



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.**

HYBRID DIGITAL MARKETING COURSES

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

INTRODUCTION TO DIGITAL MARKETING

- Digital Marketing Concepts, types of web-traffic
- Search Engine Basics, Types of Search Engine
- How Search Engine Works, Robots, Crawlers
- Page Rank, Domain, Hosting, Omni-channel
- Website Architecture, wire frames, strategy
- Competitor analysis, Target Segmentation – tools.

SEARCH ENGINE OPTIMISATION.

- On page SEO & Off page SEO
- Site Analysis-Ranking Factors
- Title-URL-Canonical-Headings.
- Content-Internal-External-Links.
- Meta Tags, Optimize SEO Content.
- Canonical, Keyword Research,
- Keyword Density, Image Optimization.
- Creating sitemaps, creating Robots File.
- Search Engine Submissions-webmasters.
- Link building, Case studies- Tools
- White Hat – Black Hat- Grey Hat SEO
- Google Algorithm Updates

SEARCH ENGINE MARKETING

- GOOGLE ADWARDS – PPC – PAID CAMPAIGNS

- Google PPC Campaigns – keyword Match Types.
- Types of ads - Search – Display – Shopping – Mobile.
- Dynamic Search ads & Remarketing.
- Bing Campaigns – LinkedIn – Twitter Campaigns.
- Facebook – YouTube Campaigns – Budget – Strategy.
- Ad Extension – Bid Adjustment – Bid Simulator.
- Advanced Local Options – Tracking – Certifications

6 CERTIFICATIONS 6 MONTHS SUPPORT

SOCIAL MEDIA MARKETING – SMM

Basics – Intro – Social media types-case studies

- **Facebook:-** Facebook for branding – Business pages face book groups-events-image size Rules-settings face book for lead generation – Facebook Ads – Campaigns setup –budget Billing – conversions. How to target right audience – likes – followers how to increase Likes of face book business page -Facebook Insights- Tracking tools for social media Instagram-Run ads on Instagram-branding on
- **LinkedIn:-** Profile set-up LinkedIn for business B2B-connections-linkedin pulse-company Page setup-LinkedIn ads-Targeting-Budget-Strategy.
- **Lead Generation from LinkedIn – Analytics.**
- **Twitter:-** Profile setup – tweets- campaign – Creating promoted tweets, analytics Twitter ads-strategy for lead generation-engagement. Blogger – WordPress.
- **YouTube:-** YouTube channel setup creating videos-optimization-ads monetization-live Stream-subscribers-embed-hangouts-video. Marketing-viral video-lead generation Techniques.

E-MAIL MARKETING

- Email marketing basics-types of Email Marketing creating email template-Call-to-Action.
- Mail Chimp tool for Email Marketing.
- Collecting emails for Email marketing.
- How to send bulk email with your own Mail server.
- Lead Generation – How to create newsletter.

CONTENT MARKETING

- Content marketing basics- types of content marketing – What is iwriter.com copy Content tools
- How to target potential customers through right content.
- Article spinning , duplicate content checking tools, find right keywords for content Marketing – creating effective marketing strategy.

MOBILE MARKETING

- Mobile Marketing basics.

- How to promote apps through mobile marketing
- Mobile marketing platforms.
- How to increase downloads of mobile app.
- How to make business from mobile marketing
- Effective mobile marketing strategy-ads

E-COMMERCE MARKETING

- E-Commerce Marketing types –buyer persona
- Difference between normal SEO & E-commerce SEO
- Website SEO lead generation
- Online Reputation Management.
- What is role of reviews in E-commerce marketing.
- Increase E-Commerce sales through Facebook, Google shopping ads.
- Effective strategy plan for E-commerce website.
- Google Analytics- tracking – reports-analysis- behavior-audience-setup-increasing conversion
- Rate optimization – certification from Google.

WEB DESIGN & DEVELOPMENT

- WordPress- CMS – Themes – Website Design
- Photoshop.

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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Open now: 9AM–10PM