

Online Digital Marketing Training

6 Weeks | **Certified**
Duration | Format

Learn SEO, Search Engine Marketing, Web Analytics and more

Powered by
AmpDigital Net

About Digital Marketing

The Digital Marketing Training by Internshala is a 6-weeks online training program. In this training, you learn digital marketing using web analytics, email marketing, SEO, search engine marketing, advertising & social media marketing. For a great hands on learning experience, this training program is packed with assignments and exercises. As part of the training, you will create a blog and design a complete online marketing strategy for it. During the project, you will learn digital marketing strategies required for a business. For doubt clearing, you can post your queries on the forum and get answers within 24 hours.

Table of Content

1. Blogging & Web Analytics

Create your own blog. Learn to create a Google Analytics account & analyze the metrics of your blog using Google Analytics.

- 1.1. Introduction
- 1.2. Creating a blog
- 1.3. Creating a Google Analytics account & linking to blog account
- 1.4. Implementing Google Analytics
- 1.5. GA Account Structure

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- 1.6. Understanding Metrics
- 1.7. Standard Repots
- 1.8. Assignment

2. Search Engine Optimization

Learn how SEO works and how you can improve the page rank of your blog by using different SEO tools.

- 2.1. Importance of a Search Engine
- 2.2. What is SEO?
- 2.3. How does a Search Engine Work?
- 2.4. Page Rank / Authority of a Website
- 2.5. On Page SEO
- 2.6. Off Page SEO
- 2.7. SEO Tools
- 2.8. Assignment

3. Email Marketing

Learn how to create an effective email campaign and ways to reach out to more users.

- 3.1. Benefits of Email Marketing
- 3.2. Creating an email campaign with Mail Chimp
- 3.3. Best practices to collect email lds
- 3.4. A/B Testing of mailers
- 3.5. How to avoid spamming
- 3.6. Assignment

4. Inbound and Content Marketing

Learn inbound marketing for B2B business, build a buyer persona & know more about how to create the best content for marketing.

- 4.1. Inbound Marketing for B2B Businesses
- 4.2. Buyer Persona
- 4.3. Assignment

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5. Online Advertising – Search, Display and Video

Learn inbound marketing for B2B business, build a buyer persona & know more about how to create the best content for marketing.

- 5.1. Advertising Fundamentals
- 5.2. Google AdWords Overview
- 5.3. Search Advertising
- 5.4. AdWords Auction
- 5.5. Display Advertising
- 5.6. YouTube Advertising
- 5.6. A/B Testing
- 5.7. Assignments

6. Mobile Marketing

Learn to create advertising campaign for mobile users and how to advertise your app for maximum installs.

- 6.1. Mobile Marketing - Overview
- 6.2. Targeting Mobile Users
- 6.3. Universal App Campaign for Installs
- 6.4. Assignments

7. Social Media Marketing – Platform, ORM & Automation

Learn how to use different social media platforms and tools to advertise your product effectively

- 7.1. Social Media Marketing - Overview
- 7.2. Facebook Organic
- 7.3. Facebook Paid
- 7.4. Twitter Marketing
- 7.5. LinkedIn Marketing
- 7.6. Quora, Pinterest and Google Plus
- 7.6. Social Listening
- 7.7. Online Reputation Management (ORM)
- 7.8. Marketing Automation

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FAQs

What is this training program about?

This is an online training program to learn Digital Marketing. The duration of the training would be 6 weeks. You will be trained in the field of web analytics, email marketing, search engine optimization, search engine marketing, advertising and social media marketing.

Who will be my instructor?

The Digital Marketing training content has been developed in joint collaboration with AmpDigital Net. The AmpDigital Net team will clear your doubts and answer your queries on the forum.

How will the training be imparted?

The Internshala Digital Marketing Training will be delivered using state of the art online tutorials and interactive exercises provided. Please note this is NOT an instructor-led training.

What are the timings of this training program?

As this is a purely online training program, students can choose to learn at any time of the day. The students can decide the timing according to their convenience.

Who can join? I am a beginner/advanced user, is this training program for me?

This training would be better suited to beginners who have no prior knowledge of Digital Marketing. Anyone who is willing to learn and has interest in Digital Marketing can opt for this training program.

Are there any prerequisites for joining this program?

This program is for beginners. There are no prerequisites.

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What are the benefits of joining Internshala Digital Marketing training program?

Digital marketing is a field of marketing which applied different techniques and technologies to engage the brands with stakeholders. Digital marketing applies technologies or platforms such as websites, e-mail, apps (classic and mobile) and social networks. Students would be learning these techniques in this training program and implement them in a working web property.

What hardware/software are required for doing this training?

No hardware is required for doing this training. All the necessary software are uploaded online which can be downloaded during training.

Will there be a certificate provided at the end of the training?

Yes, a certificate will be provided by Internshala upon completion of the training. Students may download a soft copy of the certificate through our portal.

Will I be able to download the training content?

Yes, you will be able to download the training content as you proceed in the training.

Can the material be used by a group of students?

No. These training programs are meant for individual users. Multiple users will not be allowed to access the portal using the same account.

If you have any queries or doubts regarding the training, please write to us at trainings@internshala.com or call us at +91 844 844 4853

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