

Greetings, from Nexta Academy of Digital Marketing (NADM) Calicut. We are interested in conducting a skill full training class on “Digital Marketing & Graphic Design” in your college for the academic growth of all students and we also provide support to all students in taking Diploma certification in Digital marketing, so that they can excel in their profession. So kindly grant us a slot for conducting this program.

## **Our Features**

1. NADM provides Diploma Certificate in Digital marketing & Graphic design along with university degree certificate.
2. This class will consist both practical and theory section 10hrs in week (2hr/day).
3. Minimum 25 students required.
4. Demo class can be conducted if you are interested.
5. Along with Diploma certificate we also provide the following certificates.
  - o Google Digital Unlocked.
  - o Google ads certificate.
  - o Facebook Blueprint certificate.
  - o Hub spot academy for inbound marketing.
  - o Google analytics.
  - o Bing certification.
  - o YouTube certifications.
  - o Graphic Design certifications.
6. We provide HR and personality development class with this session.
7. This will be a paid class of total Rs 30,000/year for a student.
8. 10% of the total fee will be provided to the college.
9. We will be highly thankful to you if you check the above statements and kindly gave us a positive feedback about the class. Syllabus and other details are listed below

## **NEXTA Academy of Digital Marketing**

### **Why Digital marketing is important?**

Nowadays industries are looking for extra knowledge that is gained by students rather than what they have learned from text books and syllabus. Digital marketing is now trending and it's necessary for having an extra certificate. Digital marketing is a practical knowledge that a student can gain which is helpful in industries and also if a student is willing to start their own business.

### **Why NADM?**

NADM is a full-fledged digital marketing institute providing training in social media marketing, search engine marketing, search engine optimization, affiliate marketing, email marketing. Our aim is to create industrial oriented professional and we make sure you are the best among the best.

### **What we provide?**

- Content writing and photo editing.
- Social media marketing
  - Facebook marketing
  - Instagram marketing
  - Twitter marketing
  - Pinterest marketing
  - LinkedIn marketing
  - Social media RIO
- Email marketing
- Blogging and Affiliate marketing.
- Search engine marketing
- Google Ad mobs and Google AdSense.

- YouTube marketing.
- Search Engine Optimization.
- Graphic Design
- Web UI Design
- Front End Web Development – HTML
- HR & Personality Development.
- One-week internship

## Syllabus for Digital Marketing

### PART 1: SOCIAL MEDIA AND SEARCH ENGINE

#### 1. Introduction to Digital marketing. (2 Hours)

- What, why and How digital marketing?
- Introduction to photo and video editing (Snapseed, pixlr, Quick)

#### 2. Introduction to Social Media Marketing (SMM) (2 Hours)

- What are social media? Its use in nowadays.
- Viral Marketing.

##### A. Facebook marketing (18 Hours)

- Setting up and optimization of Facebook page.
- Facebook Events.
- Facebook effective marketing Strategy.
- Facebook Ads and Ads Manager.
- Facebook remarketing.
- Projects.

##### B. Instagram marketing (8 Hours)

- Introduction to Instagram.
- Concepts of #tags.
- Setting up Instagram business account.

- Building attention and followers in Instagram.

#### **C. Pinterest marketing (5 Hours)**

- Pinterest business marketing.
- Creating Pinterest business account.
- Creating pins and boards.
- Pinterest power tools.

#### **D. Twitter marketing (5 Hours)**

- Introduction to twitter account.
- Twitter fundamentals.
- Ads camping.

#### **E. LinkedIn marketing (6 Hours)**

- Introduction and importance of LinkedIn
- Creating and usage of LinkedIn profile
- Creating company page and linking.
- LinkedIn ads manger.

#### **F. Social Media ROI (3 Hours)**

### **3. Email marketing (6 Hours)**

- Introduction to emails and email marketing.
- Use and introduction to campaigns in email marketing.
- Analytics review in email marketing.
- Discuss about various CRM used in industry.

### **4. SMS marketing Tutorials (2 Hours)**

### **5. Search Engine Marketing (SEM) (20 Hours)**

- Introduction to Search engines and search engine marketing.
- Introduction of keyword planner.
- Importance of keyword.
- Introduction to PPC camping
  - PPC in Google Adwords.
  - PPC in Bing Adwords.

#### **G. Introduction to Google Adwords.**

- Importance of keywords.
- Importance of auction and ad relevance.
- Google analytics and Google Adword.

## **6. Inbound Marketing (3 Hours)**

## **7. Youtube Marketing (V-blogging) (12 Hours)**

- Creating channel in Youtube.
- Channel strategies.
- Monetization and thumbnail.
- Video planning strategy.
- Free too for video analysis and get keywords.

## **PART 2: SEARCH ENGINE OPTIMIZATION**

### **1. Website Development Using Wordpress. (10 Hours)**

- Introduction to domain andURLs.
- Wordpress overview.
- Creating online resume/portfolio.
- Website design (Hosting and installing of wordpress).

### **2. Overview of SEO. (10 Hours)**

- Evolution and concepts of SEO.
- Terms and definition of SEO
- Google algorithm and search engine updates.
- Keyword analysis and completion analysis.
- Tools for keyword analysis.

### **3. On page SEO-content SEO. (2 Hours)**

### **4. On page SEO-Technical SEO. (6 Hours)**

- Tools and cpanel.
- Identifying and removing duplicate content.
- Webmaster tools integration.

### **5. OFF page SEO (4 Hours)**

### **6. Measuring SEO Effectiveness. (10 Hours)**

- Measuring SEO performance.
- Measuring the impact of social media.
- Analyzing links.
- Analyzing keywords.
- SEO site audit.

**7. SEO in ecommerce website. (4 Hours)**

**8. Google Business Listing. (4 Hours)**

**9. Mobile SEO (4 Hours)**

- Understanding mobile SEO.
- Configuring website for mobile.

**10. Google Analytics. (8 Hours)**

- Understanding the basics.
- How to setup Google analytics account.
- Dashboard and shortcuts.
- Basic conversion and tracking.

**11. Google tag manager. (6 Hours)**

- Setting up tag manager account.
  - Collecting data using the data layer, variables and events.
  - Using additional Tags for marketing and remarketing.
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