



Digital Marketing

“Become a Digital Marketer”

In Just 100 Hours

(App. 3-4 months)

Blended Approach

Instructor Led-Hands on - 80 Hours

Real Time Project - 20 Hours

Transform your future with our education



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Why take this course?

- Designed for Graduates/Under Graduates or job seekers and professionals who want to enhance their technical knowledge
- Studying/Studied GRADUATION
- Any Graduate/engineer who is interested in Coding Freshers/Graduates
- Non-programming engineers

In addition Course helps you

- Improve your logical thinking: Improve your problem-solving abilities
- Improve your searching skills: Understand how software applications work
- Find a nice and well-paid job; Improve your self-confidence
- 100% JOB ASSISTANCE after completion of course to make your Profile reach to Hundreds of Recruiters in our network and with the company we have tie up

Features

- Real-Time Projects
- Hands On Experience
- Mock Tests and Mock Interviews
- Daily Assignments and Seminars



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1.Introduction to Digital Marketing

6 Hours

- What is Digital Marketing?
- Comparison of Traditional and Digital Marketing.
- Statistics of Digital Marketing
- Benefits of Digital marketing
- Importance of Digital Marketing in today's business landscape
- Understanding the customer journey in Digital Marketing
- Overview of various Digital Marketing channels

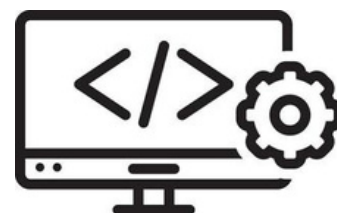


Subject Evaluation

2.Website Design and Development

6 Hours

- Basics of website design and development
- Elements of a good website
- Responsive web design and its importance
- Understanding user experience and user interface design
- Basics of HTML, CSS, and JavaScript
- Content management in WP



Subject Evaluation



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3. Search Engine Optimization (SEO)

15 Hours



- Introduction to Search Engine Optimization
- On-page and off-page SEO techniques
- Competition Analysis
- On page Optimization strategies
- Content development strategy
- Title & Meta Tags
- Semantic SEO
- Rich Snippets Integration
- Speed Optimization
- Keyword research and analysis
- Google Analytics and Google Search Console
- Technical SEO and website audit
- SEO Tools – SemRush, Ahrefs

Subject Evaluation

4. Content Marketing 4 Hours

- Introduction to Content Marketing
- Understanding different types of content
- Developing a content marketing strategy
- Creating and publishing high-quality content
- Content distribution and promotion



Subject Evaluation



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5. Search Engine Marketing (SEM)

12 Hours



- Introduction to Paid Marketing
- Google Ads (Google AdWords) account and billing settings
- Types of Campaigns
- PPC Campaign Setup
- Ad Groups and Keywords setup
- Bidding strategies & Conversion Tracking
- Ad Rank, Quality Score Optimization
- Ad Formats & Ad Extensions
- Shopping Campaigns
- Dynamic search campaigns
- Display Ads Campaigns
- Remarketing campaigns
- Mobile Apps Marketing
- Video Marketing
- Google Ads (Google AdWords) tools

Subject Evaluation

6. Pay-Per-Click Advertising (PPC)

5 Hours



- Introduction to Pay-Per-Click Advertising
- Google Ads and Bing Ads
- Keyword research and selection
- Ad creation and optimization
- Campaign management and optimization

Subject Evaluation



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7. Social Media Marketing (SMM)

10 Hours

- Introduction to Social Media Marketing
- Understanding different social media platforms
- Developing a social media strategy
- Creating and curating content for social media
- Facebook marketing
- Facebook advertising
- Facebook campaigns
- YouTube marketing
- Twitter marketing
- LinkedIn marketing
- Instagram Marketing



Subject Evaluation

8. Email Marketing

2 Hours

- Introduction to Email Marketing
- Building an email list
- Creating effective email campaigns
- Email automation and segmentation
- Email marketing metrics and analysis



Subject Evaluation



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9. Mobile Marketing

2 Hours

- Introduction to Mobile Marketing
- Mobile website design and development
- Mobile apps and app store optimization
- SMS and MMS marketing
- Mobile advertising

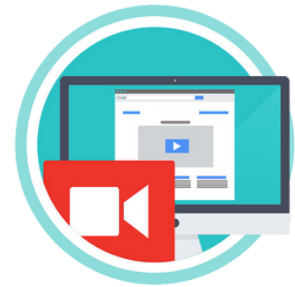


Subject Evaluation

10. Video Marketing

3 Hours

- Introduction to Video Marketing
- Different types of video content
- Creating and editing videos
- Video marketing on different platforms
- Video metrics and analysis



Subject Evaluation

11. Online Reputation Management (ORM)

2 Hours

- What is Online reputation management
- Why business needs online reputation
- ORM in Search Engines
- ORM in Social Media

- ORM strategy
- Tools for ORM



Subject Evaluation



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12. Google AdSense & Affiliate Marketing

8 Hours

- Online money earning strategies
- Success stories of online entrepreneurs
- Planning a website for AdSense
- What is AdSense?
- Types of Bidding
- Implementing Ads in a Website
- What is Affiliate Marketing
- Types of Affiliate Marketing
- Making Money using Affiliate Marketing
- Popular Affiliate Networks



Subject Evaluation

13. Analytics and Reporting

5 Hours

- Introduction to Analytics and Reporting
- Google Analytics and other analytics tools
- Understanding website traffic and user behaviour
- Measuring campaign effectiveness
- Reporting and data visualization



Subject Evaluation



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