



National Institute Of Digital Marketing Koramangala

NIDM- KORAMANGALA - PRESENTS

NIDM Koramangala is market leader in Digital Marketing trainings.
We have trained more than 1500+ students. Again we proudly
presents new digital marketing programs.


ADVANCE - DIGITAL MARKETING

This course is designed by the industry experts to help you get a complete in-depth knowledge in the digital marketing stream.

After taking this course, the learners will acquire the right skills through extensive hands-on practice on a wide range of simulations and projects that will enable them to launch and execute their own Digital Marketing Campaigns.

COURSE CONTENTS

A. STRUCTURE

-  100% placement -6 month students support – Internship
-  5 Google Certifications
-  50+ tools
-  Mock interviews
-  Doubt clearance session
-  Live hands on practical
-  150+ Ebooks
-  8-live projects

B. MODULES

INTRODUCTION TO DIGITAL MARKETING

- DIGITAL MARKETING CONCEPTS
- DEFINE AND EXPLAIN THE CONCEPTS OF MARKETING AND DIGITAL MARKETING
- DESCRIBE THE POTENTIAL AND IMPACT OF DIGITAL MARKETING

- CURRENT TRENDS IN DIGITAL MARKETING
- TOPICS AND OBJECTIVES OF THE COURSE

SEARCH ENGINE OPTIMIZATION / OPTIMIZER – SEO

- SEO FOUNDATION – INTRODUCTION TO SEO
- ABOUT SEARCH ENGINES
- HOW THEY WORK
- WHAT SEO DO
- ONPAGE SEO
- OFFPAGE SEO
- SEARCH ENGINE SUBMISSIONS
- LINK BUILDING
- RECENT UPDATES
- ALGORITHMS AND RECENT UPDATES
- KEYWORD RESEARCH AND COMPITATIVE ANALYSIS
- DUPLICATE CONTENT

SEARCH ENGINE MARKETING – PAY PER CLICK PPC

- INTRODUCTION TO PPC
- DIFFERENT TYPES OF AD'S
- SEARCH NETWORK
- DISPLAY NETWORK
- VIDEO ADS
- SHOPPING ADS
- MOBILE ADS
- DYNAMIC SEARCH ADS
- REMARKETING
- BIDDING
- BID STRATEGIES
- AD EXTENSIONS
- GOOGLE CERTIFICATIONS

SOCIAL MEDIA MARKETING – SMM

- INTRODUCTION TO SOCIAL MEDIA MARKETING
- PLATFORMS IN SOCIAL MEDIA
- HOW THEY WORK
- HOW TO DO PAID PROMOTIONS THROUGH SOCIAL MEDIA

- FACEBOOK PAGE CREATION
- FACEBOOK MARKETING AND ADVERTISING
- FACEBOOK ADS CREATION
- LINKEDIN MARKETING AND ADVERTISING
- TWITTER PROMOTIONS
- HOW TO CREATE PAGES,GROUPS AND EVENTS AND PROMOTIONS
- HOW TO CREATE COMPANY PAGES
- BRAND AWARENESS
- LEAD GENERATIONS
- CREATING CHANNEL IN YOUTUBE
- HOW TO TARGET PEOPLE
- BUDGETING AND BID STRATEGIES
- ANALYSIS
- EMAIL MARKETING
- INTRODUCTION TO EMAIL MARKETING
- EMAIL MARKETING BASICS
- TYPES
- CREATING EMAIL TEMPLATE
- EFFECTIVE EMAIL CONTENT
- CUSTOMER ACQUISITION STRATEGIES
- EMAIL AUTOMATION
- MOBILE MARKETING
- INTRODUCTION
- MOBILE MARKETING BASICS
- PLATFORMS
- PROMOTING APPS
- MAOBILE MARKETING STRATEGY
- GOOGLE ANALYTICS
- INTRODUCTION TO GOOGLE ANALYTICS
- WHY TO USE
- HOW TO USE
- HOW TO INTEGRATE GOOGLE ANALYTICS
- TRACKING
- ANALYSING
- REPORTING
- CUSTOM REPORTING

USP OF THE COURSE

- LEVERAGE EACH AND EVERY CORE CONCEPT OF DIGITAL MARKETING
- PRACTICAL LEARNING
- CURRICULUM AND CONTENT PREPARED IN CONSULTATION WITH INDUSTRY
- COVERS COMPREHENSIVE SKILLS THAT IMPROVE EMPLOYABILITY

ELIGIBILITY CRITERIA

- BE/BTECH
- BBA/BCA
- GRADUATES IN ANY FIELD
- MICRO, SMALL AND MEDIUM SCALE ENTREPRENEURS

ADD ON'S – GOOGLE CERTIFICATION

Trainees will get support to clear 5 Google certifications and NIDM certification. Course materials- 150+Ebooks-100+PPT's-8Live Projects-50+Tools Resume Preparation – Mock interviews- Live Hands on Practical Training – 100% Placements – 6months Student Support – Internship – Guest Lectures - 2Installments



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