



Empowering Business Globally



REGISTER NOW !

Trainers have
13+ years experience

CONTACT US NOW
©9042090708

www.litztech.in

DIGITAL MARKETING COURSE

You may learn everything from the foundations to advanced digital marketing concepts at LITZ Tech Digital Marketing Course in Coimbatore. The training curriculum is intended for both beginners and professionals. Furthermore, we provide live instructor-led training with our mentors, who are respected specialists with 5+ years of expertise. Throughout the Digital Marketing Course in Coimbatore, you will learn about the many applications of SEO, SEM, SMO, Affiliate Marketing, and more. Gain hands-on experience with programmes like Google Analytics and Canva under the guidance of our experienced mentors. Our specialists provide hands-on instruction to ensure students fully comprehend all devices and processes.

Digital Marketing Course with SEO and SMM.

Our Digital Marketing Course in Coimbatore will teach you Digital Marketing Strategy, Social Media Marketing, Google PPC Ads, SEO, SMM, YouTube, Email, Facebook Marketing, and Google Analytics through Real World Projects. Learn Google Analytics and Tag Manager from the bottom up with hands-on demonstrations to make the right decision for your company's development. Enrol in a digital marketing course with a certificate to become a Certified Digital Marketer. This Comprehensive Course will show you how to build your optimized Google Ads PPC Campaign with sample project work to get more visits to your landing page and increase sales. This Advanced Digital Marketing Course in Coimbatore will teach you how to use retargeting and display advertising methods to get more leads. With our Classroom Digital Marketing Courses, you may earn additional money by becoming an affiliate marketer through internet marketing.

Key Features of Digital Marketing Course in Coimbatore

LIVE Project:

Work on various industries for customers, from social media to Google AdWords. Work on genuine SEO projects to gain hands-on expertise with essential SEO methods used in projects such as site development, paid marketing, and social media.

Learn from industry experts:

Our expert trainers are professionals with real-world digital marketing experience. At Nschool Academy, our Digital Marketing Trainers commit time and measure to every student, delivering in-depth education and a complete set of hands-on exercises. Digital marketing professors provide their students with industry-relevant skills

Flexibility:

Nschool Academy offers weekend, weekday, and fast-track Digital Marketing Training in Coimbatore, with a customizable batch schedule. We provide 100% placement assistance to all qualified students who have completed the program

24*7 support:

Our Digital Marketing training institute in Coimbatore provide 24*7 support and attend one-on-one sessions with career mentors to discover how to acquire the necessary skills and mindset to land a desired job based on a learner's qualifications

Why Digital Marketing Course in Coimbatore?

Digital marketing uses the internet to promote a company, its products, or its services. This marketing may be done naturally and artificially, mainly on the internet and mobile phones.

Nowadays, people spend most of their time on the internet and mobile phones. Our LITZ Tech Digital Marketing Training in Coimbatore should also emphasize the internet and mobile phones to reach the appropriate demographic.

In today's digital world, digital marketing is an important term for promoting products or services. Our knowledgeable instructors have vast expertise in providing Digital Marketing material to students so that they understand various tools and techniques completely. LITZ

Tech Digital Marketing curriculum includes Google, Bing, and Yahoo search engine optimization and best-in-class practical projects.

Train from professionals with industry experience Learn theoretical concepts and gain hands-on training simultaneously Real time Hands-On Practical Experience Training to imbibe corporate practices Get certified at the end of the training

Receive placement support once the training is completed Getting exposure to latest technology up gradations.

Advanced lab facility and most updated syllabus and materials will be provided with learning tools for easy learning

You will have the access to contact the trainers at any time.

Prerequisite

Only learning interest matters in Digital Marketing technology training. We don't expect technical background to get through this learning course **Course Syllabus**

- ☒ **Introduction to Digital Marketing**
- ☒ **Website Planning and Creation**
- ☒ **Search Engine Optimisation (SEO)**
- ☒ **On Page Optimization**
- ☒ **Off Page Optimization**
- ☒ **Social Media Optimization (SMO)**
- ☒ **Social Media Marketing (SMM)**
- ☒ **Pay-Per-Click (PPC) Advertising**
- ☒ **Content Marketing**
- ☒ **Digital Media Planning and Buying**
- ☒ **Web Remarketing** ☒ **Email Marketing**
- ☒ **Mobile Marketing**
- ☒ **E-Commerce Management**
- ☒ **Online Reputation Management**
- ☒ **AdSense, Blogging and Affiliate Marketing**
- ☒ **Competitor Analysis**
- ☒ **Bing Advertising**
- ☒ **YouTube Video Marketing & Advertising**
- ☒ **Blogging**

- ☒ **Google AdSense**

- ☒ **FREEMIUM AND PREMIUM Digital Marketing Tools Digital**

Marketing Course in Coimbatore Highlights

Digital Marketing has been gaining popularity for quite some time and is currently in high demand. Digital Marketing is an exciting career path for both freshers and experienced individuals

Introduction to Digital Marketing

What is digital marketing?

How Has Digital Marketing Evolved?

Definition of digital marketing

History and evolution of digital marketing Difference between traditional marketing and digital marketing Types of digital marketing approaches – pull and push digital marketing Why is digital marketing important?

Types of online presence

How does digital marketing fulfil the definition of marketing?

Who needs digital marketing services?

The 4ps of marketing and their implications for digital marketing Segmentation strategies for digital marketing Pulling together the five forms of segmentation for digital marketing - personas Digital marketing platforms

Different platforms for digital advertising

Website Planning and Creation

Define your target audience

Organize your concepts and materials

Create a directory structure (also called site map) Create a sketch of the pages you intend to create Design and refine the look and feel of the site

Search Engine Optimisation (SEO)

Introduction about Search engine

Working Methodology

SEO Fundamentals and Concepts

Organic and Inorganic Results

Website Indexing

Google Processing

On Page Optimization

404 Not Found

URL Optimization

Meta Data Optimization

Image Optimization

Internal Linking

Content Keyword

Internal Linking

Content Keyword Optimization

Header Tags

Responsive Design

Schema.org

social media connect

URL Canonicalization

Landing Page Optimization No-Follow and Do-Follow Creating Sitemap XML/HTML

Robot.Txt

Anchor Links Optimization

301 Redirection

Off Page Optimization

Types of Link Building

Difference between White Hat and Black Hat in SEO

Directory Submission

Social Bookmarking in SEO

Dos and Don'ts in Link Building

Search Engine Submission

Article Submission

Local Business Listing

Image/Video Sharing

PPT Submission

Press Release Submission

Quora Blog

Local Business Listing

Classifieds Submission

Alexa Rank, Domain

Blog Commenting

Social Media Optimization

Guest Blogging

Social Media Optimization (SMO)

Introduction to Social Media Networks

Social Media Website Types

Concepts about SMO

Facebook Optimization

Twitter Optimization

Instagram Optimization

Right Hashtag for your post

Facebook, LinkedIn, YouTube, Pinterest

Blogs for Business

Image Optimization

Social Media Marketing (SMM)

Facebook Optimization

Fan Page vs. Profile vs. Group

Facebook Analytics

Facebook Advertising and Its Types in Detail Creating Advertising Campaigns

CPC vs. CPM vs. CPA

Conversion Tracking

Creating Strong Profiles on Twitter

Followers, Retweets, Clicks, Conversions, Hashtags LinkedIn Optimization

Individual Profile vs. Company Profile

Database Management and Lead Generation

Branding On LinkedIn

Marketing on LinkedIn Groups

Identify Target Audience and Convert Goal Report Generation on Post Reach

Increasing ROI through LinkedIn Ads

Conversion Tracking and Reporting

YouTube Optimization

Channel Creation

Pay-Per-Click (PPC) Advertising

Introduction to online advertising and AdWords Adwords account and campaign basics

Adwords Targeting and Placement

Adwords Bidding and Budgeting

PPC Basic

Adwords Tools

Opportunities

Optimizing Performance

Ads Type

Bidding Strategies

Search Network

Display network

Shopping Ads

Universal App Ads

Tracking Script

Remarketing

Performance Monitoring and Conversion Tracking Reports

Content Marketing

Introduction to Blogs

Setting up Blog with Own Content

Step by step instructions to Monetize Your Blog

Keyword research and Website Analytics

What is Keyword Research?

Why is Keyword Research So Important in SEO?

Finding your Focus Keyword

Competitor Keyword Research and Analysis

Search for Related Keywords

Searching Long Tail Keywords

Searching Question Keywords

Determine the Primary Goals & Objectives of Your Website Focus on Conversions

Define Key Performance Indicators (KPIs)

Digital Media Planning and Buying

What Is Media Buying?

The Media Buying Process

Choosing the Right DSP

What Is Media Planning?

The Media Planning Process

The Differences between Media Buying and Media Planning

Web Remarketing

What Is Remarketing?

How Remarketing Works

The Benefits of Remarketing

The Different Types of Remarketing

6 Tips to Leveraging Remarketing and Increasing Your Bottom Line

Email Marketing

Introduction to Email Marketing

Using Email Marketing Software

Building Email Lists by Quantity

Crafting an Email

Analysing and tracking Your Email Marketing Strategy

Mobile Marketing

Location-based marketing

Responsive site design

Social media advertisements

Mobile-friendly content

Voice search

Text message marketing

Videos and GIFs

On-site and in-app support

Personalize campaigns

Opt-in forms

E-Commerce Management

Increase E-commerce Search Usability

Use High-Quality Photographs and Good Product Descriptions Try Personalizing the Home Page

Focus on Consistent and Unique Content

Optimize Shopping Cart Functionality

Build E-mail Lists

Improve Your Social Media Strategy

Create Landing Pages

Build Advertising Strategies

Implement User-Generated Content

Online Reputation Management

Corporate reputation in the digital age

Reputation and participatory culture

How online has changed the media cycle

Managing reputation online

AdSense, Blogging and Affiliate Marketing

Introduction

Setting up your blog

Writing blog post

Webmaster Tools: Very important for Indexing Driving Traffic to the Blog

Competitor Analysis

Understanding Competitor Analysis and Intelligence Analysing Competitors: Segments of Analysis Integrating Analysis into Decision Making

Bing Advertising

Introduction to Campaigns and Ad Groups

Importing Campaigns, Ad Groups and Keywords Bidding and Traffic Estimation

Import from Google Adwords
Ads creation

Choosing right Keywords

Bing Ads Reports

Conversion Tracking with Campaign Analytics Bing Ads Editor Account Management Tips

Bing Ads Editor Campaign Optimization

YouTube Video Marketing & Advertising

Create a YouTube channel for business

Learn about your audience

Research your competition

Learn from your favourite channels

Optimize your videos to get views

Upload and schedule your videos

Optimize your channel to attract followers Try YouTube advertising

Try working with an influence

Analyse and adapt

Blogging

Blog for the right audience

Set clear objectives

Develop a content strategy

Follow a blogging schedule

Have a content promotion strategy

Your blog needs personality

Have action-driven content

Google AdSense

Google AdSense Fundamentals

Google AdSense Approval Basics

Google AdSense Approval Strategies

Introduction to AdSense Account Interface How to use AdSense Account Interface?

How to place ads on websites?

How to place ads on blogs?

Custom Ads Fundamentals

Ads/DFP Planner

How will you earn money via Adsense?

FREEMIUM AND PREMIUM Digital Marketing Tools

Canva

SEMrush

Google Analytics

Buffer

HubSpot

Mailchimp

Yoast

Google Ads

Google Trends

Google Search Console

Spy Fu

Grammarly

Facebooks Ads Manager

LinkedIn Ads Manager

Hotjar

Our Training benefits

Check out our innovative key features in training methodologies. Our flexible training mechanisms incorporate all techniques right from knowledge assessment till setting placement records.

Gain knowledge from experienced professionals in the field.

Learn both theoretical concepts and gain practical experience at the same time.

Training that provides real-world, hands-on experience in order to teach proper workplace practices.

Grab certification upon completion of training Receive placement assistance following completion of training Being exposed to the most recent technological advancements.

Learning tools will be provided along with the most up-to-date lab facilities, curriculum, and course materials

You will be able to connect with the trainers at any time.

Tools we covered in our digital marketing course in

Coimbatore:

- ❖ Social media marketing tools
- ❖ Email marketing tools
- ❖ SEO (search engine optimization) tools
- ❖ Graphic creation tools
- ❖ Conversion optimization tools
- ❖ Lead enrichment tools
- ❖ Landing page and lead capture tools

Document Outline

- **DIGITAL MARKETING COURSE**
- **Digital Marketing Course with SEO and SMM.**
- **Key Features of Digital Marketing Course in Coimbatore**
 - **LIVE Project:**
 - **Learn from industry experts:**
 - **Flexibility:**
 - **24*7 support:**
- **Why Digital Marketing Course in Coimbatore?**

- Prerequisite
- Course Syllabus
 - Introduction to Digital Marketing
 - Website Planning and Creation
 - Search Engine Optimisation (SEO)
 - On Page Optimization
 - Off Page Optimization
 - Social Media Optimization (SMO)
 - Social Media Marketing (SMM)
 - Pay-Per-Click (PPC) Advertising
 - Content Marketing
 - Web Remarketing
 - Email Marketing
 - Mobile Marketing
 - E-Commerce Management
 - Online Reputation Management
 - AdSense, Blogging and Affiliate Marketing
 - Competitor Analysis
 - Bing Advertising
 - YouTube Video Marketing & Advertising
 - Blogging
 - Google AdSense
 - FREEMIUM AND PREMIUM Digital Marketing Tools
 - Our Training benefits
 - Tools we covered in our digital marketing course in Coimbatore: