



A to Z Digital Marketing Course



Let's Talk: 9718888700

Brought to you
by Expert

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

Graphic Designing

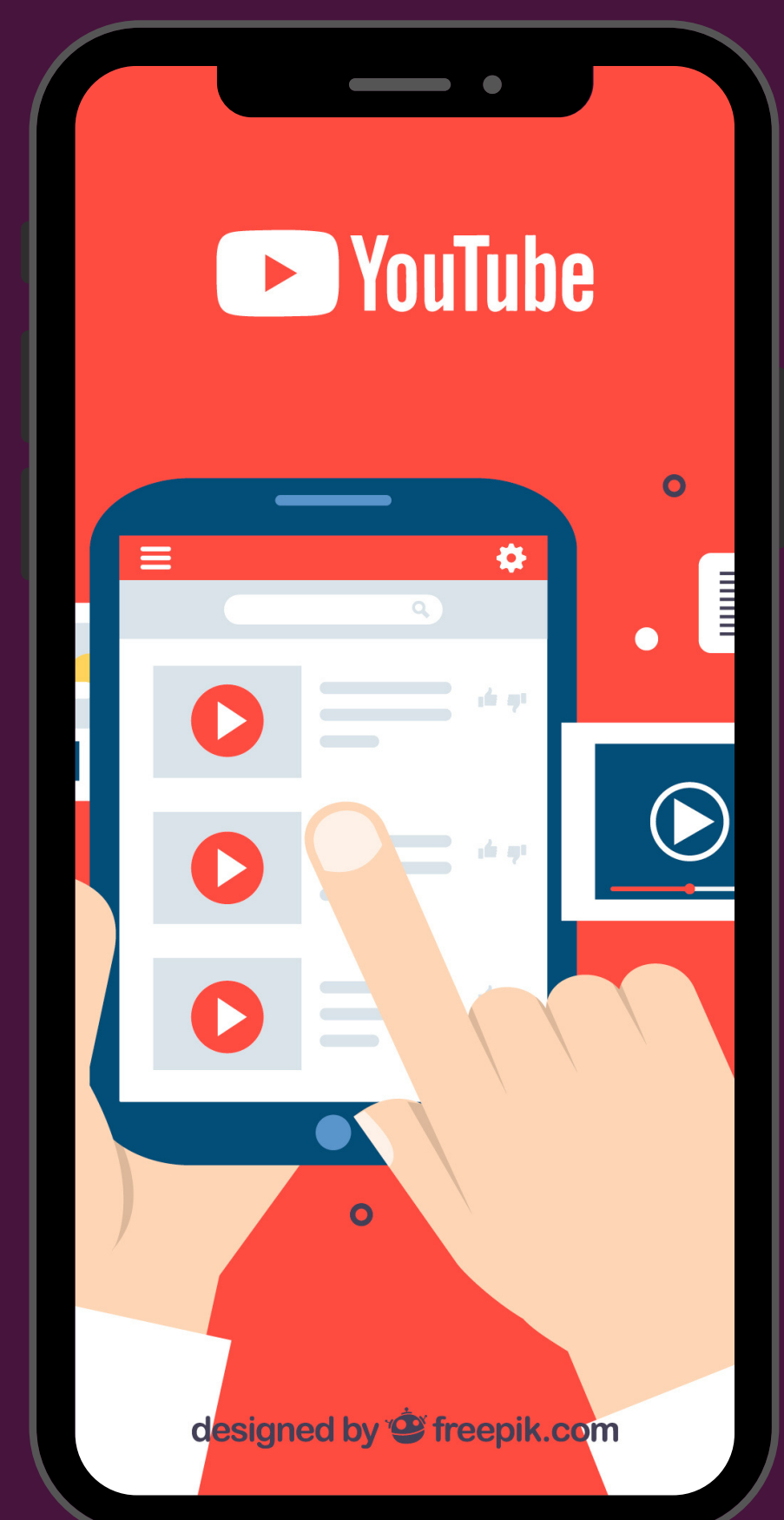
- Graphic Designing Fundamentals
- Designing Online Documents
- Create Amazing Posters
- Create Graphic Images
- Create Attractive GIF
- Create Professional Pdf
- Create Digital Card
- Create Presentations
- Create Professional Brochure
- Design Flyers
- Create Infographic
- Create Business Card

Let's Talk: 9718888700

Brought to you
by Expert

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

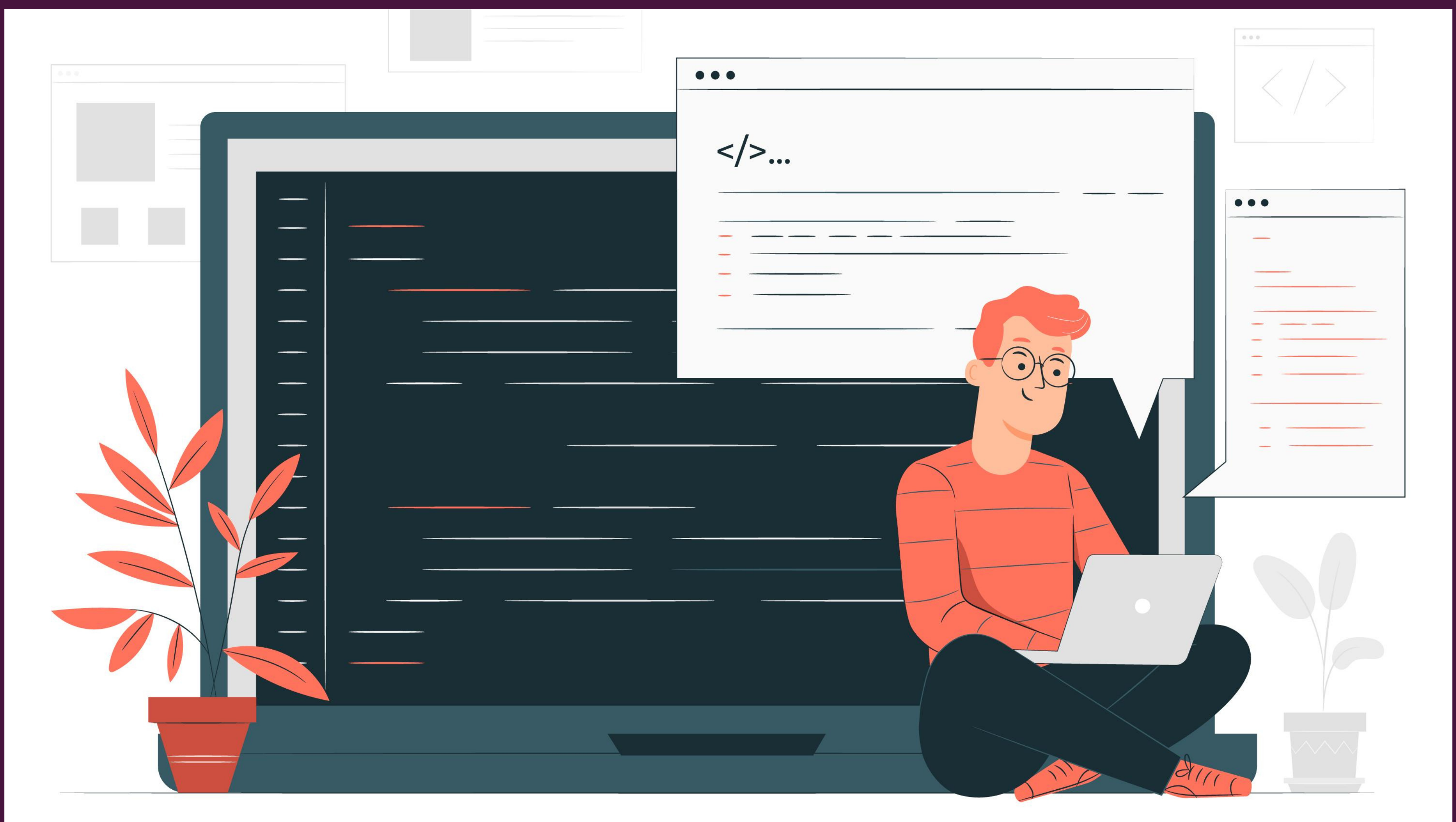


Let's Talk: 9718888700

Brought to you
by Expert

Website Creation

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

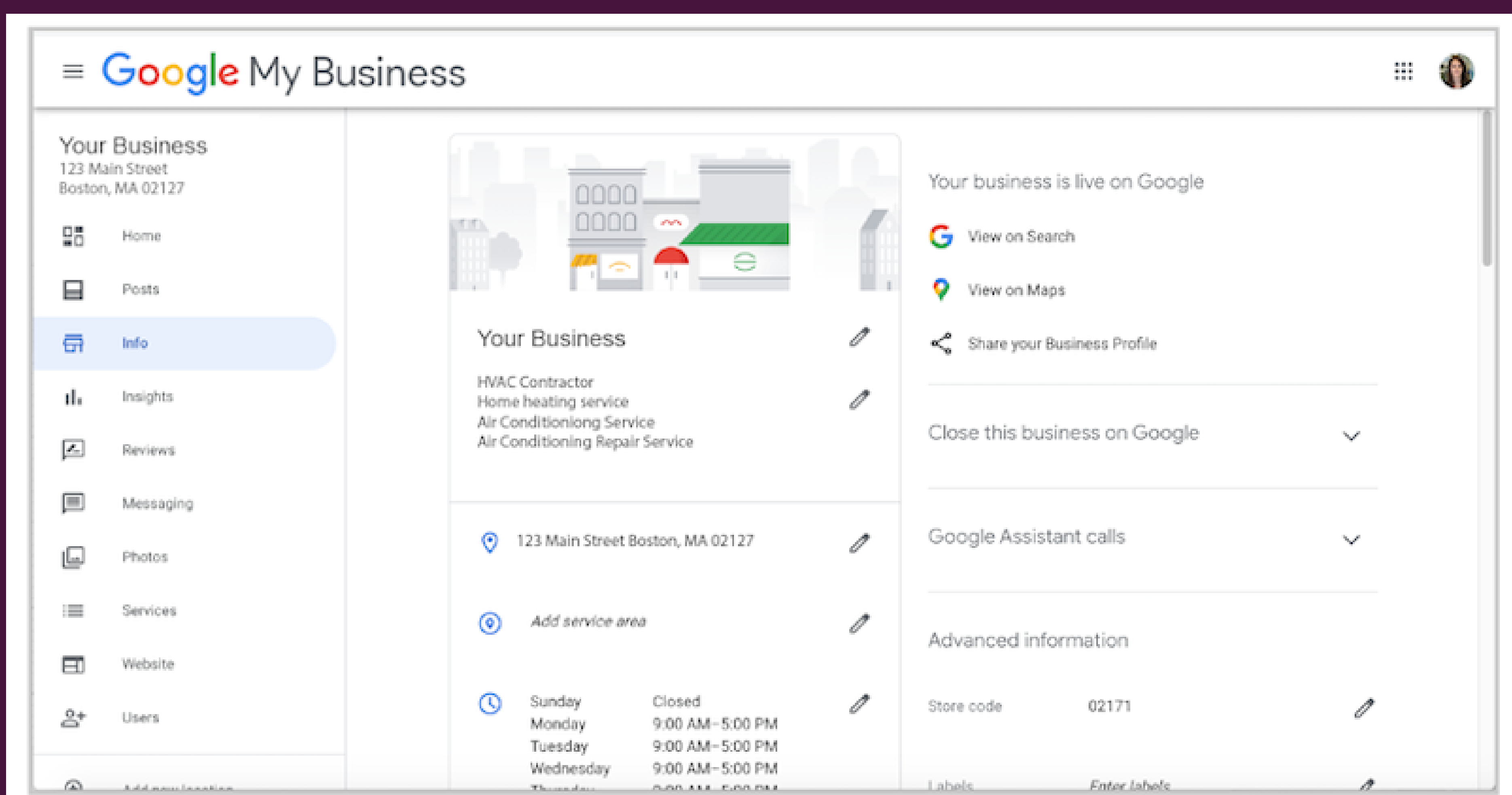


Let's Talk: 9718888700

Brought to you
by Expert

Online Business Presence

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

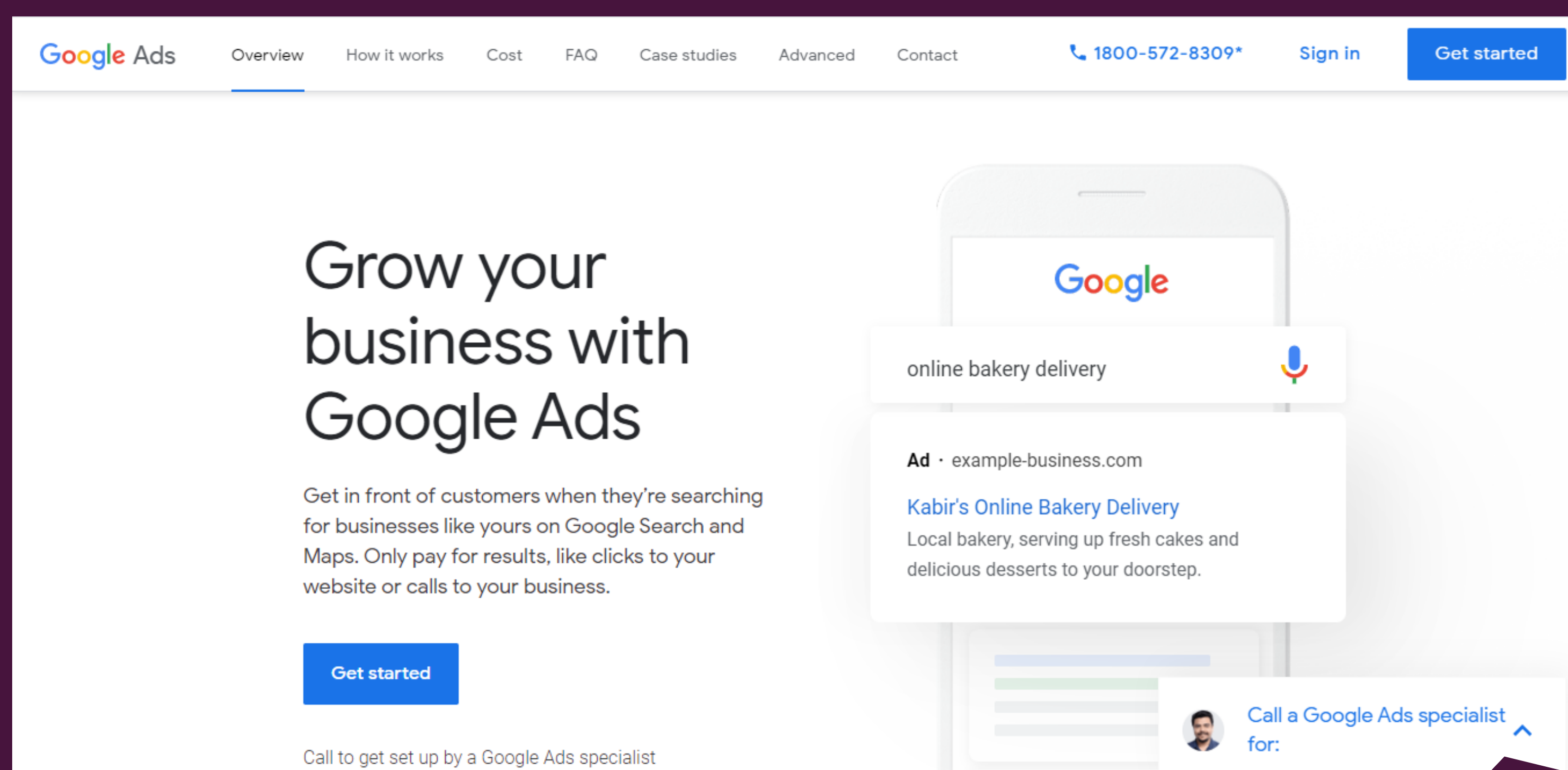


Let's Talk: 9718888700

Brought to you
by Expert

Google Ads

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



Let's Talk: 9718888700

Brought to you
by Expert

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

Let's Talk: 9718888700

Brought to you
by Expert

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

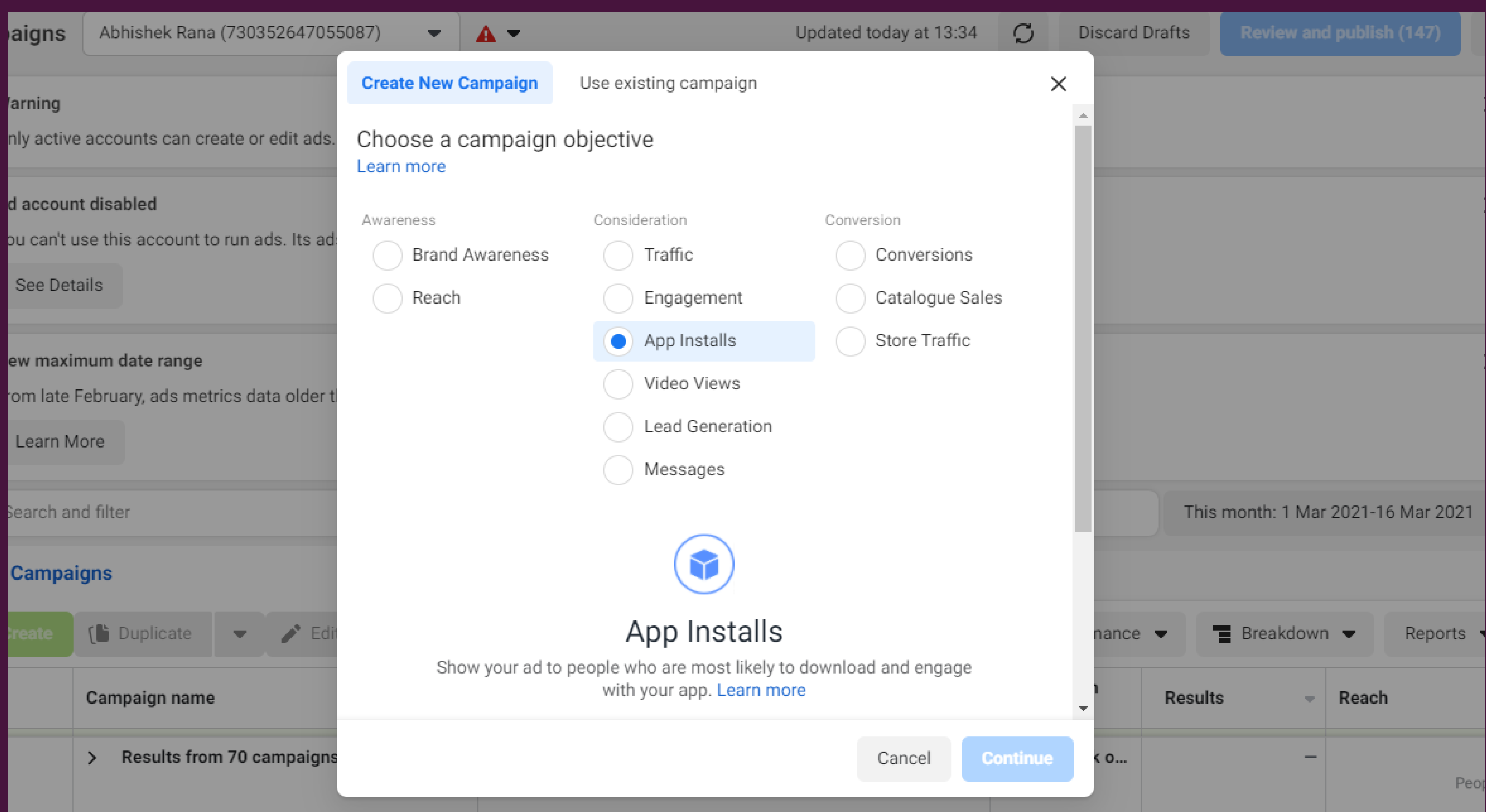
The screenshot displays the Google Ads interface. At the top, the 'Tools & Settings' menu is open, with the 'Billing' section selected. The 'Billing' menu includes options for Summary, Documents, Transactions, Settings, and Promotions. Below the menu, a table is shown with the following columns: Mobile 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 states: '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.'

Let's Talk: 9718888700

Brought to you
by Expert

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



Let's Talk: 9718888700

Brought to you
by Expert

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

Let's Talk: 9718888700

Brought to you
by Expert

Facebook Ad Manager

Awareness

- Brand Awareness
- Reach

Consideration

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

Conversion

- Conversions
- Catalogue Sales
- Store Traffic

Let's Talk: 9718888700

Brought to you
by Expert

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**



Let's Talk: 9718888700

Brought to you
by Expert

Affiliate Marketing

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



Let's Talk: 9718888700

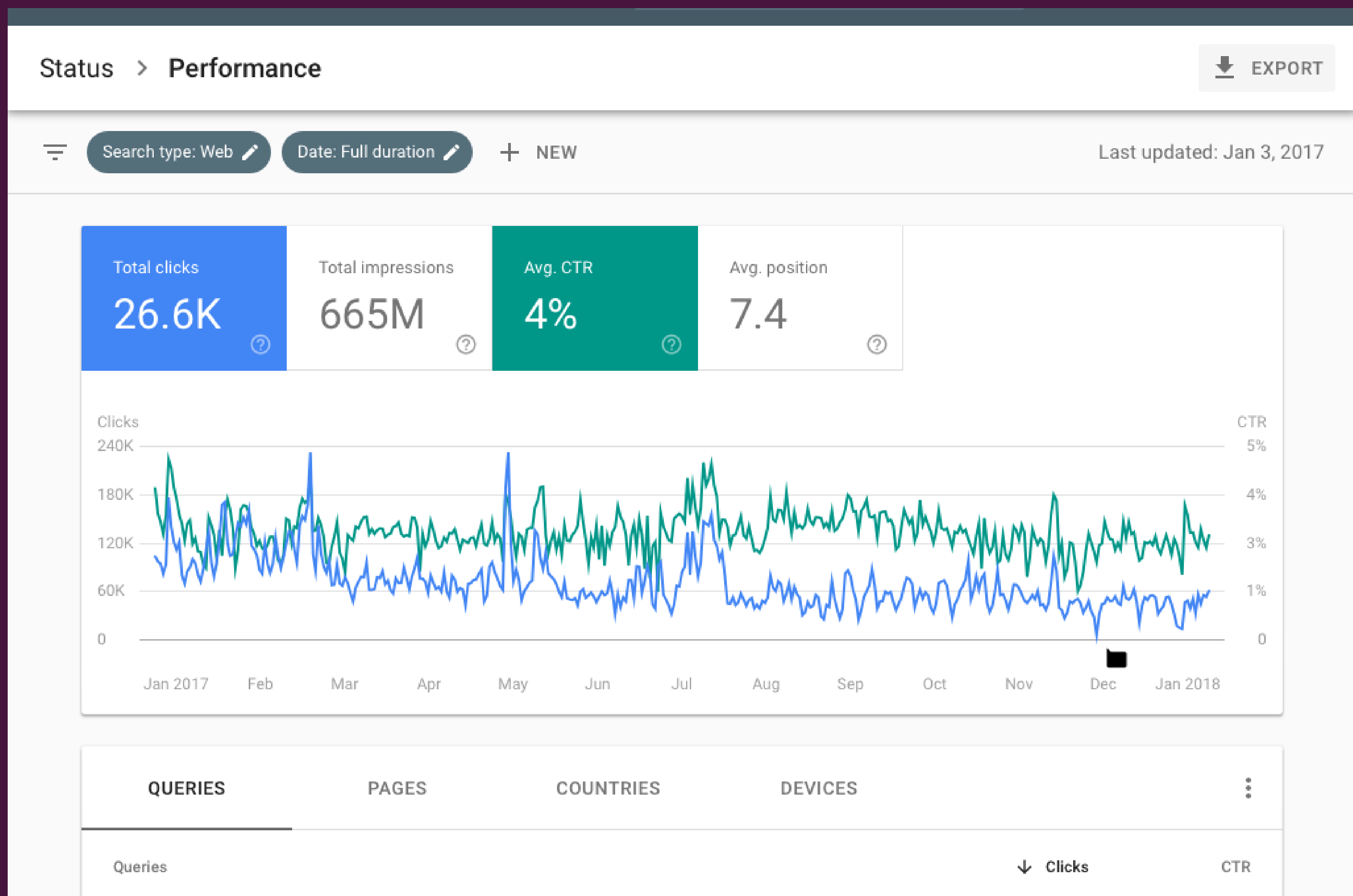
Brought to you
by Expert

Search Engine Optimization

- How Search Engines Work?
- Targeted Keyword Research
- On Page Optimization
- Off Page Optimization
- Understand google search engine algorithm
- Google Technique to Improve Search Ranking
- Best Practices of SEO

Google Search Console

- Performance Analyse
- Analyse Mobile Usability
- URL Inspection
- Sitemap



Let's Talk: 9718888700

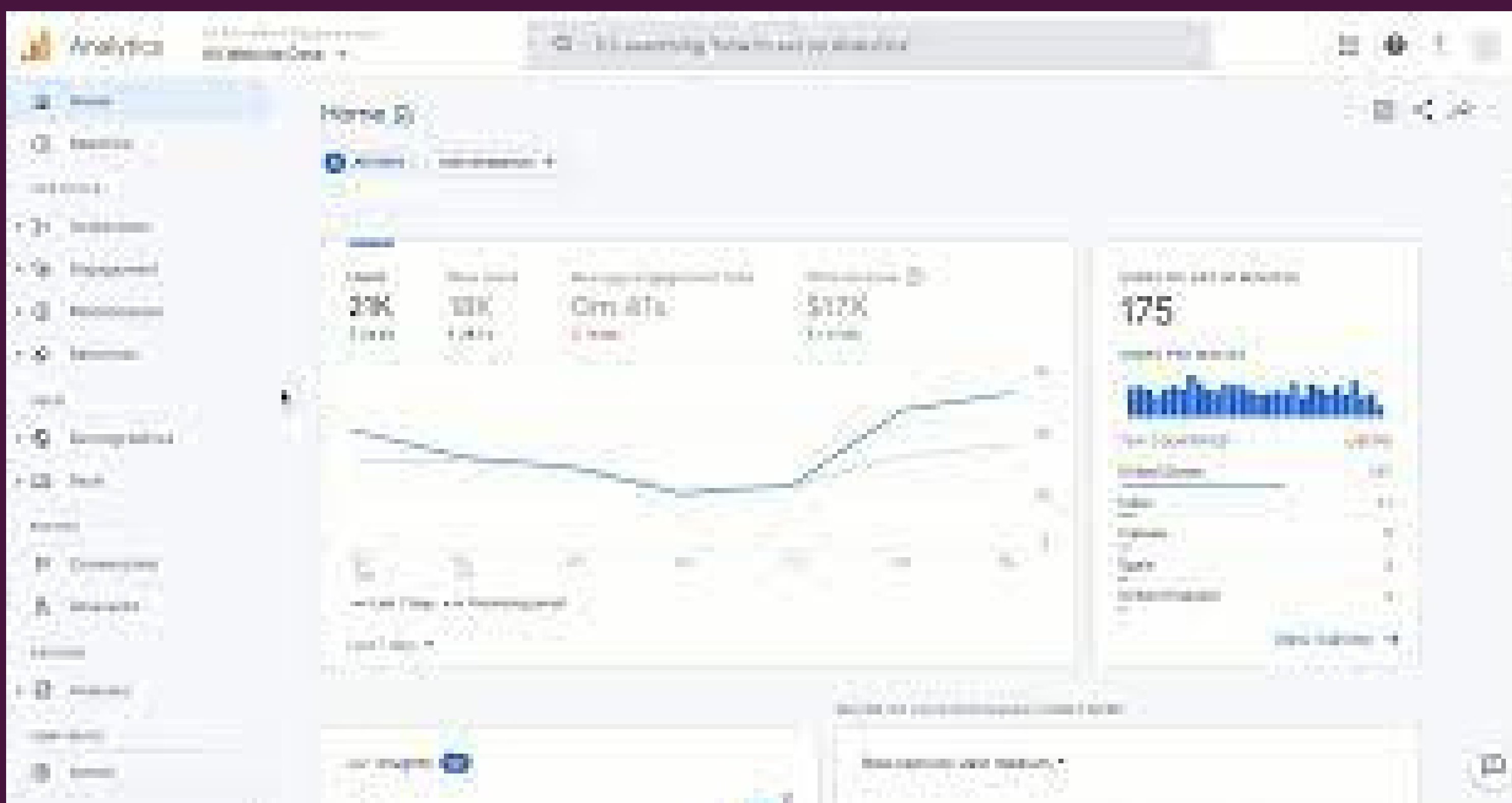
Brought to you
by Expert

Email Marketing

- Importance of Email Marketing
- Email Strategies
- Email Marketing Tool
- Platform to do Email Marketing
- How to do Bulk Emailing
- How to write effective content
- How to increase leads through nurturing

Google Analytics

- Setup Analytics
- Real Time Analyse
- Audience Overview
- User Acquisition
- User Behaviour
- Conversion Methods
- Traffic Insight

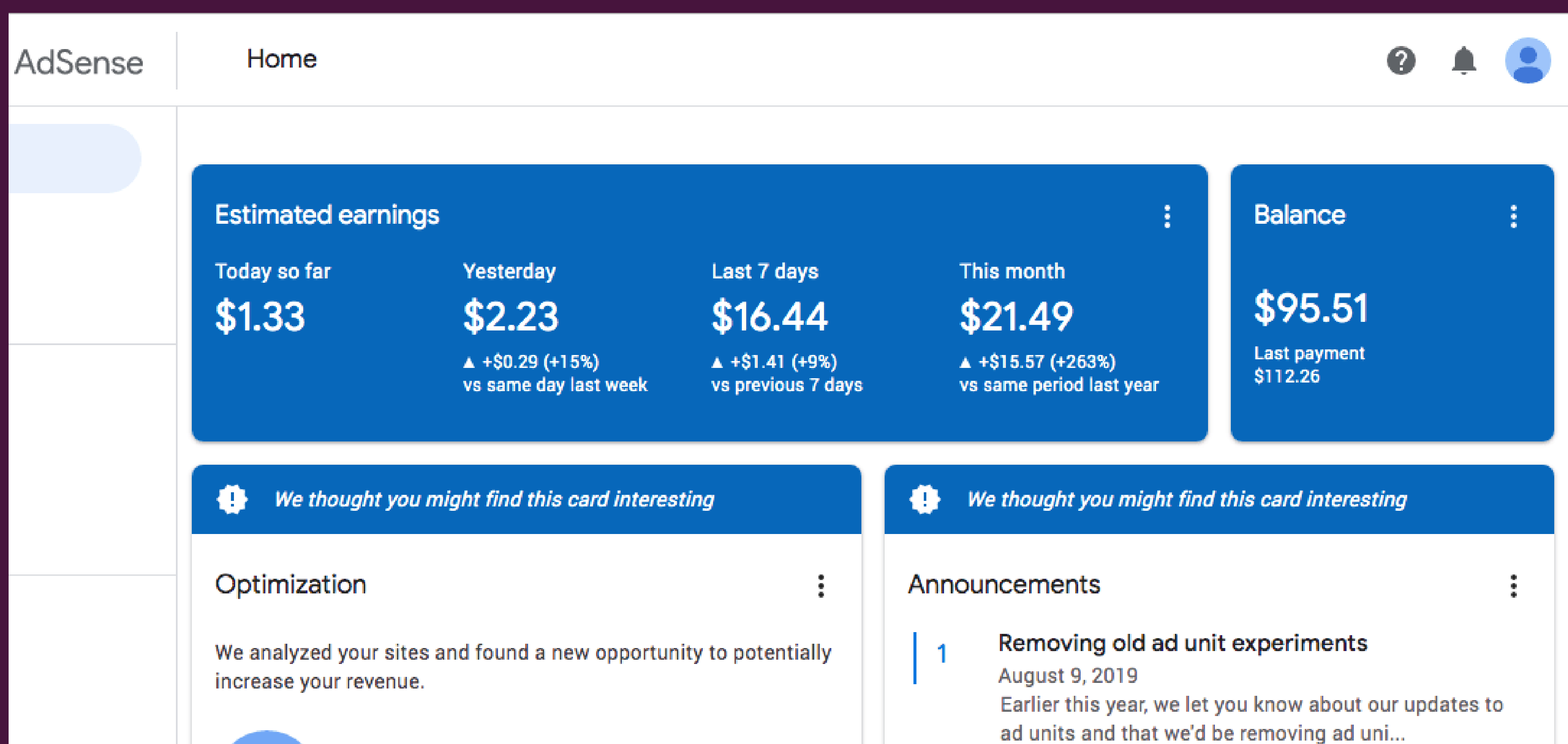


Let's Talk: 9718888700

Brought to you
by Expert

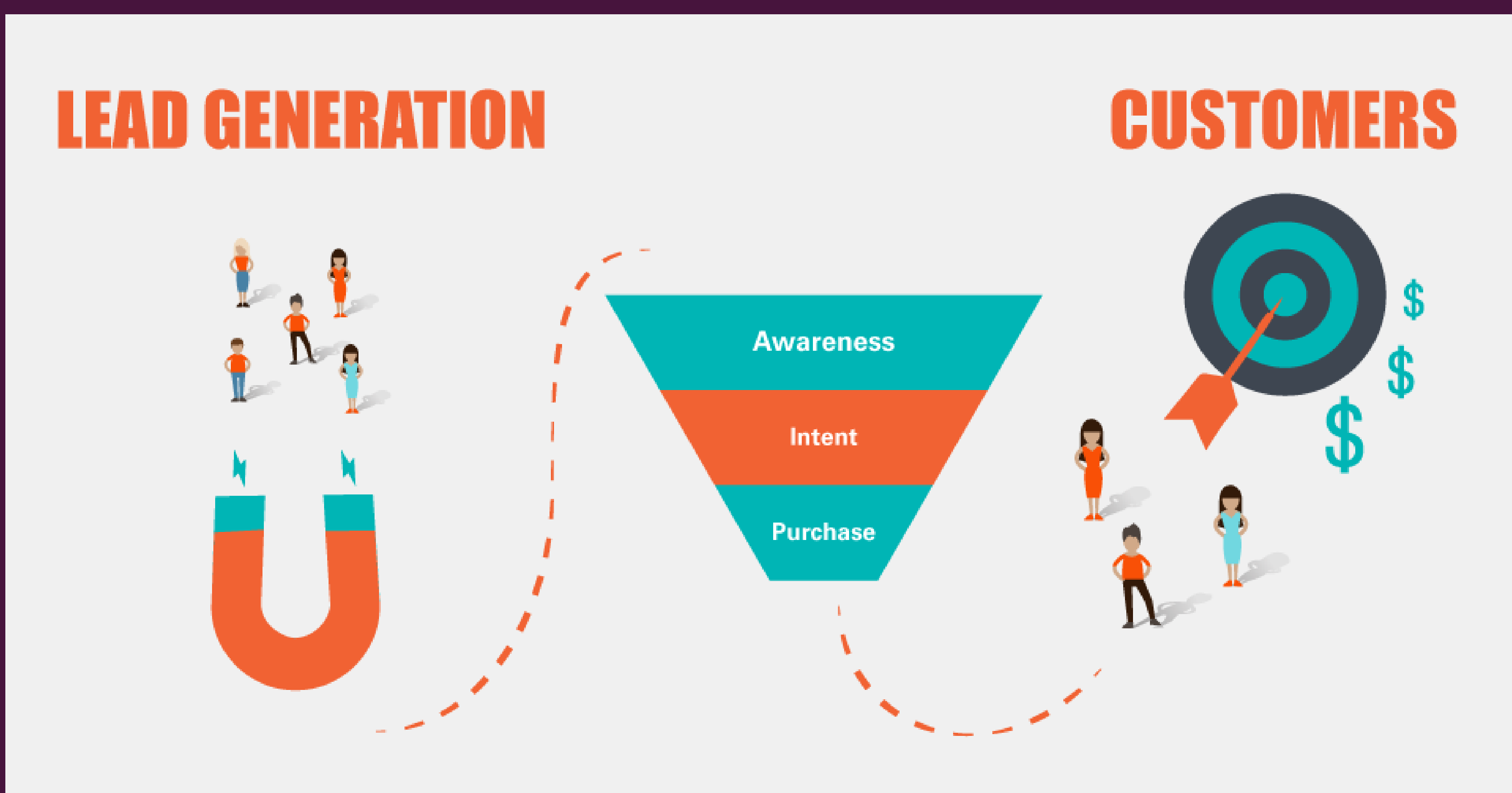
AdSense

- Google AdSense Overview
- AdSense Approve Technique
- Manual Ads Placement
- Responsive Ads Placement
- AdSense Payments Methods
- Analyse AdSense CPC



Lead Generation

- What is Lead Generation
- Understand Lead Generation for Business
- Why Lead Generation is Important
- Understand Landing Pages
- Content Creating for Lead Generation
- Best practices of Lead Generation



Let's Talk: 9718888700

Brought to you
by Expert

Remarketing Ads

- Data Based Remarketing
- Google Remarketing Ads
- Facebook Remarketing Ads
- Instagram Remarketing Ads



Let's Talk: 9718888700

Brought to you
by Expert

How to Grab Freelancing Project

- Explore Online Platform
- Key Services to Offer
- Create Freelancing Proposal
- Method to Get Project



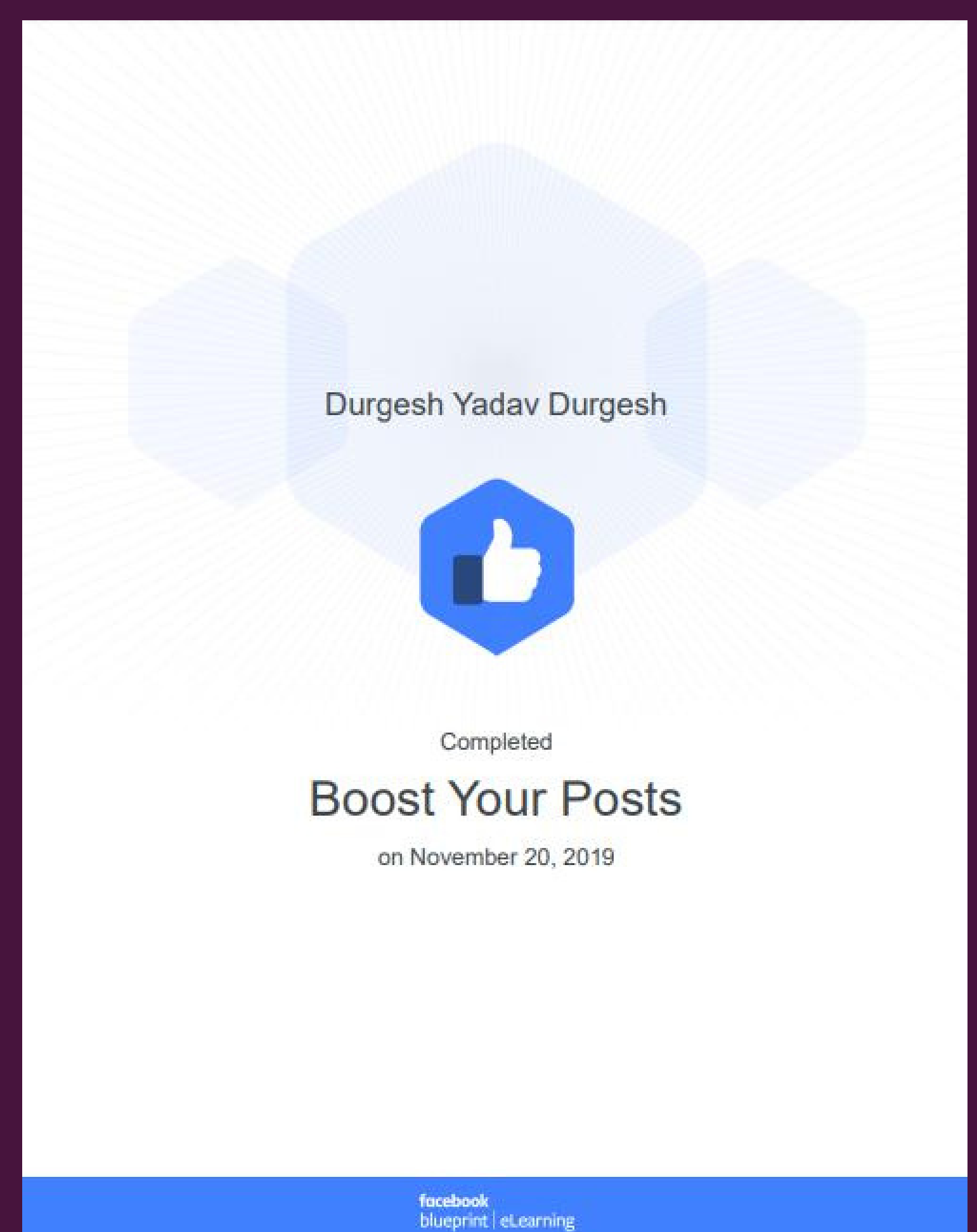
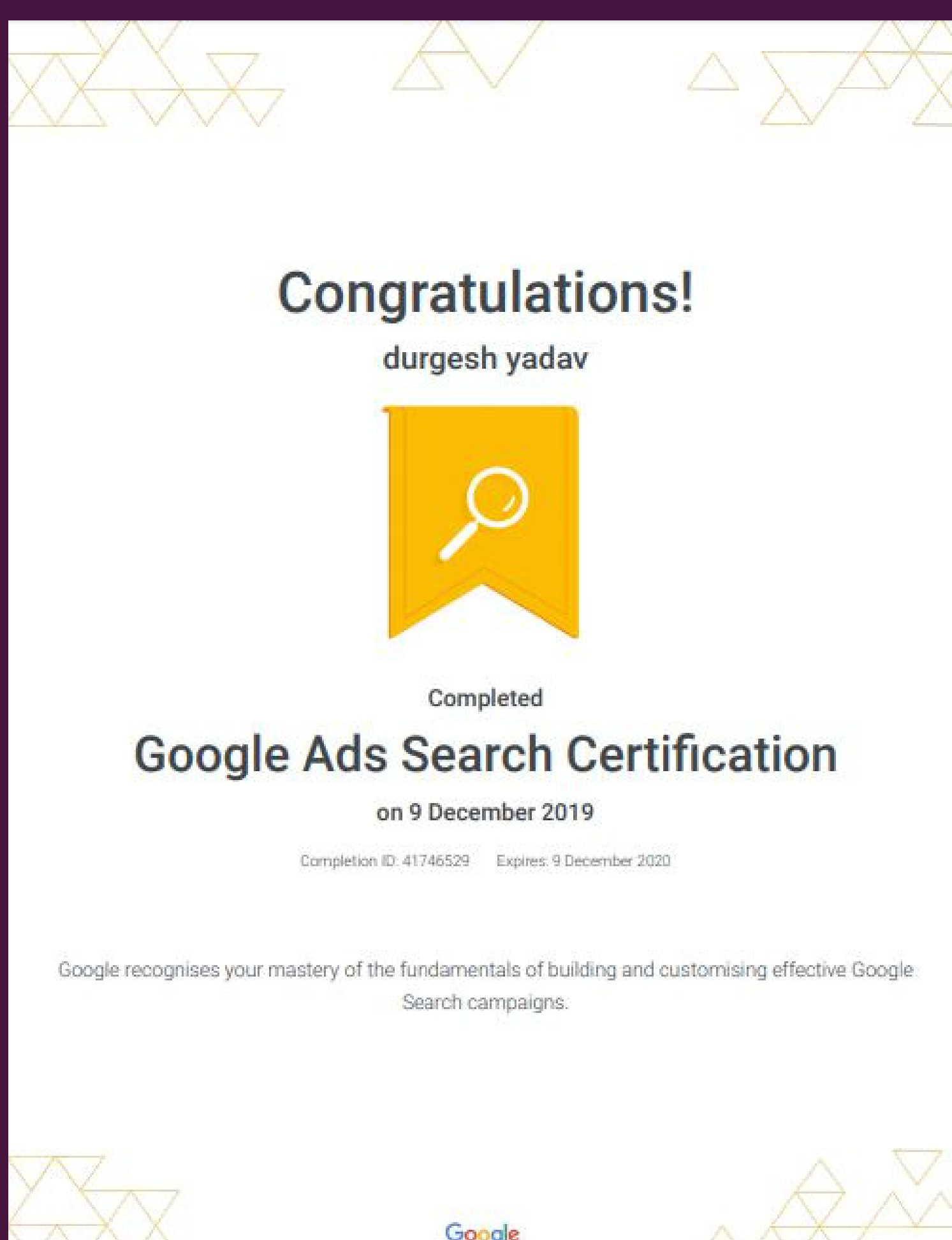
Let's Talk: 9718888700

Brought to you
by Expert

Certification

- 15 Facebook Certificate
- 7 Google Certificate
- 1 Microsoft Bing Certificate
- Expert IOS Certified Certificate

Internship



Let's Talk: 9718888700

Brought to you
by Expert

SBI Bank

Account Name: EXPERT INSTITUTE OF ADVANCE TECHNOLOGIES PVT LTD

Account No : 32883665940

IFSC Code : SBIN0001714

Bank Branch : H-6A, VIJAY NAGAR, New DELHI

New Batches Start in 2 Days

[Book Now](#)

UPI VISA RuPay Mastercard

Pay ₹ 300.00


UNIFIED PAYMENTS INTERFACE

paytm

G Pay





EXPERT

Call for Free Demo

9718888700

Let's Talk: 9718888700

Brought to you
by Expert

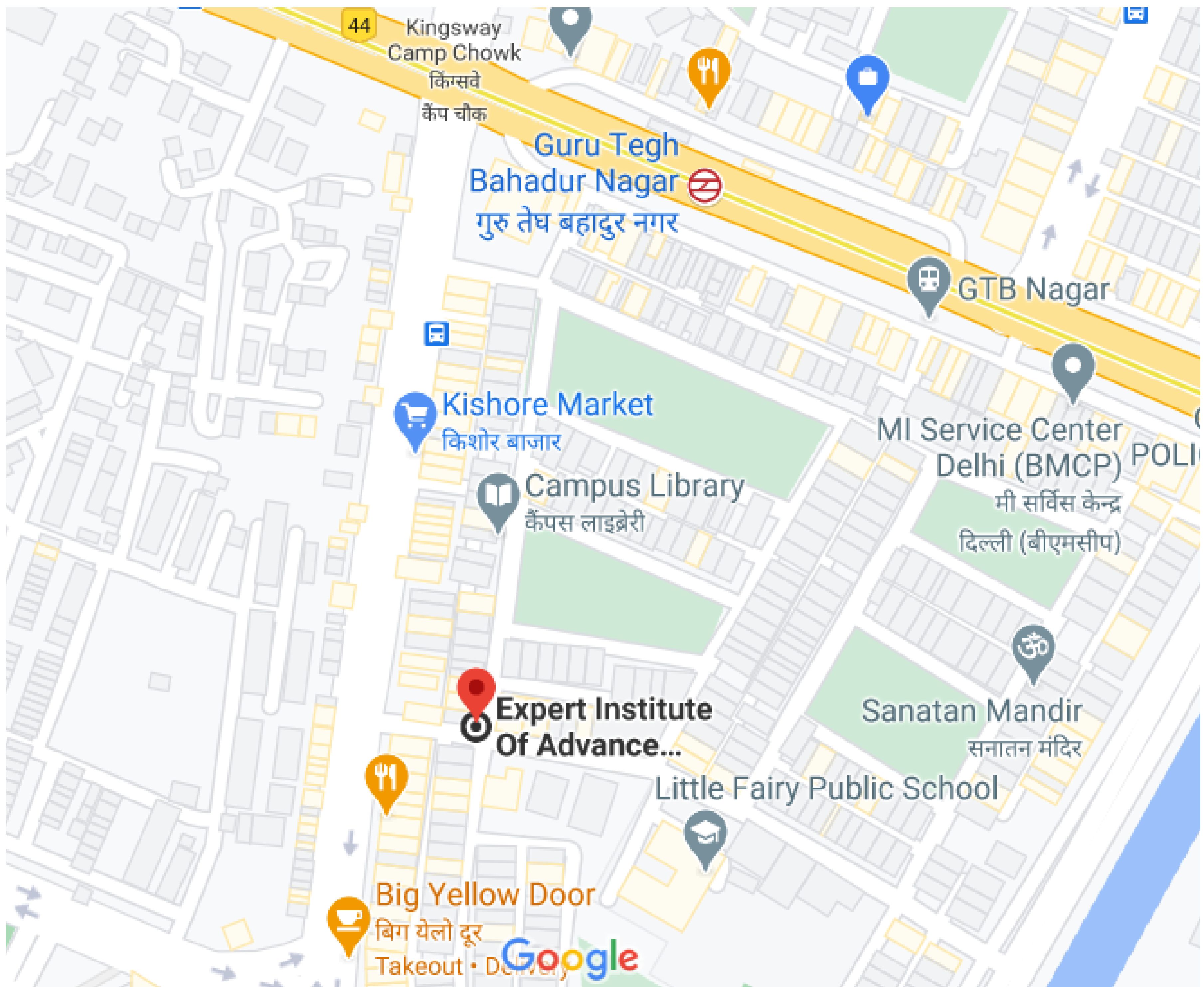
An ISO-9001 : 2015 Certified Institute



Head Office:

2453, Hudson Lane, Top Floor Kingsway
Camp, Near G.T.B Nagar Metro Station Gate
No 4, New Delhi - 110009

[Click Here, For Live Location](#)



Let's Talk: 9718888700

Brought to you
by Expert



Let's Talk: 9718888700

Brought to you
by Expert

CERTIFICATE OF REGISTRATION

This is to Certify that Quality Management System of

EXPERT INSTITUTE OF ADVANCE TECHNOLOGIES PVT. LTD.

Address:- 2453, Hudson Line, Kingsway Camp, Delhi-110009, India

has been assessed and found to Comply with requirements of

ISO 9001:2015

QUALITY MANAGEMENT SYSTEM

For the following activities:-

**Institute of Digital Marketing, Laptop, Mobile,
Tablet PC, Projector Printer, CCTV Camera,
LED Smart TV Repairing Center.”**

Certificate Number : QMS-20-03-76

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



Deutsche Accreditation Board
Otto-Hahn-Ring 6, Muenchen, Germany
Website : www.dabaccreditation.com


Authorised Signatory

The validity of this certificate is contingent upon the condition that the client has understood & shall abide by contract agreement certification agreement for certification services and logo rules as given on our website www.dabaccreditation.com. The client is requested to check the above certificate details at our above mentioned website and also on www.markglobal.org under the heading of Register & Sub heading of certified organization by entering their certificate number and inform us in case of any discrepancy at our above email id