



TalentVirges

Digital Interactive Learning

Professional Certification In Digital Marketing

(Recognized by Govt. Karnataka)

Course Overview



Technology, well again continues to drive business in the 21st century and mastery of Digital Marketing techniques is a must known pre-requisite. Well, you are aware of the term Digital Marketing as a medium to promote your product and your business.

So, how important do you think Digital Marketing is?

- Today's marketing strategy completely depends on the Digital Marketing.
- Increase in the number of sales results in increases in revenue.
- It helps you brand your company.
- Easy to get familiar with the marketing channels.
- Digital Marketing helps to build a better relationship with you customers/prospects.
- Better ROI (Return of Investment).
- Has wide and dynamic career opportunities.



Whom is This Program For?



- Any Graduates/ Post Graduates who want to accelerate their career in Digital Marketing
- Sales Professionals who want to make a switch to a digital marketing role
- Professionals who want to augment their skillset from Traditional marketing to new arena of Digital Marketing
- Business owners and self-employed professionals who want to grow their business to new heights

Advancement in your career with Digital Marketing

- Entrepreneur
- Digital Marketing Manager
- SEO/SEM Specialist
- Content strategist
- Social media manager
- Digital Sales Manager
- Performance marketer
- Affiliate marketer

Uniqueness of our program

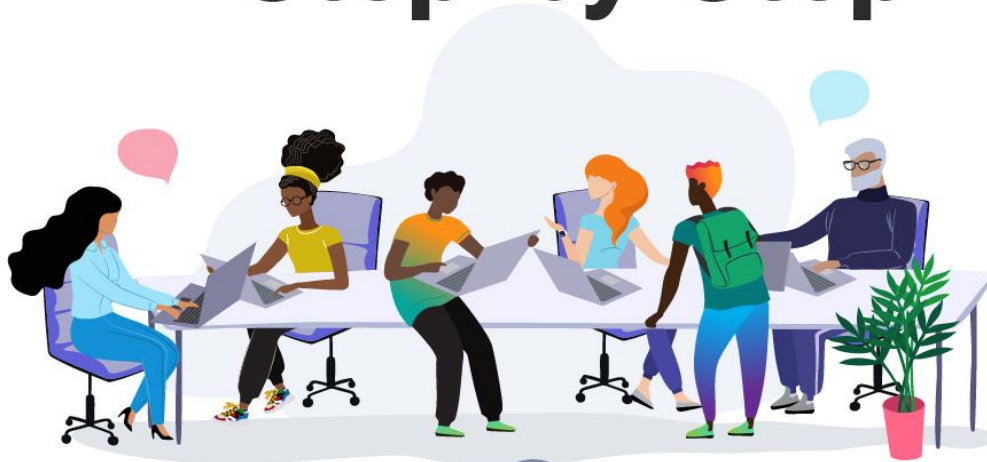
- Comprehensive curriculum
- Access to learning content beyond completion of program
- Hands-on Labs & Projects
- Mentored Capstone Project
- Industry Certification equipped
- Career Assistance

How to Become a Digital Marketer: Step-by-Step



1

Choose Your Digital Marketing Career Path



2

Attend a Digital Marketing Bootcamp or Degree Program



3

Improve Your Technical Skills



4

Craft Your Digital Marketing Resume



5

Start the Job Search



6

Prepare for Interviews

Course Modules



- **Module 1:**
Orientation from Traditional Marketing to Digital Marketing
- **Module 2:**
SEO based Content writing, Content Marketing
- **Module 3:**
SEO, SEM
- **Module 4:**
Word Press website, Design & Social Media integration (SSL, Privacy) (Blog & Domain Name)
- **Module 5:**
Google Ads, Facebook & Instagram ADs

Course Modules



- **Module 6:**
E Mail Marketing and Automation
- **Module7:**
Landing Page creation and Sales funnel
- **Module 8:**
Personal Branding through LinkedIn Marketing
- **Module9:**
Social Media Management
- **Module 10:**
Web Analytics, Digital Marketing Tools
- **Module11:**
Setting up an E-Commerce Store & E-commerce marketing

Get Hands On



Learning Outcomes



- Learn the latest approaches to strategic marketing that are effective across all channels globally.
- Learn industry standard tools like Google Ads, FB ads, Google Analytics and SEO optimization.
- Become an Affiliate Marketer or influencer and manage your digital brand.
- Learn to use content marketing effectively across all platforms to communicate your brands image.
- Become Digital Marketing Expert to run live campaigns across various channels.
- Optimization of revenue through effective marketing.

Evaluation & Programme Schedule



- The evaluation methodology is at the discretion of the facility and includes assignments and capstone project.
- Live online sessions:
 - 80hr course
 - 5 months duration
 - 3 hours / week.
 - Classes On Weekends.

Why Choose TalentVirges



- Industry experts Guidance
- Internships with Agencies
- Live case studies
- 100% Placement assistance
- Six months free consulting
- Updated course

Certification



Certificate of Completion
(Recognized by Govt. Of Karnataka)

This award is given to

ANANYA C

for successfully completing Digital
Marketing Course

MAMATHA M
Director, Talentvirges

Course Fees

- The course duration is for 5 months.
- At the end of the course you will be receiving a certification in Digital Marketing, Recognized by Govt. Of Karnataka.
- The total cost of the course is Rs.25000+GST.
- Fee Includes Tuition Fees + Learning Material + Mentorship Sessions



TalentVirges
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Want to get started?

Enroll today!

Visit us @ www.talentvirges.com

Contact us @ [+91 9845979413](tel:+919845979413)