



Certified Training in DIGITAL MARKETING

Class Room | Online | Corporate Training

In Association with



About Us

The most common 3Ws. Who, What, & Why.

Who we are?

Digitoze is a full-fledged digital marketing company, Head office at Hyderabad, India, with 4 Domestic branches and 4 International branches. Our core competencies are digital marketing and technology solutions. Established in 2016, we have been training the people to create havoc in digital marketing making a firm place of their competencies in the market.

We are a group of curious people who share a passion for spreading knowledge and making digital experiences that generate bigger results. With more than 2 decades of Online Marketing, Brand Positioning in the Cyberworld, and Digital Marketing Services Consultant and Business Owner expertise, Digitoze aspires to be one of the leading digital marketing and website development agencies in Hyderabad. We are a registered company in Hyderabad and our main goal is to train students the complete digital marketing strategies, meet client's needs and satisfy them.

Digitoze incorporates a team of extremely driven and digitally avid professionals. Our team perpetually works on making the learning process as easy and fun for students as possible and on new technologies and looks for new promoting methods for business development and growth.

What do we do?

We believe in the motto of 'learn as if you were to live forever' and apply the same in delivering the coaching programs with an integrated approach to classrooms, online, and e-learning coaching modes. Our coaching programs are planned and developed in a very sensible manner and specialize in the candidate's ability and work on enhancing their behavioral and technical skills, thereby creating them to conquer this competitive field.

We never quit while not putting that extra effort in providing the surpassing price to the company's approach. With in-depth skills, distinctive experience, and comprehensive analysis, we aspire to become a pioneer within the coaching domain. The demand for the large information, Information Science, and Digital selling within the Digital era has created countries that transcend and render students the most effective coaching by masters of business.

Why choose us?

We are on a mission of rendering the students coaching on the world's most happening sectors and making them job-ready to conquer the competitive challenges. We believe that learning one thing in an exceedingly sensible manner stays in mind forever, therefore we have a tendency to train and create the student's work on time period, case studies to make them get sensible information besides theoretical ideas. We value all the time and money spent by students on learning, be it as room or e-learning. Therefore we set a scope on understanding the individual requirements, respect, and compassion for the views of each individual, appreciation of intellectual excellence and power, offer tutorial integrity, liability and make associates in nursing untied spirit of analysis, rationality, and action.

KEY HIGHLIGHTS



**Training by
Real time Experts**



**Material Case Studies
& Assignments**



**Workshops with
Industry Experts**



**One on One with
Industry Mentors**



**Dedicated
Student Manager**



**Placement
Assistance**



**Hands on
Traning**



**Doubt Clarification
Sessions**



**Value Packed
Sessions**



**Resume & Interview
Prep. Guidance**



**Course is Curated by Subject
Matter Experts in Digital Marketing**

Certified Training in **DIGITAL MARKETING** Program

Right From **Basics to Professionals**

We have it all for students, Business Owners, Working Professionals who want to become aspiring **Digital Marketers**.

30+

Modules

15+

Assignments

4+

Assessments

Making the Course one of its best in **INDIA**

MODULES

Website Designing

Search Engine Optimization

Search Engine Marketing

Display Marketing

Video Marketing

Social Media Marketing

E-mail Marketing

Online Reputation Management

Blogging & Online Money Making

Web Analytics



MASTER STROKE

by **Shakir Ali**

Founder & CEO

360 Degree Implementation

Digital Marketing Tools

Social Media Listening

Influencer Marketing

Affiliate Marketing

Lead Generation & Lead Nurturing

Inbound Marketing

CRM , Cloud Telephony

SMS Marketing

Careers in Digital Marketing



We Go Beyond Training!



5000+
Trainees

4+
Countries

200+
Batches

400+
Success
Stories

GO BEYOND YOUR DEGREE
with **DIGITAL MARKETING** Course



Introduction to Website

- Introduction
- What Is Domain?
- How to Buy A Domain?
- How to Configure A Domain to Site
- Hosting Architecture

Wordpress Setup

- Fundamentals of Website CMS
WordPress/ Wix or other
- Understanding of CMS Website
- Adding Pages & Content



Introduction to SEO

- Introduction of SEO
- SERP Layout
- Different Types of Search Engines

Research and Analysis of Keywords

- Keyword Analysis
- Types of keywords?
- Keyword Research tools

Technical Seo

- Non WWW to WWW

On Page Optimization

- Content Optimization
- Meta Tag Management
- On-Page Optimization

Off page Optimization

- What is Off Page Optimization
- Difference between On page and Off Page Optimization



Introduction to Google Ads

- History of Google Ads
- Why google Adwords ?
- Benefits of Google Ads

Display Ads Campaigns

- Display Marketing
- What are Display Ads
- Website Ads
- Mobile Marketing
- Google Play store Ads
- iOS Ads
- Call Ads

Adgroup Set up

- What is Ad Group?
- How to set up Ad Groups
- Keyword Research
- Keyword Match Types
- Broad Match

Remarketing Campaign

- What is Remarketing?
- How to build audience list?
- How do segmentation of lists?
- Types of Remarketing Audience
- Dynamic Remarketing set up (Ecommerce Sites)
- Website audience
- App Audience

Conversion Tracking

- What is Conversion?
- Types of Conversions
- Website Conversion
- App Conversion
- Call Conversion
- Offline tracking (Import)

Search Ads Campaign

- What are Search Ads?
- Objectives of search Campaign
- Bidding Strategies
- Budget Settings



Social Media Optimization Introduction

- What is social media marketing?
- How is it important in business?

Facebook Marketing

- Importance of facebook in branding a product or service
- How can facebook leverage the business
- Facebook user profile creation
- Group creation
- Event creation
- Facebook advertising
- Edge Rank Algorithm

Linkedin Marketing

- 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

Twitter Marketing

- Importance of twitter in building brand & business
- Fan Engagement in twitter
- Creation of twitter profile
- Writing search engine content as bio for twitter
- Hash tags

Instagram Marketing

- How Brands use Instagram
- Creating an Instagram Account
- Tour of Instagram App
- Content strategy for Instagram
- Instagram Ads

Content Marketing

- What is Content Marketing?
- How is Content Marketing important in Digital Marketing?

YouTube Marketing

- What is Video Marketing
- Statistics of Video Marketing
- Creating a YouTube Channel

Pinterest Marketing

- What is Pinterest?
- Why Pinterest is used for marketing ?
- Creating a Pinterest Account
- Customizing the Profile
- Pinterest Pins Strategy
- Boards on Pinterest

Social Media Tools

- Hootsuite
- Buffer App
- IFTT
- Every Post
- Agora Pulse



- What is E Mail Marketing?
- How is E-Mail Marketing Important in Digital Marketing?
- Why E- Mail Marketing?

E-Mail Marketing Reporting

- E- Mail Reporting Metrics
- Open rate Calculation
- Click Rate
- Unique opens
- Unique Click



Introduction to Web Analytics

- How to Link Website to Google Analytics Account
- Facebook Analytics

Goal Tracking

- Goal Tracking Setup



- Project Report
- Setting up strategy for a project
- Swot analysis
- Analysis of KPI's



- What is Affiliate Marketing
- How is it important In digital Marketing?
- How to increase ROI Of business

How Affiliate Marketing works

- How Affiliate Marketing Works
- Components Present in Affiliate Network
- Costing Techniques



- What is Online Reputation Management?
- Understanding the Customer sentiments
- How to deal with Customers



- Blogging Practices
- Domain Purchase
- Hosting Purchase
- Setting up Blog
- Wordpress Blog set up



MASTER STROKE

by Team DIGITOZE

360 Degree Implementation

Digital Marketing Tools

Social Media Listening

Influencer Marketing

Affiliate Marketing

Lead Generation & Lead Nurturing

Inbound Marketing

CRM , Cloud Telephony

SMS Marketing

Careers in Digital Marketing

MASTER STROKE BY Team DIGITOZE

360 Degree Implementation

- Building Digital Marketing Strategy from scratch
- Complete Recap of Digital Marketing
- Defining KPI's
- Defining Audience
- Segmentation of audience
- Speed
- Compatibility
- URL structure
- Content
- Code Setup
- Sales funnel implementation
- Blogging for Business
- Coupons & Links Integration
- Visual Merchandising

Inbound Marketing :

- Landing Page Designing
- Landing Page Architecture
- Types of pop ups

Blogging

- Creating Blogs
- Posts
- Widgets
- Chat box
- Inline links
- AI Bots

Re-Cap Any Topic In Students Understanding

- Creating Blogs
- Posts
- Widgets
- Chat box
- Inline links
- AI Bots

Assignments & Assessments

- 3 Assignments
- 2 Tests

Certificate Distribution



Ready to get
Lead time in
DIGITAL MARKETING
LETS START!

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