

## PROGRESSIVE DIGITAL MARKETING PROGRAM



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Gokul Road, Hubli-580030. Call Us : 9449145273

## PROGRESSIVE DIGITAL MARKETING PROGRAM

E-Market Technologies - Modern Digital Marketing Training Institute Hubli / Bangalore is unique because not only does it help you develop your digital marketing skills, it also develops you into a seasoned leader. We are empowering the next generation of digital change makers in India.



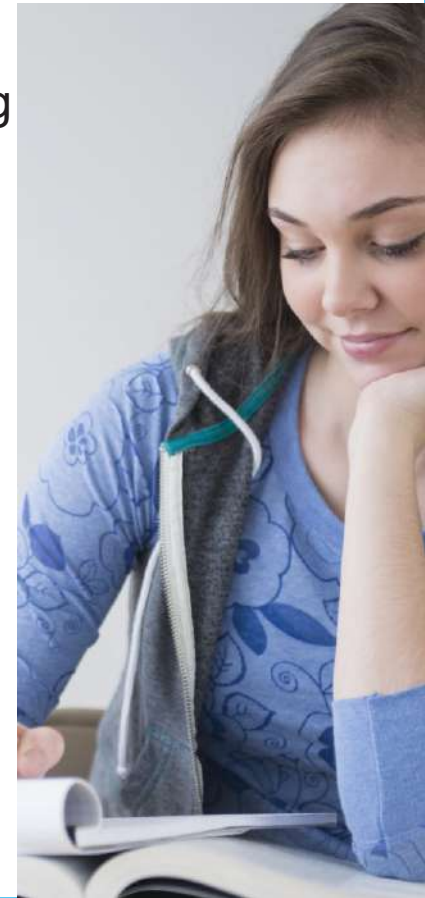
300 +  
Students and Counting



25 +  
Corporate Training



90%  
career Success



Here is How You Learn



Course Details

Aspirants are need to be take free demo before enrollment, If you feel mentioned curriculum is covered by mentors and satisfy with demo, only can proceed to enter.

\* 60 Days Program which includes Internship

FAST TRACK DIGITAL MARKETING COURSE	PROGRESSIVE DIGITAL MARKETING EXECUTIVE PROGRAM
Fees: 15,000* INR 18% OF GST	Fees: 30,000* INR 18% OF GST
DURATION : 30 DAYS	DURATION : 60 DAYS
IDEAL FOR	IDEAL FOR
<ul style="list-style-type: none"><li>✕ Freshers</li><li>✕ Sales/Marketing Executive</li><li>✕ Professional On Break</li><li>✕ Change their Careers</li><li>✕ Small Business Owners</li><li>✕ Get Into an Agency</li><li>✕ Developers</li><li>✕ Designers</li><li>✕ Freelancers</li></ul>	<ul style="list-style-type: none"><li>✕ Students including Bachelors/Masters</li><li>✕ Start Career</li><li>✕ Home Makers</li><li>✕ Change their Careers</li><li>✕ Institutions / Startups / Corporates sales and Marketing Team</li></ul>



# Indepth Curriculum



## Progressive Digital Marketing

- Overview of Digital Marketing
- Different online marketing channels
- Understand the journey of online customer
- Key Terminologies in online Marketing
- Overview to Content Management System
- Overview of case study and business model.



## Web Development By CMS

- Domain & Hosting
- Creating Database
- Basics of CMS
- Use of WordPress CMS
- Outlook of the Dashboard
- Use of specific plugins



## Social Media Marketing

- Importance of Social Media Marketing
- Key Steps for Social Media Success
- Post Schedule Calender Template
- FB Marketing and Its effective Hacks
- Instagram Ads Campaign Creation
- Twitter Core Usage on Social Media
- Linkdin Business Page and Ethics
- Real time Analytics



## E-Mail Marketing

- Importance of E-Mail Marketing
- Core Factors for Email Campaign
- Overview of Mails Efficiency Measures
- Building Email List and its Segmentation
- E-mail Marketing Campaign Creations
- E-Mail Work Flow



## Advanced SEO (Search Engine Opt.)

- Overview of SEO
- Google search Engine Console
- Keyword planning & Local SEO
- Onpage Vs Offpage optimization
- Meta Tags and Implimentations
- Technical SEO and Universal SEO
- Schema Structure data and Types
- Site Audit and Automation Tools
- Real Time Analytics



## Google Ads, PPC Paid Ads online

- Overview of Google Ads Tool
- Setup an Account with Google Ads Tool
- Types of Goals and Campaigns
- Keywords Planning and Frequency
- Quality Score and Improvisation
- Bidding Strategies
- Sitelink Extn. and Callout Extn.
- Delivery Methods
- Reports and Segmentations



## Mobile Marketing Techniques

- Mobile Marketing factors
- Mobile Search Engine Optimization(SEO)
- Mobile Marketing Strategies
- Ads through facebook for Mobiles
- SMS Marketing



## Affiliate Marketing

- What is Affiliate Marketing
- Choosing the Right Affiliates
- Attract people with Sales with coupon, Deals and Promotion
- Leverage the Power of Influencer
- Building the Robust Affiliate Network
- Optimizing your Product Pages for Conversion

# Indepth Curriculum



## Google Analytics

- Basics of Google Analytics
- Tools for Website Analytics
- Integrating Google analytics with web
- Parameters of Google Analytics
- Reporting and Analysis
- Goals and Funnels
- Segmentation and Filters



## Lead Generation

- What is Lead Generation
- Factors to Generate Leads
- Generate Leads By Networking
- PR And Publicity
- Lead by Events and Promotion
- Creating Pop-ups and Forms

## Live Location

Address 1:  
E-Market Technologies  
Plot-31, ART Nagar  
Behind Oriental School  
Gokul Road, Hubli-580030  
Email : admin@emarkettechnologies.com  
Contact: 9449145273  
Visit :<https://bit.ly/39pPryn>



E-Market Technologies  
*Let Your Ideas Articulate...*

## Certifications



## Comapanies Looking to Hire Digital Marketing Profile

