

Digitalize

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With

TEJUKUMAR

Digital Marketer, Creative Visualizer & Web Developer

Digital Marketing Certified by Edupristine, Mumbai

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www.tejukumar.com



Digital Marketing : Rs. 50,000/- Course Duration : 6 Month

- Introduction of Digital Marketing
- Wordpress Website Development
- Google Advertising, Search Engine Marketing, PPC, Google Adwords, Google Leads
- Search Engine Optimization (SEO)
- Social Media Marketing,
Facebook Advertising, Instagram Advertising, Linkedin Advertising, Twitter Advertising
- Youtube Optimization and Marketing
- Email Marketing
- SMS Marketing
- Whats app Marketing
- Affiliate Marketing
- Digital Brand Design
- Content Writing and Marketing

Website Designing For Digital Marketing : Rs.10,000

Course Duration : 30 Days

- Wordpress Website Development
- Ecommerce Website Development (Wordpress, Opencart, Instamojo,)
- Landing Pages/ Lead Generation Page Development
- Wix.com Website Development
- Godaddy Website Development
- Weebly Website Development
- Web.com Website Development
- SquareSpace.com Website Development
- Site 123 Website Development
- Zyro.com Website Development
- Google Website Development
- Website.com Website Development
- websitebuilder.com Website Development
- Mobirise Website Development
- Appypie Website Development
- Mailchimp Website Development
- Bigrock Website Development

Google Advertising : Rs.10,000/-

Course Duration: 30days

- Google Adword Setup
- Landing Page Creation
- Text Ads
- Display Ads
- Remarketing Ads
- Keywords Analysis & Research
- Content Creation for Ads
- Video Ads
- Shopping Ads
- Mobile Ads
- Google Ads Certification
- Google Ads Search Certification
- Google Ads Display Certification
- Google Ads Mobile Certification
- Shopping ads Certification
- Google Ads Video Certification
- Digital Sales Certification

Social Media Marketing : Rs.20,000/-

Course Duration: 30days

Facebook

- Facebook Page Optimization
- Facebook Post Creation
- Group Sharing
- Group Creation
- Story Create
- Facebook Campaign Creation
- Brand Awareness
- Reach
- Website Traffic
- Engagement
- App Installs
- Video Views
- Lead Generation
- Messages
- Conversions
- Catalog Sales
- Store Traffic
- Carousel Ads
- Facebook Report Analysis

Instagram

- Setting Up Your Instagram Business Profile
- Create Your Instagram Business Profile
- Promote Your Instagram Posts
- Selling Products and Services On Instagram
- Marketing Through Instagram Stories
- Marketing Through Instagram Hashtags
- Broadcasting Video On Instagram
- Instagram Post Creation
- Instagram Campaign Creation
- Story Ads
- Photo Ads
- Video Ads
- Carousel Ads
- Collection Ads
- Lead Generation
- Messages
- Conversions
- Store Traffic
- Instagram Report Analysis

LinkedIn

- Setting Up Your Linkedin Business Profile
- Networking and Following
- Create a professional LinkedIn Profile
- Advertising On Your LinkedIn Business Profile
- Creative Post on LinkedIn
- Group joining and Sharing
- Job Create and Search on LinkedIn

Twitter

- Optimize Your Twitter Profile
- Build a Twitter Community
- Share Interesting Content and Images
- Follow Conversations & Engage Proactively with Other Twitter Users
- Include Relevant Hashtags in Your Profile & Tweets
- Start Following People
- Drive Traffic to Your Website and Blog
- Expand Your Audience With Hashtags
- Advertising Run objective-based campaigns

Website SEO : Rs.10,000/-

Course Duration: 30days

- Website Optimization
- Keyword Research and Analysis
- Content Creation
- **On page SEO**

1. Site Analysis
2. Content Duplicacy Check – Mirror Site
3. Initial Rank Report
4. Keyword Research
5. Broken Link Check
6. Competition Analysis
7. Mobile Usability Issue Checking
8. Backlink Analysis
9. Google Penalty Check
10. Canonicalization
11. Website Page Load Optimization
12. Header Tags Optimization
13. HTML Code Cleanup & Optimization
14. W3C Validation Check
15. Internal link structuring & optimization
16. Pages Hx tags optimization
17. Image & Hyperlink Optimization
18. Robots.txt Creation/Analysis
19. HTML & XML, GEO Sitemaps
20. Google & Bing Webmaster Tools
21. Google Analytics
22. Address Tag Integration
23. Keyword Density Analysis & Content Optimization
24. External Links Optimization
25. RSS Feed Creation
26. Website SEO Content Recommendations
27. Mobile Speed Test
28. Destop Speed Test
29. LOCAL SEARCH OPTIMIZATION
30. Google Local Places Setup & Verification
31. Google Places – Photo/Multimedia additions

- **Off page SEO**

1. Social Bookmarking
2. Profile Creation
3. Article Submission
4. Web 2.0 Submission
5. Classified Submission
6. Blog Writing
7. Guest Blog Posting
8. Press Release
9. Forum Submission
10. Directory Submission
11. Question & Answer
12. Search Engine Submission
13. Customer Review and Rating
14. Google Review
15. Document / Pdf Sharing
16. Images Sharing
17. Video Sharing
18. Social Media Sharing
19. Influencer Outreach
20. Social Media Engagement
21. Video Submission
22. Image Submission
23. Infographics Submission
24. Use Google My Business

Email Marketing : Rs.5,000/-

Course Duration: 10days

- Set measurable goals
- Emailer Design
- Animated Emailer Design
- Write enticing email copy
- Email regulations to stay out of the spam folder
- Email marketing campaign set up
- Data collection
- Email Marketing tools
- Mailchip Setting
- Zoho Setting

YouTube Advertising & Video SEO : Rs.5000/-

Course Duration: 10days

- Create YouTube Brand Channel
 - Video Creation
 - Video Upload with Optimization
 - Video SEO Optimization
1. YouTube Keyword Research
 2. YouTube Video Optimization
 3. Promote Your Video
 4. YouTube Titles & Descriptions
 5. Make Engaging Videos
 6. Eye-striking Thumbnails
 7. Use Keywords while Talking
 8. Optimize your Channel Page
 9. Optimize your Playlists
 10. Use Closed Captions
 11. Use keyword in your Filename
 12. Make use of YouTube Stories and Posts
- YouTube Advertising
1. Video Ads
 2. Increase View
 3. Increase Subscribers
 4. Create your campaign setup

Whatsapp Marketing & SMS/Voice Marketing : Rs.3000/-

Course Duration: 5 days

- Whatsapp Business Optimization
- Create a business profile
- Share Interesting Content and Images
- Automated Messages
- Whatsapp Group sharing
- Whatspp Broadcasting
- Whatsapp Banner Create
- Product Catalog Create
- SMS Marketing Setup
- Voice Marketing Setup

Digital Brand Design : Rs. 5,000/-

- Basic Photoshop
- Basic Illustrator
- Canva Design
- Filmora Video Editing
- Post Design
- Video Post Editing