+ Certifications

- Earn modular and mega certificate on successful course completion.

Expert Faculty

- Get personally mentored by some of World's finest digital marketers and experts

Career Guidance

- Build an Effective Resume and learn how the industry works

Super Sessions

- Attend Super Sessions by stalwarts from various Industries & Sectors

1-on-1 Mentoring

- Book a personalized mentor for solving your doubts

250+ Hiring Partners

- Get placement assistance in top Digital Marketing agencies and brands across the world

Live Q&A

- Get personalized answers to all your questions from industry experts

Brand Projects

- Work on Digital Marketing briefs related to brands like L'oreal, Domino's, Uber, and more.

Our Curriculum

- ✓ Introduction of Digital Marketing
- ✓ Marketing Concept(SWOT & PEST)
- ✓ Website Design Introduction
- ✓ Website Development Basics
- ✓ Domain and Hosting Introduction
- ✓ Search Engine Optimization Overview
- ✓ Search Engine Introduction
- ✓ Google History and Development Process
- ✓ Search Engine Working Process
- ✓ Local Search Engine Optimization

- ✓ Global (International) SEO
- ✓ Keyword Research setup
- ✓ Competitor Analysis
- ✓ Google Keyword Planner
- ✓ Website Audit Process
- ✓ Onpage Optimization
- ✓ Off-page Optimization
- ✓ Content Writing
- ✓ Content Marketing
- ✓ Blogging

- ✓ **Google Analytics**
- ✓ **Google Search Console**
- ✓ **Bing Webmaster Tools**
- ✓ **Technical SEO Implementation**
- ✓ **Advanced SEO Techniques**
- ✓ **Voice Search Optimization**
- ✓ **Graphics Design Overview**
- ✓ **Graphics Design Tools**
- ✓ **Video Editing Overview & Tools**
- ✓ **Social Media Optimization**

- ✓ Social Media Marketing overview
- ✓ Facebook Ads Overview
- ✓ Instagram Overview & Ads
- ✓ Youtube Overview & Ads
- ✓ Linkedin Overview & Ads
- ✓ Twitter Overview & Ads
- ✓ Quora Overview & Ads
- ✓ Social Media Automation Tools
- ✓ Whatsapp Marketing
- ✓ SMS Marketing

- ✓ **Email Marketing**
- ✓ **ORM– Online Reputation Management**
- ✓ **Website to Mobile App Creation**
- ✓ **ASO – App Store Optimization**
- ✓ **Mobile Optimization Process**
- ✓ **Search Engine Marketing Overview**
- ✓ **Paid ads Pricing Model**
- ✓ **Google Ads Overview**
- ✓ **Google Ads Setup**
- ✓ **Remarketing**

- ✓ **ROI – Return On Investment**
- ✓ **Google AdSense**
- ✓ **Affiliated Marketing**
- ✓ **Freelancing**
- ✓ **E-Commerce Marketing**
- ✓ **Influencer Marketing**
- ✓ **Digital Marketing Reporting and Planning**
- ✓ **Digital Marketing Project Research**
- ✓ **Interview Preparation**
- ✓ **Soft Skills & Personal Development**

Tools you will learn



Industry Recognized Certificates



Our Digital Marketing fees

Course Name	Advanced Certification in Digital Marketing
Registration Fees	₹19,999 (To be paid in 3 working days after the acceptance)
1st Installment	₹32,500 (To be paid before Orientation)
2nd Installment	₹32,500 (To be paid one month after the orientation)
Total Fees	₹ 84,999

Fees Payment Methods

- Credit/Debit Card
- Online Banking
- **Tuition fees** cannot be paid in **Cheque or Cash**

Note– For more details read our **Terms & Condition** page

For More Details, Contact Us



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