

DIGITAL MARKETING

Learn the art of getting new clients online no matter which business you are in



WHO SHOULD ATTEND?

- ✓ Fresher
- ✓ Traditional Marketer
- ✓ Entrepreneurs
- ✓ Brand and Communication Managers
- ✓ Sales Professionals
- ✓ Businessman
- ✓ NGOs
- ✓ Corporate

WHY LEARN DIGITAL MARKETING?

The marketing paradigm has transformed with the rise of digital technologies. Companies today face a constant proliferation of social media channels, the growing power of

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Social Media, Web design, Web development, Search Engine Optimization, Digital Marketing, Android Development, Video Development, Graphics, Workshops



DYNAMISERS SOLUTIONS

connected customers, and an explosion of new digital tools. To succeed, marketers must be able to plan, implement, and measure the impact of digital strategies that are suited to today's customers and integrated with their traditional marketing and business goals.

COURSE HIGHLIGHTS

Make the shift to digital marketing with this 4 Day hands on course led by the best faculty at MSME as your guide. Learn the tools and best practices that will enable you to plan, customize, and implement successful digital marketing strategies—and meaningfully measure their impact. Finally, discover strategies that can help you engage, connect, and collaborate with your customers more effectively. And get a taste for what's next in digital marketing.

BENEFITS TO THE LEARNER

- ✓ Deepen Your Intellectual Capital
- ✓ Manage Your Brand Capital
- ✓ Enhance Your Social Capital
- ✓ Enhance Your Career Capital



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PREREQUISITE

- ✓ Persons with minimum Diploma/Degree or
- ✓ Pursuing Diploma/Degree
- ✓ Must have knowledge of basic internet and computer

LAB REQUIREMENT

- ✓ Smart Phone
- ✓ Laptop

LENGTH

- ✓ All modules of the training would be taught in a hands-on, application oriented manner using examples, exercises, and case studies.
- ✓ 4 Days training, each day we will have 8 hours of training.

CLASS SIZE

- ✓ 15-20 batch size (Maximum 20)

COURSE SYLLABUS

Day 1

1.	From Idea To Launch (Google Trends)	<ol style="list-style-type: none">1. Validating an Idea2. Google Trends3. Google Keyword Planner Brief4. Technical Terms5. Free Hosting vs Paid Hosting6. Domain Selection7. Domain Suggestions8. Domain Registration9. Website Types
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		10. Tools
2.	WordPress	<ol style="list-style-type: none">1. Overview2. Installation3. Theme4. Pages5. Posts6. Plugins7. Widgets8. Settings
3.	Landing Pages	<ol style="list-style-type: none">1. Overview2. Must Haves3. Layout
4.	Website optimization	<ol style="list-style-type: none">1. Speed2. Images3. Must Haves4. Files
5.	Google Keyword Planner	<ol style="list-style-type: none">1. Finding Right Keywords2. Adding more keywords3. Negative keywords4. Keyword Research and Understanding
6.	Google Search Console	<ol style="list-style-type: none">1. Google Search Console - Lesson Agenda2. Creating An Account And Adding A Property3. Site Performance or Search Analytics4. URL Inspection - Fetch As Google5. Links, Mobile Usability, Manual Actions

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		6. Rich Snippets - Structured Data
7.	Digital Marketing Introduction	<ol style="list-style-type: none">1. Why Digital Marketing2. Introduction to SEO3. Introduction to SEM4. Introduction to SMO5. Introduction to SMM6. Introduction to Content Marketing7. Introduction to Google Analytics8. Introduction to Adwords9. Introduction to Email Marketing10. Introduction to Affiliate Marketing
8.	SEO On Page	<ol style="list-style-type: none">1. What?2. Algorithm3. Terminology4. On page vs off page5. White hat vs black hat6. File name7. Design layout8. Keywords?9. Meta tags
9.	SEO Off Page	<ol style="list-style-type: none">1. SEO Submissions2. Article3. Forum4. Directory5. Social bookmarking6. Link exchange7. Photo sharing8. Video sharing

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		<ol style="list-style-type: none">9. Business review10. Answers11. Document sharing12. Blogs
10.	Blogging	<ol style="list-style-type: none">1. Introduction To Blogging2. Titles And Content For Your Blog3. Tips On Creating A Successful Blog4. Blog Marketing Demo5. How To Make Money From Blogging

Day 2

1.	Google Analytics	<ol style="list-style-type: none">1. Google Analytics Introduction2. Understanding the Terms3. Setting Up Analytics4. Wordpress Integration And Analytics Basics5. Views And Filters6. Creating Goals In Analytics
2.	Google Ads	<ol style="list-style-type: none">1. Google Ads Introduction2. How Google Ads Work3. Google Ads Account Creation4. Google Ads Keyword Research5. Keyword Match Types6. Google Search Ads7. Ad Extensions8. Dynamic Search Ads

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3.	Social Media Introduction	<ol style="list-style-type: none">1. Overview2. Consumer3. Future4. Platforms
4.	Facebook	<ol style="list-style-type: none">1. Basics2. Ideal Post3. Page4. Groups5. Marketplace6. Business Account7. Marketing8. Linking twitter
5.	Instagram	<ol style="list-style-type: none">1. Using Instagram2. Post Type3. Linking with Facebook4. Business Account5. Marketing
6.	Twitter	<ol style="list-style-type: none">1. Basics Hashtag2. Tweet, Retweet3. Twitter Research4. Building Twitter Marketing Strategy5. Twitter AdsGoogle Search Console - Lesson Agenda6. Follow Unfollow
7.	Yoututbe	<ol style="list-style-type: none">1. Basics2. Upload a video3. Youtube Marketing Tutorial

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		4. Youtube Ads
8.	LinkedIn	<ol style="list-style-type: none"> 1. Overview 2. Company Page 3. LinkedIn Marketing Introduction 4. LinkedIn Ads
9.	Whatsapp	<ol style="list-style-type: none"> 1. Overview 2. Whatsapp Business 3. Marketing 4. Tools
10.	Quora	<ol style="list-style-type: none"> 1. Overview 2. Marketing Tutorial

Day 3

1.	True Caller Marketing	<ol style="list-style-type: none"> 1. What 2. Marketing Introduction 3. Campaign Setup
2.	Social Media Comparison	<ol style="list-style-type: none"> 1. Which platform to choose 2. Social Media Advertisement Comparison 3. Social Media Plan
3.	Email Marketing	<ol style="list-style-type: none"> 1. Introduction 2. Types 3. Database

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		<ol style="list-style-type: none">4. Subscription5. Introduction and Best Practices
4.	Content Marketing	<ol style="list-style-type: none">1. Content Marketing Introduction2. Content Marketing Strategies
5.	Mobile Marketing	<ol style="list-style-type: none">1. Mobile Marketing Introduction2. Mobile Marketing Strategies3. Getting ready for Mobile Screens
6.	Affiliate Marketing	<ol style="list-style-type: none">1. Basics2. Affiliate Marketing - (Making Money)3. Affiliate Marketing Introduction
7.	Lead Generation	<ol style="list-style-type: none">1. Lead Generation2. Process3. Comparison4. Increase Effectiveness5. Ways
8.	Portfolio	<ol style="list-style-type: none">1. Basics2. Improvement3. Compelling competitors
9.	Branding	<ol style="list-style-type: none">1. Basics2. Creating a brand3. Showcasing experience4. Common mistakes

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10.	Conversion Optimization	<ol style="list-style-type: none"> 1. Overview 2. What content where 3. Using exact words 4. Tick the subconscious
11.	Online Reputation Management	<ol style="list-style-type: none"> 1. Introduction 2. Tools 3. Negative Reviews
12.	Ecommerce	<ol style="list-style-type: none"> 1. Ecommerce - Building Online Store 2. Introduction to Ecommerce 3. Alibaba, Aliexpress and Indiamart 4. Finding Products To Sell

Day 4

1.	Freelancing	<ol style="list-style-type: none"> 1. What 2. How 3. Dos and Donts 4. Platforms 5. Process 6. Ideal bid
2.	Digital Marketing Evaluation	<ol style="list-style-type: none"> 1. Digital audit 2. Evaluate your digital marketing goals 3. Reexamine your target customer profiles 4. Take a look at your digital presence

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		5. Looking at ROI
3.	Spying on Competitors Marketing Strategies	<ol style="list-style-type: none">1. Introduction2. Tools3. Getting the gist
4.	Influencer Marketing	<ol style="list-style-type: none">1. What2. Research3. Goal4. Budget5. Review6. Campaign
5.	Programmatic and Google Double Click	<ol style="list-style-type: none">1. Overview2. Setup campaign3. Run
6.	Entrepreneurship skill development	<ol style="list-style-type: none">1. Who is entrepreneur?2. What is risk3. How to proceed
7.	100 Proven Marketing Tips	<ol style="list-style-type: none">1. Tips from experience
8.	SMS Marketing	<ol style="list-style-type: none">1. Introduction2. Tools3. Plans4. Tips

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9.	Case Studies	1. 2 case studies
10.	Building Strategies	1. What makes the difference 2. Common mistakes
11.	Tools	1. Grammarly 2. Pixabay 3. Canva 4. Bitly 5. Mailchimp

FACULTY



Being from the industry the faculty is not just a profession speaker but also a hands on trainer. The purpose of the 4 day workshop would serve the intension of sharing her knowledge and experience to bring out the max in your career.

ABOUT US

Dynamisers Solutions Pvt. Ltd. is a **Government Recognized Training Organization**. We



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have **6 years of expertise** by which we aim to help our students to achieve pinnacles in performance. We Provide Digital Marketing, Social Media Marketing, Artificial Intelligence, Machine Learning, Blockchain, Cyber Security, Entrepreneurship Development, Time Management and many more Trainings. We are the training

partner of NIESBUS and MSME which are government organisations. We have clients and students across world. Our mission is to help students achieve their ultimate goals.

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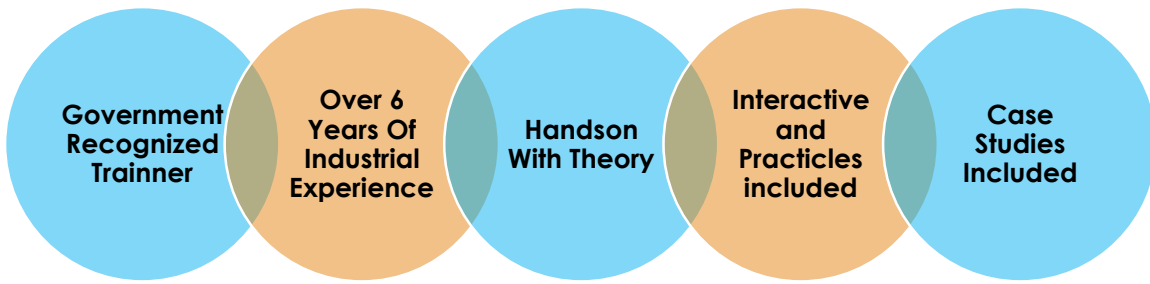


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WHY US?



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