

Program: Digital Marketing

Objective:

It is an integrated and long-term program specially designed to help you gain an in-depth understanding of Digital Marketing. This interactive offline / online course will help you or your team rapidly learn the fundamentals of successful digital marketing. It will guide you through how to create a structured plan to grow your career / business using digital marketing.

Analytics tools Included:

Google Analytics

Target Participants:

Graduates/Post Graduates & Working Professionals etc.

Program Code	Total Duration	Program	Approach		
			Classroom	Online	Onsite
CCA	45 Hrs	Digital Marketing	✓	✓	✓

Program Content:

Module 1	Basics Of Digital Marketing	Introduction to DM, Importance, Google My Business
Module 2	Social Media Optimization	Introduction to SMO, SMO activities(Facebook & Instagram), Online Graphics Tools, Automation Tools
Module 3	Social Media Marketing	Introduction to SMM, SMM activities: Marketing & Lead Generation
Module 4	Search Engine Optimization	Basic Knowledge Of Front End Development / HTML, On Page Activities, Off Page Activities, Free & Paid SEO Tools, Blogs
Module 5	Search Engine Marketing	Google Ads

Module 6	Earning Through Digital Marketing	Basic Knowledge: Blogging, Affiliate Marketing, Google Adsense, Google Admob
----------	-----------------------------------	--

Register at: <https://www.defouranalytics.com/register>

OR Email us: info@defouranalytics.com

OR Call us: +91-7447783841 / 2 / 3

Defour Analytics Pvt. Ltd.

Plot no:- 11, Vishwesh Building, Lane No:-

02, Pushpak Park, ITI Aundh road,

Pune-411007 www.defouranalytics.com