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BEST DIGITAL MARKETING CERTIFICATION COURSE

Banglore, Karnataka
Hyderabad, Telangana
Vijayawada, Andhra Pradesh.



What is Digital Marketing?

Digital marketing is a form of marketing for promoting and selling products or services on the Internet. It's the process of leveraging different online marketing channels like search engines, social media networks, and email to reach your target audience.

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Digital marketing

Digital marketing is using digital channels such as websites and social media as tools for marketing communication.

Traditional marketing

Traditional marketing on the other hand involves traditional channels, like billboards and printed media.

What makes you a good DIGITAL MARKETER ?

Love to tell stories
through content in
various forms on
demand basis.

Ability to use analytical
tools and draw down
conclusion on behaviors

Thrive to always learn
new updates and
patience for
experiments

Skills a Digital marketer must have

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Writing

Ability to write appealing content



Editing

Basic editing skills using automated tools



Reading

For constant knowledge up-gradation.

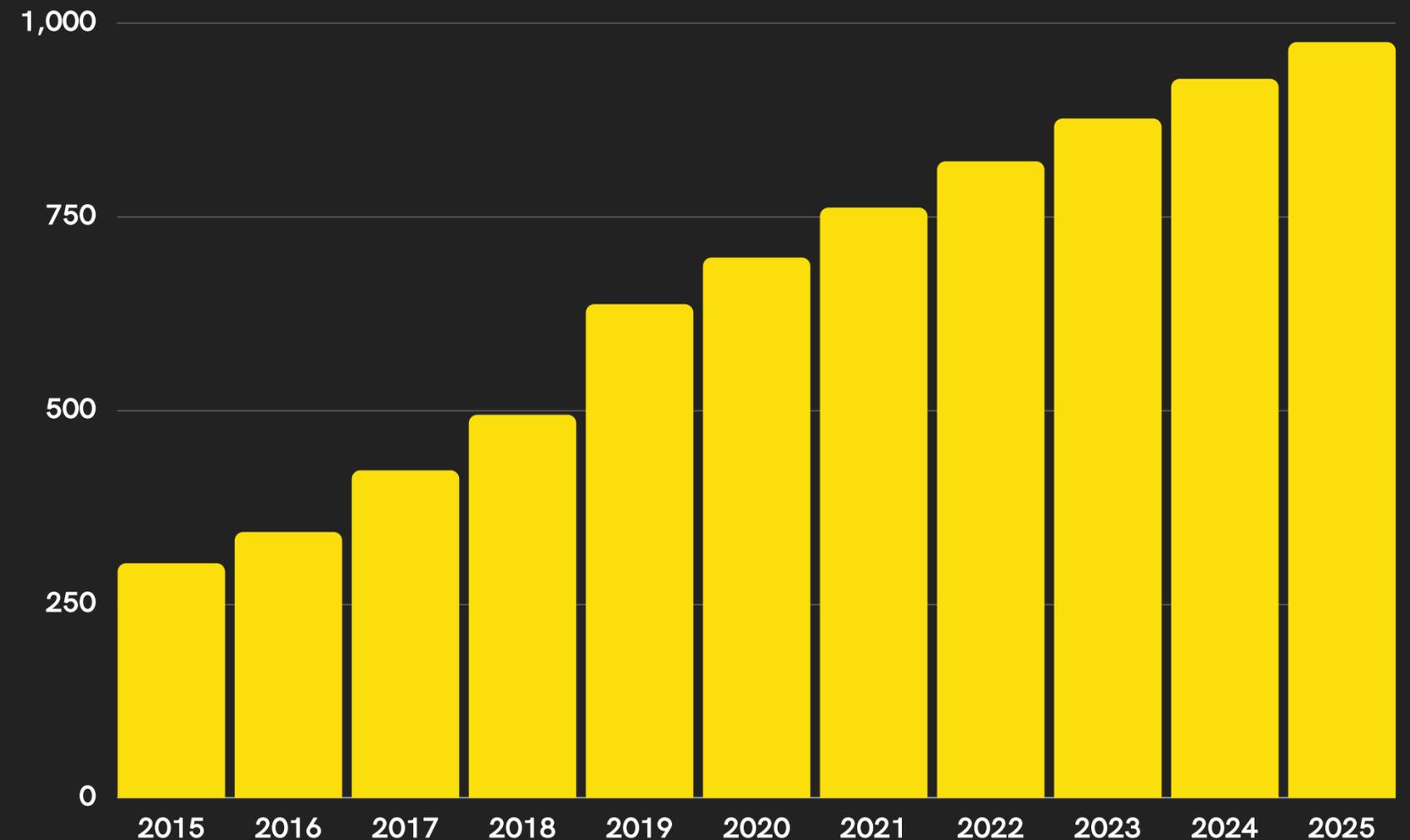
DOES DM SUIT YOU ?

If Your answers are "YES" Then DM is for
"YOU"

- You Have a Creative Spark Waiting to Be Unleashed.
- You Can Hack It On Your Own...And Play Well With Others.
- You Never Give Up in the Face of Adversity.
- Finally...You Love It !!

Current demand for DMers

As you can see the amount of population moving to digital platforms obviously the focus market is online. So the future is all about DM !!



Number of internet users in India since 2015 to 2020 and forecast of growth in internet usage up to 2025

From Statista.com

*in millions

Indian origin DM Pioneers

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NEIL PATEL

NP Digital

He is a New York Times Bestselling author. The Wall Street Journal calls him a top influencer on the web.



DEEPAK KANAKARAJU

Digital Deepak

Deepak is a digital marketing consultant and blogger from Bangalore, India. Read his blog to learn Digital Marketing.



SOURAV JAIN

Sourav spearheads echoVme

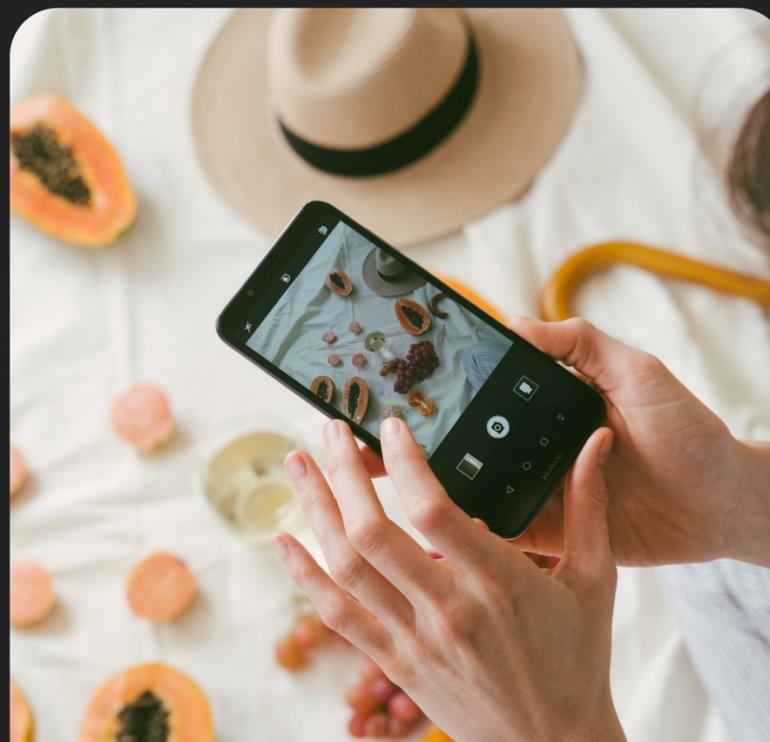
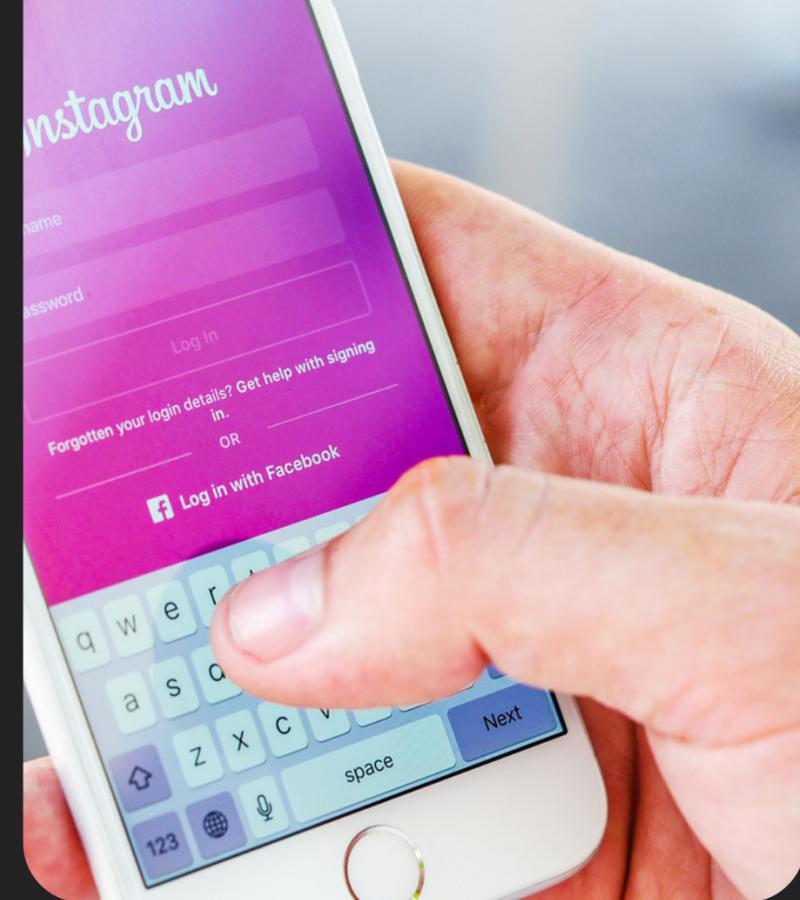
Sorav Jain is an entrepreneur, digital marketing consultant, trainer, author, speaker who has trained over 3500 professionals.



Modules



1. WordPress Setup
2. Search Engine Optimization
3. Search Engine Marketing
4. Pay Per Click
5. Social Media Marketing
6. Web Analytics
7. Digital Marketing Tools
8. YouTube Optimization
9. Email Marketing
10. Affiliated marketing



Search Engine Optimization



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On-Page SEO

Onpage optimization refers to all measures that can be taken directly within the website in order to improve its position in the search rankings.

Off-Page SEO

"off-page SEO" (also called "off-site SEO") refers to actions taken outside of your own website to impact your rankings within search engine results pages (SERPs).

Technical SEO

Technical SEO refers to website and server optimizations that help search engine spiders crawl and index your site more effectively.

Link Building

Building links is one of the many tactics used in search engine optimization (SEO) because links are a signal to Google that your site is a quality resource worthy of citation.

Search Engine Marketing



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Campaign creation

A campaign allows you to promote your products or services on Google's vast network of search results, websites, videos, mobile apps, maps, shopping listings, and more.

Google search mechanism

Google is a fully-automated search engine that uses software known as "web crawlers" that explore the web on a regular basis to find sites to add to our index.

SERP

Search engine results pages are web pages served to users when they search for something online using a search engine, such as Google.

Google Tools

Google's suite of apps for education—Gmail, Chrome, Drive, Docs, Slides, and Sheets—for creation and collaboration within the classroom.

Pay Per Click



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Text Ads

A text ad is composed of a written copy by the advertiser. Format and character limits are dependant on the PPC platform you are working on.

Display Ads

A display ad is typically delivered in a format of an image or motion graphic. PPC platforms that offer display advertising often have size and content requirements advertisers must comply with when creating their visual creative.

Shopping Ads

A shopping ad is typically delivered after a searcher submits a query through a search engine or shopping engine. Shopping ads typically contain an image of the product, the price of it, and any pertinent specifications like size, color, dimensions, etc.

app store ads

With App Campaigns, you can promote your iOS or Android app on Google Search, YouTube, Google Play and more. The Google Ads mobile app helps you stay connected to your campaigns while on the go with your smartphone.

Email Marketing



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Email Newsletters

Many businesses and organizations send email newsletters to stay top of mind for their recipients.

Lead Nurturing Emails

As an inbound marketing tactic, lead nurturing is all about understanding the nuances of your leads' timing and needs.

Re-Engagement Emails

If metrics show that a portion of your subscribed client list has been inactive, it may be time to send out a re-engagement email to re-establish contact and goodwill.

Dedicated Emails

Dedicated emails, or also known as stand-alone emails, contain information about only one offer.

Web Analytics



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Website analytics

Web analytics is the measurement and analysis of data to inform an understanding of user behavior across web pages.

Ad analytics

In simpler terms, advertising analytics can be referred to as the use of analytical data and tools that helps businesses and marketers to efficiently monitor their omni-channel marketing efforts.

Social media analytics

Social media analytics (SMA) refers to the approach of collecting data from social media sites and blogs and evaluating that data to make business decisions.

Youtube analytics

YouTube Analytics lets you monitor the performance of your channels, videos, and claimed content with up-to-date metrics and reports.

YouTube Optimization



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Content ideas generation

To help you to come up with new content ideas related to your topic and create best appealing content

Youtube channel setup

Looking to start promoting your own video content on YouTube? Here's how to set up and optimize your YouTube channel the right way.

Youtube studio

YouTube Studio is the home for creators. You can manage your presence, grow your channel, interact with your audience, and make money all in one place.

Hacks and tricks

We help you create your channel and also provide neumorous hacks and tricks to devlope your channel

How to design a website

Choose the best all-in-one solution for building your site on the platform that powers ... You don't need to learn web design to create the website of your dreams.

Useful plugins

A plugin is a piece of software containing a group of functions that can be added to a WordPress website.

SEO check

This is the ONLY tutorial you'll need to hugely increase your search engine traffic by improving your WordPress SEO.

Other resources

Official WordPress developer resources including a code reference, handbooks (for APIs, plugin and theme development, block editor), and more.

Social Media Marketing



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Facebook Marketing

Marketing on Facebook can help you to efficiently reach all of the people who matter most.

LinkedIn Marketing

At its most basic level, LinkedIn allows you to set up a personal profile and connect with other professionals you know or want to know.

Keyword research

Learning how to do keyword research is a fundamental SEO task that involves identifying popular words and phrases people enter into search engines.

Other platforms

Since most of your audience is likely using at least some social media sites, it's a good option for reaching new target customers and communicating with current customers.

Affiliated marketing



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How, What and why

History of Affiliate Marketing. Frequently asked questions about Affiliate Marketing. The basis of Affiliate Marketing

Affiliate Marketing Platforms

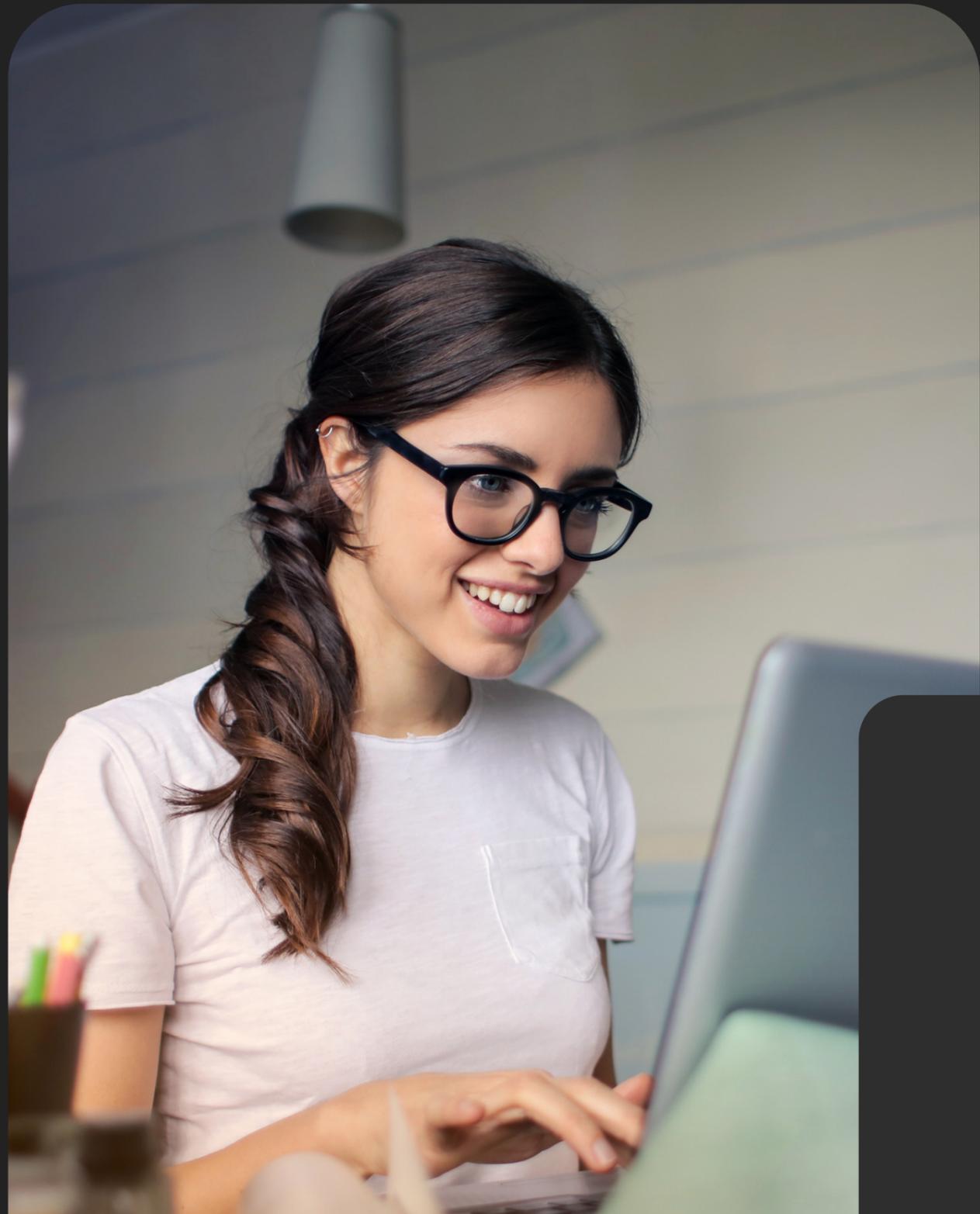
Different platforms we use and need for affiliate marketing in today's market.

Marketing Types & Account Setting

Different types of affiliate marketing and how you could set up the whole procedure in this

Tips and tricks to improve affiliate Marketing

Affiliate Links and how to deal with them.
Promoting your affiliate program



Carrier opportunities as a **Digital Marketer**

There are unlimited opportunities that one can embark as a professional digital marketer. The list below suggests a few of them.



1. Search engine optimization Specialist
2. Paid ads Specialist
3. Online Content Developer
4. Mobile Marketing Specialist
5. Web Designer
6. Email Marketing specialist
7. Social media manager
8. Professional Blogger
9. Professional You tuber
10. Influencer
11. Entrepreneur
12. Business Analytics Specialist
13. Brand Management

About Our Trainer

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Experience

Our trainer SREE is an Industrial expert and has an experience of over 9 years in training students and building up high level projects for businesses.

What can you expect ?

You can expect very interactive and 100% student oriented teaching.

Advantages

Personal level mentoring. Every student is special in their own way so he prioritise to nourish your specialities and sharpen your talents individually.

Structure of course



Demo



Basic Introduction of Digital marketing



Training



Internship



Placement preparation

Why SREE MEDIA

Best Interactive
training sessions

Limited students
per batch

Globally accepted
certifications

Internships that
introduce you to real
time projects

Personal mentoring

100% placement
assistance



Testimonials

Nikhil Jupudi

Sree media is the best digital marketing training centre in Vijayawada. I've been trained here and worked with clients and done internship as well.

Sudhakar S

Am very happy to be trained at sree media - I choose digital marketing course with internship. In my internship I have worked on client projects like SEO, backlink building, Google ads and social media marketing with the help of paid tools.



Naren raja

You can learn everything that you want to. Excellent place to gain knowledge. I will refer it to my friends definitely.



Social Media Links

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Facebook



Instagram



LinkedIn



Contact Us

For questions or concerns

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Marketing is no longer about the stuff that you make, but about the stories you tell.”

–Seth Godin, Bestselling
Author and Blogger



The Next Steps

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Are You ready
to embark on
this journey ?

●
Contact US

●
Scedule a
demo with us

●
Start your
training
sessions

