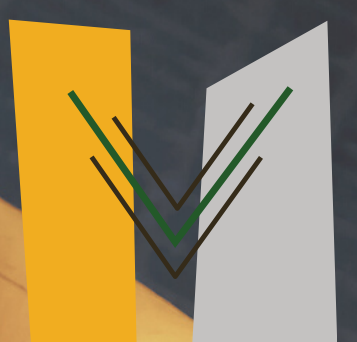
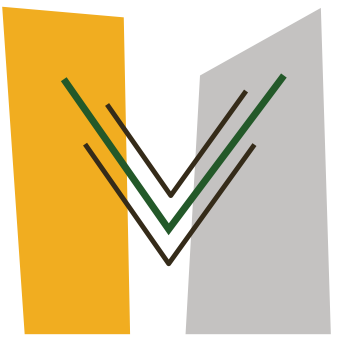


DIGITAL MARKETING TRAINING

By MRMS Digital & I.T. Solutions

Become a Pro in this Digital World





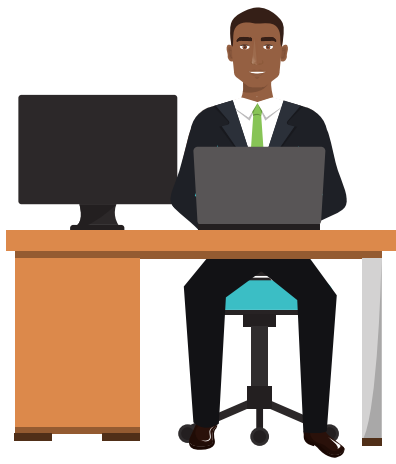
BENEFICIAL FOR



STUDENTS



BUSSINESS OWNERS



MARKETING PROFESSIONALS



JOB SEEKERS

ELIGIBILTY CRITERIA

- Knows Basic English
- Minimum 10th Pass



WHY?

- Passive Income
- For Job
- Business
- Work from Home



COURSE SCHEDULE



- 3 Months (90 Hours Course)
- 20 Modules
- Weekend and Evening Batches Available for working people

SALIENT FEATURES



Qualified Staff



Case Studies



Free PDFs & Ebooks



Google & Bing
Certification



Weekly
Evaluation



Live Project
Training

WHAT HAPPENS IN CLASSROOM?



- Theory
[Slides, White Board]



- Practical
[Live/Demo Project]

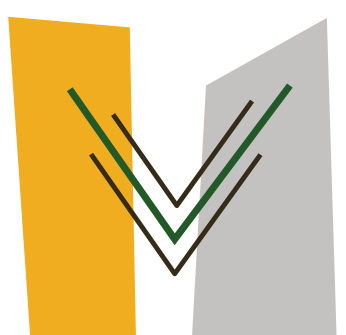


- Doubt Clearance

- Group Discussions



- Case Studies



MODULES

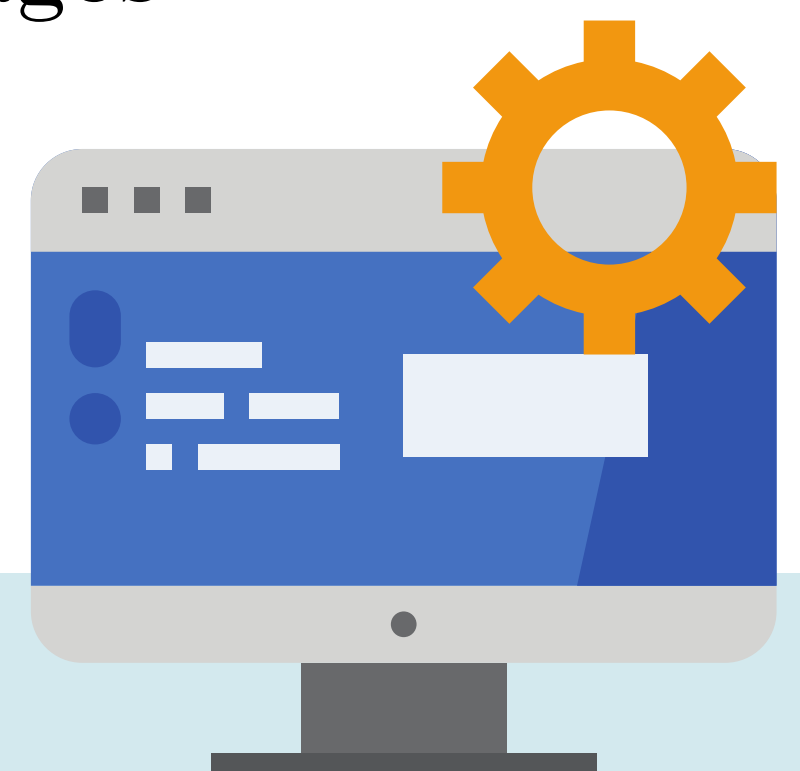


INTRODUCTION

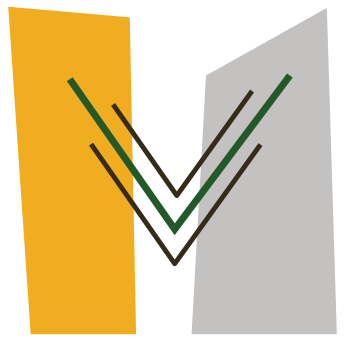
- What is Marketing?
- Digital Marketing vs Traditional Marketing
- Understanding Digital Marketing Process
- Understanding Search Engines
- Increasing visibility and its types
- Targetted Traffic
- Inbound and Outbound Marketing

WEBSITE BASICS

- Understanding Domains
- Types of websites
- Web hosting
- Building a website
- What are themes?
- Understanding Plugins and webpages
- Detail Study- Yoast SEO



SEARCH ENGINE OPTIMISATION



SEO Fundamentals

1. On Page SEO

- Keyword Research
- Anatomy of perfectly optimised page
- Meta Descriptions
- Title Tags
- URL Optimisation
- Content Creation

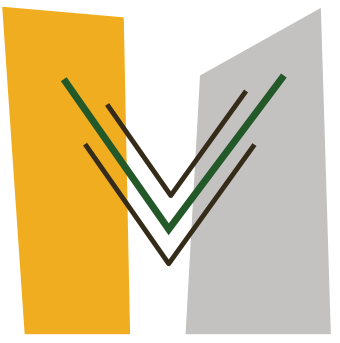
2. Off Page SEO

- Backlinks
- Follow & no follow links
- Directory Submissions
- Link Juice

3. Technical SEO

- XML Sitemaps
- Robot.txt File Protocol
- Error Codes
- Redirects 101
- 404 Pages Best Practices





SOCIAL MEDIA MARKETING

- Understanding Social Media
- Facebook
- Instagram
- Youtube
- Twitter
- Linked in
- Pinterest

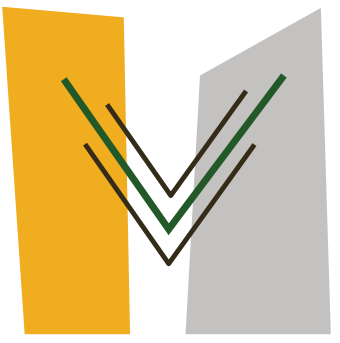
EMAIL MARKETING

- Email targeting
- Generating Email List
- Attractive Email Content

CONTENT MARKETING

- Magnetic Headings
- Types of Content
- 7 A's
- Call to Action
- Tools
- Case Study





AFFILIATE MARKETING

- Understanding Affiliate Marketing
- Traffic Generation
- Promotion
- Lead Generation
- Amazon Affiliate Program
- Top Niches

BLOGGING

- Making a Blog
- Types of Blog
- Understanding Analytics
- Subscriptions & Newsletter

FREELANCING

- Why Freelancing?
- Fiverr
- Freelancer
- Upwork
- How to get Clients





ECOMMERCE MARKETING

- Ecommerce Fundamentals
- Types of ecommerce marketing
- Online Advertising
- Remarketing

ONLINE REPUTATION MANAGEMENT

- What is ORM?
- Reviews and Feedback
- Crisis Management
- Tools for ORM
- Case Study

ONLINE ADVERTISING

- Understanding Google Adwords
- Types of Advertising
- Social Media Ads
- How to create an Ad
- A/B Testing





GOOGLE ANALYTICS

- Creating an Analytics Account
- Dashboard and Analytics
- Tracking Code

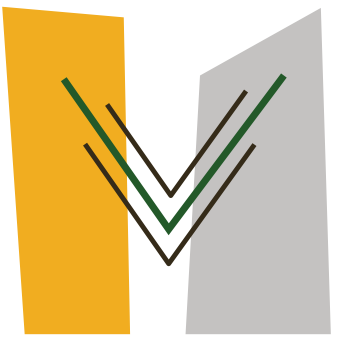
SEARCH ENGINE ALGORITHMS

- Florida
- Austin
- Caffeine
- Panda
- Penguin
- Humming bird

APP STORE OPTIMISATION

- Introduction
- Optimisation Tools
- Keyword Research
- App Store Optimisation for IOS
- App Store Optimisation for Android
- Graphics
- App Optimisation





LEAD GENERATION

- Identify your Audience
- Preparing Content
- Sales Approach

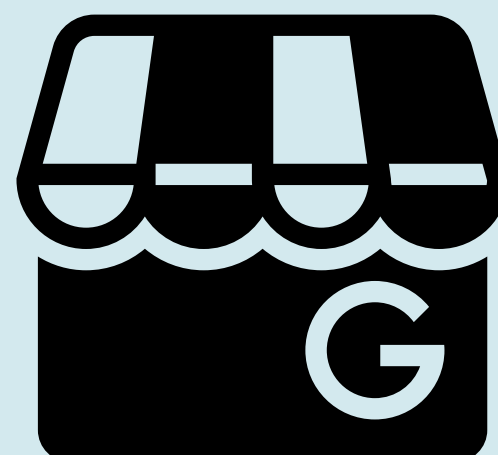
MOBILE MARKETING

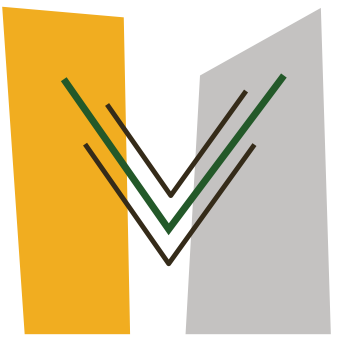
- Introduction to Mobile Marketing
- Mobile Messaging
- Mobile Sites
- Mobile Advertising
- Mobile Commerce



LOCAL SEO & TOOLS

- Defining Local SEO
- On Page Optimisation
- Off Page Optimisation
- Google My Business
- Moz Bar
- Semrush





INTERVIEW

- Basic Question Answers
- Personality Development
- Proper Interview Practice

RESUME

- Analysing your speciality
- How to write a resume
- Online & Offline Resume
- How to keep your resume updated



To Apply



Call us or WhatsApp- 9417325210



www.maharishimansa.com



[@mrsmansa](https://www.facebook.com/mrsmansa)



[@ramindersinghofficial](https://www.instagram.com/ramindersinghofficial)



MRMS Digital & I.T. Solutions
Veer Nagar, Mansa

Raminder Singh

CEO

