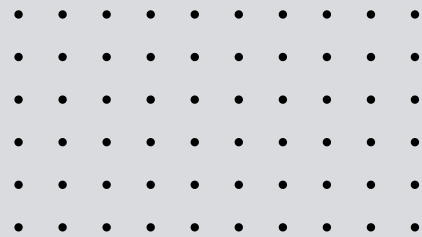




Free DIGITAL MARKETING COURSE



KEY HIGHLIGHTS

-  SEO, SMO, PPC, CONTENT WRITING & MORE
-  ONLINE CLASSES
-  WORK ON LIVE PROJECT
-  WORK EXPERIENCE
-  INTERNSHIP CERTIFICATE
-  BE JOB ORIENTED

 +91 8851303712

 www.iet.asia

Incredible Educational Trust
2060, 2nd Floor, Aman Market, Narela,
Delhi-110040, India.

ABOUT CONTENTS

1	About Incredible Educational Trust	1
2	Why we Launch this course?	2
3	Why Online Learning?	3
4	What make us Different?	4
5	About Digital Marketing	5
6	Course Eligibility & Process	6
7	Course Details	7-19
8	FAQ	20-21

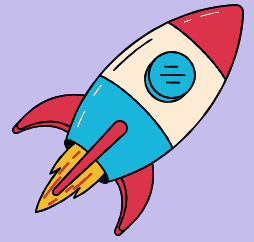




ABOUT US

“Incredible Educational Trust” (IET) is registered from Govt. of NCT Delhi, India. Under The Indian Trusts Act, 1882 with Registration No. 1687 and by Govt. of India, wide UAN: DL06D0000257.

IET will organize and take-up Health, educational, facilities to a person, social welfare and empowerment programs for human development in rural areas, self- employment in all sector and all the basic needs of a person to lead a normal life at costs affordable to the general public without any profit-making motive or to have any other form of gain by so doing.



Why We Launch this program?

Our trust is a non-profit organization whose aim is to give wings to the education sector of India and our Honorable Prime Minister Shri Narendra Modi's dream of Digital India, Under the Pradhan Mantri Digital Saksharta Abhiyan, we are providing a digital marketing course without any cost and anyone from any state, caste, religion, gender, color can join this course.

Our Motive:

To make today's Youth Job oriented, their future bright, and give a new and positive direction toward digital India.

Mission of IET:

Provide job-oriented quality education both in rural and urban sector.

Vision of IET:

Our vision to develop the institution into excellent sector to provide quality education to the students to make them skillful who can meet the challenges of this dynamic world and play their role in creating a better world.

Objective of IET:

Provide quality education to all students round the India through Continual improvement in online & offline quality Study Material and Exams.



Why online Learning ?

Studying online rather than in a classroom comes with many benefits, here are some of them..

Convenience & Flexibility

you are flexible to join you class from your ease of location, Avoid unnecessary travelling and other expenses

No other expenses

In online learning you can save other expenses like travelling, textbooks and stationery.

Career Advancement Opportunities

Online course is most convenient for students. Through online courses, students can gain the knowledge they need to earn their degree or grow in their profession.

Increased Collaboration

Online students have better opportunities to collaborate with classmates through virtual group work and meetings. One of the benefits of online courses are the message boards and grouping tools that allow students to post their feedback on readings and other assignments and respond to their classmates.

Greater Knowledge

You will develop greater knowledge –Studies show we retain information longer when we learn interactively and online.

Instant Result and Feedback

Online classes and test ensure that you are on right track to achieve your training goals.

What Make Us Different?

100% Practical – in today's Internet era practical matters a most.

Regular online classes – Attend classes from any choice of your location.

Live Project – All students will get a chance to enroll in a Corporate Project and also get work experience.

Certification – Gain industry leading certifications. Use these certificates to add value to your resume.

Industry Experts – Guest session with industry experts for realistic market Knowledge.

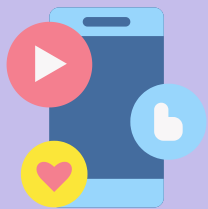
Bright future – After completion of course you will easily get a job.

ABOUT DIGITAL MARKETING



Digital marketing, also called online marketing, promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel. Essentially, if a marketing campaign involves digital communication, it's digital marketing.

WHAT WILL YOU LEARN?



Social media marketing is the use of social media platforms and websites to promote a product or service.



Search engine optimization (SEO) is the process of improving the quality and quantity of website traffic to a website or a web page from search engines. SEO targets unpaid traffic (known as "natural" or "organic" results) rather than direct traffic or paid traffic.

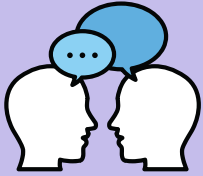


Content marketing is a form of marketing focused on creating, publishing, and distributing content for a targeted audience online. It is often used by businesses in order to achieve the following goals.

ELIGIBILITY FOR COURSE



12TH PASS/UNDER-GRADUATED



GOOD COMMUNICATION SKILL



BASIC COMPUTER KNOWLEDGE

PROCESS TO JOIN COURSE



STUDENTS ARE REQUIRED TO FILL FORM.



ALL STUDENT WILL UNDERGO SCREENING PROCESS WHICH INCLUDES BASIC WRITTEN TEST AND A FORMAL INTERVIEW.



WE WILL OFFER FREE INTERNSHIP LETTER TO STUDENT WHO WILL QUALIFY ALL ABOVE REQUIREMENTS.



FREE INTERNSHIP AGREEMENT WILL BE SIGNED BETWEEN STUDENTS AND INCREDIBLE EDUCATIONAL TRUST.

Course Details

- ✓ **What is marketing?**
- ✓ **What is Digital Marketing?**
- ✓ **Understanding Digital marketing process.**
- ✓ **Increasing visibility, What is visibility, Types of visibility, Examples of visibility.**
- ✓ **Visitors engagement, What is engagement? Why it is important Examples of engagement.**
- ✓ **Bringing targeted traffic**
- ✓ **Inbound and outbound marketing.**
- ✓ **Converting traffic into leads, types of conversion, understanding conversion process.**
- ✓ **Tools needed.**

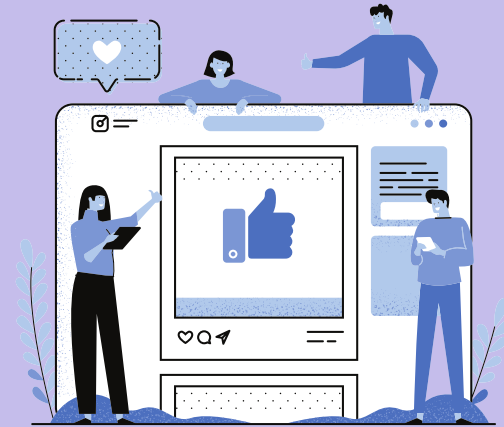
Why Digital Marketing Only



- ✓ What's the difference between Digital Marketing and Traditional Marketing, and why does it matter?
- ✓ Benefits of traditional Marketing.
- ✓ The downside to Traditional Marketing & benefits of Digital Marketing.
- ✓ Why Digital Marketing wins over traditional marketing? Tools of Digital Marketing
- ✓ How we use both Digital & Traditional Marketing

Social Media Marketing

Learn about current social media marketing trends and develop a marketing strategy that works for you. Discover how to properly use platforms such as Instagram, facebook, LinkedIn, youtube & more.



▶▶ Facebook

- ✔ Introduction to Facebook.
- ✔ Best Practices for setting up a facebook business Page.
- ✔ Strategies Leveraging Facebook groups for growth.
- ✔ How to setup Facebook Business Manager & Uses.
- ✔ How to setup Facebook Pixel.
- ✔ Facebook ads strategy
- ✔ Facebook ads creation & best practices
- ✔ Facebook reporting and Insights





Instagram

- ✓ Introduction to Instagram.
- ✓ Best Practices for setting up a Instagram business Profile.
- ✓ Instagram Content Strategy.
- ✓ Hashtag identification, placement & Optimization.
- ✓ How to gain followers & Increase engagement.
- ✓ Instagram features overview.
- ✓ Instagram advertising.
- ✓ Collaboration with brand.
- ✓ Relationship building with followers
- ✓ Instagram analytics





- ✔ Introduction to linkedin.
- ✔ Creating a All start LinkedIn Profile.
- ✔ LinkedIn Company Page.
- ✔ Leveraging LinkedIn Search for Prospecting.
- ✔ LinkedIn Content Creation Best Practices.
- ✔ LinkedIn Advertising.
- ✔ LinkedIn Analytics.

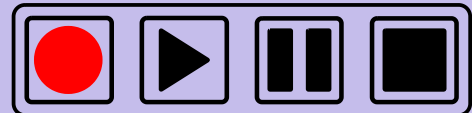




Youtube



- ✓ Introduction to Youtube.
- ✓ Creating a Youtube Channel and optimize your account.
- ✓ Youtube Video optimization.
- ✓ YouTube channel optimization.
- ✓ YouTube growth marketing.
- ✓ YouTube advertising.
- ✓ Youtube Analytics.
- ✓ Content creation for new visitors and returning subscribers.
- ✓ Things to know about Creator Studio.
- ✓ YouTube reports and analytics.
- ✓ How to increase YouTube channel subscriptions.



SEO(Search Engine Optimization)

- ✓ What are search engines? How search engines work?
- ✓ What is SEO? Introduction to SERP.
- ✓ Major functions of a search engine.
- ✓ What are keywords?
- ✓ Different types of keywords.
- ✓ Google keyword planner tool, keywords research process, understanding keywords mix, long tail keywords.
- ✓ Google search tips & hacks.
- ✓ SEO using RankMath.





On Page Seo

- ✓ What is the best way to choose a Domain?
- ✓ Introduction to Keyword Research.
- ✓ What is Keyword Stuffing & Keyword Placement?
- ✓ URL optimization & Image Optimization.
- ✓ Understanding Meta Tags, Title, Keyword, Description.
- ✓ What are Robots files and Sitemaps?
- ✓ Understanding Heading Tags (H1 to H6).
- ✓ What is Content writing and how to write a seo friendly content with keyword placment?
- ✓ understanding Anchor Text, Link Title, Internal Linking.
- ✓ What is NAP & how it helps in local seo?
- ✓ Go through with top seo tools.
- ✓ Understanding DA & PA.



Off Page Seo

- ✓ Social Bookmarking
- ✓ Classified Submissions
- ✓ Directory Submissions
- ✓ Article Submissions
- ✓ Blog Submissions
- ✓ Blog Directory
- ✓ Image Submissions
- ✓ Forum Submissions
- ✓ Business Listings
- ✓ Question/Answers

Google Ads

- ✓ Introduction to Google Ad. How to get paid search results?
- ✓ Overview of Microsoft Adcenter (Bing & Yahoo). Setting up a Google Adwords account. Understanding Adwords account structure Campaigns, Adgroups, Ads, Keywords, etc Types of Advertising campaigns- Search, Display, Shopping & video.
- ✓ How Adwords Algorithm works?
- ✓ Understanding Quality Score and how it works?, What is CTR and why CTR is important?
- ✓ Understanding bids, Creating Search Campaigns.
- ✓ Creating our 1st search campaign Doing campaign level settings Understanding location targeting Different types of location targeting What is bidding strategy?
- ✓ Different types of bid strategy- 1 Manual 2 Auto Advanced level bid strategies- Enhanced CPC & CPA
- ✓ Introduction to ad-extensions and their types.
- ✓ Understanding keywords, types, Finding relevant keywords Adding & keywords in ad-group Using keyword planner tool.

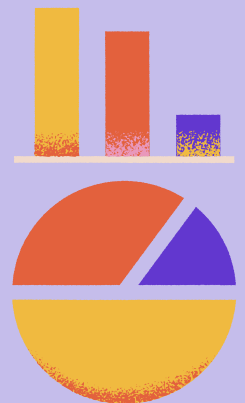
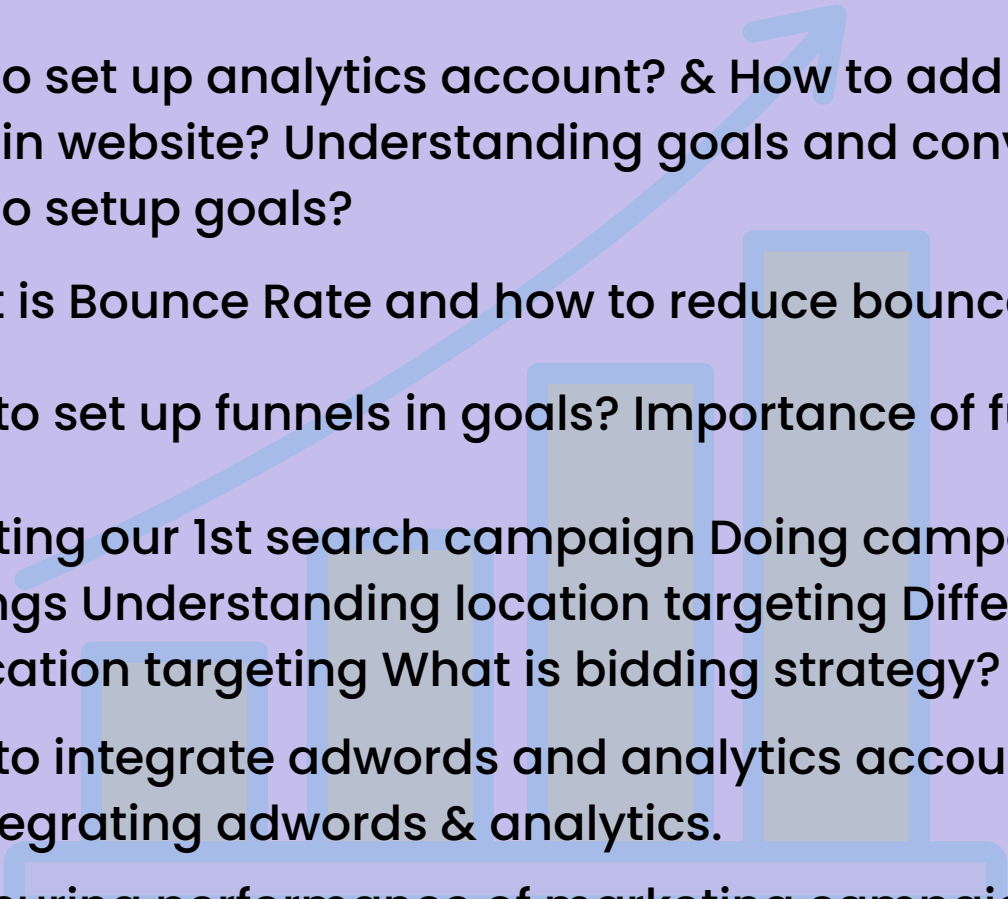
- ✓ Creating ads understanding ad metrics. Display & destination URL.
- ✓ How to write a compelling ad copy.
- ✓ What is conversion tracking? Why is it important?.
- ✓ Understanding Quality Score and how it works?, What is CTR and why CTR is important?
- ✓ How to set up conversion tracking. Adding tracking code in your website. Checking conversion stats. Optimizing Search Campaigns.
- ✓ How to optimize campaigns at the time of creation?.





Google Analytics

- ✓ Introduction to Google analytics & how it works?
- ✓ Understanding Google analytics insights & cookie tracking.
- ✓ How to set up analytics account? & How to add analytics code in website? Understanding goals and conversions, How to setup goals?
- ✓ What is Bounce Rate and how to reduce bounce rate?
- ✓ How to set up funnels in goals? Importance of funnels.
- ✓ Creating our 1st search campaign Doing campaign level settings Understanding location targeting Different types of location targeting What is bidding strategy?
- ✓ How to integrate adwords and analytics account? Benefits of integrating adwords & analytics.
- ✓ Measuring performance of marketing campaigns via Google analytics. What is link tagging?
- ✓ How to set up link tagging? Understanding filters & segments. How to view customized reports?
- ✓ Monitoring traffic sources & traffic behavior.
- ✓ Taking corrective actions if required.



▶▶ Strategy to Build a Website

- ✓ Introduction to Internet?
- ✓ What is Domain & Hosting?
- ✓ Booking a domain name & web hosting. Adding domain name to web Server.
- ✓ Getting started with WordPress: What is WordPress? and its advantages, Installing WordPress.
- ✓ Setting up and Customizing Wordpress: Logging in wordpress admin area, Introduction to Dashboard, Installing Themes and Plugins, Customizing theme with page builder (Elementor).
- ✓ Adding right content & Blogging with Wordpress: Creating Pages & Posts.
- ✓ Online Store & Ecommerce with Woo Commerce plugin.
- ✓ Creating Landing Page for Ads.



COURSE FAQ

Q. What is the eligibility for this Course?

A. Eligibility to join this course is minimum 12th Pass or Graduated. Candidate must have a basic knowledge of computer and a good english speaking & writing skill.

Q. What will be the duration of this course?

A. Duration of this course will be 6 to 8 Months.

Q. What are the benefits of this course?

A. There are so many benefits of this course, firstly it gives you a huge amount of knowledge about Digital Marketing and how digital marketing works. The best benefit of this course is, it will make you job oriented and if you are not interested in the job, you can work as a freelancer also.

Q. Are there any hidden fees and charges between the course?

A. No, this course is absolutely free and there are no hidden charges from starting to the end of this course.

Q. Is this necessary to must have a laptop or desktop for this course?

A. You can take online classes on your smartphone or tablet but for practical classes and projects, you must have a laptop or desktop with at least 10 MBPS of internet speed.

Q. What is the process to join the course?

A. At very first you have to fill a normal info form and then you have to clear a basic eligibility test and a simple interview, after that you can join our course.

Q. What will be the mode of this course?

A. Mode of this course will be online (Zoom, Meet etc.) and you can join the classes form your home easily.

Q. How can I get job after this Course if I have no experience?

A. This course will help you to earn new skills with live industrial projects which will give you a rich experience about the market and you will also get an experience certificate after this course.

Q. Can I make a good career in digital marketing and how much i will get after doing this course?

A. Yes absolutely you can make a good career in digital marketing because this is the era of the digital world and after this course can easily get an annual package of 1.8L to 3.0L.

Q. Is this necessary to must have a laptop or desktop for this course?

A. You can take online classes on your smartphone or tablet but for practical classes and projects, you must have a laptop or desktop with at least 10 MBPS of internet speed.

