

Our Achievements in Digital Marketing



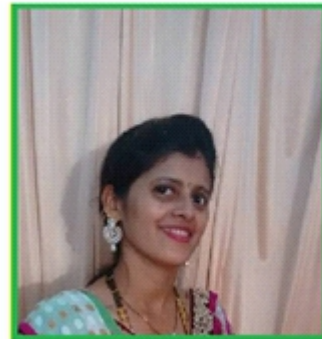
Vijay Bhanushali

Profile:- Businessman

**Currently doing Digital Marketing
for own firm Heer Properties**

Renuka Shinde

**Profile:- Previously Housewife
Currently working as an SEO Exec.
for SADGURU PEST CONTROL.**



Ravi Gupta

Profile:- SEO Analyst

Company:-

Capsicum Mediaworks

Pooja Patil

Profile:- Digital Mktg Exec.

Company:-

Adfine Advertising Agency



DIGITAL MARKETING COURSE

Module 1: (2hrs)

Introduction to Digital Marketing. DM opportunities Digital Leadership.

Module 2: (20hrs)

Search Engine Optimization (SEO) How do search engines work Basics of SEO techniques Keywords Analysis SEO ON Page Activities SEO Off Page Activities

Module 3: (16hrs)

Search Engine Marketing (SEM) Google Adwords Google Pay Per Click (PPC) Basics of Paid Search PPC/ Search Marketing Key Pillars How to create campaigns Keyword Research Campaign setup Bidding and Budget.

Module 4: (12hrs)

Content Marketing Content Research Content Discovery & Ideas Marketing & Distribution How to create Infographic on Content Marketing. Content writing Content Creation

Module 5: (16hrs)

Blogging Blogging, Tumblr, wordpress Affiliate Marketing

Module 6: (6hrs)

Email Marketing Permission and E-Permission marketing Define your Goals E-marketing strategies Working with email templates Mail Chimp

Module 7: (22hrs)

Social Media Marketing

Facebook:-

Creating Facebook Brand Page & Facebook Page Insights Analysis
Groups creation

Joining other groups

Organic reach & Engagements

Linkedin:-

Creating custom profile URL for LinkedIn

Creating Groups & Joining other Groups

Creating Company Brand Page

Writing articles (Pulse)

LinkedIn Connection & Degree network

Twitter:-

Creating custom URL for Twitter

Profile Creating lists

Follow, Tweet, retweet, like, comment, engagement

Twitter analytics

Google Plus:-

Creating Profile & creating Groups &

Joining other groups

Writing posts/ articles.

Mobile Marketing:-

Whatsapp marketing

Module 8: (4hrs)

Social Media Optimisation.

Module 9: (4hrs)

Social Media Analytics

Module 10: (6hrs)

Google Analytics Overview

Benefits of tracking and analyzing web data

Advantages of using Google analytics

Add Tracking to your site Install

the Google Analytics Tracking

Code Verify the Google

Analytics Installation

Troubleshoot Common

Problems Interpret and Act on

Google Analytics Data

Introduction to Data Analysis

Understand Customer segmentation

Module 11: (6hrs)

Video Marketing

How to work with your

YouTube audience Youtube Ad

Formats supported Analytics

& Insights Video Manager

Youtube Video Dashboard

Module 12: (6hrs)

Inbound Marketing

Duration:- 120 hrs, Full time & weekend batches available

CAREER OPPORTUNITIES

BEING A DIGITAL MARKETER

ENTREPRENEUR

Start your own Business

FREELANCER

Work on Individual Projects

ONLINE EARNING

Earn from AdSense / Affiliate

PROFESSIONAL JOB

Work for a Company

**Hurry up Course Price Rs. ~~40,000/-~~ is
now**

Rs. 26,000/- only
(including Tax)

Installment Facility available..."

Have any query.. ??

or

**want to register for a FREE DEMO
Lecture??**

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**Also call us at – 022 – 26708190 / 86,
9320957717 / 18.**

**You can also email us @
vissicomp@yahoo.co.in**