



Advance Digital Marketing Training in Just 6 Weeks.
Learn SEO, Web Analytics, Search Engine Marketing and More.
Duration: 6 Weeks | Certified Training | Powered By: iMarketerz

ABOUT DIGITAL MARKETING TRAINING

6 weeks Online Digital Marketing training program by iMarketerz provides exclusive training on SEO, Lead Generation, Web Analytics, Social Media Marketing, and email marketing. With a hands-on learning approach, this training program help students get corporate exposure while working on the industry's live projects and assignments. During the training, you will learn how to plan digital marketing strategies, implementing and measuring ROI of your activities to successfully turn your product into brand. Also to resolve your doubts, you can put your queries on the forum and find help within 24 hours.

Table of Contents

- 1. Blogging & Web Analytics:** *Create your own blog. Learn to create a Google Analytics account and analyze the metrics of your blog using Google Analytics.*
 - Introduction
 - Creating a blog
 - Creating a Google Analytics account and linking to blog account
 - Implementing Google Analytics
 - GA Account Structure
 - Understanding Metrics
 - Standard Repots

- 2. Search Engine Optimization:** *Learn how SEO works and how you can improve the page rank of your blog by using different SEO tools.*
 - Importance of a Search Engine
 - What is SEO?
 - How does a Search Engine Work?
 - Page Rank / Authority of a Website
 - On Page SEO
 - Off Page SEO
 - SEO Tools

3. Email Marketing: *Learn how to create an effective email campaign and ways to reach out to more users.*

- Benefits of Email Marketing
- Creating an email campaign with Mail Chimp
- Best practices to collect email ids
- A/B Testing of mailers
- How to avoid spamming

4. Inbound and Content Marketing: *Learn inbound marketing for B2B business, build a buyer persona and know more about how to create the best content for marketing.*

- Inbound Marketing for B2B Businesses
- Buyer Persona

5. Online Advertising – Search, Display and Video: *Learn how to use different advertising mediums like Google Ads, YouTube. Also learn to implement A/B testing for these ads.*

- Advertising Fundamentals
- Google AdWords Overview
- Search Advertising
- AdWords Auction
- Display Advertising
- YouTube Advertising
- A/B Testing

6. Mobile Marketing: *Learn to create advertising campaign for mobile users and how to advertise your app for maximum installs.*

- Mobile Marketing - Overview
- Targeting Mobile Users
- Universal App Campaign for Installs

7. Social Media Marketing – Platform, ORM & Automation: *Learn how to use different social media platforms and tools to advertise your product effectively.*

- Social Media Marketing - Overview
- Facebook Organic
- Facebook Paid
- Twitter Marketing
- LinkedIn Marketing
- Online Reputation Management (ORM)

8. Affiliate Marketing : *Affiliate Marketing can be scaled to a million dollars a month with 50% profit margins in no time. All one needs is how to*

- Find profitable offers
- Spy on other affiliates
- Run profitable campaigns
- Scale successful campaigns to multiply earnings
- Tools used by super affiliates

Excited to learn Digital Marketing, click [here](#) to sign-up for the training.

FAQs

Q. What are the prerequisites for this training?

Ans - There are no prerequisites for this training program as the training is of beginners level. Everything that you need to learn to excel in this training will be taught from scratch.

Q. What are the benefits of joining imarketerz Digital Marketing training program?

Ans - 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.

Q. How will my doubts get cleared during the training?

Ans - For doubt clearing, you can post your queries on the forum and get answers within 24 hours.

Q. Can I download the study material?

Ans - Yes, you will be able to download the content of the training for future reference.

Q. How will the training be delivered?

Ans - You will be taught using pre-recorded videos and text tutorials. The training has quizzes, assignments, and tests to help you learn better. At the end of the training, you will attempt a project to get hands-on practice of what you learn during your training.

Q. What will be the timings of the training?

Ans - As this is a purely online training program, you can choose to learn at any time of the day. We will recommend a pace to be followed throughout the program, but the actual timings and learning hours can be decided by students according to their convenience.

Q. What is the duration of the training?

Ans - The training duration is of 6 weeks.

Q. When can I start my training?

Ans - You can choose your preferred batch date while signing up for the training program.

Q. When will I get the certificate?

Ans - You will be able to download the certificate once you complete your training and take the final test.

Q. Will I be getting a hard copy of the certificate?

Ans - We will provide a soft copy of your training certificate. You may download it and get it printed if required.

Q. I am not able to make payment. What should I do now?

Ans - You could try making the payment from a different card or account (of a friend or family). Otherwise, you can follow the instructions on how to make an offline payment here.

Q. My payment got deducted twice. What should I do now?

Ans - Just let us know your registered email id along with the screenshot of the payment receipt or transaction history. You can submit your request using the option available in the last section below. Once verified, the additional amount you paid will be refunded.

Q. The payment failed but money got deducted?

Ans - The amount paid by you will be refunded to your account within 7-10 working days. This is the normal duration your bank will take to process the refund.

Q. What is the training fee?

Ans - Get the best deal at such an amazing price of Rs. 1499/- only

If you have any queries or any doubts regarding the training, please write to us at info@imarketerz.com or call us on +1- 9555556601