

National Institute of Electronics & Information Technology Gorakhpur

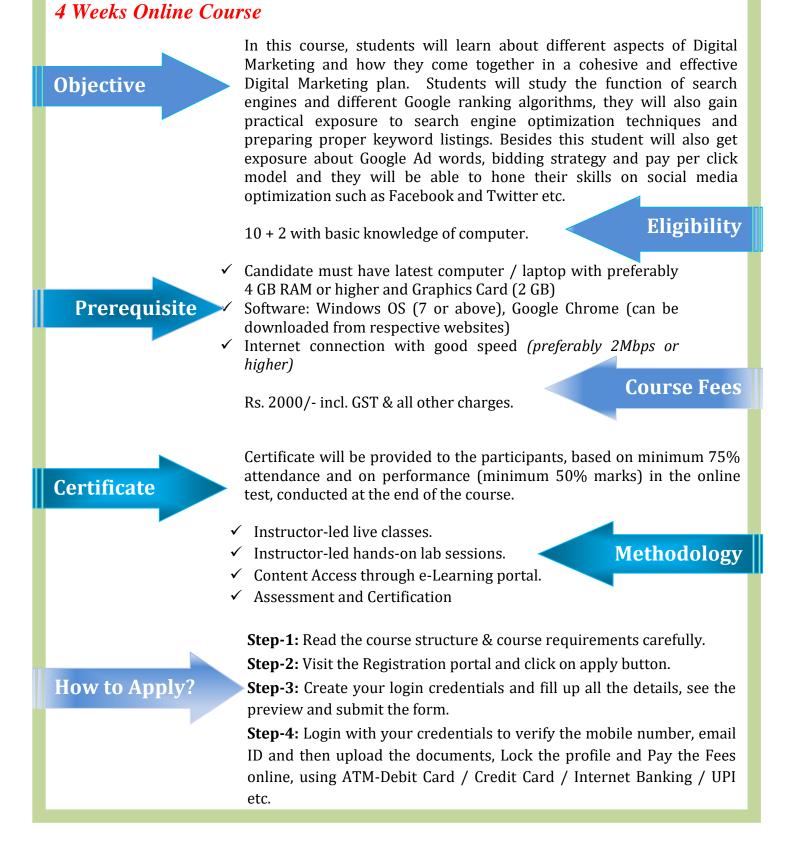


(Under Ministry of Electronics and Information Technology, Govt. of India) MMMUT Campus, Deoria Road, Gorakhpur-273010 <u>https://www.nielit.gov.in/gorakhpur/</u>

Digital Marketing

Course in Digital Marketing

4 Weeks. (2 Hrs. per day)





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Course Content

Day	Торіс	Day	Торіс	Day	Торіс
Day #01	Digital Marketing Basics	Day #02	Website Language & Technology, Core Objective of Website and Flow	Day #03	How the search engine works? Search Engine Algorithm, Page Rank Technology
Day #04	Google Web Masters Tools, On-page and Off-page Optimization.	Day #05	Understanding Ad-words, Google Ad Types, PPC Cost Formula	Day #06	Ad Page Rank, Ad-words User Interface, Creating Ad, Campaigns.
Day #07	Facebook Profiles and Pages, Business Categories, Custom URL, Page Likes	Day #08	Facebook Events, Reply and Message, Facebook Insight Reports, Competitor's Facebook Page	Day #09	Organic v/s Paid, Defining & Ad Objective, Setting Up Facebook Page Promotion
Day #10	Handling Twitter, Making a trend on twitter.	Day #11	You tube Marketing & Google Pages for You tube Channel.	Day #12	You tube Marketing, Live Broadcasting
Day #13	Web Analytics Integrating with Website	Day #14	Search Traffic and Links Google Indexing.	Day #15	Freelancing Online work
Day #16	Freelance activities on Facebook, You tube Google	Day #17	E-commerce Business, Product Grouping, Remarketing Products, Payment Gateway in India.	Day #18	Mobile and e-marketing
Day #19	Affiliate Marketing	Day #20	Use of Digital marketing strategies and popular social media platforms to grow the business		

Course Coordinator

Sh. A.K. Shukla (S.T.O), NIELIT Gorakhpur, Email: akhilesh.shukla@nielit.gov.in Mobile Number: 8840086673 / 8317093894 Smt. Priyanka Srivastava NIELIT Lucknow Email: <u>priyanka@nielit.gov.in</u> Mobile Number: 7706009331

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