

## **DIGITAL MARKETING CONTENT**

- ✓ Online Reputation Management.
- ✓ Digital Marketing Automation.
- ✓ FREEMIUM AND PREMIUM Digital Marketing Tools.
- ✓ Case Studies.
- ✓ Internationally Recognized Certification Guidance (Google, Microsoft Bing, and HubSpot).
- ✓ Working on Real-Time Projects (Internship Opportunities for eligible Students).
- ✓ Career Counselling and Interview Preparation Guidance.
- ✓ Digital Marketing Project Management.
- ✓ MindSet Program.
- ✓ Digital Marketing Growth Hacks.
- ✓ Email Marketing.
- ✓ Content Creation and Promotion.
- ✓ Search Engine Optimization.

P.T.O.

- ✓ Social Media Marketing, Optimization & Advertising.
- ✓ PPC Google Ads Campaign Management, Optimization, and Reporting.
- ✓ LinkedIn ads and marketing
- ✓ Twitter ads
- ✓ Basics of Video Advertising; Creating Video Campaigns; Measurement & Optimization; Creating & Managing a YouTube Channel; Targeting Video Campaigns, etc.
- ✓ Understanding different types of PPC, creating compelling search ads and understanding how keywords and search queries work together to display and create advertisements.