DIGITAL MARKETING

Regular | **W**eekend | **O**nline | **F**ast Track - Batches

A robust course for I.T professionals with sufficient depth in a specific area of Digital Marketing to solve complex real world business problem and to understand business trade-off and contribute effectively in multi disciplinary project with informed decision making.

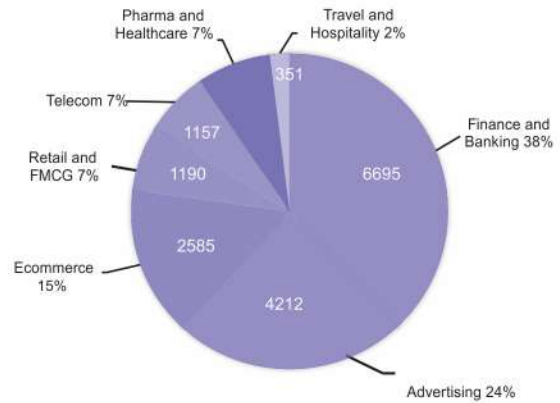SMARTBRAINS ENGINEERS & TECHNOLOGIST PVT. LTD.

1 About the Program

Businesses and recruiters prefer marketing professionals with genuine knowledge, skills and experience verified by a certification that is accepted across industries. Continuous learning for any working professional is not only important for keeping themselves up to date with the current market trends, but it also helps them expand their array of skill set and become more flexible in the workplace.

This digital marketing course will not only help learners stand out and polish their existing skillset in the marketing domain, but it will also help them take that necessary leap to bigger and more ambitious roles.

2 Learning Objective

• Gain an in-depth understanding of the various digital marketing disciplines: SEO, social media marketing, PPC, website conversion rate optimization, web analytics, content marketing, mobile marketing, email marketing, programmatic buying, marketing automation and digital marketing strategy.

• Master digital marketing execution tools: Google Analytics, Google Ads, Facebook Marketing, Twitter Advertising, and YouTube Marketing.

• Become a virtual digital marketing manager for an e-commerce company with Mimic Pro simulations included in our course. Practice SEO, SEM, Website conversion Rate Optimization, email marketing and more.

• Gain real-life experience by completing projects using Google Analytics, Google Ads, Facebook Marketing, and YouTube Marketing.

• Learn how to formulate, plan, and execute effective digital marketing strategies with the right channel mix in our digital marketing strategy module.

• Create the marketing messages tailored for the right audiences.

• Prepare for top digital marketing certification exams such as OMCA, Google Analytics, Google Ads, Facebook Marketing, and YouTube Marketing certifications.

Industry Trend

Pharma and Healthcare 7% — 351
Travel and Hospitality 2%
Telecom 7% — 1157
Finance and Banking 38% — 6695
Retail and FMCG 7% — 1190
Ecommerce 15% — 2585
Advertising 24% — 4212

Indicative Growth

0-3 YEARS — ₹5 Lakhs
4-6 YEARS — ₹8 Lakhs
7 to 9 YEARS — ₹12.5 Lakhs
10 to 12 YEARS — ₹15-20 Lakhs
12+ YEARS — ₹29+

19% average growth in digital marketing salaries between 2016 & 2017
Source – American Marketing Association

Why Digital Marketing?

The digital age has arrived, disrupting every business and every industry. Business leaders, digital strategists, and executives across the globe are gearing up to lead their organizations through this transformation. Yet IT priorities too often prevail where customer-centricity and customer experience (CX) should be the catalysts that spark digital innovation.

8.5% higher net profit margins achieved by enterprises in the top third of digital customer experience
Source – MIT Center for Information Systems Research (CISR)

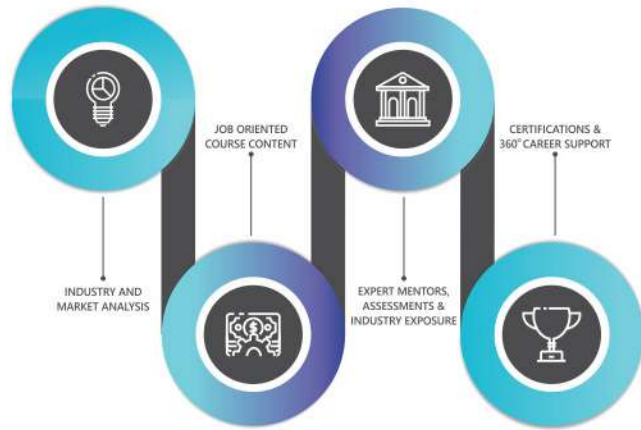**51.3%** total U.S ad spending estimated to be represented by digital in 2021
Source – eMarketer

DIGITAL MARKETING

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3 Our Approach

- The program is a global standard offering that uses mixes of techniques aligned to a unique pedagogy which is Goal-Centric & Action Oriented.
- Includes classroom theory, learning videos, demonstration of statistical tools like Advanced Excel Programs and Other Digital Marketing tools.
- Real-project case studies using the statistical tools demonstrated, exercises and brainstorming using adaptive probing methodology.

JOB ORIENTED COURSE CONTENT

CERTIFICATIONS & 360° CAREER SUPPORT

INDUSTRY AND MARKET ANALYSIS

EXPERT MENTORS, ASSESSMENTS & INDUSTRY EXPOSURE

Program Highlights

Assessment

Byte Size Learning

Assignments

Projects

Industry Interaction

360° Career Support

Case Study

Discussion Forum

4 SmartBrains Affiliation and Accreditation

SmartBrains engineers and technologist Pvt. Ltd. has received recognition, endorsement and affiliation from National Skill Development Corporation of India (NSDC), a Public Private Partnership (PPP), Under the Ministry of Skill Development and Entrepreneurship (Govt. of India) and various Skill Sector Councils as an authorized training partner under various trades. SmartBrains is authorized to provide skill based training for engineering/non-engineering candidates as per their interest. SmartBrains as a training institute will provide complete practical knowledge based skill training to the candidates and NSDC/Skill Councils will be responsible for providing recognition & certification to the candidates.

The National Skill Development Corporation (NSDC) is one of its kind, Public Private Partnership Under the Ministry of Skill Development and Entrepreneurship (Govt. of India) aims to promote skill development by catalyzing creation of large, quality and for-profit vocational institutions.

Further, the organisation provides funding to build scalable and profitable vocational training initiatives. Its mandate is also to enable support system which focuses on quality assurance, information systems and train the trainer academies either directly or through partnerships. NSDC acts as a catalyst in skill development by providing funding to enterprises, companies and organizations that provide skill training. It also develops appropriate models to enhance, support and coordinate private sector initiatives. The differentiated focus on 21 sectors under NSDC's purview and its understanding of their viability will make every sector attractive to private investment.

DIGITAL MARKETING

MODE/DURATION

- Fast Track - 60 Hours
- Weekend - 80 Hours
- Onilne - 80 Hours

LEARNING BASED OUTCOMES

Get hands-on experience in applying digital marketing tools & techniques to real business problems and understand scope of analytics domain. Thus, become a Technology Driven Engineering Professional & implementing ideas into business use

TRAINER

Delivered by Senior Industry Professionals having extensive experience of Digital Marketing in diverse domains & industries. These practitioners are also Empaneled as subject matter experts with SmartBrains Engineers & Technologist Pvt. Ltd.

CONTENT

Get 24 x 7 access to SmartBrains LMS platform (Online/Offline) with Abundant Content on Electrical Engineering including Courseware (PPT / PDF), data, case studies, articles, books, videos, examples, presentations, resource library & related more.

JOB ORIENTED OUTCOMES

Fill the Void of Talent Shortage in Design Engineering by becoming eligible for thousands of High Paying Jobs in India & Abroad with an upgraded profile through this skill & certification. Additionally, Get Promoted from your current position with added skill set.

1. Become eligible for Digital Marketing job demanding background

2. Explore + Analyse + Solve Engineering Problems using Analytics Tools & Various Digital Marketing Software

3. Fill the void of thousands of untapped High-Paying Jobs in Digital Marketing

4. Helps understand the digital market and target audience

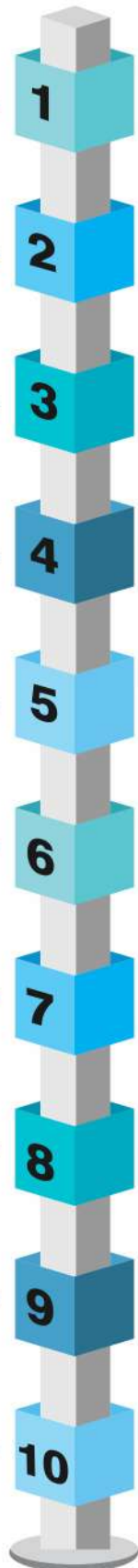5. Distinguish your professional profile form peer during Job Interviews and stand out of the box

6. Understand 'What' & 'How' aspects of Digital Marketing

7. Perform exercises by accessing our labs and simulation software

8. Improve your Curriculum Vitae and your social job profile with professional development

9. Support your startup or your professional life with high hike

10. Build a startup in one of the most rewarding fields of Digital Marketing

DIGITAL MARKETING

1

Digital Marketing Course

1. Digital Marketing Overview
2. Website planning & Creation
3. Email Marketing
4. Lead Generation
5. Google AdWords
6. Google Analytics
7. Facebook Marketing
8. LinkedIn Marketing
9. Twitter Marketing
10. Video Marketing
11. Instagram marketing
12. Pinterest Marketing
13. Search Engine Optimisation (SEO)
14. Online Display Advertising
15. E-commerce Marketing
16. Mobile Web Marketing
17. Content Marketing
18. Online Reputation Management
19. Affiliate Marketing Basics
20. Adsense & Blogging
21. How To Grab Freelancing Projects?

2

Advance Optimisation/ Marketing Techniques & Strategies

This course makes you stand apart from the whole crowd & a real digital marketing expert.

1. Spying Competitors Marketing Strategies
- Influencer Marketing
3. Email Marketing
   - How to Write Killer subject Line to Ensure High
   - Optimisation Techniques
   - Ensuring High Inbox Delivery (Spam filters)
   - Email Marketing Strategies
4. Lead Generation
   - Optimising Landing Pages
   - A/B Testing
   - Sales Funnels
5. Facebook Ads
   - Optimisation Techniques
   - Automation
   - Advance Scaling Strategies
6. Twitter Marketing
   - Increase Organic Reach with Examples.
   - Twitter Cards
7. Instagram Marketing
   - How a brand reached from 0 to 1,00,000 followers organically in less then 1 year.
8. Growth Hacking
9. Steroids for SEO
10. Google Adwords
    - Advanced Optimisation of Campaigns
    - Competitors Analysis
    - Decoding Google Adwords Algorithm
    - Scaling Strategy that works
11. Programmatic and Google Double Click
12. A Massive list of 500+ Digital Marketing Tools Digital Marketers Worldwide

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3

Expert Masterclass
How to make money
with Affiliate
& Blogging

1 **Affiliate Marketing**

Affiliate Marketing can be scaled to a million dollars a month with 50% profits margins in no time. All one needs is how to-

- Find profitable offers
- Spy on other affiliates
- Run profitable campaigns
- Scale successful campaigns to earnings
- Tools used by super affiliates

2 **Deep Blogging Secrets that makes money**

A combination of three successful methods to make money with blogging. No hustling around with writing good content, doing SEO & getting organic traffic from google. But a proven method that is known only to a handful of affiliates & bloggers that can be scaled to a profitability of more than $1000 everyday.

4

Hat
Techniques

1 Black Hat techniques that work in 2019 & known only to renowned digital marketers worldwide

6 **W**ho should join?

- I.T Fresher , I.T Graduates
- I.T Professionals
- I.T Consultants
- I.T Support
- BBA & MBA Professionals
- Business Managers, Developers
- Marketing & Sales Enthusiast

7 **O**ur Process

Online Application

Counseling & Course Overview

Enrollment & Batch Allotment

Execution, Certification & Career Support

8 **C**areer Support

Resume Building

Interview Preparation

Placement Assistant

DIGITAL MARKETING

Certificated Professional and Thriving

Certificates

Upon successful completion of this training program, you'll get a certificate from **SmartBrains**.

SmartBrains Engineering Pvt. Ltd. has consistently been ranked within the best Institutes in the country for courses related to I.T, Core Engineering, Oil and Gas Industry, Information Technologies, Industrial Automation and many more domains.

CERTIFICATE
of Participation

This is to proudly certify that:

Sample Name

S/O XXXXXXXX has successfully undergone XXXXXX month training in XXXXXXXXXXXXXXXXXXXXXX program under NSDC Skill Development Training and Certification Program

Certificate No. : XXXXXX/18 | Enrolment No. : XXXXX-XXXX/18

Place, 00th Sep, 19

Mrs. Name Sirname   Mr. Name Sirname

Address: A-25, Sec -59, Noida - 201301 | Website: www.smartbrains.in

Affliation and Accrediation

SmartBrains

Skill India
कौशल भारत - कुशल भारत

N·S·D·C
National
Skill Development
Corporation
Transforming the skill landscape

Microsoft
Technology Associate

SmartBrains
Engineers & Technologist Pvt. Ltd.

9 | About SmartBrains

SmartBrains is knowledge based multi-disciplinary organization with the work scope of whole life cycle for Engineering Consulting, Technology Services, Human resource outsourcing, Skill Development and Vocational Training Company, committed towards bringing an entire range of services for various sectors into most of business functions. Organization founded in 1998, combine deep industry experience, technical expertise and a global delivery model to create value-based solutions to fulfill industries requirements, success has been built upon the unstinted support and relationships with its partners and the patronage of its clients from across the Globe. SmartBrains has received recognition, endorsement and affiliation from National Skill Development Corporation of India (NSDC), a Public Private Partnership (PPP) , Under the Ministry of Skill Development and Entrepreneurship (Govt. of India Enterprises) & various Skill Sector Councils as an authorized training partner under various trades.

10 | About Our Training Domain

SmartBrains is the global market leader in providing high-level training services to the Oil and Gas sector, Petrochemical, Refinery, LNG, Power Plants, Fiscal, Contracts, Strategy, Process Engineering, Piping Engineering, Electrical Engineering, Instrumentation Design, Plant Equipments, Civil and Structural Engineering, HVAC, Project Management, HSE, Financial and Risk Management. Operating nation wise over the last 8 years, our courses are widely acknowledged within the energy community for quality and up-to-date information. Our success and distinguished reputation is down to our commitment to the industry, a high-level of expertise, sector knowledge, cultural diversity and experience that comes from organizing many courses.

Our other I.T Courses

Big Data Technologies	Full Stack Web Development	Internet of Things	R Programming
Machine Learning	JAVA Technologies	Software Testsing	WordPress
Cloud Computing	ASP.NET with C#	Networking	Android
Data Science	PHP with MySQL	Python	DBMS

For Corporate queries

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Nodal Centers

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Ranchi, Dehradun,
Delhi, Kolkata

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