



DIGITAL MARKETING TRAINING

Digital Marketing Training:

According to Forrester, online consumers already dedicate 52% of their hours to digital channels. Technavio predicts digital advertising is expected to reach USD 280 billion by 2020, growing at a CAGR of close to 11% during the forecast period 2016-2020. The above stats only show that the future is digital. Come, be a part of the future! Did you know? As per Payscale, an online salary,

Benefits and compensation information company, an Entry-Level Digital Marketing professional in Bangalore

Course Details:

1. Master concepts of Onpage and Offpage Optimisation
2. Understand thoroughly SEO concepts and its Associated tools
3. Setup accounts and promotions in Social Media Like Facebook, Twitter, LinkedIn, Google+, Pinterest etc
4. Learn importance of Keyword research and Setup Ad campaigns
5. Get Google Adword certification
6. Learn about Google Analytics, setup metrics and generate inferences
7. Learn about Email and Video Marketing
8. Learn to create value added content

Syllabus:

Introduction to digital marketing
SEO I On Page Optimization
SEO II Off page optimization
Google Adwords
Social Media Marketing
Video Marketing
Email Marketing
Mobile Marketing
Content Marketing
Google Analytics

Highlights:

Level	: Intermediate
Pre-Requisites	: Communication skills
Course Duration	: 40 Hrs
Assignment	: 80 Hrs
Trainer Experience	: 8+ years
Batch Size	: 5-10
Certificate	: Yes

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