



Tech Leads IT

# Certified Program in Digital Marketing

Online | Offline Training | Self-Paced

Reach Us:

## SR Nagar

📍 44/A, Floor No: 3  
Geetanjali Apartments,  
SR Nagar, Hyderabad-81

## Ameerpet

📍 Flat No:111, 1st Floor  
Annapurna Block, Aditya Enclave,  
Ameerpet Hyderabad

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✉ [info@techleadsit.com](mailto:info@techleadsit.com)

# Learn From One of

## High Rated & Recommended Institute

Hear It From Our Alumni



4.8



(600) Reviews



4.5



(449) Reviews



4.7



(700) Reviews

*Promise is what we make!*

*Quality is what we deliver!*

*Job is what we ensure!*

*And*

*Trust is what we conquer!*

*With lot of energy, passion, commitment and quality  
introducing **Tech Leads IT**, to act as a catalyst and to  
nurture young **Digital Marketing Specialist***

**25,000+ Students | 2 Countries**

**200+ Batches | 10,000+ Placements**

# Course Details



**DURATION:** Mon – Sat, Daily 1Hr. + **1.5 Months** + Including Real Time Project

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**CERTIFICATIONS:** After completion of the training, course completion certificate issued from Tech Leads IT

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**ELIGIBILITY:** Any Graduate

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**LEARNING PORTAL ACCESS - 1 Year**

Till 1 year can access daily live class recordings from our portal

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**AVG PACKAGES** 2-2.5 Lakh p.a. (Fresher) | 3-15 Lakh p.a. (Experienced) may vary depending on their experience

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**PRE REQUISITE:** There are no pre-requisites to learn **Digital Marketing**

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**PLACEMENTS:** We are associated with Large to small MNC companies to provide placements to our top performed students

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**GOOGLE ADS CERTIFICATION:** Will help you to clear the Google Ads Certification

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**RESUME HELP:** Will provide you sample resume templates and helps you with resume preparation

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**INTERVIEW QUESTIONS:** We have predefined set of Interview Questions & Answers

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**COURSE FEE :** 20,000/- INR

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**TRAINER DETAILS**

***Nasar Mohammed 8+ Years and Joshiram 6+ Years***

- ✓ Real-Time Trainer
- ✓ Google Certified Trainer

# KEY HIGHLIGHTS



**Real-Time Projects**



**Material, Case Studies  
& Assignments**



**Predefined set of Interview  
Questions & Answers**



**Recorded  
Video Access**



**Mock-Up  
Interview Sessions**



**Certificate from  
Tech Leads IT**

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**10+**  
**Modules**

**45+**  
**Hours Training**

**5+**  
**Assessments**

**5+**  
**Mock-up  
Interviews**

Making the course one of its best in INDIA

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# Modules

**Introduction to Digital Marketing**

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**SEO - Search Engine Optimization**

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**Keyword Research**

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**Content Writing**

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**Google Analytics and Search Console**

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**Social Media Marketing**

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**Search Engine Marketing**

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**Email Marketing**

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**YouTube Marketing**

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**Influence Marketing**

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**Affiliate Marketing**

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**WhatsApp & SMS Marketing**

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**Master Stroke by  
Nasar & Joshiram**

**8+ Years Real-Time Experience**



- What is Digital Marketing?
- Why Digital Marketing?
- Digital Marketing and Digital Advertising
- Difference Between Digital Marketing and Traditional Marketing
- Components in Digital Marketing
- Digital Marketing Channels
- Types of Search Engine
- How does search engine works?
- Top Search Engines
- Types of Algorithms
- Importance of Algorithms
- Recent Google Updates for websites
- SERP Layouts



- What is a Keyword?
- Types of Keywords
- Keyword Research and techniques
- Keyword Density, Keyword volumes and Difficulty
- Keyword Research Tools



- What is SEO?
- Importance of SEO
- Benefits of SEO
- Types of SEO

### On-Page SEO

- Website Audit
- Backlink Audit
- Meta Title, Description, Tags, Keywords
- Header Tags
- Image Optimization
- URL Optimization / Slug
- Internal & External Links

## Technical SEO

- HTTPS/SSL
- Broken Links
- Structured Data
- Speed Optimization
- Sitemap
- Error Codes
- Redirections
- Page Speed
- Website Structure

## Off-Page SEO

- Backlinks Types
- Domain Authority & Rating
- Page Authority
- Spam Score
- Image Listing & Video Submission
- Social Bookmarking's
- Profile Listing
- Business Listing
- Q&A Platforms
- Forums and Communities
- Web 2.0
- PPT and PDF Submissions
- Infographics
- Classifieds
- Events
- Blog Commenting
- Video Submission
- Articles Submissions

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### Modules

## Content Marketing



- What is Content marketing?
- Types of Contents
- Content Strategy & Creation
- Content Plagiarism
- Content Optimization
- Generating Content from AI Tools
- Prompts & Rephrase content



## Google Analytics

- Understanding Metrics
- User, Session & Visit Page
- Acquisition
- User Overview
- Engagement overview
- Traffic Acquisition
- Demographic Details
- Retention Overview
- Admin Overview

## Search Console

- Search Console Integration to website
- Performance
- Indexing
- Experience
- Links
- Security and manual actions
- Settings





- Introduction to Social Media
- What is Social Media Optimization?
- Why Social Media Marketing?
- Different Social Media Platforms –Facebook, Twitter, Instagram, LinkedIn, etc.
- Promotion of Content or Product(s) on these platforms
- Managing and Driving Engagement

## Facebook

- Introduction to Facebook Ads
- Why use Facebook Ads?
- Create a Facebook page
- Create a Facebook Business manager account
- Setup Facebook Ad account
- Campaign Objectives in Facebook
  - Awareness Objective
  - Traffic Objective
  - Engagement Objective
  - Leads Objective
  - App Promotion objective
  - Sales Objective
- Facebook campaign structure in Ad Manager.
- Type of targeting is available in Facebook Ad manager
  - Demographics
  - Interest targeting
  - Behavior targeting
  - Custom audience and look alike audience
- Campaign Settings
- Ad Set Settings
- Audience Settings
- Placement Settings

## Instagram

- How Brands use Instagram
- Creating an Instagram Account
- Instagram Story vs Instagram Post
- How to use Hashtags?
- Tools used for finding trending hashtags
- Instagram Ads and Reports & Analysis

## LinkedIn Ads

- LinkedIn Ads
- What is LinkedIn?
- How is LinkedIn important for business?
- Role of LinkedIn in lead generation
- Role of LinkedIn human resource department Profile creation
- Company Page Creation
- User engagement LinkedIn
- Campaigns LinkedIn Ads

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### Modules

## Search Engine Marketing



- Understanding Search Engine Marketing (SEM)
- Snapshot of SEM Industry
- Advantages of SEM over Other Marketing Methods

## Google Ads

- Getting Started with Google Ads
- History of Google Ads Why google Ads ?
- Benefits of Google Ads
- Setting up Ads account
- Navigating through Google Ads
- Keyword Research & Keyword Match Types
- Creating Ad Campaigns & Ad Groups
- Quality score
- Ad rank
- Ad Extensions
- Generating Reports in Google Ads

## Search Ads

- What are Search Ads?
- Objectives of search Campaign
- Bidding Strategies
- Budget Settings
- Automated Targeting
- Integrating Ad extensions

## Display Ads Campaigns

- What are Display Ads?
- Type of Display ads
- Objectives of Display
- Campaign Bidding Strategies
- Budget Settings
- Audience Targeting Methods
- Demographic Targeting
- Types of Ad Formats

## Shopping Ads Campaigns

- What are Shopping ads?
- Shopping Campaign Setup
- Google Merchant Centre set up.
- Datafeed Setup & Properties
- Adgroups and Product groups
- Integrating Merchant center to Google Ads accounts

## Video Ads Campaigns

- Why video marketing?
- Creating Video Campaigns
- In-stream Ads, In-Feed Ads, Out Stream Ads, Bumper ads and Ad sequence Ads
- YouTube Targeting options
- Age/gender/ Affinity Audience/keywords/ topics/placements
- Remarketing lists Bidding Types

## Other Campaign Formats

- Performance Max Campaigns
- App Install Campaigns
- Smart Campaigns
- Gmail Ads

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Modules

## Email Marketing



- What is E Mail Marketing?
- How is E-Mail Marketing Important in Digital Marketing?
- Why E- Mail Marketing?
- Setting up Campaigns
- List Creation
- E-Mail Marketing Reporting

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Modules

## Video Marketing



- Why Video Marketing?
- How to Rank YouTube Videos at #1 Position?
- Different Video Platforms – YouTube, etc.
- Live Streaming and Video Uploads
- Optimizing Videos for Ranking

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Modules

## Affiliate Marketing



- What is Affiliate Marketing?
- Its Benefits
- Different Platforms
- Affiliate Tracking on a Website
- How to Handle Affiliates?

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Modules

## Influencer Marketing



- What is Influencer Marketing
- What is an influencer?
- Influencer Marketing Benefits
- Is influencer marketing effective?

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Modules

## WhatsApp Marketing



- What is WhatsApp Marketing
- Why Should You Use WhatsApp Marketing for Your Business?
- Benefits of WhatsApp Marketing
- WhatsApp Marketing Ideas and Examples
- WhatsApp Marketing Tools

**ORACLE**

**accenture**  
High performance. Delivered.

**Tech  
Mahindra**

**Infosys**



**Cognizant**



**LARSEN & TOUBRO**

**Mphasis**  
The Next Applied



**GENPACT**

**splashBI**

**MOURITECH**  
GLOBAL ENTERPRISE SOLUTIONS

**NTT DATA**

# Our Trainees Hail from

**Dhanush**  
INFOTECH  
We make IT the way you want IT

**FIS**

**appit**  
solutions delivered!

**Gevin**  
Believe in Excellence

**DOYENSYS**

**SLK**  
SOFTWARE  
The Automation Company

**EvoSys**  
Passionate  
Evolutionary  
Friendly  
Multitasking

**The Hackett Group**  
World Class Defined and Enabled

**Deloitte**

**CYIENT**

**HCL**

**Arihant Adroit InfoSystems**  
Transforming Businesses through leveraged IT Solutions

# What our Trainees Say



M

## Manisha Upadhyay

The trainer is really able to communicate things in simple and crisp manner. Overall I found the training to be of Good value. Ease in accessing the content. However we can bring more of the business relevance or business cases in the training which might make it more useful.



## namrata shah

It was really a good learning experience. The best part was training being conducted using the oracle instance during the live sessions and the availability of its recordings as and when required.



## Sabuj Ahamed

The instructor was incredibly knowledgeable. I took this remote training from Bangladesh and highly recommend this training. It felt relaxed and at a nice pace that I feel I came away with lots to use at my workplace. All documents really effective for me .everything in detail i have learned about configuration. maximum training has not covered all configuration from a to z but this training has done this. Thank you Tech Leads IT and whole Team



## Santhosh Kumar C S

it's a good institute for learning courses, they will schedule classes according to most of the students need and learning portal access study material if you are looking for online course it's the best go for it you will get support through-out the course



## Sowndarya Jarugumalli

Trainer is good. During this training they provided good knowledge, Material, Interview Point explanations, Daily used to verify the practice status...  
I would Suggest best institute for learning.

Ready to get  
incubated in

# Digital Marketing

## Lets Start

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