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BRIGHTER

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9175558736

FUTURE



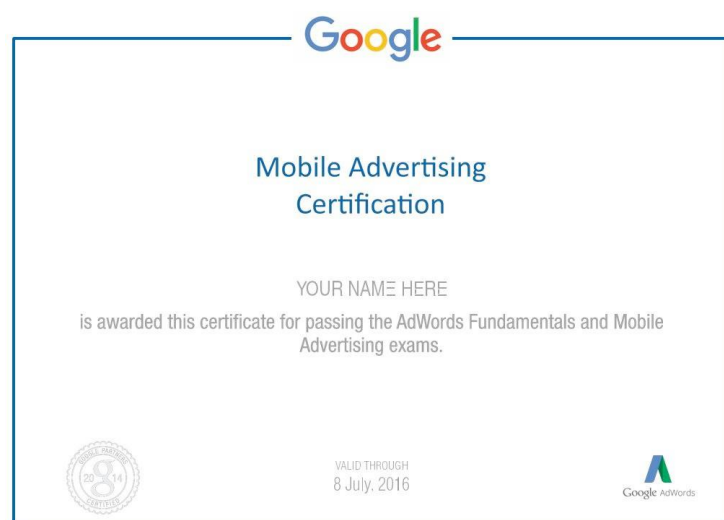
WHY WOULD YOU

CHOOSE US?

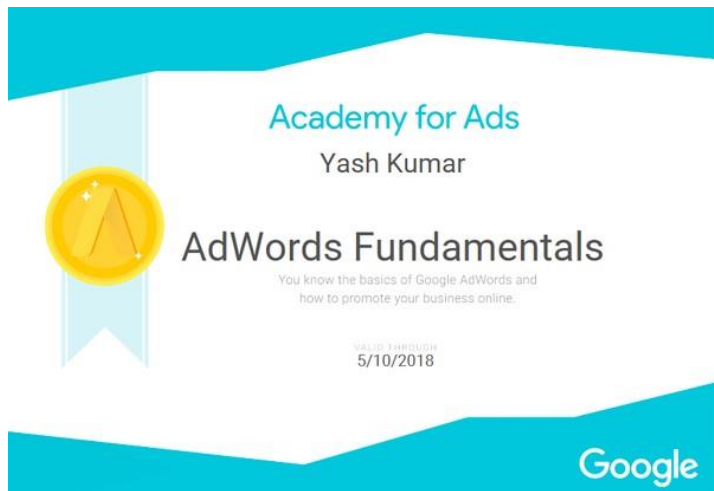
- Pioneer digital marketing institute
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- Holds the best placement record
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- Action speaks louder than word
- 9 Certifications



9 CERTIFICATES COVERED

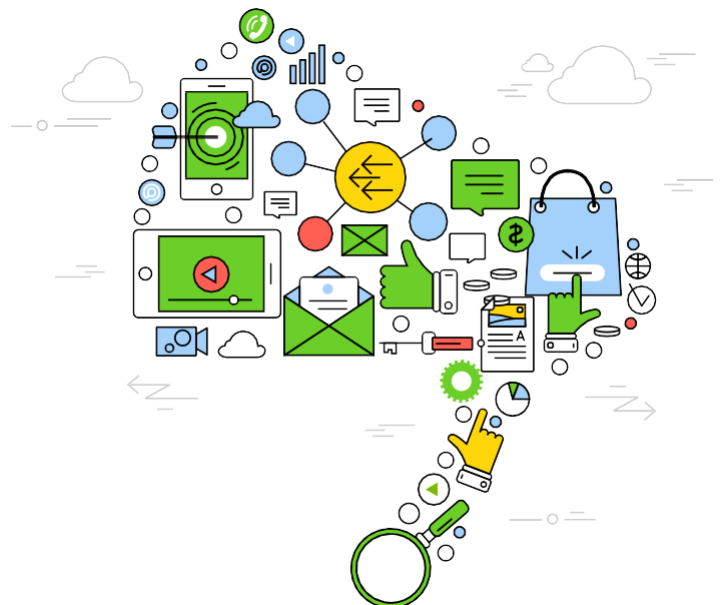


9 CERTIFICATES COVERED



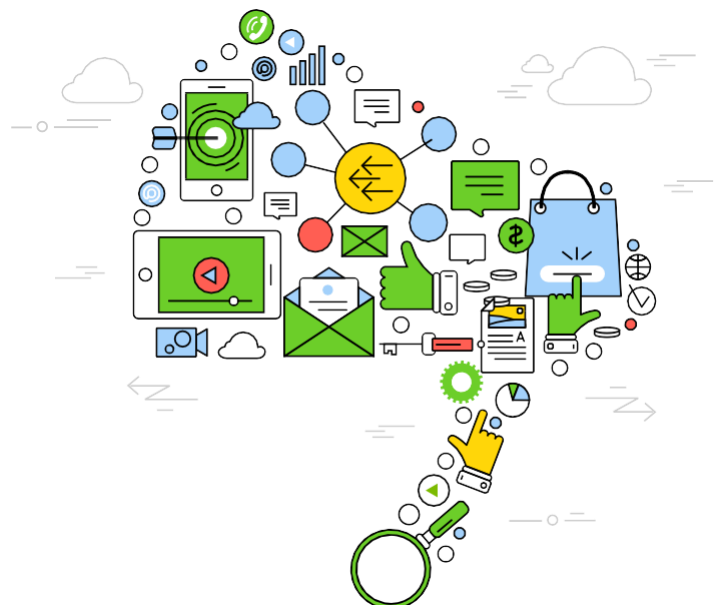
Advanced digital marketing course

- ☐ Digital Marketing Overview
- ☐ Search Engine Optimization (SEO)
- ☐ Content Marketing
- ☐ Website Structuring
- ☐ Website Creation Using WordPress
- ☐ Blog Writing
- ☐ Google Analytics
- ☐ Understand Acquisition & Conversion
- ☐ Google Search Console
- ☐ Voice Search Optimization
- ☐ E Commerce SEO
- ☐ Google My Business: Local Listings
- ☐ Social Media Optimization
- ☐ Facebook Organic
- ☐ Twitter Organic
- ☐ LinkedIn Organic
- ☐ YouTube Organic
- ☐ Video SEO
- ☐ YouTube Monetization
- ☐ Social Media Tools
- ☐ Social Media Automation
- ☐ Facebook Ads
- ☐ Instagram Ads
- ☐ LinkedIn Ads
- ☐ YouTube Advertising
- ☐ Google PPC
- ☐ Search Ads/ Text Ads
- ☐ Image Ads
- ☐ Video Ads
- ☐ Discovery Ads



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- ☐ Bidding Strategies in Google Ads
- ☐ Lead Generation for Business
- ☐ Conversion Tracking Tool
- ☐ Remarketing and Conversion
- ☐ Quora Marketing
- ☐ Growth Hacking Topic
- ☐ Introduction to Affiliate Marketing
- ☐ Introduction to Google AdSense
- ☐ Google Tag Manager
- ☐ Email Marketing
- ☐ SMS Marketing
- ☐ Media Buying
- ☐ What's App Marketing
- ☐ Influencer Marketing
- ☐ Freelancing Projects
- ☐ Online Reputation Management
- ☐ Resume Building
- ☐ Interview Preparation
- ☐ Client Pitch
- ☐ Graphic Designing: Canva



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1. DIGITAL MARKETING OVERVIEW

Under this, we covered topics such as what is digital marketing, digital marketing vs traditional marketing, latest digital marketing trends, strategies related to the various digital marketing platforms etc. will be taught. The purpose of this module is to give you an idea of what digital marketing actually is. It would give you an insight into the various aspects related to this field. Thus, get started with an overview before you move on to the advanced topics. A sort of warm-up before the actual workout !

2. SEARCH ENGINE OPTIMIZATION

- What are Search Engines and Basics?
- HTML Basics.
- On Page Optimization.
- Off Page Optimization.
- Essentials of good website designing & Much More.

3. CONTENT MARKETING

- Content Marketing Overview and Strategy
- Content Marketing Channels
- Creating Content
- Content Strategy & Challenges
- Image Marketing
- Video Marketing
- Measuring Results

4. WEBSITE STRUCTURING: DOMAIN & HOSTING

- What is Website?– Understanding website
- How to register Site & Hosting of site?
- Domain Extensions

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5. WEBSITE CREATION USING WORDPRESS:

- Web Page Creation
- WordPress Themes, Widgets, Plugins
- Contact Forms, Sliders, Elementor

6. BLOG WRITING

- Blogs Vs Website
- How to write blogs for website
- How to select topics for blog writing

7. GOOGLE ANALYTICS

- Introduction
- Navigating Google Analytics
- Sessions
- Users
- Traffic Source
- Content
- Real Time Visitors
- Bounce Rate%
- Customization
- Reports
- Actionable Insights
- Making Better Decisions

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8. UNDERSTANDING ACQUISITION & CONVERSION DATA

- Traffic Reports
- Events Tracking
- Customization Reports
- Actionable Insights
- Making Better Decisions
- Comparison Reports

9 . GOOGLE SEARCH CONSOLE

- Website Performance
- Url Inspection
- Accelerated Mobile Pages
- Google index
- Crawl
- Security issues
- Search Analytics
- Links to your Site
- Internal Links
- Manual Actions

10. VOICE SEARCH OPTIMIZATION

- What is voice engine optimization?
- How do you implement voice search optimization?
- Why you should optimize your website for voice search?

11. E COMMERCE SEO

- Introduction to E commerce SEO
- What is e-commerce SEO?
- How Online Stores Can Drive Organic Traffic

12. GOOGLE MY BUSINESS: LOCAL LISTINGS

- What is Local SEO
- Importance of Local SEO
- Submission to Google My Business
- Completing the Profile
- Local SEO Ranking Signals
- Local SEO Negative Signals
- Citations and Local
- Submissions

13. SOCIAL MEDIA OPTIMIZATION

- What is Social Media?
- How social media help Business?
- Establishing your online identity.
- Engaging your Audience.
- How to use Groups ,Forums ,etc.

14. FACEBOOK ORGANIC

- How can Facebook be used to aid my business?
- Developing a useful Company / fan Page
- Establishing your online identity.
- Engaging your Audience, Types of posts, post scheduling
- How to create & use Groups
- Importance of Hashtags & how to use them

15. TWITTER ORGANIC

- Basic concepts – from setting-up optimally, creating a Twitter business existence,
- to advanced marketing procedures and strategies.
- How to use Twitter
- What are hashtags, Lists
- Twitter Tools
- Popular Twitter Campaigns

16. LINKEDIN ORGANIC

- Your Profile: Building quality connections & getting recommendations from others
- How to use Groups–drive traffic with news & discussions
- How to create LinkedIn Company Page & Showcase Page, Groups
- Engaging your Audience

17. YOUTUBE ORGANIC

- How to create YouTube channel
- Youtube Keyword Research
- Publish a High Retention Video
- YouTube ranking factors
- YouTube Video Optimization

ADVANCED DIGITAL MARKETING COURSE CONTENT

- Promote Your Video
- Use of playlists
- YouTube AdSense
- How to create Creator Studio in YouTube & Verify Your Channel
- Increase Your Profitability Through YouTube Channel
- Linking Google AdSense & YouTube AdSense

18. VIDEO SEO

- YouTube Keyword Research
- Publish a High Retention Video
- YouTube Ranking Factors
- YouTube Video Optimization

19. YOUTUBE MONETIZATION

- YouTube channel monetization policies
- How Does YouTube Monetization Work?
- YouTube monetization requirements

20. SOCIAL MEDIA TOOLS

- What are the main types of social media tools?
- Top Social Media Tools You Need to Use
- Tools used for Social Media Management

21. SOCIAL MEDIA AUTOMATION

- What is Social Media Automation?
- Social Media Automation/ Management Tool
- Buffer/ Hootsuite/ Postcron
- Setup Connection with Facebook, Twitter, LinkedIn, Instagram, Etc.
- Add/ Remove Profiles in Tools
- Post Scheduling in Tools
- Performance Analysis

22. FACEBOOK ADVERTISING

- How to create Business Manager Accounts
- What is Account, Campaign, Ad Sets, Ad Copy
- How to Create Campaigns on Facebook
- What is Budget & Bidding
- Difference Between Reach & Impressions
- Different Objectives for campaigns
- Types of Ads, placements
- Facebook Retargeting

23. INSTAGRAM ADS

- Text Ads and Guidelines
- Image Ad Formats and Guidelines
- Landing Page Optimization
- Performance Metrics: CTR, Avg. Position, Search Term
- Report, Segment Data Analysis, Impression Shares
- AdWords Policies, Ad Extensions
- CPC, vCPM, ECPC, CPA, CPV Bidding

24. LINKEDIN ADS

- How to create Campaign Manager Account
- What is Account, Campaign Groups, Campaigns
- Objectives for Campaigns
- Bidding Strategies
- Detail Targeting
- Advanced Audience Targeting
- Ad Format
- Conversion Tracking

25. YOUTUBE ADVERTISING

- Learn how to rank your videos on YouTube and also learn how to monetize your ads on youtube videos.
- How to create YouTube channel
- Youtube Keyword Research
- Publish a High Retention Video
- YouTube ranking factors
- YouTube Video Optimization
- Promote Your Video
- Use of playlists

26. GOOGLE PPC

- Ad-Words Account Setup
- Creating Ad-Words Account
- Ad-Words Dash Board
- Billing in Ad-Words
- Creating First Campaign
- Understanding purpose of Campaign
- Account Limits in Ad-Words
- Location and Language Settings
- Networks and Devices
- Bidding and Budget
- Schedule: Start date, end date, ad scheduling
- Ad delivery: Ad rotation, frequency capping
- Ad groups and Keywords

27. SEARCH ADS/ TEXT ADS

- Text Ads and Guidelines
- Landing Page Optimization
- Performance Metrics: CTR, Avg. Position, Search Term
- Report, Segment Data Analysis, Impression Shares
- AdWords Policies, Ad Extensions

28. IMAGE ADS

- Image Ad Formats and Guidelines
- Targeting Methods: Keywords, Topics, Placement Targeting
- Performance Metrics: CPM, vCPM, Budget
- Report, Segment Data Analysis, Impression Shares
- Frequency Capping

29. VIDEO ADS

- How to Video Ads
- Types of Video Ads
- Skippable in stream ads
- Non-skippable in stream ads
- Bumper Ads
- How to link Google AdWords Account to YouTube Channel

30. DISCOVERY ADS

- What are Discovery Ads
- How to Create Discovery Ads
- Bidding Strategies
- How to track conversions

31. BIDDING STRATEGIES IN GOOGLE ADS

- Different Bidding Strategies in Google AdWords
- CPC bidding, CPM bidding, CPV bidding
- How to calculate CTR
- What are impressions, impression shares

32. LEAD GENERATION FOR BUSINESS

- Why Lead Generation Is Important?
- Understanding the Landing Page
- Understanding Thank You Page
- Landing Page Vs. Website
- Best Practices to Create Landing Page
- Best Practices to Create Thank You Page
- What Is A/B Testing?
- How to Do A/B Testing?
- Converting Leads into Sale
- Understanding Lead Funnel

33. CONVERSION TRACKING TOOL

- Introduction to Conversion Optimization
- Conversion Planning
- Landing Page Optimization

34. REMARKETING & CONVERSION:

- What is conversion
- Implementing conversion tracking
- Conversion tracking
- Remarketing in adwords
- Benefits of remarketing strategy
- Building remarketing list & custom targets
- Creating remarketing campaign

35. QUORA MARKETING

- How to Use Quora for Marketing
- Quora Marketing Strategy for Your Business

36. GROWTH HACKING

- Growth Hacking Basics
- Role of Growth Hacker
- Growth Hacking Case Studies
- Payments & Payouts
- Blogging

37. INTRODUCTION TO AFFILIATE MARKETING

- Understanding Affiliate Marketing
- Sources to Make money online
- Applying for an Affiliate

38. INTRODUCTION TO GOOGLE ADSENSE

- Basics of Google AdSense
- AdSense code installation
- Different types of Ads
- Increasing your profitability through AdSense
- Effective tips in placing video, image and text ads into your website correctly

39. GOOGLE TAG MANAGER

- Adding GTM to your website
- Configuring trigger & variables
- Set up AdWords conversion tracking
- Set up Google Analytics
- Set up Google Remarketing
- Set up LinkedIn Code

40. EMAIL MARKETING

- Introduction to Email Marketing basic.
- How does Email Marketing Works.
- Building an Email List.
- Creating Email Content.
- Optimising Email Campaign.
- CAN SPAM Act
- Email Marketing Best Practices

41. SMS MARKETING

- Setting up account for Bulk SMS
- Naming the Campaign & SMS
- SMS Content
- Character limits
- SMS Scheduling

42. MEDIA BUYING

- Advertising: Principles, Concepts and Management
- Media Planning

43. WHAT'S APP MARKETINGG

- Whatsapp Marketing Strategies
- Whatsapp Business Features
- Business Profile Setup
- Auto Replies

44. INFLUENCER MARKETING

- Major topics covered are, identifying the influencers, measuring them, and establishing a relationship with the influencer. A go through the influencer marketing case studies.

45. FREELANCING PROJECTS

- How to work as a freelancer
- Different websites for getting projects on Digital Marketing

46. ONLINE REPUTATION MANAGEMENT

- What Is ORM?
- Why We Need ORM
- Examples of ORM
- Case Study

47. RESUME BUILDING

- How to build resume for different job profiles
- Platforms for resume building
- Which points you should add in Digital Marketing Resume

48. INTERVIEW PREPARATION

- Dos and Don't for Your First Job Interview
- How to prepare for interview
- Commonly asked interview question & answers

49. CLIENT PITCH

- How to send quotation to the clients
- How to decide budget for campaign
- Quotation formats

50. GRAPHIC DESIGNING: CANVA

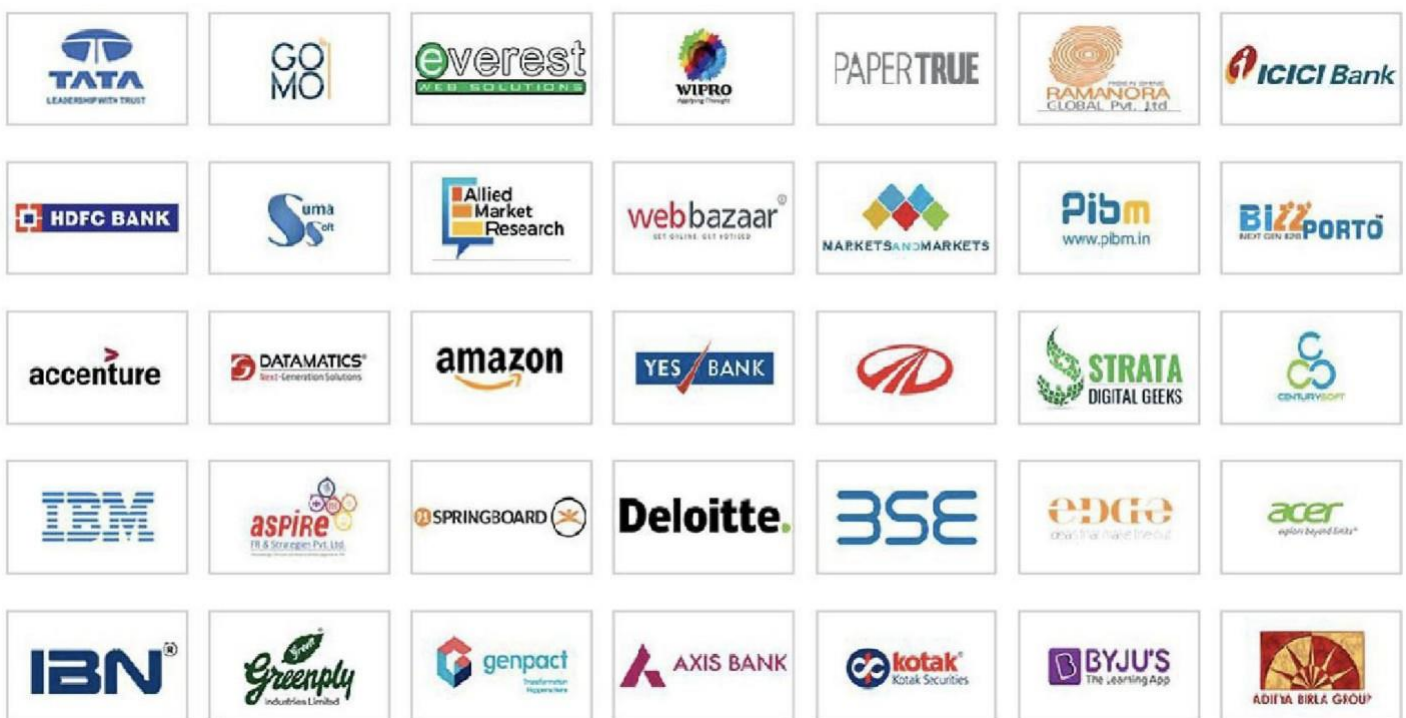
- How to create images using tools like Canva & Poster-My-Wall tools
- How to add effects to images

ADVANCED DIGITAL MARKETING COURSE CONTENT

40 MUST KNOWN TOOLS YOU WILL LEARN IN CLASS



OUR STUDENT WORK IN COMPANIES LIKE



11+
Years of
Teaching Exp.

35+
Corporate
Trainings

20000+
PLACED

15+
Faculties

25000+
Enrolled



OUR TEAM



Rohit Shelwante

Worked for IBM & Wipro.
More than 10+ Years of Rich
Experience in Digital Marketing



Ashwani Paswan

Ecommerce Specialist
with JBK Technologies



Swapnil Narake

Deputy General Manager
Marketing at Sahyadri
Hospitals



Gautam Sharma

Digital Marketing
Trainer



Abhay Pandey

Programmatic
Specialist @ Google



Smruti Walekar

Digital Marketing
Trainer



Satyam Thakkar

Digital Marketing
Trainer



Mahendra Patel

Digital Marketing
Trainer



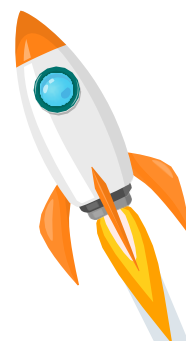
Hardik Daiya

Programmatic
Specialist @ Google



Pankti Shah

Digital Marketing
Trainer



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Building, Opposite Tilak Smarak
Mandir, Tilak Road, Sadashiv Peth
Pune, Maharashtra 411030

Pimple Saudagar

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Rahatani, Mana-mandir Society,
Pimple Saudagar,
Pimpri-Chinchwad -411027

Viman Nagar

Gate D, LG25 Office, East Court, Phoenix
mall city, Viman Nagar, Pune.

Kothrud-Karve Nagar

Pyako Tower, 3rd Floor, Near
Karve Putala, Pune 411038

Mumbai (Mulund West)

1st Floor, Above IDBI Bank, Well Worth
Sc, Bodke Bldng Comp., N.S. road, M/C
donald, Mulund West 400080

Chembur

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Avenue Rd, Next to Federal Bank,
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Mumbai-71

Ravet

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