Ministry of Micro, Small and Medium Enterprises,
Government of India

MSME
MICRO, SMALL & MEDIUM ENTERPRISES
सूक्ष्म, लघु एवं मध्यम उद्यम

PPDC

Certification Program on
Digital Marketing

Digital Marketing, "Who Make Your Idea Happen"

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About MSME Initiative

To promote e-Governance for empowering citizens, promoting the inclusive and sustainable growth of the Electronics, IT & ITeS industries, enhancing India's role in Internet Governance, adopting a multipronged approach that includes development of human resources, promoting R&D and innovation, enhancing efficiency through digital services and ensuring a secure cyber space.

सूक्ष्म, लघु एवं मध्यम उद्यम

सत्यमेव जयते

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MSME

Micro, Small & Medium Enterprises

What do You Understand By the term "Digital Marketing"

- Any Marketing that makes use of electronic devices that may be utilized by marketing professionals to send promotional content and track its impact throughout the client journey.
- Digital marketing, usually known as online marketing, is the promotion of companies via the use of the online and other types of digital communication to interact with potential clients.

What does a "Digital Marketer" Do

- A Digital Marketer is someone who uses digital platforms to reach customers, raise brand recognition, and market products and services.
- Digital Marketers wear multiple hats due to the unique blend of planning, creativity, and strategy that their profession necessitates.
- responsible for increasing brand recognition and driving traffic to the company's website in order to obtain leads/customers.

Know you Instructor

ROHAN SHARMA

Dean, Corporate PGDM - Digital Marketing
Google Certified, Digital Marketing Certified
Founder of DigiPro Marketing Academy

- A Mentor is someone who seems more talent & Ability in within you, that you seen in yourself. and helps bring it out of you .
- He focus on our approach distinctive and our teaching tools highly conductive to better learning.
- We have a vision to equip trainees and provide strong skills set.
- His Key Areas of Expertise is Content Marketing, Search Engine Optimization, Digital Marketing Strategy Building, Google AdWords, Social Media Marketing & Online Brand Reputation Building & Management.

Digital Marketing
Program Agenda

Digital Marketing Overview
To aware students with a road map of Digital Marketing

Lead Optimization
Study the selectivity and specificity of the molecule to the target of choice

Web Development Strategy
Know the work involved in developing a website for the Internet

Search Engine Optimization
The process of improving your site to increase its visibility

E Mail Marketing
A marketing act of sending a commercial message

Social Media Optimization
Use of social media networks to grow an organization online presence

Digital Marketing
Program Agenda

Digital Tools & Analytics

Web analytics service that provides statistics, basic analytical tools for (SEO)

Search Engine Marketing

Refer to paid search ad campaigns, like Google Ads and many More.

Inbound Marketing

a strategy that utilizes many forms of pull marketing, to create brand awareness

Blogs & V Blogs

Publish your passions your way. Whether you'd like to share your knowledge, experiences

Conversion Rate Optimization

The process of increasing the percentage of conversions from a website

Digital Marketing Sales

About creating online desirability and online traffic around a product or service

MODULE 1

INTRODUCTION TO DIGITAL MARKETING

- Introduction to Digital Marketing
- What is Digital Marketing?
- Type of Digital Marketing
- Role of Digital Marketing in Current Scenario
- Traditional Marketing V/s Digital Marketing
- Digital Marketing Excellence
- Digital Marketing Challenges
- Career in Digital Marketing
- Global Trends in Digital Marketing in 2022
- Workshop Objectives & Goals

MODULE 2

WEBSITE STRATEGY

- Website Brand Identity (Case Study)
- Types of Websites
- Websites Platform
- Challenges with Website Creation
- Essential of Website
- Components of Website
- Domain & Hosting
- Website Case Studies

MODULE 3

WEBSITE DESIGN & DEVELOPMENT

- Installation of Word Press
- Plugins & Widgets
- Page , Menu , Header & Footer Creation
- Website Functionality Tools Application
- Google Analytics
- SSL Certificate
- E Commerce
- Re Direction
- Mobile Responsive

MODULE 4

LANDING PAGE & ITS OPTIMIZATION

- Landing Page Creation
- Call To Action (Conversion Rate Optimization)
- Need of Landing Page
- Lead Generation Techniques

MODULE 5

GOOGLE PLATFORM & WEBSITE INTEGRATION

- Google Analytics
- Google Maps & Places
- Google My Business
- You Tube
- Blogger
- Google Ad words
- Google Keyword Planner
- Google Search Console
- Google Insights

MODULE 6

KEYWORD RESEARCH

- Keyword Research Introduction
- Keyword Research Tools
- Google Keyword Planner
- Keyword tools
- Buzz Sumo
- Keywords Research With Content Strategy

MODULE 7

SEARCH ENGINE OPTIMIZATION

- Discover (Crawling)
- Relevance(Indexing)
- Authority (Ranking)
- Traffic Management (SimilarWeb.com)

MODULE 8

SEO
(ON PAGE OPTIMIZATION)

- URL Optimization
- Meta Description
- Head Line Optimization
- Alt Attribution (Image) Optimization
- Internal Link Structure
- Keyword Structure in Content
- Snippets
- SEO - On Page Optimization - Case Studies

MODULE 9

INBOUND MARKETING & CONTENT DEVELOPMENT STRATEGY

- Inbound V/s Out Bound Marketing
- Sales Funnel
- Content Development Strategy

MODULE 10

SEO (OFF PAGE OPTIMIZATION)

- Off page Optimization
- Link Building Strategy
- Content Marketing Strategy
- Backlink Management

MODULE 2

E MAIL MARKETING

- How to Setup Template of Email Marketing
- Contact Management
- Subject Title & Call to Action
- Platform
- Email Marketing Strategy

MODULE 12

SOCIAL MEDIA OPTIMIZATION

- Social Media Marketing Facts
- Face Book
- Instagram
- Linked In
- You Tube

MODULE 13

GOOGLE AD WORDS

- What is Google Ad words?
- Why Google Ad words.
- How Does Google Ads Work?
- Bidding Strategy
- Google Adwords Optimization Strategies

The Benefits of "Digital Marketing" in Career

1. No Specific Educational background is required.

2. Excessive Demand for Digital Marketers

3. High-Paying Employment

4. Rapidly Expanding Industry

5. Increased Job Security

6. Numerous Career Pathways

7. Opportunities for Startups

8. Opportunities for Freelance Work

9. You Can Examine Different Sectors

10. Work in a Variety of Scenarios

Eligibility & Program Fees

How tech helps companies evolve and innovate

ELIGIBILITY

These programme are designed for youth people and anyone who wants to start their own industrial/self-employment business.

DOCUMENTS REQUIRED

- Passport Size Photograph
- Aadhar Card Copy
- Latest education Marksheet
- CHEQUE /DD in Favour of " Principal Director PPDC AGRA "
- Cash Also Accepted

FEES

24 Hours Classroom Training
Rs 3800 /-
(Inclusive Tax , Start Kit , Certification)

MSME Digital Marketing Certification

MSME-TECHNOLOGY DEVELOPMENT CENTRE (PPDC)

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Ministry of Micro, Small & Medium Enterprises
सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय
Government of India Organization
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फाउन्ड्री नगर, आगरा-282 006 (उ0प्र0)

प्रमाण पत्र

Certificate

This is to certify that

Mr. Puneet Pareek

has successfully completed

Entrepreneurship Skill Development Program

on

DIGITAL MARKETING

on 15th, 16th, 22nd & 23rd February, 2020 at MSME-TDC, EC-Jaipur
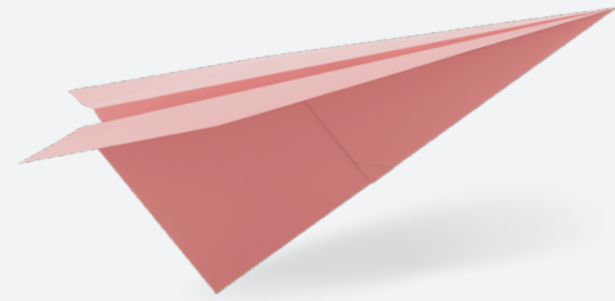
DATE : February 23, 2020
PLACE : AGRA

R.PANNEERSELVAM
PRINCIPAL DIRECTOR

No. PPDC/Trg./OSP/2019-20/17698

Happy Faces of MSME Digital Marketing Certified Students

Do you have any **questions?**

Send it to us! We hope you learned Many New Things Related

DIGITAL MARKETING

CALL - 9261211003