



**3** Months  
Course



Learn  
**DIGITAL  
MARKETING**  
Online & Offline Course

To Join **New Batch**  
**+91 86060 27775**



# How This Course Will Help You

This course will help you to learn the advanced methods from beginner to advanced stages of digital marketing

Complete videos will be recorded and can be watched without any time limit.  
Personal Training team is available for each student to clear all the doubts.  
Hands-on experience and assignment to scrutinize the skills for Digital Marketing



## Why US

Digimark is one of the Top Digital Marketing Company in Kerala with Direct team support with Google and Facebook

- ✓ **1000+ Graduates**
- ✓ **24+ Batches**
- ✓ **100+ Trainings Completed**
- ✓ **350+ Youtube Channels**
- ✓ **50+ Facebook Pages**



### LIFETIME ACCESS\*

One Year Full Access

LMS Subscription Charge will be applicable From 2nd year onwards

### ONLINE SUPPORT

Via WhatsApp Group  
Team Viewer Assist



## Meet The Trainers



**Subin Yoosuf**  
CEO - DIGIMARK



**Salih Usman**  
Web & SEO Specialist



**Anwar Sadath**  
Google ads & SMM Specialist



**Nizam Nazar**  
Web & Graphic Specialist



**Solomon Georgedas**  
SMM & Video Marketing Specialist



# Why Study Digital Marketing



With the boom of the internet, it's no surprise that more businesses are bringing their sales and marketing plans online. Digital marketing has become the go-to strategy of companies of varying sizes and types because of its wide scope and targeted results. This trend would continue well into the future so if you're unsure of what path to follow in your studies, consider a diploma or degree in this field.

“ **This 2020 -2021,**  
the demand for **Digital Marketing**  
jobs are expected to rise by **32 percent.** ”

## »» Flexible Career

What makes this job so appealing is that you can do it from home or practically anywhere in the world where there's quality internet connectivity. Remote work is also becoming popular so if desk jobs aren't for you, then the option of working anywhere else is available to you.

## »» Online Marketplace

All your main customers and clients can be found online. Facebook ads, videos, and emails have replaced paper and print ads. You can better reach your audiences through digital marketing while also saving up on resources. It's also a great way to reach overseas market opportunities!

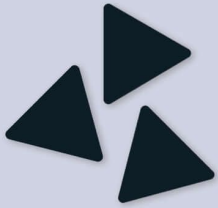
## »» High Salary

Entry-level digital marketing careers start at around ₹240,000 a year, and the more experienced ones can earn up to ₹720,000 a year. While it's fast becoming a popular career path, the supply may still not be enough to meet the demand, so companies are willing to invest in those with considerable skills and experience.

## »» Flexible Career

There are 2.8 billion people active in social media today, and businesses want to take advantage of this steady growth. People spend a lot of their time browsing social media – with the right schedule, you can time it during the hours where your target market is most active and engaged.

Your digital marketing education doesn't have to be a full four-year bachelor's degree. A simple diploma or certificate is enough to jumpstart your career or lead you to meaningful pathway programs later on. You can even teach yourself or get your qualifications online for free, too.



# Advanced Diploma in **Digital Marketing**

**3 Months**  
Malayalam



## Introduction to the Course & Basics of **Digital Marketing**

- ✓ Basics of Digital Marketing
- ✓ Website, Domain and Hosting Basics
- ✓ Purchasing Domain & Hosting,  
Setting Up WordPress
- ✓ WordPress Settings, Themes  
& Plugins
- ✓ Website Content with Posts & Pages





## **Search Engine Optimization & Web Analytics**

- ✓ SEO Basics – On-Page & Off-Page SEO, SEO Tools Theory
- ✓ Keywords Research and Tools Used
- ✓ SEO Content Optimization
- ✓ Google Search Console
- ✓ Google Analytics Integration & Traffic Analysis



## **Local Search Optimization & Search Engine Marketing**

- ✓ Local Search Importance & Google My Business Optimization
- ✓ Google Adwords Express Account Setup & Smart Ads
- ✓ Keywords Match Types Tutorial
- ✓ Switch Google Adwords to Google Ads & Search Ads Tutorial
- ✓ Search Ads, Display Ads & Video Ads Tutorial



## **Social Media Marketing - Session 1**

- ✓ Social Media Marketing - About Platforms & Tools
- ✓ Facebook Individual Account & Business Account Setup
- ✓ Marketing Creatives Making Tutorial - Using Tools & Websites
- ✓ Facebook Page Optimization & Quick Ads Tutorial
- ✓ Instagram Account Setup via Mobile Tutorial





## Social Media Marketing - Session 2

- ✓ Instagram Hashtag Tutorial & Instagram Ads
- ✓ Creator Studio for Video & Instagram Marketing
- ✓ Hootsuite Tutorial
- ✓ Facebook Creative Hub & Ads Manager
- ✓ Marketplace, Facebook & Instagram Shops



## Social Media Marketing - Session 3

- ✓ Facebook Lead Ads Master Class
- ✓ Messenger Marketing Tutorial
- ✓ Chat Bot Tutorial
- ✓ Messenger Marketing Ads Setup
- ✓ Messenger Marketing Ads Inside Facebook



## Email Marketing

- ✓ Email Marketing Introduction & Marketing Tools
- ✓ Adding & Importing, Lists, Segments, Tags
- ✓ Setting up forms and Pop-ups in Website
- ✓ Email Marketing Tutorial Step By Step
- ✓ Email Marketing Automation



## CRM - Sales and Marketing

- ✓ Introduction to CRM and Reputed Tools
- ✓ Hubspot Account Setup & Configuration
- ✓ Adding Contact & Users, Creating Tasks
- ✓ Pipelines & Deals Inside CRM
- ✓ Marketing Automation Integration





## »» Remarketing

- ✓ What is Remarketing
- ✓ Remarketing Using Facebook Resources
- ✓ Facebook Audience Manager Setup
- ✓ Google Ads Audience Manager & Remarketing Setup
- ✓ Display Ads Tutorial For Remarketing Audiences

## »» YouTube Video Marketing

- ✓ Basics of Video Marketing & Revenue Scopes
- ✓ YouTube Brand Channel Set-up & Channels Policies
- ✓ YouTube Studio Beta & Video Uploading Masterclass
- ✓ YouTube Analytics & Revenue Sources & Adsense Account Policies
- ✓ YouTube Certified Seo Tools Tutorial

## »» LinkedIn Marketing

- ✓ LinkedIn Marketing Basics & LinkedIn Account Setup
- ✓ LinkedIn Ads Tutorial
- ✓ LinkedIn Remarketing

## »» Google Tag Manager & Extensions

- ✓ Google Tag Manager Tutorial
  - ✓ Extensions Setup
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## SEO Advanced Session

- ✓ Website Auditing and Setting up Audit Report
- ✓ What is Schema Markup & Structured Data?
- ✓ Setting Up Schema Markup
- ✓ Link building Secrets (Off Page SEO)
- ✓ Creating Strong Links & Removing Bad Links



## E-Commerce Seo Session

- ✓ E-Commerce SEO Basics
- ✓ Keywords Research For E-Commerce Websites
- ✓ Site Structure & Homepage SEO
- ✓ Category Page SEO & Product Page SEO
- ✓ Blogging For E-Commerce & Link Building



## Affiliate Marketing & Referral Program

- ✓ Basics of Affiliate Marketing
- ✓ Researching Best Affiliate Websites
- ✓ Affiliate Link Building and Links Marketing
- ✓ Admitad Tutorial
- ✓ Referral Marketing



## Bing Ads, Twitter & Pinterest Marketing

- ✓ Bing Ads Tutorial
- ✓ Basics of Twitter Marketing & Page Optimization
- ✓ Twitter Ads Tutorial
- ✓ Basics of Pinterest Marketing
- ✓ Pinterest for Business Growth

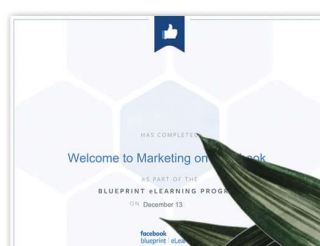
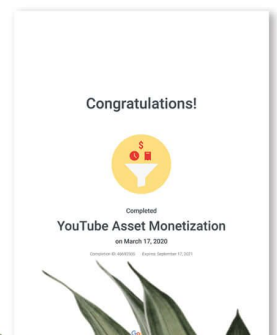
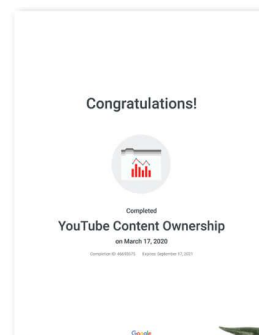
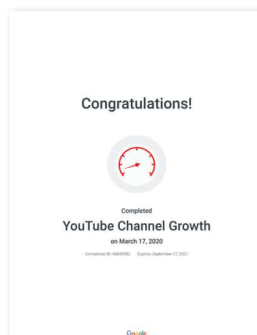
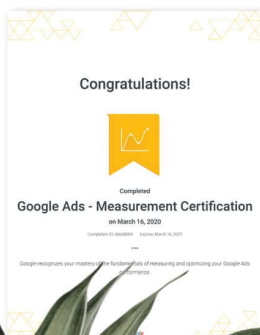
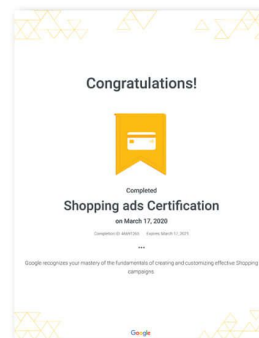
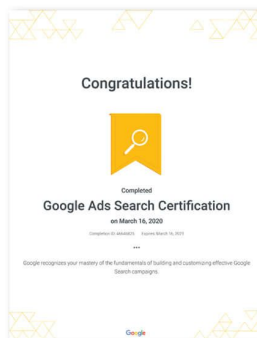
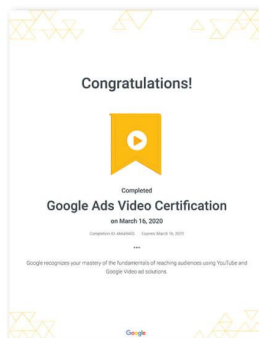
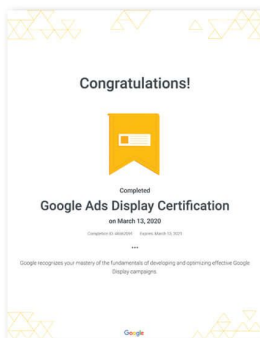




## »» Certification

- ✓ How to Become a Certified Professional?
- ✓ Google Certification Tactics
- ✓ Bing Ads Certification
- ✓ Hubspot Certification

# Awards »»



# Digital Marketers from DIGIMARK



Ayisha Thasnim



Anju Bineesh



Vishnu Vikraman



Ashly John



Abdul Kalam



Gopika Menon



Ansa Paulose



Nithin Antony



Tiju Antony



Reshma



Sooraj



Sabin Sathyan



Zavahir



Deepthi



Barathi



Joshua



Monisha



Neena

## Who is NEXT ?





## CONTACT



**+91 86060 27773**

**+91 86060 27775**

**+91 86060 27776**



1st Floor, Rani Tower, Chittoor Rd,  
Opposite Mymoon Theatre,  
Pullepady, Kochi, Kerala - 682018  
0484 - 351775



[info@digimarkacademy.com](mailto:info@digimarkacademy.com)  
[www.digimarkacademy.com](http://www.digimarkacademy.com)