

• Instagram Marketing

- Introduction Of Instagram
- Audience Of Instagram
- Difference in Personal & Business Account
- Setup Business Instagram Account
- Manage Instagram Account Setting
- Instagram Advertising
- Election Of Audience for Ads
- Analysing of Ads Report

• YouTube Marketing

- Introduction of Youtube
- Introduction of Youtube Marketing
- Importance of Youtube in Business
- Youtube Seo
- Youtube Analysis
- Uploading of Videos
- Different Settings on Youtube
- Grow Your Youtube Channel

• E-Mail Marketing

- Introduction of Email Marketing
- Email Marketing Tools
- Using of different email marketing tools
- Email Lead Generation

• Graphics Design

- Logo Design
- Image Editing
- Video Creating

• E-Commerce Marketing

- Website & Creation
- Creation Of Stores
- Adding Products
- Creation Of Categories
- Intro Of Payment Gateway
- Automated Mail Generation
- Tracking Order Status
- Market Your Products

• Make Money Online

- Affiliate Marketing
- Freelancing
- Influence Marketing
- Adsense

• Interview Preparation

- Resume Making
- Soft Skill Development
- Mock Interview



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Accelerator Program In Digital Marketing

Our Course Curriculum

Fundamental Of Digital Marketing

- Fundamental of Digital Marketing
- Traditional Marketing VS Digital Marketing
- Core Concepts of Digital Marketing
- Key Components of Digital Marketing
- How Digital Marketing Works

Search Engine Optimization

- Introduction of SEO
- Introduction of Search Engine
- White Hat SEO
- Black Hat SEO
- On page SEO
- Off page SEO
- Technical Seo
- Local Seo

Google Analytics

- Introduction of Google Analytics
- Need of Google Analytics
- Setup Google Analytics Account
- Implement Google Analytics Code
- Monitoring Traffic

Website Creation & Planning

- What is Website
- Types of Website
- Introduction of Wordpress
- Working on Wordpress
- Page Creation on Wordpress
- Formatting on Wordpress
- Installing Wordpress Themes
- Using Different Plugins
- Creating Custom Menu
- Introduction of Html
- Html Tags
- Anchor Links
- Responsive Designing
- Form Creation
- Using Different Wordpress Widgets
- Blog Page Creation

SEM (Google Ads)

- Introduction of Sem
- Fundamental of Google Ads
- Concept of Keywords
- Types of Keywords
- Video Ads
- Mobile Ads
- Setup Google Ads Account

- Use of Google Planner
- Find Out the Target Customer
- Selection of Right Demographics
- Setup of Bid
- Different Bid Strategy
- Analyzing Reports
- Creating Attractive Ad Copy
- Setup Campaigns
- Creation of Audience
- Setup Conversion Ads

Social Media Marketing

- Facebook Marketing
 - Introduction of Facebook
 - Creation of Facebook Business Page
 - How to Market Your Page
 - Facebook Advertising
 - Types of Facebook Ads Bid
 - Check Insight
- LinkedIn Marketing
 - Introduction of LinkedIn
 - Creation of LinkedIn Company Page
- Twitter Marketing
 - Introduction of Twitter
 - Importance of Twitter



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