



SOCIAL

ADVERTISING

DIGITAL

MARKETING

SEO

BRANDING

MEDIA

DIGITAL MARKETING

About Digital Marketing

Software Technology Globe (STG) provides an extensive Digital Marketing training with the Industry Experts. Our Digital Marketing Courses are designed considering the beginners in this field, starting from enhancing primary concept building and reaching advanced complicated strategic improvement. This allows for an enriched learning experience and opens doors for better career opportunities ahead.

KEY HIGHLIGHTS

- 8 weeks of Applied learning
- Live & Collaborative online training sessions
- Assignments, Case Studies & Projects at end of every module
- Designed for Working Professionals & Fresher's
- Job Assistance
- Flexible Schedule
- Mentor Support



Course Overview

In this program, you will learn the following digital marketing courses along with multiple case studies, assignments and project work.

Program Content:

- Fundamental of Digital Marketing
- Digital Marketing vs. Traditional Marketing
- Website Planning Process
- Search Engine Optimization
- Social Media Marketing
- Google Analytics
- Google Webmaster Tools
- Google Ads / PPC
- Search Engine Marketing
- Email Marketing
- Content Marketing
- Affiliate Marketing
- Google AdSense
- Blogging & Freelancing to Make Money

Fundamental of Digital Marketing

- What is Digital Marketing?
- Why Digital Marketing?
- Digital Marketing v/s Traditional Marketing
- Elements of Digital Marketing, Categories and Segregation
- Various Digital Marketing Mediums
- Various Digital Marketing Platforms
- Basics of Digital Marketing Strategies
- Benefits of Digital Marketing

Digital Marketing vs. Traditional Marketing

- What's the difference between digital marketing and traditional marketing, and why does it matter?
- Why Digital Marketing Wins Over traditional Marketing ?

Website Planning Process

- Website Design and Development Basics
- Website Types, Purposes, Importance and Benefits
- Website Structure, Planning, and Prototyping
- Basics of programming languages used for web development
- Elements of Front-end and Back-End
- Themes and Plugins
- Designing elements



Search Engine Optimization

- What is a Search Engine?
- What is SEO?
- Why SEO?
- Types, Categories, and Elements of SEO
- Levels of Search Engine Optimisation
- Various SEO Strategies and Techniques
- Multiple SEO Tools and Plugins
- Linking, Interlinking, Hyperlinking and Backlinking
- On-Page and Off-Page SEO
- Use of Google Analytics



Social Media Marketing

- What are social media platforms and their relevance as per requirement
- Benefits of Social Media for businesses
- Reaching the target audience using content
- Customer Acquisition on social media
- A detailed study of Social Media Algorithms
- Use of Social Media Tools, Plugins and extensions
- Social Media Branding
- Social Media Campaigning



Google Analytics & Google Webmaster Tools

- Overview on Google Analytics & webmaster tool
- how to setup google analytic & their functions



Email Marketing

- Essential Elements of Email Marketing
- Types of Email Marketing
- Data Collection for Email Marketing
- Purpose and Benefits of Email Marketing
- Email Marketing — Strategies, techniques and Email Creation
- Using Tools and Extensions
- Scheduling and Sending Bulk Mails



Content Marketing

- Content Marketing Basics
- Types, elements, and categories of content
- SEO Content Writing



Affiliate Marketing

- Affiliate marketing Basics
- Eligibility Criteria for affiliate marketing
- Use of Keywords in affiliate marketing
- Applying for Commission Junction and vCommission



Blogging & Freelancing to Make Money

- What is AdSense?
- How to get Approved for AdSense?
- Google Placing Ads on your blog
- Creating blogs with our FREE theme
- Make money with AdSense

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✓ Job Roles

- Digital Marketing Manager (DMM)
- Content Strategist (CS)
- Pay-Per-Click (PPC) Specialist/Manager
- Search Engine Optimizer (SEO)/ Search Engine Marketing (SEM) Specialist
- Email Marketing Specialist (EMS)
- Social Media Expert (SME)
- Analytics Expert (AE)

✓ Program Delivery Mode

- Instructor Led Online
- Instructor Led Classroom
- Onsite - Customized

✓ Payment Options

Cash | Card | UPI | Online Transfer

✓ Project / Assignments – with Hands-On