



VISICOMP TECHNOLOGY PVT. LTD.

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## 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 Pa-Pay 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 Infographics 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**

**Have any query.. ??**

**or**

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

**Call us @ 9320957718 /17, 022-  
26708190/ 86.**

**You can also email us @  
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