



Advance Digital Marketing Course



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Knowledge Of Digital Marketing

- Introduction of Digital Marketing
- Inbound & Outbound Marketing
- Strategies of ORM
- Digital Marketing Strategy
- B2B, B2C & B2B2C Marketing
- Understanding of Marketing Mix
- Traditional Marketing Vs Digital Marketing

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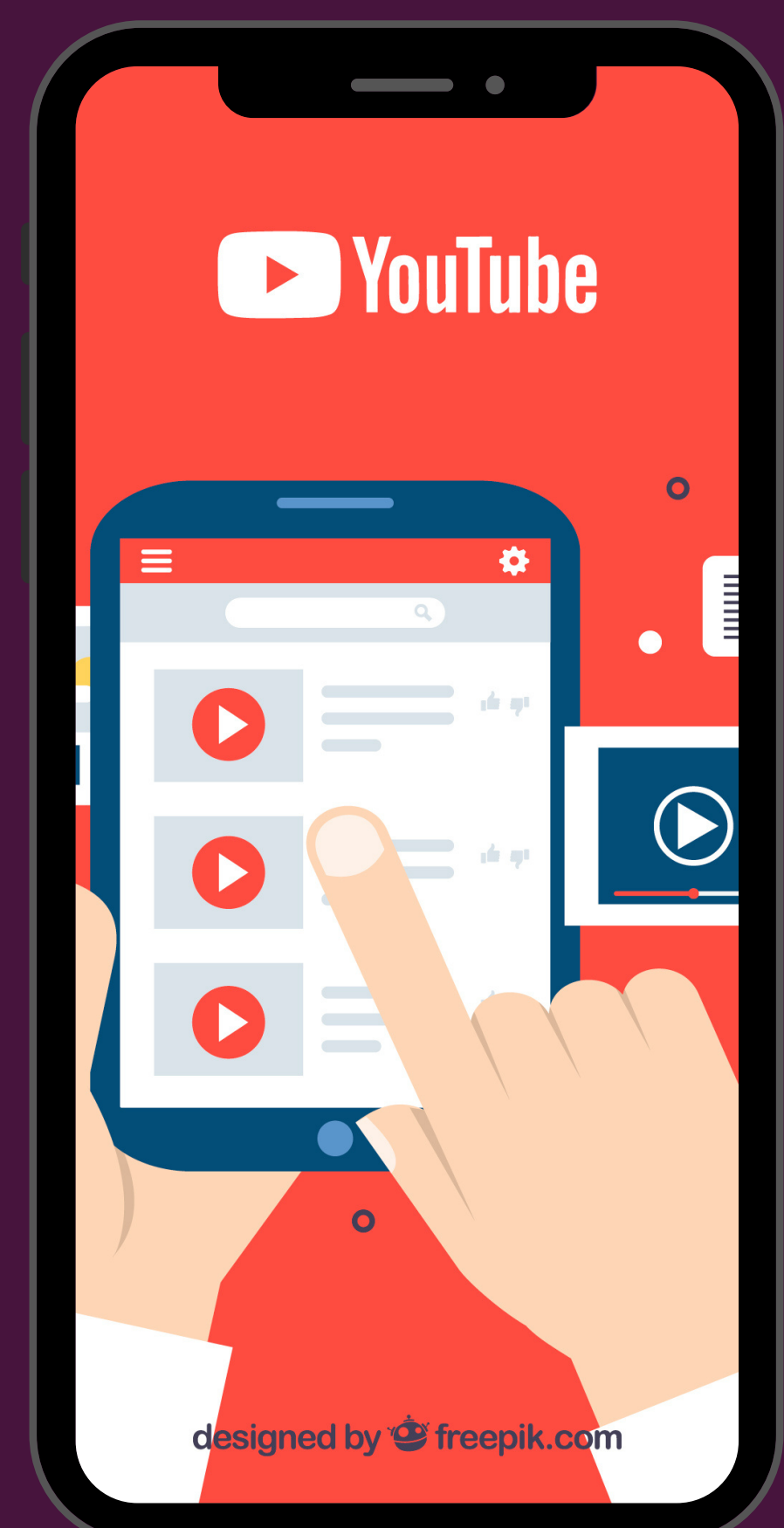
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Graphic Designing

- Graphic Designing Fundamentals
- Designing Online Documents
- Create Amazing Posters
- Create Graphic Images
- Create Attractive GIF
- Create Professional Pdf
- Create Digital Card
- Create Presentations
- Create Professional Brochure
- Design Flyers
- Create Infographic
- Create Business Card

Video Marketing

- Video Marketing Strategies
- Product Videos
- Explainer Videos
- Create Graphic Videos
- Create Commercial Videos
- Create Videos through tool
- Brand Development Videos
- Create Videos for Ads

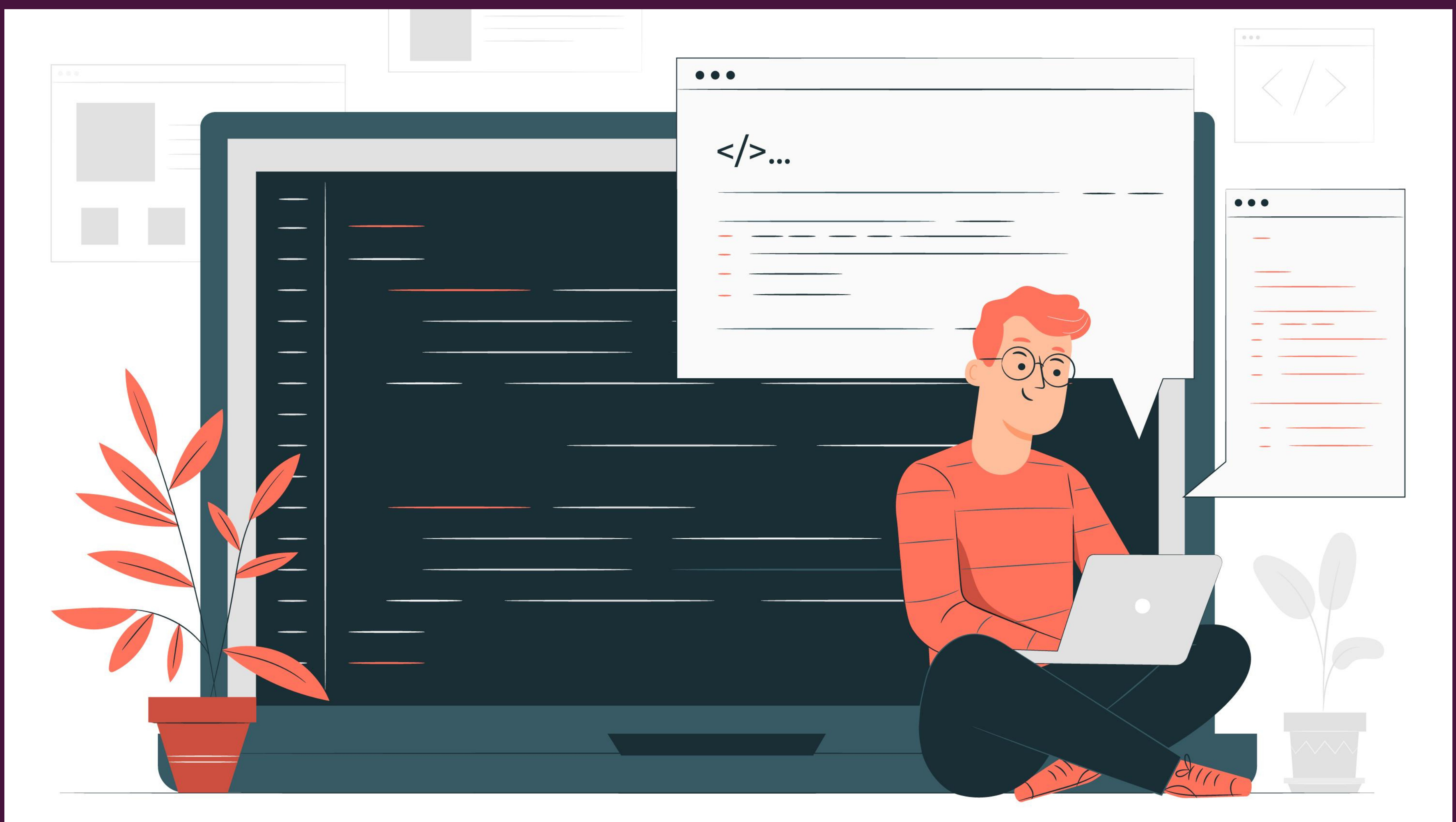


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Website Creation

- Create Website
- Website Planning
- Connect Domain
- Website Content Management
- Website Optimization for Google

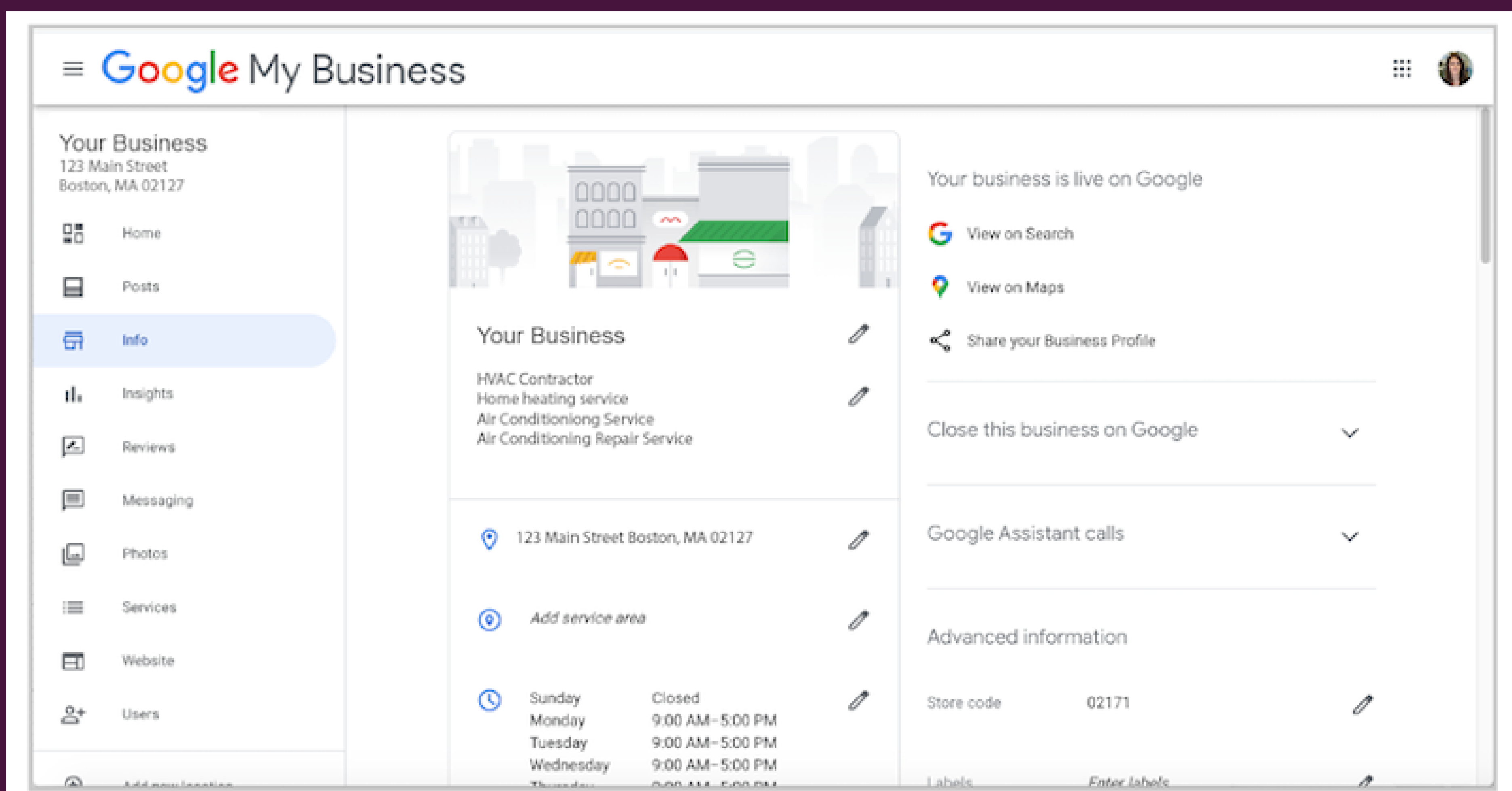


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Online Business Presence

- List Business on Google
- Optimize Business Listing
- Online Reputation Management
- Business List on Different Platform
- Keyword Planning and Creation



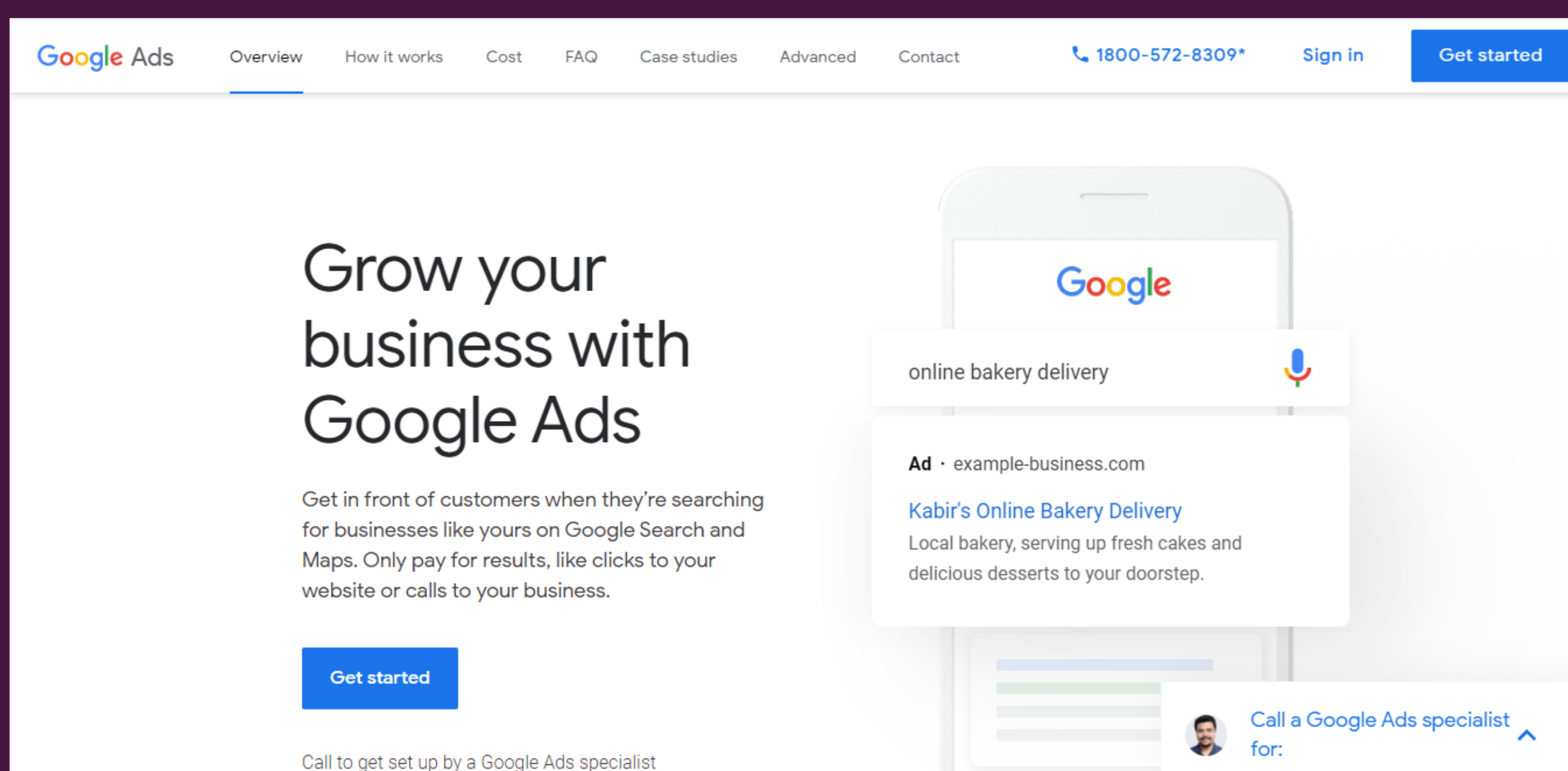
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Google Ads

- Search Ads
- Dynamic Search Ads
- Display Ads
- Responsive Ads
- Video Ads
- Youtube Ads
- Shopping Ads
- App Install Ads
- Local Business Ads

Google Remarketing



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Google Ads Dashboard | Left Side Menu Tools

Overview

Recommendation

Campaign

Ad groups

Ad & Extensions

Videos

Landing Pages

Keyword

- Search Keyword
- Display & Video Keyword
- Negative Keyword
- Search Terms
- Auction Insights

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Google Ads Dashboard | Left Side Menu Tools

Audience

Demographic

- Age
- Gender
- Parental Status
- Household income
- Combinations
- Exclusion

Placements

- Where Ads Showed

Settings

- Campaign Setting
- Account Setting

Google Ads Tools & Setting

Planning

- Performance Planner
- Keyword Planner
- Reach Planning
- Ad Preview and Diagnosis

Shared Library

- Audience manager
- Bid strategies
- Negative keyword lists
- Shared budgets
- Location groups
- Placement exclusion lists

Google Ads Tools & Setting

Bulk Actions

- All bulk actions
- Rules
- Scripts
- Uploads

Measurement

- Conversions
- Google Analytics
- Attribution

Setup

- Business data
- Policy manager
- Access and security
- Linked accounts
- Preferences
- Google Merchant Center

Google Ads Tools & Setting

Billing

- Summary
- Documents
- Transactions
- Settings
- Promotions

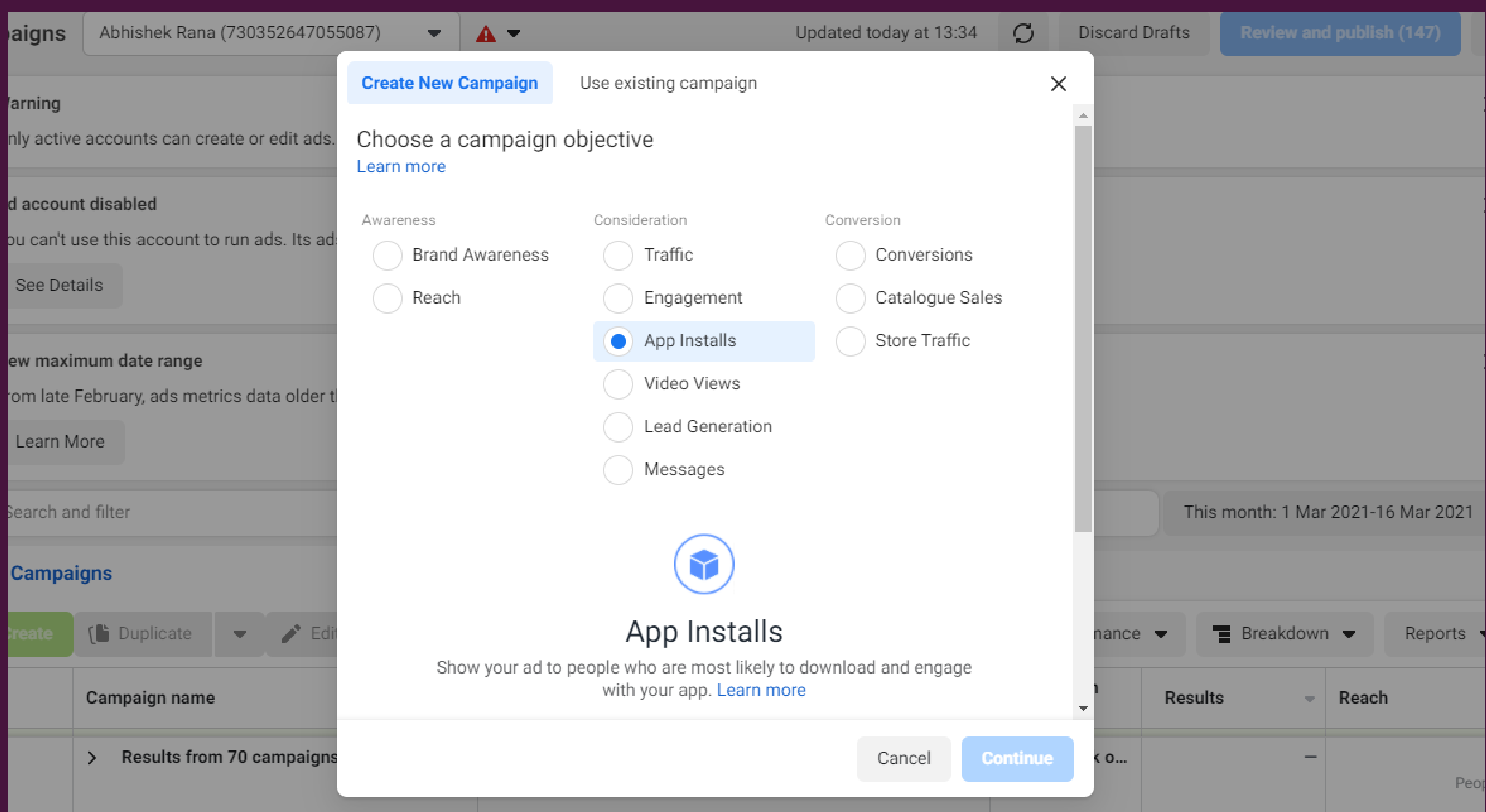
The screenshot displays the Google Ads interface. At the top, the 'Tools & Settings' menu is open, with the 'Billing' section selected. Below the menu, a table is shown with the following columns: 'Landing page', 'Mobile speed score', 'Mobile-friendly click rate', 'Valid AMP click rate', 'Conv. tracking compatibility rate', 'Clicks', 'Impr.', 'CTR', 'Avg. CPC', and 'Cost'. A message below the table reads: 'You don't have any landing page data yet. [Learn more](#)'. At the bottom, there is a note: 'Reporting is not real-time. Time zone for all dates and times: (GMT+05:30) India Standard Time. [Learn more](#). Some inventory may be provided through third party intermediaries. You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.'

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Facebook & Instagram Marketing

- Social Media For Business
- Create Facebook Page
- Manage Professional Pages
- Manage Professional Instagram
- Facebook Marketing Strategies
- Instagram Professional Marketing
- Creating a Content Strategy



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Facebook & Instagram Ads

- Brand Awareness Ads
- Customer Reach Ads
- Website Traffic Ads
- Store Traffic Ads
- Video Ads
- Facebook Messenger Ads
- Increase Page Likes through Ads
- Increase Followers on Instagram
- Customer Lead Generation Ads

Facebook Remarketing Ads

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Facebook Ad Manager

Awareness

- Brand Awareness
- Reach

Consideration

- Traffic
- Engagement
- App Installs
- Video Views
- Lead Generation
- Messages

Conversion

- Conversions
- Catalogue Sales
- Store Traffic

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Facebook Business Tools

Business Tools

- Ads Manager
- Shop Locations
- Audiences
- Commerce Manager
- Billing
- Analytics
- Ad account Setting

Professional Video Editing

- Understand Timeline
- Create New Sequence
- Trim Clip, Split, Video Effect etc.
- Adjust Multiple Audio
- Reduce Background Noise
- Video Colour Correction
- Add Text, Images & Elements
- Editing on Green Screen
- Rendering on Different format

Youtube Optimization

- Understand YouTube Algorithms
- Manage YouTube Channel
- Youtube Marketing Strategies
- Youtube Keyword Research
- Youtube Monetization
- Youtube thumbnail, i- Button, End Screen etc.

**YouTube
Optimization
Tips for SEOs**



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Affiliate Marketing

- Understanding Affiliate Marketing
- Earn Money through Affiliate
- Become Affiliate of Expert



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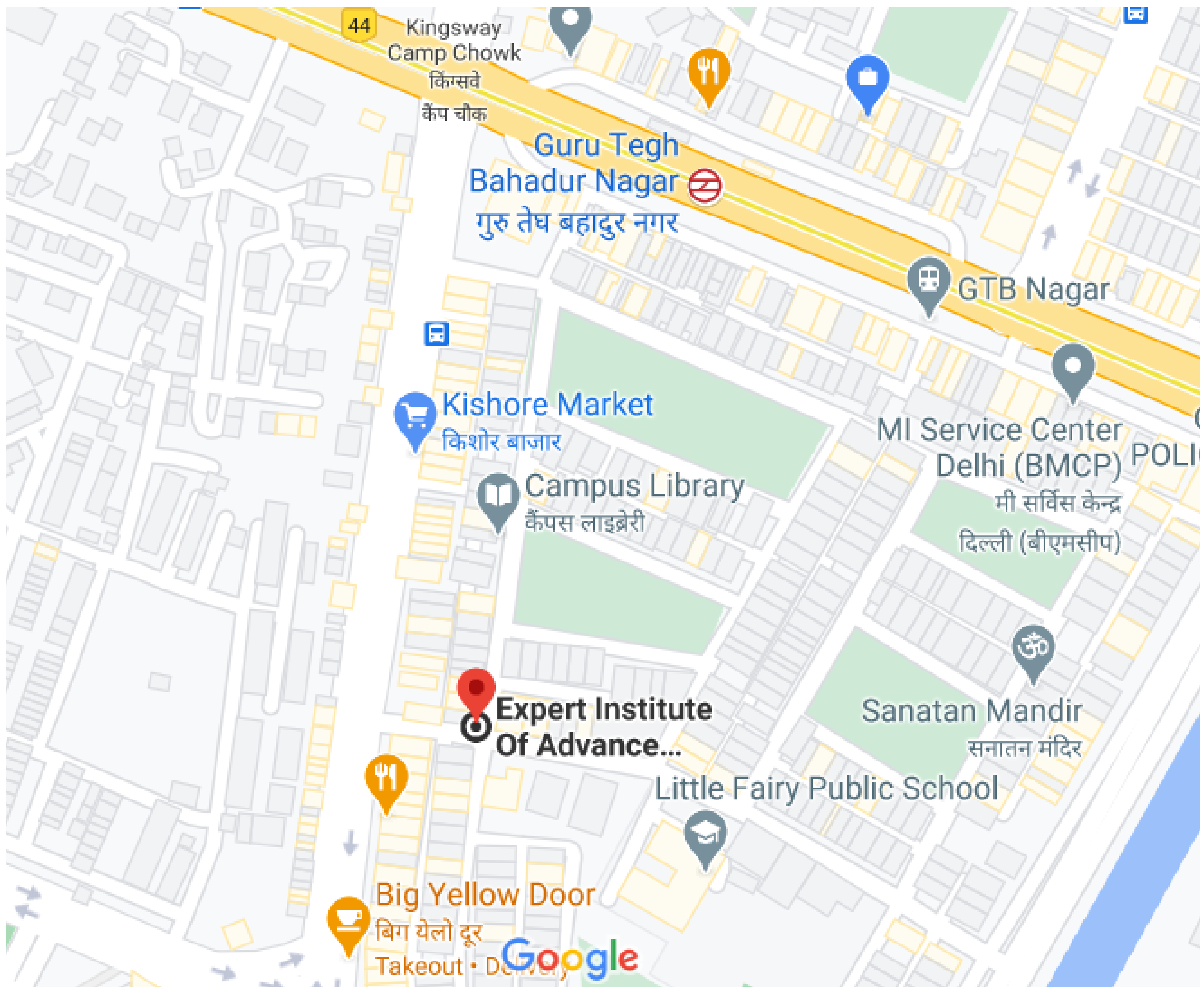
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LED Smart TV Repairing Center.”**

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Original Certification Date : 16/03/2020
1st Surveillance Due on : 15/03/2021
2nd Surveillance Due on : 15/03/2022
Certificate Expiration Date : 15/03/2023



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