



Digital Marketing 3 Months Training Module



Why Choose us


- ✓ 100% Placement Support
- ✓ Training on Live Projects
- ✓ Modern Facilities
- ✓ Monthly Mock Interviews
- ✓ Smart Classes
- ✓ Pair Programming With Industry Experts



Scan me

Contact us

 training.zestgeek.com

 +91-99885-34287

 @info@zestgeek.com

OUR COURSE INCLUDE

Month 1

Basic of Digital Marketing

- ✓ Basic concepts of Digital Marketing
- ✓ Importance and Scope of Digital Marketing
- ✓ Difference between inbound & outbound marketing
- ✓ Types of Digital Marketing (SEO, SMO, Email Marketing, Content Marketing, Affiliate Marketing, PPC Marketing, Influencer Marketing, Mobile Marketing).
- ✓ How to create Digital marketing strategy
- ✓ How Search Engines Work

OFF Page SEO

- ✓ Off-Page SEO & Importance Factors
- ✓ Off-Page SEO Techniques
- ✓ Backlinks Creations
- ✓ Advance SEO Techniques
- ✓ Backlinks Crawling & Indexing Techniques
- ✓ Competitors Backlinks Analysis

SEO - ON Page SEO & keyword Search

- ✓ ON Page SEO & Importance
- ✓ Keyword Research & Analysis
- ✓ Competitor Keyword Analysis
- ✓ On-Page Types
- ✓ On- Page SEO Techniques

Monitoring & Performance Check

- ✓ Google Search Console
- ✓ Google Analytics

Technical SEO

- ✓ Technical SEO Meaning & Importance
- ✓ Advance On page tactics
- ✓ SEO Tools

Contact us



training.zestgeek.com



+91-99885-34287



@info@zestgeek.com

OUR COURSE INCLUDE

Month 2

Content Writing

- ✓ Content Marketing and Importance
- ✓ How Content Marketing Works
- ✓ Content Marketing Strategy
- ✓ How to write SEO freindly blogs & articles

Pay Per Click Marketing (PPC)

- ✓ PPC Intro
- ✓ Importance of PPC
- ✓ Targeting Audience
- ✓ Difference between PPC and SEO
- ✓ Key Performance Indicator

Social Media Marketing

- ✓ Social Media Optimization
- ✓ Social Media Marketing Strategies
- ✓ Importance of Hashtags & Image optimization
- ✓ Social Media Tools

Google Ads

- ✓ Google Ads Intro
- ✓ Types of Google Ads
- ✓ Keyword Research- Campaign Creation & Optimization
- ✓ Bidding Strategies
- ✓ Adding Negative Keywords

Contact us



training.zestgeek.com



+91-99885-34287



@info@zestgeek.com

OUR COURSE INCLUDE

Month 3

Facebook Ads

- ✓ Facebook Ads Intro
- ✓ Campaign Creation & Optimization
- ✓ Adding Negative Keywords
- ✓ FB Pixel
- ✓ Right Audience Selection

Email Marketing

- ✓ Email Marketing Intro
- ✓ Tips for successful email marketing
- ✓ A/B Testing
- ✓ Segment your audience
- ✓ Optimize the campaign with mail chimp

Certification and Practice

- ✓ Practical Training and test
- ✓ How to crack Interview
- ✓ Certification

Contact us



training.zestgeek.com



+91-99885-34287



@info@zestgeek.com