

# Digital Marketing Certification Course



## Why Asha Digital Marketing Training Institute?

ADMTI has a vision to lend a helping hand to Digital Marketing aspirants through a practical learning experience from personalities working in the same industry.

We aim to facilitate individuals, professionals and entrepreneurs to up skill and retrain their digital marketing career. Our highly qualified experts bring digital knowledge to the classroom with enthusiasm, fun and a great deal of understanding.

With our age going rapidly digital over the past year companies are turning away from traditional marketing and focussing on the Digital aspect of it. This means that we, as upcoming marketing strategists, ought to upgrade our skill set and for that ADMTI is the best training institute in Nagpur.

### If its Digital Marketing, it has to be ADMTI!

- ✓ Get practical knowledge
- ✓ Work on Live projects
- ✓ In-depth knowledge of digital marketing
- ✓ Experienced Faculty



Call: 95525-333-22  
admtinstitute@gmail.com

[www.admti.in](http://www.admti.in)

# Faculty Profile

- Professional work experience in Digital Marketing Field Since 2013 (7+ years).
- Teaching & motivating students in the Digital Marketing field Since 2015 (5 + years).
- In-Depth Knowledge of running & executing various industry level online paid campaigns
- Experience in handling renowned clients like Vega Helmets, ABP Maza, Plasto Tanks & Pipes, Haldiram Nagpur & many other business segments like Education, Restaurants, Real Estate etc.
- B.Com in Computer Application **BCCA** | Master In Computer Application **MCA**
- Google Certified Digital Marketer



Priyank Joharapurkar (Jain)

 /MySelfPriyank



## Why Digital Marketing Course?



Run Your Business Online Efficiently



Start Your Own Digital Marketing Business



Get Your Stress Free Dream Job

14 Modules | 2 Months  
In-depth & Advanced Course

# Course Details For Online Digital Marketing Course

Module 1

## E-Commerce Business Marketing

- How Does E-commerce Work?
- E-Commerce Marketing Through Digital Marketing
- Tracking & Analysis Through Digital Tools

Module 2

## Social Media Marketing

- Facebook Marketing, Analytics
- Twitter Marketing
- YouTube Adv, Mktg, Campaigns, Analytics
- Google My Business| Pinterest
- LinkedIn Overview

Module 3

## Google Analytics

- Need / Overview of Analytics
- Placement of Pixel codes
- Web Analytics | Reports & Interface
- Advertising Analytics
- Conversion Tracking
- Goals creations & optimisation
- Calculating ROI | Custom Reporting

Module 4

## Google Ads

- PPC Training | Search Network
- Youtube Ads Campaign
- What is Keyword research
- Create effective AD Groups
- What is Bidding | Video Promotions
- Importance of Quality Score
- Campaign Performance Report

Module 5

## Facebook Advertising

- Campaign Types & Creation
- Ad Sets and Ad Types
- Ads as per Business objective
- Ads Optimization
- Tracking Pixel Codes
- Integration To external tools

Module 6

## Lead Generation Business

- Converting Leads online
- How Create Conversion Ads with Landing Page
- Joining Give Away Events

Module 7

## Email Marketing

- Email Marketing Do's & Don'ts
- Email Marketing Via Mail Chimp
- Emailer Generation & Optimization
- How To Upload Email database

Module 8

## Top 5 Online Marketing Tools

- Social Media Management Tool
- Image Creation Tool
- Website/ Landing Page Creation Tool
- Lead Form Creation Tool
- Trending Keyword & Market Research Tool

Module 9

## Hashtag Viral Marketing

- How To Use Hashtags For Your Business
- Generate Traffic on Fb & Twitter Via Hashtags
- Tracking Hashtag Impact & Use in Contests

Module 10

## Digital Marketing Strategies

- How To Start A Digital Marketing Agency
- Where Do I Get My Clients From?
- Strategies To Convert Your Prospective Clients
- Target Oriented Marketing With Analytics

Module 11

## Whatsapp Marketing

- WhatsApp Marketing For Business
- Communicate Better Using Texts, Images, Audio And Video
- Managing Multiple Customers Effectively

Module 12

## SEO

- Overview of SEO
- Off Page & On Page SEO
- Important Tools To Get SEO Done
- Efficient Methods To Achieve SEO Effectively

Module 13

## Live Projects

- Work on LIVE Projects
- Social Media Tactics | Affiliate Marketing
- Video Marketing Secrets

Module 14

## Add On

- Job Interview Techniques
- 15 Days FREE Internship
- 100% Job Assistance/Guidance