



ADVANCED DIGITAL MARKETING

EXPLORE DIGITAL
WORLD

PERFECT GROWTH STUDIES
India's Leading Education Group

Why Study Digital Marketing?

Digital marketing is a career that has a lot of space for tech creatives, and also business people. There are numerous methods that you can adhere to, it's finest to concentrate on one or two things that you do best, after that you can constantly discover more from there. Digital Marketing is an ever-changing as well as an engaging field, there's constantly something new to explore and learn and make massive money out of it.

"Become a certified digital marketer and open up new career opportunities"



Start your
Business



Work as a
Freelancer



Start High
Paying job



Be a
Blogger



Be a
Youtuber



Be a Affiliate
Marketer

BEST DIGITAL MARKETING INSTITUTE IN DELHI

[We not only teach Digital Marketing, We are helping to build Careers in Digital Marketing]



PERFECT GROWTH STUDIES

India's Leading Education Group



The Perfect Growth Studies was established in 2010 with the theme of imparting quality education to the students. PGS has always been on the path of study and continuous growth since its inception. The institute of is one of the its find with the objective of excellence, and commitment.

Technical courses have become the major source of the earning in this, modern era and the scope of job in these kinds of industries is at pinnacle. Grabbing the education in the technical courses can be beneficial for people. Learning with the skilled people is the only way to succeed here. So, PGS is here to help you to take in the education in all technical courses. We are the leading digital marketing institute at Delhi in providing the best services. We are here with all the technical courses that you require with certifications. We have the short term courses at very prudent and decent prices.

These advance technical courses will let you reach at a place where you can excessively explore the path of technical education. At Digi Manthan you'll get 100% practical training along with theoretical in-depth and our teachers are highly experienced professionals. We teach all the latest techniques. Our modules are easily fathomable.



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Call Us
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Mail Us
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Why join PGS



Practical Sessions



Rs. 70,000+ Tools



Live Clients projects



Batch Flexibility



100% Job Assistance



Doubt Sessions



Case Study on Brands



Learn from Experts



Paid Internship



Backup support



Premium Workshops



Interview Preparations





29 Modules

BRANDING

MARKETING

STRATEGIES

ADVANCED DIGITAL MARKETING COURSE



MODULE 1: BASICS OF MARKETING

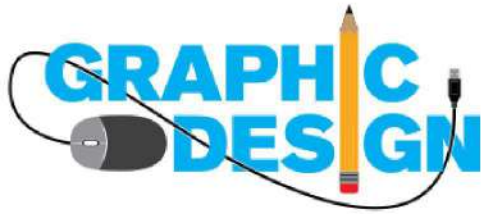
- Introduction to Marketing'
- Understanding Marketing Mix
- B2B, B2C, B2B2C Marketing
- Getting Branding Strategies



MODULE 2: INTRODUCTION OF DIGITAL MARKETING

- What is Digital Marketing?
- The growth of Online Marketing
- Detail Knowledge of Online Marketing
- Understand Marketing Process
- Digital Marketing Strategy
- Inbound & Outbound Marketing
- Why D.M Wins Over Traditional Marketing?





MODULE 3: GRAPHIC DESIGNING FOR MARKETING

- Graphic Designing Fundamentals
- Designing Online Documents
- Create Amazing Posters



MODULE 4: VIDEO MARKETING FUNDAMENTALS

- What is Video Marketing?
- Importance of Video Marketing
- Creating Explainer Video
- Learn Different Method of Making Videos



MODULE 5: SEARCH ENGINE OPTIMIZATION

- What is SEO?
- Content Optimization
- Keyword Planning & Selection
- On Page SEO
- Off Page SEO & Link Building
- Local SEO



MODULE 6: SOCIAL MEDIA OPTIMIZATION FOR BUSINESS

- Social Media Introduction
- Exploring Social Media Networks For Business
- Create Your Facebook Page For Business
- Create LinkedIn Company Page
- Business Presence on Twitter

MODULE 7: PROFESSIONAL BLOGGING

- Introduction to Blogging
- Blogging Best Practices
- How to Viral Your Blog
- Method of Earning from Blog

MODULE 8: GOOGLE ANALYTICS FUNDAMENTALS

- Introduction to Google Analytics
- Essential Google Analytics Reports
- Installing Google Analytics Tracking on Website
- Traffic & Behaviour Reports
- How to Setup Goals

MODULE 9: EMAIL MARKETING

- Importance of Email Marketing
- How to write effective and attractive mails
- Email Strategies
- Email Marketing Tool
- Best Platform to do Email Marketing
- How to do Bulk Emailing

MODULE 10: LEAD GENERATION

- What is Lead Generation
- Understand Lead Generation for Business
- Why Lead Generation is Important
- Understand Landing Pages
- Best practices of Lead Generation





MODULE 11: PROFESSIONAL CONTENT MARKETING

- Introduction to Inbound Marketing
- Understanding Content Marketing
- Creating Content Ideas for Business
- Effective and Attractive Content Writing
- Understand Online Influencers



MODULE 12: GROWTH HACKING METHODS

- Introduction to Growth Hacking
- Growth Hacking Tricks
- Case Study of Growth Hacking



MODULE 13: SOCIAL MEDIA STRATEGY

- Endorsement Publishing
- Social Media Monitoring
- Online Reputation Management
- Social Awareness and Reach Methods



MODULE 14: MOBILE MARKETING

- Mobile Landscape in India
- Mobile Website Optimization
- SMS & Whatsapp Marketing
- Mobile App Marketing



MODULE 15: YOUTUBE FUNDAMENTALS

- Making Money with Youtube
- Video Ads on Adwords
- Create Your Own Youtube Channel
- Create video and Library
- Real Time Analytics



MODULE 16: PAYMENT GATEWAY

- Payment Gateway in India
- Collecting Online Payment
- Application and Documentation
- Web Store using Payment Gateway
- Integrating Payment Gateway



MODULE 17: E-COMMERCE MODEL

- Introduction to E-commerce Website
- Variations
- Fundamental of Amazon and Flipkart Platform
- Marketplace Selling



MODULE 18: ONLINE MONEY MAKING

- Different Methods to Generate Money Online
- How to Search Your Niche
- Earning with Google Adsense
- Affiliate Marketing Models



MODULE 19: ADSENSE FUNDAMENTALS

- What is AdSense
- How to Get Approved for AdSense
- Tricks to get AdSense Approval by Google



MODULE 20: DIGITAL MARKETING INTERVIEW PREPARATION

- How to face Interview
- Interview Do's & Don'ts
- Interview practices



MODULE 21: SOCIAL MEDIA ADVERTISING

- Introduction to Social Media Ads
- Facebook Ad Manager
- Instagram Advertising
- Twitter Advertising
- LinkedIn Advertising



MODULE 22: ADVANCED SEO

- Website Content Optimization
- Webmaster Audit
- Back Link Strategies
- Internal & External Links
- E-commerce SEO
- Measuring SEO effectiveness



MODULE 23: ADVANCED GOOGLE SEARCH ADVERTISING

- Dynamic Ads
- Call Only Campaigns
- Conversion Tracking Method
- Campaign Analysis
- Advanced Bid Management



MODULE 24: SHOPPING ADVERTISING

- Google Merchant Centre
- Shopping Ad Campaign
- Dynamic Remarketing Ads
- Shopping Campaign Practices



Google Ads

MODULE 25: GOOGLE ADS & PPC

- Introduction to Paid Marketing Strategies
- Google Ads Types
- Introduction to Search Ads
- Google Adwords Search (PPC) Advertising
- Search Campaign Practices
- Create Your Campaign
- Create Your Ad Groups

MODULE 26: GOOGLE DISPLAY NETWORK ADVERTISING

- Introduction to Google Display Network
- Launching Display Campaign
- Display Campaign Creation
- App Install Campaigns
- Reach Potential Customer through Display Network





MODULE 27: WEBSITE PLANNING & CREATING

- Wordpress Website Creation
- Advanced Wordpress
- SEO, Google Console & Analytics Setup
- Wix



MODULE 28: REMARKETING ADVERTISING




























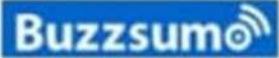
- Data Based Remarketing
- Search Remarketing Ads
- Display Remarketing Ads
- Facebook Remarketing



MODULE 29: PERSONALITY DEVELOPMENT

- Motivation
- Leadership Skills
- Interpersonal Skills
- Stress Management
- Interview Skills
- Setting Goals and Implementation
- Attitude and How to Work on Them
- How to present yourself powerfully

TOOLS YOU'LL MASTER

DIGITAL MARKETING COURSE CERTIFICATES



Record Placements

OUR AVAILABLE BATCHES



Regular Batches

If you're a student and can come on regular basis than you can enroll for regular batches which is Monday to Friday, Five days a week.



Alternate Batches

If you think you need time to practice at home than you can enroll for alternate batches in which you need to come 3Days a week on alternate basis.



Weekend Batches

If you are a business owner and only have time on Saturdays and Sundays than weekends batches suits best for you. Enroll for weekends batches for digital courses.



Sunday Batches

In Case of a busy schedule, we have a Sunday batch system which suits you best as per your convenience. However, you need to discuss the time with our faculties.





“The goal of education is the advancement of knowledge and the dissemination of truth”

DIGITAL MARKETING INSTITUTE

Perfect Growth Studies



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