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Digital Marketing course training institute in ameerpet,Hyderabad

Sathya technologies is one of the best Software training Institute in Hyderabad India. Offers world class training on various trending software technologies in Hyderabad Join our Digital Marketing Training Classes and Get trained By Real time Industry professionals to Get hands on experience. We provide Digital Marketing classroom and Online training for students ,software and administration professionals. Our training sessions covers all information from basic to advanced level.we ensure that sathya tech is the best Digital Marketing Training institute in Hyderabad.

Knowledge and skill can be acquired with vigorous practice and it can be imparted to students through qualified and efficient faculty. Satya Technologies has a dedicated, professional and expert team of trainers with updated knowledge pertaining to their subject. With this subject matter expertise and teaching skills they train the students to meet the market standards.

Digital marketing is a combination various digital technologies like SEO,SEM, SMO, E MAIL Marketing, etc. Digital marketing is also called as online/web marketing.Digital marketing is playing a prominent role in the competitive business world. Digital marketing is key objective is to promote the brand. Sathya Technologies is one of the best Digital Marketing training institute in Hyderabad.We have very experienced faculty for Digital Marketing teaching.

Digital Marketing Course Content

1. Digital marketing

Digital marketing is a combination various digital technologies like SEO,SEM, and various Business flat forms to Reach customers, promote product and services, generate leads and create branding online. Digital marketing is playing a prominent role in the competitive business world. digital marketing is key objective is to promote the brand. Digital marketing is also called as online/web marketing

2. why Digital marketing is important in the competitive market

In the present business, world competition is increasing day by day every company trying to adopt new marketing technologies to survive in the competitive market .Digital marketing is a great tool to generate leads, Reach and retain the customers in online.why most of the companies focus online because most of the customer are spending more time in online. The internet usage is being increased also Digital marketing is measurable and cost effective

Unlike previously nowadays Digital marketing has rapid growth. Every large, small and medium businesses are following the Digital marketing strategies in order to achieve the marketing and business objectives to reach the customer and generate more potential leads for business growth

3. Digital marketing for career and business growth

1. Digital marketing industry is worth \$68 billion in the market
2. In India, alone 1,50,000 Jobs will be created by 2020
3. Indian companies spend 35,657crores in digital marketing. Most of the Indian companies are using digital marketing for competitive advantage
4. Digital marketing is a great tool in the current market.hence Ninety-six per cent of the Indian marketers have high confidence in the ability of digital marketing to drive competitive advantage which leads to creating more employability

4. Digital marketing course content

- Digital Marketing Overview & principles
- Understanding of website(website, domain, hosting, create website)
- SEO(search engine optimization)
- SEM(search engine marketing/Adwords/ppc)
- SMM(social media marketing)
- SMO(social media optimization)
- E-mail Marketing
- Content marketing(Inbound marketing)
- Affiliated Marketing
- Google Analytics
- Online Reputation Management

ADVANCED DIGITAL MARKETING COURSE CONTENT

SEO(Search Engine Optimization)

Introduction to SEO:

- What is Search engine optimization?
- History of Search Engines?
- How is SEO important in digital marketing?
- How is search engine important for companies?
- How can search engine impact the brand and sales of a company?
- How does search engine algorithm work?
- Components of a search engine?
- Different types of a search engine?
- Operators used in search engine
- Algorithms used in SEO
- Updates of SEO

Ø Google webmaster tools

- Website submission and verification
- Sitemaps creation and submission
- Robot.txt
- Crawls stats and Errors
- Link removal

Ø Keyword and competitive research

Ø On-page

- Google website guidelines
- Fundamental On-page Factors
- Site speed analysis
- Url optimization
- keywords
- meta tags
- Meta title tags
- Meta descriptions
- Anchor tags
- Header optimization
- Footer Optimization
- Word Press SEO
- H1,H2,H3 Tags Optimization
- Image optimization

Ø Off-page

- Link building techniques
- Link building
- What domain authority?
- What is page rank
- Web directory submission
- Social Book markings
- Forum submission
- Article submission
- Forum commenting and signature
- Blog creation
- Blog commenting
- Classifieds submission
- Press release submission
- Web 2.0
- Guest posting
- Google algorithm updates
- SEO reports

Ø Local SEO

- Local business listing
- Importance of local listing
- Submission of Google places
- Google Places optimization
- Business reviews
- Reports
- SEO Tools

SEM(Search Engine Marketing/ppc/Ad Words)

- Introduction to Paid Marketing
- Google Ad Words account Set-up
- Types of Campaigns
- PPC Campaign Setup
- Ad Groups and Keywords setup
- Bidding strategies
- Ad Rank, Quality Score Optimization
- Ad Words Ad Formats
- Ad Extensions
- Shopping Campaigns
- Dynamic search campaigns
- Display Ads Campaigns
- Remarketing campaigns
- Mobile Apps Marketing
- Video Marketing
- Ad Words tools & techniques
- MCC Account
- Ad Words Editor Tool
- Conversion tracking
- Ad Words certification exam

SOCIAL Media Marketing&optimization

- Introduction to social media marketing
- Facebook marketing
- Introduction to Facebook
- Facebook Page
- Facebook Groups
- Facebook advertising
- YouTube marketing
- Twitter marketing
- Twitter overview
- Twitter deck
- Google+ marketing
- LinkedIn marketing
- Pinterest marketing

E-mail Marketing

- Email Marketing Overview
- Benefits of email marketing
- Basic terminology in email marketing
- Email Marketing Tool and Softwares
- Building email marketing strategy
- Building subscriber lists
- Designing Newsletters and pop-ups
- Types of Email Marketing Campaigns
- Reports and analysis
- Email marketing spam filter techniques
- A/B testing

Google Analytics

- web analytics set-up
- Tools for website analytics
- Google Analytics tools
- **Basic terminology and KPI's**
- Reporting and Analysis
- Goals and Funnels
- Advanced Filters
- Segmentation

Affiliated Marketing & Ad sense

- Affiliated marketing introduction
- Affiliated Marketing Tools strategies
- Types of affiliated programs
- High paying Affiliated platforms
- Affiliated Marketing Structure
- What is ad sense
- How to generate income from Affiliated marketing and Ad sense

Content marketing

- Blog Marketing
- Article Marketing & promotion
- Cross promotions
- How to effectively market content
- Call to action via content
- Guest blogging
- Content Marketing Tools

Online Reputation Management

- What is reputation management
- Why reputation management is Important?
- Online reputation management Tools
- ORM strateg

Consequently, Satya Technology is your best choice for Software courses training at affordable and reasonable pricing in Ameerpet, Hyderabad.

We have best experienced faculty for teaching .

Sathya Technologies is the most preferable institute for Oracle in Hyderabad.

If you want any another information about Digital Marketing **course** please vist

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Thank you!