



LALA LAJPATRAI ACADEMY OF MANAGEMENT

DIGITAL MARKETING CERTIFICATION COURSE

❖ Digital Marketing Course Details:



The market is seeing an upward trend and a new platform has emerged - the electronic one. However, this movement goes beyond the general techniques and thus, it is crucial to understand the underlying implications of the electronic market which is no longer about the art of selling and buying. Rather, it has become a cocktail of technology, strategy, tactics and business. It

involves both partial and complete understanding of various related fields such as advertising, marketing, branding, business strategies and media distribution.

In this Digital Marketing course, you will find the right sort of efforts to create and apply the effective modules, aptly suiting your requirements.

The businesses today leverages digital channels such as social media, search engines, email, and websites to connect with the current and prospective customers. The companies also hop on the bandwagon of the latest digital marketing trends to update themselves with the current industry standards.

The growth of digital marketing has been very impressive and the numbers show a clear upward trend in the future. More and more opportunities will keep coming in and thus, being creative, innovative, and updated with the latest trends would be the basic principle of every digital marketer. As such, Lala Lajpatrai Academy gathers satisfaction from the fact that it has been able to devise a set of modules to fulfil the aim that it sets for itself with every wind of change that ruffles the industry. Here is a little preview into the big picture.



❖ Programme Name: Digital Marketing Certification Course:

Eligibility Criterion:

- Professionals / students interested in building a career in Digital Marketing.
- Students / Professionals having a keen interest to understand the practical aspects of Digital Marketing.

Duration of the Programme:

This certification course on Digital Marketing is divided into 3 sessions for 14 hours, spread over 3 weekends.

The syllabus is modelled very carefully to involve interaction, education and understanding, all in one capsule.

❖ DIGITAL MARKETING CERTIFICATION COURSE – TOTAL DURATION 14 HOURS

❖ **MODULE ONE - 8 HOURS:**

- Introduction to SEO and SERP
- Types of Search Engines
- Keyword Selection and Types of Keywords
- How to do SEO:
- On page SEO Techniques
- Off page SEO Techniques
- Keyword Research
- Title Tags
- Description Tags
- Link Building Techniques

❖ **MODULE SECOND – 4 HOURS:**

- Google Search Console
- Google Ads
- Google Analytics

❖ **MODULE THREE – 2 HOURS:**

- Introduction to Social Media Marketing
- Social Media friendly SEO strategies
- Social Media Marketing Tools:
- LinkedIn Page and Ads Creation
- Fb Page and Ads
- Instagram Business Account
- You Tube Channel:
- Creation, Adding Title, Keywords, Monetization

Program Conveners:

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