



TECHNICAL MAHAVER UNIVERSITY

INSTITUTE OF MANAGEMENT & TECHNOLOGY

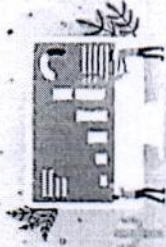
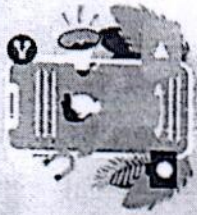
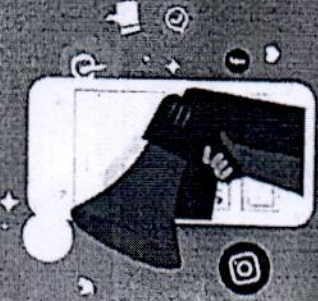
Present

DIGITAL MARKETING

Course

in association with

MAHAVER GROUP OF COMPANIES

WHY

DIGITAL MARKETING?

Marketing has always been about connecting with your audience in the right place and at the right time. With the change and evolution of modern technologies, virtual and medium businesses are doing everything they can to keep up, which can be said true for the rest of human society. To do this effectively, you have to take advantage of all the most valuable marketing resources and tool packages, and in the modern world, the internet tops that list. One of the most important reasons why digital marketing is taking up the traditional marketing package is as a result of the internet can be added businesses to the and well-targeted audience available.

COURSE CONTENTS

1. Introduction to digital marketing
2. Website development and planning
3. Blogging and content writing
4. Design graphics for non-designer
5. Search engine optimisation
6. Google Analytics
7. Facebook marketing
8. Twitter marketing
9. LinkedIn marketing
10. YouTube marketing
11. Instagram marketing
12. Introduction to search engine marketing
13. Search advertising
14. Display advertising
15. Affiliate marketing and influencer marketing
16. How you become an influencer on social media
17. Email marketing
18. How to make a digital media plan

OUTCOMES FROM THIS COURSE

1. Hands on experience of the whole gamut of digital marketing
2. Experience in ecommerce, SEO, PPC, and social Media Marketing
3. Work on targeted Keywords, Troubleshoot SEO problems & propose resolutions for SEO implementation issues on the website
4. Ability to write content for SEO and Communicate Effectively



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