



**80 HOURS OF
CLASSROOM
COURSE
+
INTERNSHIP**

Digital Directions.in

Creating Digital Gurus for tomorrow

**INTERNATIONAL
CURRICULUM
& GLOBAL
OPPORTUNITIES**



ABOUT US

Digital Directions is a digital marketing training academy. The courses designed are an organized outcome of the efforts and experience of some of the great minds of the Digital Marketing Business who have an extensive experience in the industry. These courses address the various aspects of Digital Marketing in detail, besides focusing upon Social Media Marketing, Search Engine Optimization and Display Advertising.

Our training programs educate individuals with an objective to develop a well versed understanding of the nitty-gritties of Digital Marketing. The courses also provide with internship opportunities and are well integrated with case studies and live projects, to provide with a better understanding of the perspectives and techniques of Digital Marketing Business. The placement cell of Digital Directions is associated with reputed companies, providing lucrative opportunities to the fresh talent.

Our team of panellists and trainers comprises of senior professionals from renowned companies including Adobe, Intuit, Times Group, IBM, HCL, various global digital agencies. The training programmes can be utilized by Students, Working Professionals, Start-ups, Business Owners and Home Makers.



OUR PANELLIST & TRAINERS



AMIT SURI

Digital Entrepreneur with 16 year of Digital Sales & Marketing experience. Has worked with Adobe as Director Sales for Digital Solutions. Also provides consultancy to various companies on marketing strategies and Go to Market areas.



SANDEEP MEHROTRA

VP Sales & Marketing at Path InfoTech Ltd. Over 20 years' experience in Sales & Marketing



RAKESH BHAMBANI

AdWords doctor and a Google Partner. Over 10 years' experience in Digital Marketing.



SHRIRAM KRISHNAMACHARI:

Country Sales Head-India at Intuit. Has acquired more than 40000 customers for Intuit in India through Digital Marketing



KRITI ARNEJA:

Google Certified Professional with more than 5 years of Digital Marketing Experience.



VISHU AGARWAL (GOOGLE CERTIFIED PROFESSIONAL):

More than 7 years Digital Marketing experience. Has conducted various Digital Marketing trainings.



SANDEEP KAISTHA:

CEO Venupick.com. Has served more than 5000 customers though Digital Marketing techniques.



VIVEK MODI:

Founder Yellowbulbs.com first marketing marketplace. Was earlier Senior Vice President- Radio Mirchi (Time of India Group Company). Has also worked with Vodafone, JWT, etc

BENEFITS OF OUR COURSE

STUDENTS	WORKING PROFESSIONALS	BUSINESS OWNERS/ START-UPS	HOMEMAKERS
Get Job in Digital Industry	ADD NEW SKILLS: Remember new skills means more money and up-gradation of career	Increase your Marketing reach	Make money Part time as freelancer through Digital Marketing
Start your Career in fast growing industry	Get Job in Digital Industry	Reduce your dependency on others for your Online Marketing	Advantage of working at your own pace & timings after completion of the course
Placement Assistance from Digital Directions	Make Money Part time as Freelance by working Digital Marketing	Sell your Product/ Services to customers globally	ADD NEW SKILLS: Remember new skills means more money and up-gradation of career
Move to industry which is fastest growing and pays much more than other industry	Move to industry which is fastest growing and pays much more than other industry	Generate Sales and leads online	Join the fastest growing industry
Make Money Part time as Freelancer by working on Digital Marketing	Placement Assistance from Digital Directions	Diversify your business by online marketing	Guidance even after completing the course

DIGITAL MARKETING COURSE DETAILS

1. INTRODUCTION TO DIGITAL MARKETING

- Overview to Digital Marketing
- Digital Marketing Trends
- Digital Vs Conventional Marketing
- Digital Marketing Framework
- Digital Marketing Planning
- Digital Marketing Channels

2. WEBSITE CREATION: WORDPRESS & OVERVIEW OF MAGENTO

- Various Website creation tools
- Website Framework & Wire Frame
- Understanding domain names and extensions
- What is web server & web hosting?
- Different types of web server
- Different types of websites
- Landing Pages and its importance
- Building website using CMS

3. SEO- SEARCH ENGINE OPTIMIZATION

- Introduction to SEO & How it works
- On-Page Optimization
- Off-Page Optimization
- Duplicate Content
- Keyword Research & Keyword Planner
- Design & Architecture
- Local SEO
- Algorithm Updates & SEO Changes
- Integrating SEO with Other Disciplines

4. AFFILIATE MARKETING & ADSENSE

- Overview of AdSense
- How to get approved for AdSense

- AdSense account interface
- Placing ads
- Overview of Affiliate Marketing
- Affiliate Marketing Scenario
- How people make money through Affiliate Marketing

5. ADWORDS & PAY PER CLICK (PPC)

- Introduction to AdWords
- Understanding AdWords Account Structure
- AdWords Algorithm & Quality Score
- The Buying Funnel
- Bidding Process
- PPC Targeting Options
- Keyword Research
- Creating Compelling Ads
- Creating Campaigns
- Measuring Goals
- PPC Audit
- Remarketing

6. DISPLAY ADVERTISING

- Introduction to display advertisement using AdWords
- Why Use AdWords Display Advertising?
- Different Types of Display Adverts
- Display Advert Sizes
- Targeting on the Google Display Network
- Placement Targeting
- Contextual Targeting Methods
- How to Create AdWords Display Campaigns
- Structuring Your Campaigns
- Optimizing Your Display Campaigns

DIGITAL MARKETING COURSE DETAILS (CONTD.)

7. GOOGLE ANALYTICS

- Introduction to Analytics
- Key Performance Indicators
- AdWords & Analytics Integration
- Qualitative Data
- Experimentation & Testing
- Competitive Intelligence
- Campaign Tracking
- Defining Future Strategy based on data
- Multi-Channel Attribution

8. EMAIL MARKETING

- Introduction to Email Marketing
- How it Works
- Do's & Don'ts of Email Marketing
- Types of Email Marketing
- Bulk Emailing
- Creating Campaigns
- Reports and other measurement criteria

9. LEAD GENERATION FOR BUSINESS

- What is lead generation
- Lead generation process
- Importance of lead generation
- Challenges of lead generation
- Lead generation Metrics
- Different ways of Generation
- Lead Inbound leads/ Outbound leads
- Content syndication
- Sales development
- Representative
- Tactics to lead generation

10. CONVERSION RATE OPTIMIZATION

- Introduction to Conversion
- Optimization
- Building Momentum
- Understanding Personas
- Landing Pages
- Copywriting
- Designing for Conversion
- The Conversion Trinity
- Integrating Conversion with
- Other Disciplines

11. CONTENT MARKETING

- Introduction to Content Marketing
- Types of Digital Content
- Content Marketing Strategy
- Overseeing a Content Marketing Program
- Content Marketing Tactics
- Social Media Platforms
- Content Marketing Budget & Measurement

12. SOCIAL MEDIA MARKETING (SMM)

- Introduction to Social Media
- Social Media Trends
- Defining Social Media Plan
- Various Social Media Channels
- FACEBOOK**
- Facebook Marketing Techniques
- Facebook Edge rank
- Creating a Business Page
- Facebook Advertising
- How to Build Campaigns & Contests
- Facebook Insights
- Creating Facebook Marketing Strategy
- Live examples & Case Studies

DIGITAL MARKETING COURSE DETAILS (CONTD.)

TWITTER

- Introduction to Twitter
- Twitter Marketing Techniques
- Twitter Advertising
- Understanding of Twitter Tools
- Defining Twitter Marketing Strategy

LINKEDIN

- Introduction to LinkedIn
- Designing a LinkedIn Business Page
- LinkedIn Advertising
- Leveraging LinkedIn Groups & Individual
- Profiles for Marketing Best Practices on LinkedIn Marketing

YOUTUBE

- Video Marketing Introduction
- Planning a Video Campaign
- YouTube Marketing Strategy
- YouTube Advertising
- YouTube Targeting Options
- YouTube for Business
- Case Studies

- Understanding of other Social Media Channels like Instagram, Google Plus and Pinterest
- Engaging with Influencers
- Social Media Measurement
- Online Reputation Management
- Integrating Social Media with Other Disciplines

13. ECOMMERCE MARKETING STRATEGY & HOW TO SELL ON ONLINE MARKETPLACES

- Fundamentals of online selling
- Inbound Marketing for Ecommerce website
- Outbound Marketing for website
- Leveraging Social Media
- Fundamentals of online selling
- Advantages of Online Marketplace
- Finding Right Product
- Opportunity Types
- Identifying Right Product
- Identifying Trendy Product Ideas
- Evaluating & Selling Niche Products
- Estimating Market Demand & Potential Competition
- Make, Manufacture, Wholesale or Dropship
- Online Market Place scenario

14. MOBILE MARKETING

- Introduction to Mobile Marketing
- Products & Services
- Incentives & Loyalty Programs
- Location Opportunities
- Mobile Advertising
- Mobile Audiences
- Rules & Regulations
- Mobile Measurement
- Mobile & Other Disciplines

15. DEVELOPING A DIGITAL STRATEGY

- Key Elements for Planning
- Steps to follow for Organic & Inorganic Growth
- Identifying Right Digital Channels
- Tools to Know Analyzing & redefining Strategy

JUMP ON TO CREATE A MARK FOR YOURSELF

- 80 hours of course + internship
- Option for Weekday and weekend batches

WEEKDAYS

Join our morning, afternoon or evening batch

WEEKEND

Join our morning or afternoon batch

COURSE FEE

Rs 37900/- plus Service Tax (X)

INTRODUCTORY OFFER

Rs 24900/-
(All Inclusive)
Valid till
31st January 2016

FOR UPCOMING BATCHES & FREE DEMO CONTACT US

C-56-A/21, Sector-62, Noida

(Landmark: Opposite Stellar IT Park & Samsung Tower and near JSS Engineering College)

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