TIP
TRAINING INSTITUTE PUNE
By Optimized Infotech
An ISO 9001:2015 Certified

A LEADING DIGITAL MARKETING TRAINING INSTITUTE IN PUNE SINCE 2011

BE AN EXPERT IN
DIGITAL
MARKETING

TIP Achivements

Successfully Completed 8 Years	600+ Batches	5000+ Career Nurtured	79 Corporate Workshops

TIP MISSION & VISION

Mission

- Our mission is to provide Best and Practical Digital Marketing Training to graduating students, working professionals, homemakers, entrepreneurs and freshers to increase employment

- We will always be dedicated to develop right skills, interactive environment, practical knowledge.

- Our mission is to be a trusted institute for providing the best Digital Marketing Course

Vision

- TIP wants to pledge "Quality Education" to support Digital India Initiative and to increase Digital Empowerment .

- We visualize to give digital knowledge to every person so as to cope up with the growing technological needs in the market.

- Prepare Students to challenge unemployment and the bigger global network.

DIGITAL MARKETING WITH 50 MODULES

INTRODUCTION TO DIGITAL MARKETING	INTRODUCTION TO WEBSITE DEVELOPMENT	INTRODUCTION TO DOMAIN & HOSTING	UNDERSTANDING GOOGLE ALGORITHMS & UPDATES	GOOGLE MY BUSINESS
HOW SEARCH ENGINE WORKS?	SEO-SEARCH ENGINE OPTIMIZATION	LOCAL SEARCH ENGINE OPTIMIZATION	VOICE OPTIMIZATION	ADVANCED & TECHNICAL SEO
SEO CANNIBALIZATION	GOOGLE KEYWORD PLANNER	WEBSITE AUDIT & OPTIMIZATION	ON PAGE OPTIMIZATION	OFF PAGE OPTIMIZATION
GOOGLE SEARCH CONSOLE	BING WEBMASTER AND ANALYTICS	GOOGLE ANALYTICS	CRO-CONVERSION RATE OPTIMIZATION	SMO-SOCIAL MEDIA OPTIMIZATION
INTRODUCTION TO GRAPHICS DESIGNING	PAID SOCIAL MEDIA MARKETING	SOCIAL MEDIA AUTOMATION	LINKEDIN MARKETING	QUORA MARKETING
FACEBOOK/INSTAGRAM MARKETING	YOU TUBE ADS & MARKETING	WHATSAPP MARKETING	SMS MARKETING	VIDEO EDITING & POSTING
EMAIL MARKETING	ORM-ONLINE REPUTATION MANAGEMENT	MOBILE APP CREATION	ASO-APP STORE OPTIMIZATION	MOBILE OPTIMIZATION & MARKETING
GOOGLE PLAY CONSOLE	SEM-SEARCH ENGINE MARKETING	REMARKETING CONCEPT	BASIC & ADVANCE GOOGLE ADS	ROI-RETURN ON INVESTMENT
GOOGLE ADSENSE	AFFILIATE MARKETING	GOOGLE MY BUSINESS	CONTENT WRITING & MARKETING	BLOGGING
FREELANCING	INFLUENCER MARKETING	ECOMMERCE MARKETING	DIGITAL MARKETING PLANNING & REPORTING	SWOT & PEST ANALYSIS

TOOLS FOR DIGITAL MARKETING

Google Ads	Google Keyword Planner	Google Analytics	Google merchant center	Google Sitemaps
Google PageSpeed	Google Alerts	Google Search Console	Google Trends	Google AdWords EDITOR
Twitter Ads	Instagram Advertising	LinkedIn for Businesses	Facebook Ads Manager	grammarly.com
Google My Business	woorank	Quora Ads	Alexa	buffer
SimilarWeb	MailChimp	GT METRIX	BACKLINK	Seo Quake
ALL IN ONE SEO PACK	Small SEO Tools Free Online SEO Tools	SEOprofiler	semrush	SEO Optimizer Taking you Higher
Buzzsumo	S3 SOCIOBOARD Your Open-source Social Media Dashboard	Hootsuite	Screamingfrog	MOZ
XML SITEMAP	yoast	Canva	SendPulse	PIKTOCHART Picture the Difference
triberr	TweetReach by Union Metrics	socialmention*	Simply Measured	AppsGeyser Free apps that earn you money
SEO SiteCheckup	bitly	slideshare	Eventbrite	DA

11 CERTIFICATIONS

1 Fundamental Certification

2 Google Search

3 Google Display

4 Google My Business

5 Google Ads Mobile

6 Google Ads Video

7 Google Ads Shopping

8 Google Analytics

9 Digital Unlocked

10 Course completion

11 Internship Certificate

PLACEMENT COMPANIES
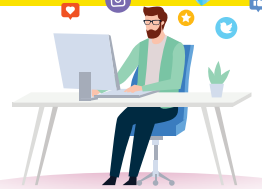
Infosys	ORACLE	Tech Mahindra	PERSISTENT	IBM
TATA	Mindtree	wipro	Capgemini	Synechron
ZenSar TECHNOLOGIES	accenture	CYBAGE Delivering Value. Scientifically.	Cognizant	amazon
bookmyshow	firstcry.com A FirstCry - Mahindra Venture	AFFINITYX	GOMO GROUP	everest WEB SOLUTIONS
ADVIDS	BRAINSTORM force	innothOughts Bringing Ideas to life	CONSISTENZA TECHNOLOGIES	PRAGMATIC info solution
TripCiti.com Your Trusted Travel Partner	aeron	Panacea Panacea Infotech Pvt. Ltd.	terse Software	Simplifai
eclatsol	Angular Minds	COLOUR UR BLANK SPACES	DAYDREAM	Deeva Infotech
impeccable SOFTWARES PVT. LTD.	TELEMERGE	RnR	OSI INFOTECH Lets the future begin..!	Genesis REAL
SPC	NCB Nucleosys Technologies	aarna systems DIGITAL MARKETING	SIRSONITE	PHN
YOAAP	RealTime	Brainmine Web Solutions Pvt Ltd	HN Web Marketing	SARVI SOLUTIONS
HEM WORLD	BIRLAMEDISOFT PVT. LTD.	SANKALP SENSE OF VALUE	IMPACT	upayogee
RANOSYS TECHNOLOGIES	Brilliant Info Systems Pvt. Ltd.	MOHITE	Stark Digital	DMS SOLUTIONS
Magneto	Mi	INCENTIUS	WMS	IBN
Xceptionaire	TECHNO OYSTER	Osumare	WISDMLABS	KNOWLEDGE FACTORY

OUR PLACED STUDENTS

Congratulation
Akshay Kate
on your new job as a
SEO Executive
@
upayogee

Congratulation
Dipti Kange
on your new job as a
SEO Executive
@
HN Web Marketing

Congratulation
Arjun Jain
on your new job as a
Digital Marketing Executive
@
Seniority
Live evergreen

Congratulation
Ankita Dharamthok
on your new job as a
Digital Marketing Executive
@
Brilliant
Info Systems Pvt. Ltd.

Congratulation
Omkar Bhosale
on your new job as a
Digital Marketing Executive
@
Pace Career Academy
(A Division of PHRI Pvt. Ltd)

Congratulation
Shweta Gaikwad
on your new job as a
Digital Marketing Executive
@
Report Hive

Congratulation
Ashwini Patil
on your new job as a
Social Media Executive
@
LOCUS
R.A.G.S.

Congratulation
Ashwini Patil
on your new job as a
Digital Marketing Executive
@
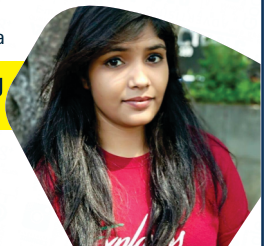PIBM PUNE INSTITUTE OF BUSINESS MANAGEMENT

Congratulation
Kalyani Tibude
on your new job as a
Digital Marketing Executive
@
IBN

Congratulation
Chinmay Birari
on your new job as a
Digital Marketing Executive
@
NCS
Nucleosys Technologies

Congratulation
Pooja Mallerwar
on your new job as a
Sr.Digital Marketing Executive
@
HR Remedy
A perfect bridge

Congratulation
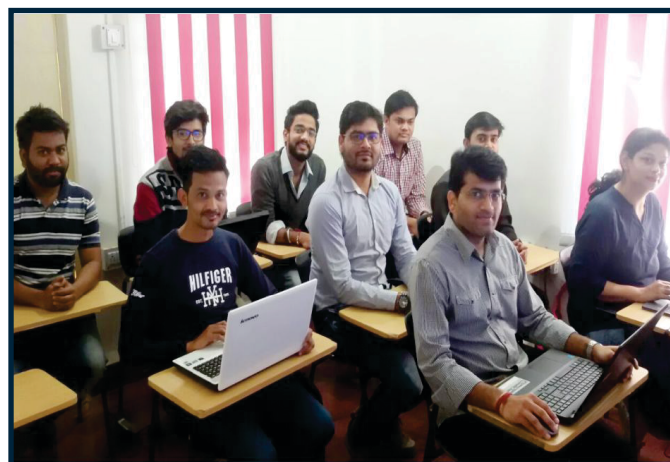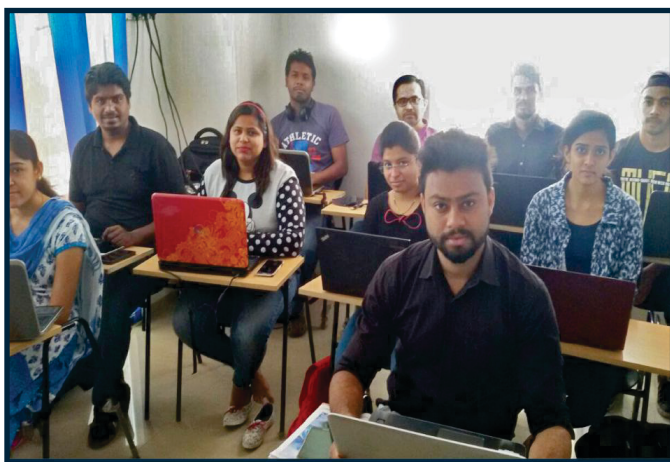**Gaurav Akolkar**
on your new job as a
Sr.Digital Marketer
@
DAYDREAM

BATCHES & WORKSHOPS

WHY US ?

Free Domain and Hosting

Advanced 50 Modules with In depth Knowledge

100% Job Placement(Unlimited Interview Call)

Free Access for Tools

Live Paid Add Campaigns

Get Internship Letter

Get 100 Interview Questions and Answers

Interview Preparation & Mock Interviews

Special Focus on Personality Development & Soft Skill

Compact Batch Size(5-10 Candidates Only)

Available in 5 Different Locations in Pune

Affordable Fee Structure

Free Demo Sessions

Get Trained by Google Certified Trainers

Trained & Placed 5000+ Candidates

100% Live Project Work

Get Google Certifications

Get 125 Pages of Notes Prepared by Experts

Surprise Tests

Get Sample Resume

FREE Life Time Training Access

Flexible Timings

Weekend and Weekdays Batches

Special Discount for Groups

WHAT OUR STUDENTS SAYS

Akshay Kate

"I have Completed Digital Marketing course from training institute Pune. Way of teaching is very Interactive. The course content is better. One thing I have seen that they are more focused on Practical sessions They provide training on real time project."

Dipti Kange

"I did Digital Marketing course from Training Institute Pune. The entire course was completed within three months. It was great experience of learning Digital Marketing and Its new updates and new trends. Expert trainers providing the best learning approach for digital marketing and seo its overall nice experience of learning Digital Marketing with Training Institute Pune"

Gaurav Akolkar

"Best place to learn digital marketing. Here you will get real time experience and end of the day you can choose your company that much of confidence you will get completion of course, please don't miss single class also. All the classes are very interested and very useful and all the teachers are giving more exposure. Thank you sir and team"

Kalyani Tibude

Search Engine Optimization is a very neatly structured module by the Training Institute Pune Team. The course structure and module has been designed in such a way that even a beginner (like me) could pick up the concepts easily. However, the real appreciation comes when one can implement these topics in some small projects. The tutor (Mr. Milind) is very supportive and helpful to address all the queries and give guidance."

Arjun Jain

"its one of the Best Institute for Digital Marketing courses. Excellent faculty/trainer, proper classroom environment, conduct small batches for individual attention, provides proper & good study material. I would recommend this institute for all the DM learners to make a bright future in this field and a great & successful professionals"

Ashwini Patil

"Training Institute Pune has been a very good choice as the Angularjs Training institute. It has provided an extensive and in-depth knowledge on the topic. The classes and the study materials have been very helpful in understanding for any Courses in a better way trainer is very knowledgeable. I am planning to take few more courses in future."

Omkar Bhosale

"Training Institute Pune is one of the best digital marketing classes in pune, faculty is so patient to let students understand every topic, also you get to work on live projects so that practical knowledge can be gained. *highly recommended*"

Kirti Ursal

"Hi... I have completed MVC Training course from this institute... Teaching was excellent and fees is also affordable. They have provided me a hands on training. If you are looking for MVC, Angular training Institute in Pune TIP is the best option to join."

Gaurav Rachewar

"One of the best institutions in Pune for learning Digital Marketing. Specialized in digital marketing and associated training zones that assists in enhancing our online presence. However, it gives new idea to explore my business. It was great experience with TIP. It gave us practicle knowledge about all the terms of SEO, SEM, SMO. And lastly it is one of the BEST institute in Pune for SEO training"

Ankita Dharamthok

"I have completed AngularJs Course from Training Institute Pune. I really thankful to my trainer to teach me in better way. She teaches as per student level. Trainer having good corporate experience. I saw many institutes in Pune who give training of AngularJs and Angular2 & they are eating money of students. Please guys if you are having interest in AngularJs Training then go for take proper training from this Institute."

Mohammad Faraz

"I have completed Digital Marketing Course from Training Institute Pune. Syllabus they have covered is really helpful. Special Thanks to Milind Sir and Team TIP. If you are looking for Best Digital Marketing Training Institute in Pune then you can join here."

Madhuri Madrewar
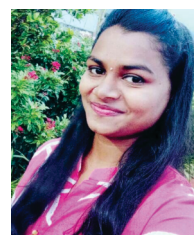
"As a Business Management student this Digital Marketing course has given me an edge over other competitors. I would highly recommend this course from Training Institute Pune to anyone who is looking for digital marketing training. As the infrastructure, faculty and training methods are excellent in this institute."

DETAILED DIGITAL MARKETING SYLLABUS

1) Introduction to Digital Marketing

- What is marketing?
- What is Digital Marketing?
- Scope of Digital marketing?
- Difference between Digital Marketing Vs Traditional Marketing
- Career opportunities in the field of Digital Marketing

2) Introduction to Domain and Hosting

- Server and Its Working
- Installation and Setup of Server
- Domain Purchase and Setup
- Introduction of DNS
- Implementation of DNS

3) Introduction to Website Development

- What is Website
- Dynamic Website
- Static Website
- Difference between Dynamic and Static Website
- Introduction of HTML and CSS
- Introduction of CMS
- Different type of CMS
- CMS- WordPress
- WordPress Installation
- Introduction and Installation of Theme
- Introduction and Installation of Plugins
- Setting for WordPress
- Customization of Theme

4) How Search Engine Works?

- What is Search Engines?
- Types of Search Engines
- Working of Search Engine
- Introduction and Working for Crawler
- Crawling
- Indexing
- Retrieving

5) Understanding Google Algorithms & Updates

- What is Algorithms?
- Use of Algorithm for Google
- Different Types of Algorithm
- Panda Algorithm
- Penguin Algorithm
- Hummingbird Algorithm
- Core Algorithm
- Pigeon Algorithm
- Mobile Friendly Update

6) SEO-Search Engine Optimization

- What is Search Engine Optimization?
- Search Engine Optimization Types
- Black Hat SEO
- White Hat SEO
- Gray Hat SEO
- SEO life cycle?
- SEO Ranking Factors

DETAILED DIGITAL MARKETING SYLLABUS

7) Local Search Engine Optimization

- What is local Search Engine Optimization
- How it works
- Various Factor for Ranking for Local Search
- Google Map Ranking
- Local Search Keyword Implementation
- Location Targeting
- Various Tools for Local SEO

8) Advanced & Technical SEO

- Website Loading Time
- XML Sitemap
- HTML Sitemap
- Canonical Implementation
- Redirection Codes
- htaccess file Implementation
- What is Domain Authority?
- How to Increase Domain Authority
- Alexa Ranking
- PR
- Linking
- Backlink Type
- Dofollow
- Nofollow
- What is Page Authority?
- Page Rank
- What is Page Rank?
- How to increase Page Rank

9) Voice Optimization

- How to Optimized our website for Voice Search
- Advance Voice Search Optimization Do's and Don't of Voice optimization

10) SEO Cannibalization

- To work on Google's guidelines for Keyword Cannibalization
- Negatives of Keyword Cannibalization

11) Google Keyword Planner

- Need of Keywords
- Type of Keywords
- Primary Keywords
- Secondary Keywords
- Long Tail Keywords and Short Tail Keywords
- Other tools use for Keyword Planning
- Demo for the Google Keyword Tool
- Focusing and Targeting Keywords
- Setting up Negative Keywords

12) Website Audit & Optimization

- Initial analysis of Website
- Improvement needed for user Interface
- Mobile Optimization
- Mobile Responsive Checking
- Navigation
- Changes Required for SEO Optimization
- HTML Validation

DETAILED DIGITAL MARKETING SYLLABUS

13) On Page Optimization

- Keyword Placement
- Site (URL) Structure Analysis
- URL renaming/rewriting
- H1, H2, H3 Tags
- Title/Description/Keyword/Meta Tags Development
- Anchor Text
- Image and Video Optimization
- Content Optimization
- Footer Optimization

14) Off Page Optimization

- Introduction of Backlinks
- Different Methods of backlink generation
- Tools for SEO
- Monitoring SEO Strategies
- Preparing SEO Reports
- The importance of Links for SEO
- Link Wheel
- Directory Submission
- Type of Directories
- Article Marketing
- Submitting Press Releases
- Business Directories
- Local Classifieds
- Blog Creation and Promotion
- Blog Commenting
- Forum & QnA
- Social bookmarking
- Search Engine Submissions
- Sitemap Submission

15) Google Search Console

- Adding a Site & Verification Process
- Configuration v Settings
- Geographic Settings
- Site Links
- Website Health
- Crawl Errors
- Crawl Stats
- Google Fetch
- Blocking the Crawler and blocked pages
- Traffic
- Search Queries
- Links to Site / Internal Links
- Sitemaps
- Remove URLS from index
- HTML Suggestions
- Content Keywords
- Structured Data
- Data Highlighter

16) Bing Webmaster and Analytics

- Adding a Site & Verification Process
- Configuration v Settings
- Geographic Settings
- Site Links
- Website Health
- Crawl Errors
- Crawl Stats

DETAILED DIGITAL MARKETING SYLLABUS

17) Google Analytics

- Introduction
- How Analytics tool works
- Insights
- Cookie Tracking
- Get started with Google Analytics
- Account Creation
- Get tracking ID & Add in Website
- Setup Goals
- What is Bounce Rate?
- How to reduce bounce rate
- Integrate Ads & analytics Account
- Measure performance of campaigns via analytics
- Understanding Filters & segments
- Monitoring traffic source & behaviour

18) CRO-Conversion Rate Optimization

- Understanding the Return on Investment
- Maximizing the Return on Investment according to the Client and Industry

19) SMO-Social Media Optimization

- What is Social Media?
- Importance of Social Media in Digital Marketing
- Difference between Social Media Optimization (SMO) and Social Media Marketing (SMM)
- Strategies for Social Media
- Increase engagement
- Branding Strategy
- Use of ideal and appealing Infographics
- Tracking Activity and Results Social Media and SEO

20) Introduction to Graphics Designing

- Introduction to Different Designing Free and Paid Tools
- Designing Tools for creating appealing Videos and Images
- How to setup Environment
- Design method and strategy
- Introduction to Canva
- How to Make Images
- How to add Images
- How to Make PDF

21) Paid Social Media Marketing

- What is Social Media Marketing
- How to do it?
- Different Platforms

22) Linkedin Marketing

- LinkedIn for Branding
- Company Profile
- Showcase Page creation
- Encouraging Employees to Use LinkedIn
- LinkedIn for Sales
- LinkedIn for SEO
- LinkedIn Ads
- Linkedin Ads Type
- Objective Selection
- Campaign Setup
  Business Account Setup

DETAILED DIGITAL MARKETING SYLLABUS

23) Social Media Automation
- Social Media Dashboard
- Connecting different Social Networking site with SMMT
- SMMT Connection with Social Media Platforms.
- Analysis for SMMT
- Hootsuite
- Buffer
- Ifttt
- Socialoomph
- Tweetdeck
- Tweepi
- Socialflow
- Sproutsocial
- Socialbro
- Social Media Analytics
- Social media metrics
- Real time customer targeting
- Sentiment analysis
- Competitor tracking

25) Quora Marketing
- Quora Marketing Introduction
- Paid Marketing Campaign Introduction
- Ad Account Setup
- Location and Billing Method Setup
- Create Campaign
- Objective Selection
- Audience Setup
- Quora Pixel Code Setup
- Remarketing Implementation
- Setup Ad Set and Ads
- Ad Copy Creations
  Review Campaigning

24) Facebook/Instagram Marketing
- Facebook and Instagram for Branding
- Using Facebook and Instagram as Company
- Facebook and Instagram for Sales
- Facebook and Instagram Ads Campaign
- Set Campaign objective for Ads
- Facebook and Instagram Ads Set Audience Targeting
- Facebook and Instagram ad Budget, Scheduling,and Delivery
- Facebook and Instagram for SEO
- Tracking Activity and Results
- Opengraph
- Page creation
- Content strategy
- Hashtags
- Facebook and Instagram applications Live Videos (Facebook and Instagram Live)

26) WhatsApp Marketing
- Whatsapp Marketing Tool Whatsapp marketing software
- Creating Account for Whatsapp Marketing
- SMS Lists / data
- Setting up account for Bulk Messages
- Messages Content

DETAILED DIGITAL MARKETING SYLLABUS

27) Youtube Ads & Marketing

- Promotion of Video on Youtube
- Creating youtube channel
- Understanding annotations
- Cards
- Navigation within youtube channel
- Increase Views
- Increase search ranking
- Linking to adwords Account
- Promoting video ads on youtube
- Formats
- Cost
- Targeting
- Analytics

28) SMS Marketing

- SMS Marketing Tool / SMS marketing software
- Creating Account for SMS Marketing
- SMS Number Lists / data
- Setting up account for Bulk SMS
- Naming the Campaign & SMS SMS Content

29) Video Editing & Posting

- Importance of Videos
- Working on video editing and Posting on different sites
- Dos and Don'ts of Video making

30) Email Marketing

- How Email works?
- Challenges while sending bulk emails
- Solution over challenges
- Types of email marketing
- Email marketing Tools
- Designing of Email template
- Email marketing scheduler
- Email marketing success tracking
- How Mail Servers Work
- Hard Bounce
- Soft Bounce
- Open rate
- Inbox
- Spam

31) ORM-Online Reputation Management

- What is Online Reputation Management?
- Why Business needs Online Reputation
- Case Studies of Brands
- Focus Areas in ORM
- ORM Strategy Tools for ORM

DETAILED DIGITAL MARKETING SYLLABUS

32) Ecommerce Marketing

- What is ecommerce marketing?
- Ecommerce Websites overview
- SEO Strategy for ecommerce website
- Affiliate Marketing for ecommerce Business E-tail (Online Listing)/Website V/s Market Place

33) Mobile App Creation

- Importance of App
- Advantages of Mobile App For Business
- Mobile App Creation Tools
- Design App as per Your Business Requirement
- The Way to Download Free apk File

34) ASO-App Store Optimization

- What is ASO
- How do customer discover new App
- Why ASO is Important
- How to improve ASO
- ASO for Apple App Store
  ASO for Google Play store

36) Google Play Console

- What is Google Play Console
- Introduction of Dashboard and statistics
- Android Vitals Overview
- Development Tools
- Release Dashboard
- Store Listing
  Acquisition Reports

35) Mobile Optimization & Marketing

- Understanding mobile devices
- Social media and mobile marketing
- Advertising on mobile
- Identifying Your Target Audience and Compete
- Completing Your Keyword Analysis
- Choosing Your App Name
- Mobile App marketing Strategy
- Mobile marketing measurement & analysis
- Optimize website for Mobile Devices
- Targeting on apps
- Targeting via location
- Targeting on Search engine
- Content Marketing on Mobile
- Mobile marketing Strategy

37) SEM-Search Engine Marketing

- Understanding Search Engine Marketing (SEM)
- Snapshot of SEM Industry
- Advantages of SEM over Other Marketing Methods
- Organic vs. Paid Traffic
- Different between the SEO, SMO and SEM

DETAILED DIGITAL MARKETING SYLLABUS

38) Remarketing Concept

- What is Remarketing
- Type of Remarketing
- How to Implement Remarketing
- Remarketing & Google Ads
- Website and Remarketing Setup
- Remarketing Audience Setup
  Pros and Cons of Remarketing

39) Basic & Advance Google Ads

- Getting Started with Google Ads
- Signing Up for Google Ads
- Set Time Zone and Currency
- Verify our account
- Activating Your Account
- Navigating through Google Ads
- User Interface Elements
- Home Tab
- Campaigns Tab
- Opportunities Tab
- Reporting Tab
- Billing Tab
- My Account Tab
- Understanding Google Ads Structure
- Ads Account
- Campaign Level
- Ad Groups Level
- Access Management

- SEARCH AD CREATION

- Writing Ads in Google Ads
- Writing Effective Ads in Google AdWords
- Call to Action
- Value Proposition
- Review of Google's Guidelines
- Understanding Google's Text Ad Structure
- Creating and Managing Your Ad Campaigns
- Creating Ad Campaigns
- Creating Ad Groups
- Managing Campaign Settings
- How to Edit, Pause, Delete, or Resume a Campaign Reporting
- Ads Reporting and Account Performance Reports
- Generating Reports in Google Ads
- Step 1: Select Campaign
- Step 2: Settings
- Step 3: Choosing Report Details
- Step 4: Activating Your Report
- Step 5: Template, Scheduling, and Email

DETAILED DIGITAL MARKETING SYLLABUS

Advance Google Ads

- Introduction to Shopping Campaigns
- Introduction to Dynamic Search Campaigns
- Display Ads Campaigns
- Introduction to Remarketing Campaigns
- MCC Account
- Ads Editor Tool
- Conversion Tracking
- Performance monitoring
- Campaign Tracking
- Impression Shares
- Shared Library
- Reports

40) ROI-Return on Investment

- Understanding the ROI
- How to maximize the ROI according to the client & industry

41) Google AdSense

- What is AdSense?
- Get approved for AdSense
- AdSense account interface
- AdSense Policies and requirement
- Adding Google Ads to Website/Blog
- Best Placements for Google Ads
- Best AdSense Units to Use
- Increasing AdSense Revenue YouTube Monetization with AdSense

42) Affiliate Marketing

- What is Affiliated Marketing?
- Role in Business
- Different Platform of Affiliated Marketing
- How to Setup Account
- Tools for Revenue Calculation
- Need of Affiliated Marketing

43) Google My Business

- Need of Local Business
- Signup with Gmail
- Set Up Account
- Register with GMT
- Add Business
- Add Details
- Request for Verification
- How to Add Post in GMT
- Reviews Reply

44) Content Writing & Marketing

- How To Choose Topics
- Different tools used for Content Suggestions
- Prerequisite for Content Writing
- Structure of Content
- Combination of Content and Images
- Different sites for Content Promotions
- Tips for Earnings

DETAILED DIGITAL MARKETING SYLLABUS

45) Blogging
- What is Blog
- How it works
- Different Blogging platform
- Setup blogging platform
- Sign Up for Sites
- Register for Free URL
- Setup Account
- How to Add Pages
- How to Add Posts
- How to Add Images
- How to Add Keywords
  Setup Analytics tool for portal

46) Freelancing
- How to become a Freelancer
- Understanding requirement
- Deciding the budget of project
- Different Billing methods
- Understand Bidding
- Bidding for project on bidding sites
  Complete life cycle of Project with new site

47) Influencer Marketing
- Influencer Marketing
- What is Influencer Marketing
- How to be an Influencer
- Influencer Marketing Strategy
- Find Influencer
- Build Strong Influencing Campaign

48) Digital Marketing Planning & Reporting
- How to structure a plan
- Customer acquisition strategy
- Customer conversion strategy
- Customer retention strategy
- Customer segmentation and targeting
- Digital strategy development
- Strategy Implementation
- Executions of Digital Marketing Strategy
- Reporting
- Analysis
  Re-implementation of Strategy

49) SWOT & PEST Analysis
- Evaluate company's competitive Position
- Understanding Strength, Weakness, Opportunities and Threats
- To access External and Internal Factor
- Accessing the competition, Risk and potential of business

50) Personality Development and Soft Skills
- Interpersonal Skills
- Business Communication Skills
- Presentation Skills
- Interview Techniques
- Leadership Skills

AFTER COMPLETION OF THIS COURSE YOU CAN

Build your own website

Rank Your Website On Googles 1st Page

Place Search & Display Ads On Google

Promote Business On Social Media With Organic & Inorganic Way

Start Earning Money With Google Adsense

Start Freelancing If Not Looking For Full Time Job

Start You Tube Channel

Be An Influencer Marketing Professional

CONTACT US

TRAINING INSTITUTE PUNE

T I P

By **Optimized Infotech**

An ISO 9001:2015 Certified

SCHEDULE A FREE DEMO

8007777243

www.traininginstitutepune. in

KOTHRUD I SHIVAJINAGAR I WAKAD I HADAPSAR I BANER I PCMC