



# DIGITAL MARKETING

## Learn From Industrial Professional

Digital Marketing Is A Broad Term That Encompasses The Use Of Digital Channels, Platforms, And Technologies To Promote And Advertise Products, Services, Or Brands. It Involves Leveraging The Internet And Electronic Devices To Reach And Engage With A Target Audience. Digital Marketing Has Become Increasingly Important In The Modern Business Landscape, As Consumers Spend More Time Online, And Companies Seek Effective Ways To Connect With Their Audiences.

## COURSE CONTENT

- ✓ Introduction To Digital Marketing
- ✓ Google Ads
- ✓ Social Media Marketing
- ✓ Mobile Marketing
- ✓ App Marketing
- ✓ Remarketing
- ✓ Email Marketing
- ✓ Content Marketing
- ✓ Display Advertising
- ✓ Video Marketing
- ✓ Affiliate Marketing
- ✓ Online Reputation Management (orm)
- ✓ Google Analytics
- ✓ E-commerce Marketing
- ✓ Blogging
- ✓ Conversion Rate Optimisation (cro)
- ✓ Customer Relationship Management
- ✓ Freelancer Technique
- ✓ Google Adsense
- ✓ Google My Business
- ✓ Google Tag Manager
- ✓ Inbound Marketing
- ✓ Marketing Meaning
- ✓ Media Planning And Buying
- ✓ Search Engine Optimization
- ✓ Sms Marketing
- ✓ Web Development



**Course Duration :- 6 MONTHS**