



“MASTERS IN DIGITAL MARKETING”

Duration : 6 Months



**digi
shapers**
We Shape Careers

About Digital Marketing

Digital Marketing Sector is growing

More companies than ever are turning to Digital Marketing as India has one of the largest populations of internet users in the world. This sector is experiencing a double-digit growth of 40% in the country. So, honing your skills in the field of Digital Marketing is a must to give your career a substantial boost.

Job Opportunities in Digital Marketing are increasing

The job options and roles in the field of Digital Marketing are advancing and are largely unaffected even by the pandemic. A certification in this fastest growing field will raise your value in your career.

Career Options in Digital Marketing

With an improved skill-set you can choose from various career options, namely, Search Engine Optimization (SEO) Specialist, Search Engine Marketing (SEM)/ Pay-Per Click (PPC) Specialist, Social Media Marketing (SMM) Specialist, Social Media Optimization (SMO) Specialist, Content Writer / Copywriter, Website and Graphic Designer, Digital Marketing Analyst, Influencer and many more



Introduction To The Program

MASTERS IN DIGITAL MARKETING

MASTERS IN DIGITAL MARKETING (MDM) is brought to you by Digi Shapers that is the joint venture of Digi Link Services and Guru Harkrishan Educational Society. The vast experience of 21 years of training more than 10,000 students of Guru Harkrishan Educational Society and substantial experience of 3 years of serving more than 100 corporates in the field of Digital Marketing and Website Development of Digilink Services has made the training mechanism unique and market aligned.

MASTERS IN DIGITAL MARKETING (MDM) is a comprehensive course to master the key skills of Digital Marketing. It is one of the most preferred Digital Marketing Courses in the market. With this course you will gain mastery over 9 Major Digital Marketing Channels & 20+ tools of this field, 5 real-world projects, preparation for globally certified exams by Facebook & Google, 100% Placement Assistance and all-round development of your personality.

This course includes real-world problems, industry- aligned case studies, extensive hands-on training and a wide range of simulation for SEO, Social Media, PPC, Website Development & Graphic Designing, Affiliate Marketing, Email & Mobile Marketing. The MDM will also prepare you for the most sought-after certification exams such as Facebook Blueprint, Google Ads and Google Analytics.



Key Features



Strategy & Research

- ▶ Interactive Classroom Sessions
- ▶ Focus on Real-World Problems.
- ▶ Working on Industry-Aligned Case Studies.



Design & Development

- Learn 20+ Digital Marketing Tools



Management & Marketing

- Preparation for Globally Accredited Exams such as Facebook Blueprint, Google Ads and Google Analytics.

Who Should Join?

▣ Under Graduates

▣ Working Professionals

▣ Job Seekers

▣ Graduates

▣ Entrepreneurs

▣ Housewives



COURSE CONTENT

Module 1: Social Media Marketing

Lesson 1: Introduction to Social Media

Lesson 2: Facebook Marketing & Advertising

Lesson 3: Twitter Marketing and Advertising

Lesson 4: LinkedIn Marketing and Advertising

Lesson 5: LinkedIn Marketing and Advertising

Lesson 6: Instagram Marketing and Advertising

Lesson 7: WhatsApp Marketing and Advertising

Lesson 8: Pinterest Marketing and Advertising

Lesson 9: YouTube Marketing and Advertising

Lesson 10: Quora Marketing and Advertising

Lesson 11: Basics of Content Writing

Module 2: Word Press

Lesson 1: Fundamentals of WordPress

Lesson 2: Features of WordPress

Lesson 3: Development of E-Commerce Website

Lesson 4: Integration of Payment Gateway

Module 3: Search Engine Optimization (SEO)

Lesson 1: Basics of SEO

Lesson 2: Understanding SEO Tools

Lesson 3: On Page Optimization Techniques

Lesson 4: Off Page SEO Techniques

Lesson 5: Google based SEO Techniques

Lesson 6: Common SEO Mistakes

Lesson 7: Online Reputation Management

Lesson 8: Local SEO

Lesson 9: SEO Proposal and Auditing

Lesson 10: Blogging Techniques & Tools



▮ **Module 4: Google Ads**

Lesson1: Basics of Google Ads

Lesson 2: Introduction to Keywords

Lesson 3: Google Ad Details

Lesson 4: Planning Essentials

Lesson 5: Optimizing Keywords

Lesson 6: Customization of Google Ads

Lesson 7: Google Ad Strategies

Lesson 8: Monitoring and Metrics

▮ **Module 5: Graphics Designing**

Lesson 1: Fundamentals of Graphic Designing

Lesson 2: Introduction to Canva

Lesson 3: Design Assignment

▮ **Module 6: Affiliate Marketing**

Lesson 1: Introduction to Affiliate Marketing

Lesson 2: Flipkart Affiliate Marketing

Lesson 3: Click Bank Affiliate Marketing

Lesson 4: Amazon Affiliate Marketing

▮ **Module 7: E-mail and SMS Marketing**

Lesson 1: Introduction to Email Marketing

Lesson 2: Email Marketing Techniques

Lesson 3: Basics of SMS Marketing

Lesson 4: SMS Marketing Techniques

▮ **Module 8: Freelancing**

Lesson 1: Introduction to Freelancing

Lesson 2: Freelancing Tools

▮ **Module 9: Interview Preparation and Doubts**

Interview Preparation

First Impression

Resume Building



Tools



Certifications

The candidate is allowed to appear in the Online Exam only with 90% attendance. The certificate for CCDM - MDM is achieved after obtaining 70% marks in the exam. Along with this, students may appear for the global certifications,



Google Ads



Google Analytics

facebook
blueprint

Course Credibility

- ▣ Covers 9 major Digital Marketing Channels
- ▣ Overview of 20+ tools across various Digital Marketing Platforms
- ▣ Prepares you for Globally Accredited Certification Exams, namely, Facebook Blueprint, Google Ads and Google Analytics
- ▣ Work on 5 Live Projects of 10 hours each that will provide you hands-on learning experience



Projects

Google Analytics & SEO

Set up your website with SEO and analyse its performance through Google Analytics



Search Engine Marketing using Google Ads

Develop an effective Google Ads Campaign to increase relevant traffic to your website



Social Media Marketing using Facebook/ Instagram Marketing

Execute a Facebook/ Instagram Marketing Campaign for your website. Ensure the visibility and engagement with your brand's page



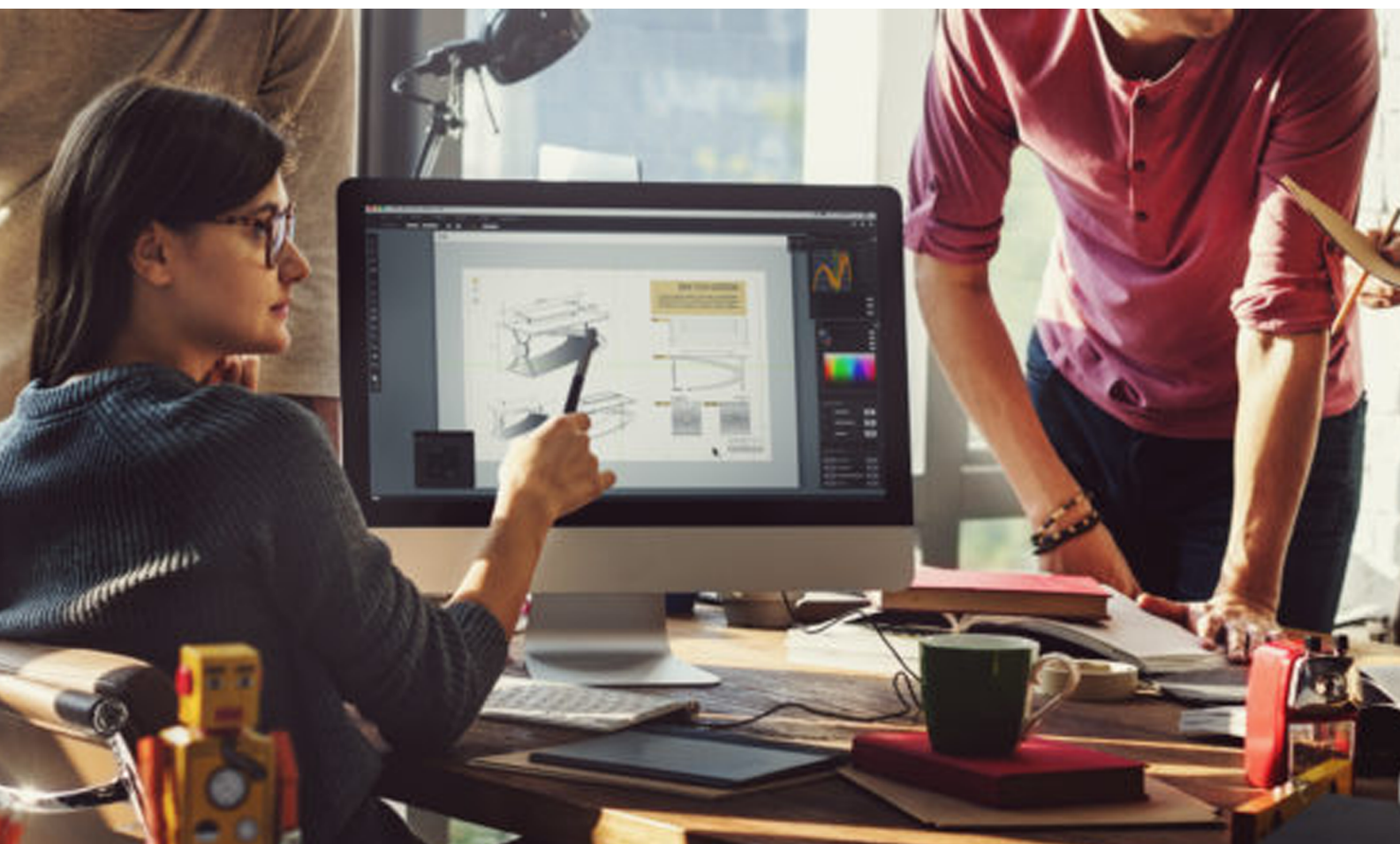
Search Engine Marketing using YouTube and Video Marketing

Run a YouTube Marketing Campaign for your website



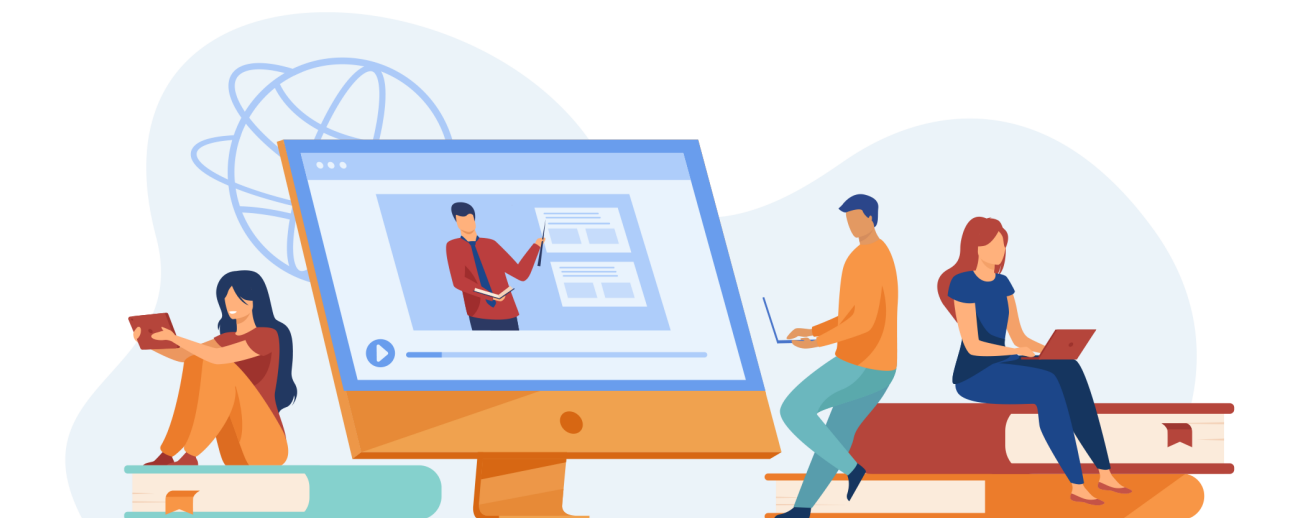
Website Design

Develop a website for your business



Free Course

We have added Job Interview Preparation Course as complimentary. Once this training is complete, you will be able to know the intricacies of Job Interview Preparation and will be able to present yourself successfully in the Job Interview



Placement Cell

Digi Shapers have strong relations with Marketing Agencies and Leading Companies. The institute is a favourite recruitment destination for many top corporates. We have a dedicated placement team that facilitates the placements of the students. Along with this, we take care of the students' needs to establish themselves as freelancers.

Placement Partners



Why Us?

- Interactive Classroom Sessions
- Doubt Clearing Sessions
- Live Sessions
- Working with Live Projects
- Exclusively designed Curriculum for Digital Marketing Specialists
- 100% Placement Assistance
- Focus on Practical Training
- Curriculum in-line with the present market demands
- Prepares for Google and Facebook Certifications
- Unique Training Methodology





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