

Digital Marketing



About Us

Edustrom is an initiative of CSK Technologies OPC Pvt. Ltd, established in the year 2015 , headquartered at Delhi. The main activity of Edustrom is providing training on Information Technology, which is delivered to its audience all over the Country via Computer Based Training Programs, Onsite Training Programs and Company Owned learning centers. We are a fast growing group of Individual ,expertise in IT Training & Placement.

Our Aim

We aim to impart practical knowledge on Digital Marketing to the budding technical workforce of the country. As we know that Marketing is the need of the day, and people with such skills are very much in demand. We moto to bridge the demand and supply gap of Professional and Knowledgeable Digital Marketer.

Course Content

> About Course

This course packs with the several aspects of the new digital marketing environment, including digital marketing analytics, SEO, SMM.

> Syllabus

Introduction to Digital Marketing

 5 Days

Learning Objective: In this module you'll learn different aspects of digital marketing.

Topics:

- Introduction to Digital Marketing
- The 4-C of digital Marketing
- Customer Persona
- Comparing digital & offline marketing
- Intro to Google Analytics & Webmasters tools
- Intro to Sales Funnel

SEO

 5 Days

Learning Objective: In this module you'll learn about science behind SEO.

Topics:

- Introduction to SEO
 - Inbound vs Outbound Traffic
 - Keyword Planning
 - Domain & Page Authority
 - Off Page SEO
 - Link Building technique
 - Backlinks
 - Webmaster
-

SMO

 7 Days

Learning Objective: In this module you'll get to know using Social Media World to create a strong customer base for your online business.

Topics:

- SMO Overview
- Brand Engagement
- Facebook & Twitter Advertising
- LinkedIn Advertising
- Instagram Marketing
- Google Plus Marketing & Community
- Pinterest Marketing
- Slideshare Marketing

SMM

 5 Days

Learning Objective: In this module you'll learn how to use social media to gain organic traffic to your website.

Topics:

- Intro to Social Media
- How to get referral traffic from social media sites?
- Other Sources of Organic traffic
- Running ads on social media sites

Search Engine Marketing- Google Adwords

 5 Days

Learning Objective: In this module you'll learn how to increase the visibility of your website using paid advertising.

Topics:

- Intro to Google Search Ads
- Sources for paid Traffic
- Creating Ads in Google
- Display Advertising
- Creating & managing your Ad Campaign

Email Marketing

 5 Days

Learning Objective: In this module you'll get to know the importance of Email Marketing & How it can be used to improve Sales of a business.

Topics:

- Intro to Email Marketing
- Email Marketing Cycle
- Building Email List
- Creating A Lead Magnet
- Setting up Squeeze Page
- Tackling Spam
- Effective Content Strategies
- Tips to Improve Conversion

Affiliate marketing

 5 Days

Learning Objective: In this module you'll learn how to increase traffic to your website through Affiliate Marketing Techniques.

Topics:

- Introduction to Affiliate marketing
- How Affiliate Marketing Works
- Major Affiliate Marketing Channels
- How to set up and run Affiliate Marketing
- Making money from Affiliate Marketing as Blogger

Google Analytics

 8 Days

Learning Objective: This module consists of Google Analytics.

Topics:

- Introduction to Google Analytics
- Introduction to Sales Funnel
- Using Google Analytics to understand visitor behavior
- Heat Maps
- Introduction to Landing Pages
- Using Unbounce to create an effective landing page
- Conversions & Goals
- Ecommerce Analytics
- Multi Channel Funnels
- Adwords Analytics
- Tracking Website Performance using Google Analytics
- Tracking from Submissions & Clicks using events
- Optimize the overall campaign performance
- Intro to Enhanced Ecommerce in Google Analytics
- Learning from your Competitors
- Using tools for Competitive Analysis.

➤ Our Training Approach

We are not limited to any number of classes or day to complete the whole course, so basically time duration depends on batch strength and their learning skills. However the average course duration is 4 months.

Training Features

- Course proceeds as per student learning skills and catching power.
- Course repeat facility for all students for FREE.
- Theory and Practical classes held with every session.
- Per class 1-2 hours session.
- Students will be given adequate time to revise and practice the concepts learned in class.

- This Training Program covers Presentations, Real life Case Studies, Extensive Live Practical Demonstrations. An Experienced Faculty with a minimum experience of 3 Years will be available to provide you training and in order to help you start a career in Web Development.
- In this training program, students will get Assignments & Practical as homework which will help them to explore the already learned concepts & to guide them towards a path for research and development on each domain
- Focused on practical solutions to real-world development problems.

Why Edustrom ??

- Course repeat facility for all students for FREE.
- We are honest with our training and placement commitment.
- We have our own IT Job portal.

Job Opportunities

- Digital Marketer
- SEO Expert
- Social Media Manager
- SEO Analyst
- Brand Manager

Why Digital Marketing?

- Become an In-Demand Professional
- Get to Be Creative and Experimental
- Digital marketing is the most powerful form of E-marketing.
- No Experience required to start your Career
- Digital Marketers get paid more than their associates

Course Fee

Amount: Rs. 25,000

Note: Students are required to bring their Laptop for Practical Classes.

Our Other Courses



Graphic Design



Web Design



My SQL



Laravel



Java



Android



iOS

php

PHP

Contact Us



2nd Floor, HC Building,
Sahyogi Marg, Exhibition Road
Patna-800001(Bihar)



www.edustrom.com



+91- 9631023421