

Online | 4-6 Months

The IoT  
Academy

Connecting The Unconnected

# Digital Marketing Certification Course



## About Us

We are a fast emerging company imparting quality and affordable programs for colleges and individuals for digital economy skills training, internship and guidance focused on helping people develop the skills they need to thrive in the rapidly growing digital economy.

**The IoT Academy** has made a niche name for itself providing rigorous online/offline training in Data Science, Machine Learning, AI, Python, Java, Internet of Things (IoT), Embedded Systems, Big Data, Data analytics, Industrial IoT, Industry 4.0, Digital marketing, Etc. Based in Delhi NCR since 2017 we have helped 150+ professionals, 600+ students and 100+ faculties across the states get trained, acquire certifications, and upskill their employees.

We have an easy and affordable learning solution that is accessible to millions of learners. With our learners spread across countries like the US, India, UK, Canada, Singapore, Australia, Middle East, Brazil, and many others, we have built a community of over 1 million learners across the globe.

### Vision

We aspire to provide learners an edge over the career they choose to stand out amongst today's competitive world through support in training and various academic and industrial collaborations.

### Mission

At IoT Academy We believe that the future is about Unified and Converged technologies as reflected in our mission statement. Every aspect of life will eventually lead in bringing forth a unified world of immense possibilities.

## About the Program

This Digital Marketing Course by The IoT Academy is designed to give you essence of Digital Marketing and how to use different channels to market your product or service . You will be able to master SEO, SMO, PPC, E-Mail Marketing and much more. Learn with best industry experts and in state of the art infrastructure. Join the best companies out there with guaranteed placement. Digital Marketing Certification by The IoT Academy is an online program developed to learn job ready online marketing skills from industry experts. Master your skills in Digital Marketing to get into one of the many in demand designation like SEO Expert, SMO Expert, Lead Generation Specialist, Digital Marketing Manager, etc.



# Services We Offer!



We help fresher and experienced individuals to match the pace of fast-growing technologies. At **The IoT Academy**, we offer courses like **AI, ML, Python, Java, IoT, Digital Marketing**, and more!

# Why Choose Digital Marketing ?

## For Entrepreneurs



- Start Your Business with small amount of money.
- High return on investment (ROI) through Digital Marketing.
- Target only most interesting audience.
- Advertise your product at specific target audience by time & day basis.

## For Students

- Improve your CV and get the desired job.
- High Career growth in digital World with advanced skills.
- Work from your home comfort and earn your desired money.
- 63 Lakhs Digital Marketing jobs in 2023-2024



## For Working Professionals



- Enhance your marketing skills using the digital platform.
- Increase no. of sales online and achieve your target on time.
- Work as a part-time freelancer and Earn Money Online.
- Generate leads online using inbound marketing.



INTRODUCTION TO DIGITAL MARKETING

WEBSITE DEVELOPMENT AND DESIGNING

- Build a Professional Website
- Get a domain & hosting for yourself
- Learn content writing for your blog post
- WordPress installation
- Theme Customisation
- Building Home Page & Blog Section
- Learn to create Brand Logo & Images for website
- Content Optimization of Blog Post

## KEYWORD RESEARCH

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- Keyword Research Process
- Types Of Keyword
- Tools

## SEARCH ENGINE OPTIMIZATION

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- On Page
- Off Page
- Technical
- Local
- Google Algorithms
- Monitoring & Preparation
- Auditing & Report
- Bing SEO

## ANALYTICS AND WEBMASTER

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- Google Analytics
- Google Search Console
- Google Tag Manager

## SOCIAL MEDIA OPTIMIZATION

- Facebook
- Instagram
- Twitter
- LinkedIn
- YouTube
- Pinterest
- Telegram
- WhatsApp

## ADS/PPC/PAID MARKETING

- Facebook/Instagram Ads
- Google Ads
- LinkedIn Ads
- Twitter Ads
- Bing Ads

## E-MAIL MARKETING



## E-COMMERCE MARKETING

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## AFFILIATE MARKETING

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## ONLINE REPUTATION MANAGEMENT (ORM)

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## CONTENT MARKETING

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- Introduction to content marketing
- Objectives of content marketing
- Strategy building process
- Optimising content for search engine
- How to market your content ?
- What is second customer ?
- Influencer Marketing
- AdSense

## LEAD GENERATION

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- Organic Lead Generation
- Paid Lead Generation
- Measuring Performance

## CASE STUDIES

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## PROJECTS

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Projects In The Following Domain Will Be Provided :

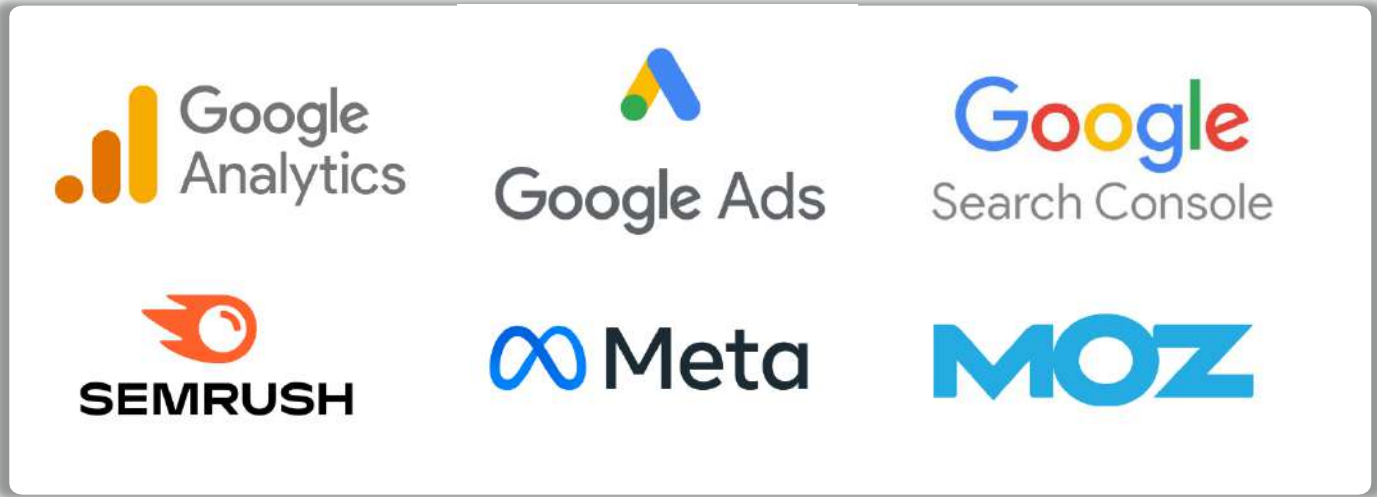
- EdTech Industry
- Electronics Industry
- Consulting Domain

## CERTIFICATIONS

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- 10+ Google Certificates
- LinkedIn Certificates
- HubSpot Certificates
- Facebook Certificates

# Which tools and technologies will we be using?



## OUR ALUMNI WORK AT





## Certifications:

Upon successfully completing this program, you'll Learn **Digital Marketing Certification Course**

This certificate will testify to your skills as an expert in **Digital Marketing**

Certification ID: xxxxxx



# CERTIFICATE OF COMPLETION

This Is To Certify That

**Mr./Ms. Name Surname**

Is Given The Certificate Of Achievement For Completing The

## Digital Marketing Certification

This Certificate Of Completion Is Being Given In Appreciation Of His/Her Commitment And Efforts And Accumulation Of Knowledge & Skills Which Enabled The Course To Be Completed. We Wish Him/Her Success Throughout His/Her Career.

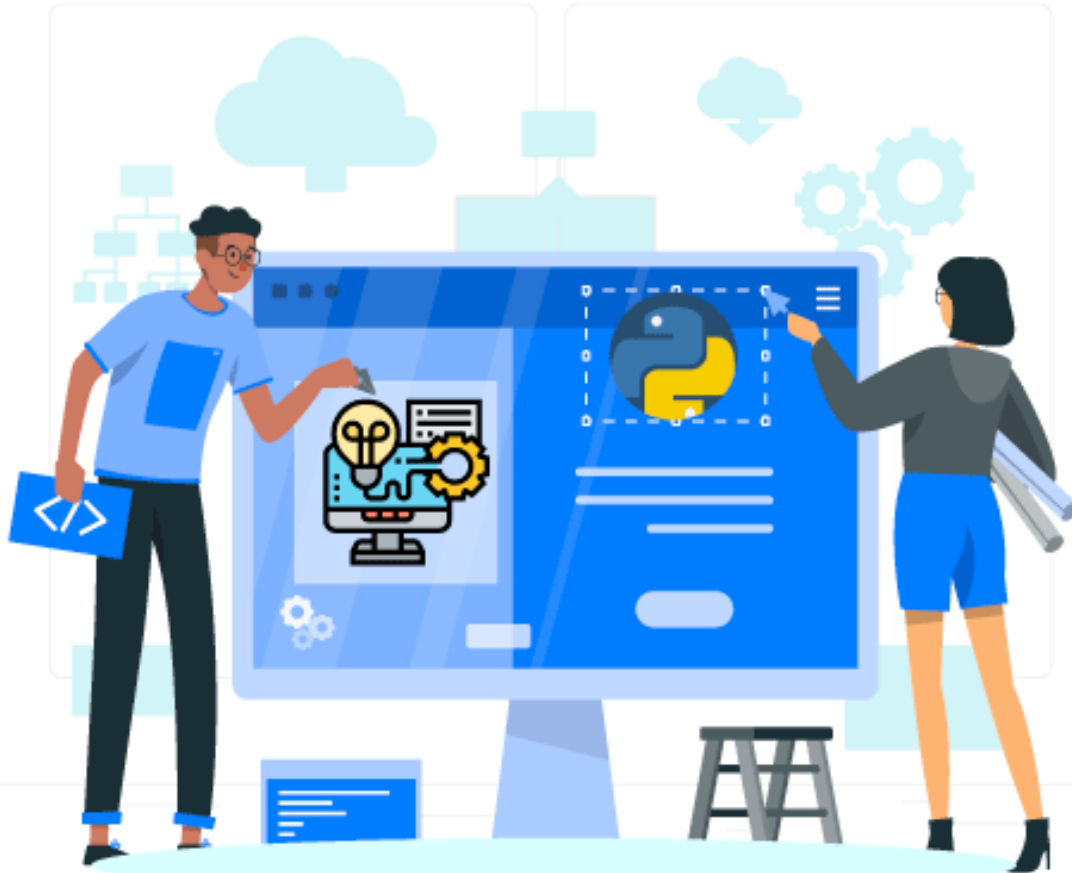
xxxx 2023 - xxxx 2023

**Date**



**Kaushendra Singh Sisodia**  
Chief Mentor, The IoT Academy  
Director, Utsavangee Technologies

# Thank You!



**Program Information:**

## **Digital Marketing Certification Course**

**By The IoT Academy**

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