yasham
Academy

Advance Your Career
Become Job ready
in 3-5 months

Digital
Marketing

What is digital marketing?

Digital marketing refers to advertising delivery through digital channels such as search engines, social media.

What they do?

They design, develop and implement the marketing campaigns on various social media channels.

Why digital marketing?

Digital industry will produce more than 20 lakhs job in India by 2020

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Yasham Academy, 2nd Floor, Shanti Krupa, Near S.S.Kharote Jwellers, Gandhi Chowk, Akola.

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Digital Marketing – Career Track

Level 1

Introduction to Digital Marketing	• Introduction to Digital Marketing • Various components of Digital Marketing • Skills required for the Digital Marketing Professional • Real life application of Digital Marketing • Examples of the projects • Job Opportunities
Social Media Management	Design, develop and implement marketing campaign on • Facebook • Instagram • Whatsapp • Twitter • Linkedin • Youtube • Quora
Webstore Manager	Manage and promotes webstore on • Flipkart • Amazon • Other Stores
Bulk email and SMS management	• Introduction to Mailchimp, Aweber, Constant Connect • email list formation - Web form capture • email campaign management techniques • SMS list collection • SMS campaign management • Web Scrapping for lead identification

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Level 1

Customer Relationship Management	• Customer Relationship Management concept • Introduction to Freshsales, Freshdesk, Agile CRM and Sugar CRM • Incident and problem management

Content writing strategy	• Developing Customer persona • Conducting keyword research to rank in Google searches • Brand style Guideline in writing • Best practice in social media posts in terms of post length, frequency, and content for each platform

Search Engine Optimization	• How search works • Keywords • On-Site SEO : Optimize UX & Dsign • Off-Site SEO : Link building • SEO Audit & Future of SEO

Level 1 project	• Implement a project utilizing all the above concept

Level 2

Design Management Photoshop	• Adobe Photoshop, Illustrator • Online design management - Canva, Adobe Spark • Design Social Media Posts - Banners and Post • Design Social Media Cover - FB Cover, Youtube Cover, etc • Design Blogs - Infographic, Wallpaper • Design Marketing Collaterals - Flyer, Poster, Logo, Brouchere • Design Events - Invitation card, email design • Design Ads - For various social media channel • Photo and image editing

Video & Audio Management	• Video editing and rendering - Camtasia, Windows Media Player, Youtube Creative cloud • Web recording - VLC, Microphone management, Fast Stone, Snagit • Audio Editing - Audacity • Youtube, Vimeo and other social media

Advance SEO and SEM	• Adwords & Keyword Selection • Create Text Ads • CPC Bidding • Navigate AdWords • SEM Metrics & Optimization

Measure & Optimize with Google Analytics	• Google Analytics Walkthrough • Evaluate acquisitions • Understand traffic behaviors • Evaluate conversions • Optimize campaign budgets

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Level 2

Website fundamentals	• Responsive Design • Security • Accessibility

Project Management	• Project Planning • Project management • Project reporting

Level 2 project	• Implementation of end to end marketing campaign for a real life project

Check with our student counsellor for the next batch & enrol today

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