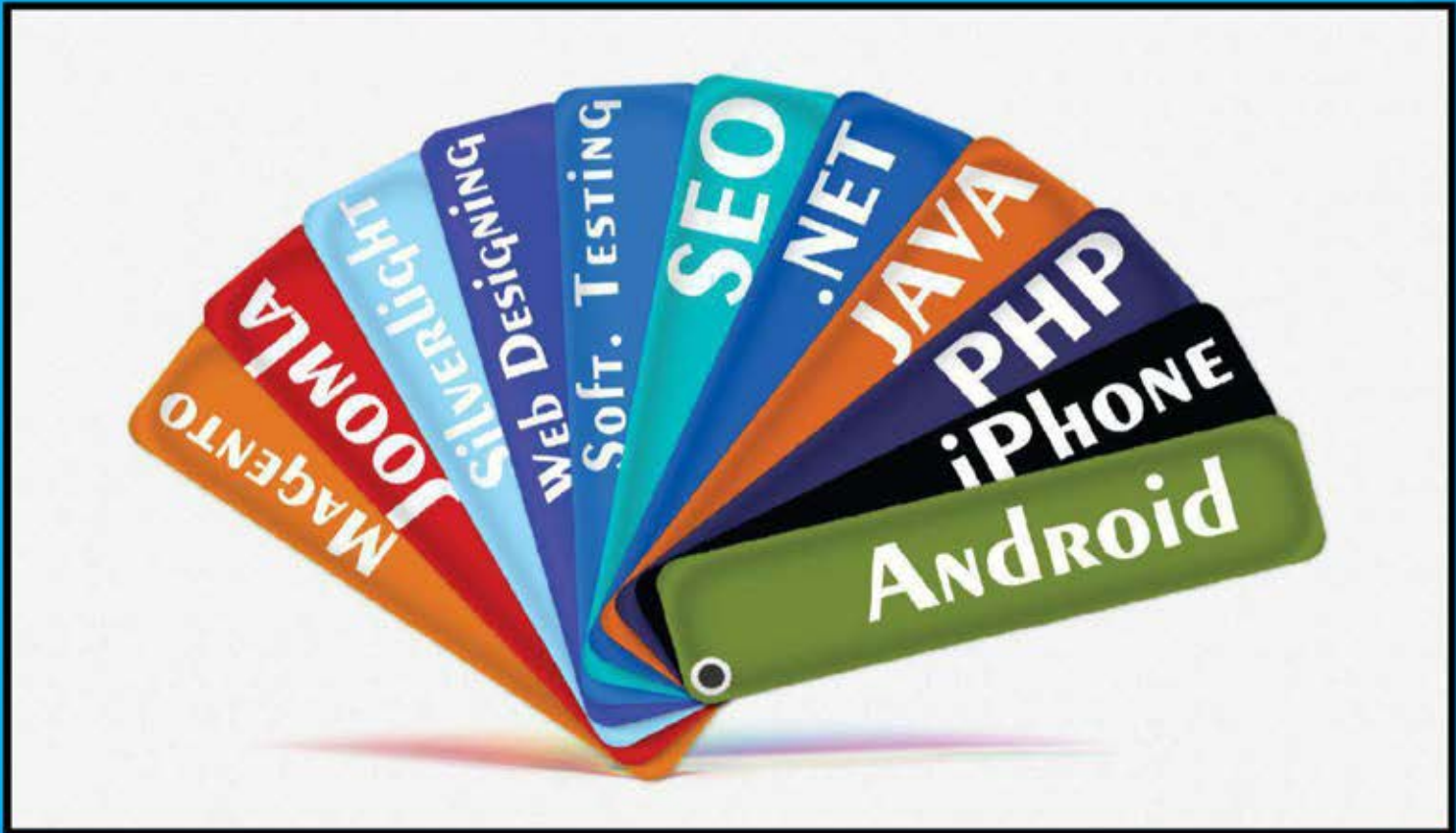




# Foxangle



## DIGITAL MARKETING

### OTHER COURSES OFFERED

- PHP - .NET - JAVA - C,C++
- IPHONE - ANDROID
- SEO - SOFT. TESTING - WEB DESIGNING - MOBILE TESTING
- SILVERLIGHT - JOOMLA - MAGENTO - WPF - WORDPRESS -  
CODEIGNITER - STRUTS - HIBERNATE

# Digital Marketing

This program will contain the following **MODULES**:

## **MODULE-1 [ Fundamental ]**

- ⦿ Introduction to World Wide Web
- ⦿ Protocols of WWW
- ⦿ Hypertext and links
- ⦿ URL and Domain Name System
- ⦿ Internet
- ⦿ Internet Browsers
- ⦿ Web site
- ⦿ Web Page
- ⦿ Home Page

## **MODULE-2 [ Digital Marketing ]**

- ⦿ Introduction to digital marketing
- ⦿ Web Site marketing and planning
- ⦿ Search Engine Optimization
  - Planning SEO of a website

## **MODULE 3 [ Website Optimization ]**

- ⦿ HTML optimization
- ⦿ Site Submitting
- ⦿ Content Optimization
- ⦿ Keyword Research
- ⦿ Competitive Keyword Research
- ⦿ Google Adwords
- ⦿ Local SEO

## **MOSULE-4 [ PPC ]**

- ⦿ Introduction to AdWords
- ⦿ Account management
- ⦿ Campaign and ad group management
- ⦿ Keyword targeting
- ⦿ Language & location targeting
- ⦿ Measurement and optimization
- ⦿ Performance, profitability, and growth
- ⦿ Managing multiple account

## **MOSULE-5 [ Social Media Marketing ]**

- ⦿ Social Media Marketing
  - Understanding / Building Social Media Strategie
  - Facebook/ LinkedIn /Twitter/Google+ marketing
  - Video/Content marketing
  - Affiliate Marketing
  - Lead Management, Ecommerce Marketing & Growth Hacking
  - Social Media Channels
  - Blogs, Banners and form
  - Ad posting
- ⦿ Content Marketing
- ⦿ Mobile Marketing
- ⦿ Location Opportunities
- ⦿ Email Marketing
  - Malling List
  - Element of an Email
  - Marketing Automation
- ⦿ Link Building

## **MODULE 6 [ Tools ]**

- ⦿ Web Analytics
  - Performance and indicator
  - Segmentation
  - A/B Tesing
  - Qualitative Data
  - Campagin Tracking
- ⦿ Google Analytics: Advanced Table Filtering & Adsense
- ⦿ Tools
  - Google web-master tool
  - Google analytics
  - PPC
  - Adsense
  - Adwards
  - Pinterest
  - Similar Page Checker
  - Search Engine Spider Simulator
  - Backlink Anchor Text Analysis
  - Backlink Builder
  - Keyword Suggestions Tool



Digital Marketing

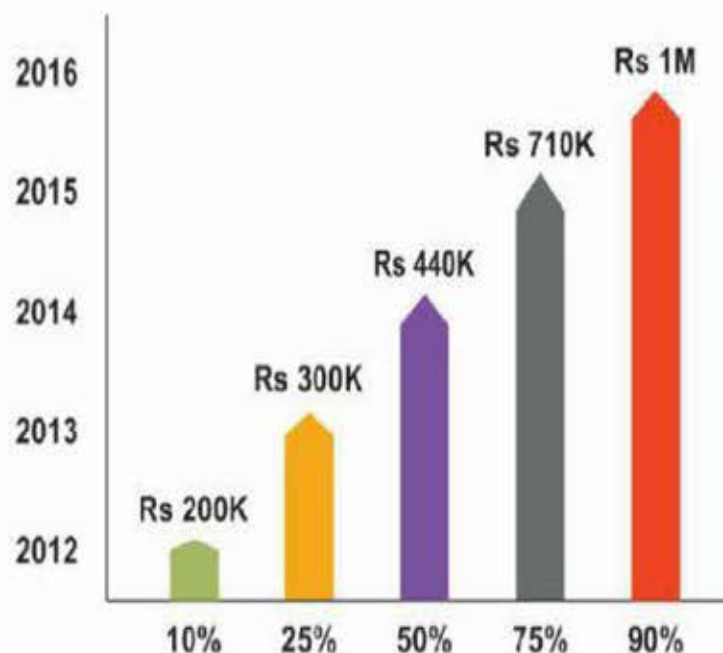
## CAREER PATH OF A DIGITAL MARKETING

As the world is getting more and more digitized in every respect, Digital Marketing is a booming career option today. With striking features like cost-effectiveness, instant response, flexibility, convenience, effectiveness.

Digital Marketing is making a strong impact in the world of Marketing and Advertising. Especially, the start-ups prefer going digital to market their brand, products and services. Today 'Digital Marketing' and 'Marketing' both are becoming synonymous.

Digital marketing is a vast field with a variety of areas and segments such as Social media, Content writing, Email marketing, SEO/SEM, Data Analysis,

Digital Marketing Manager Salary





# COMPANIES WHERE OUR PAST STUDENTS ARE WORKING



Placements is a very important and integral part of our offerings. We specialize in providing placements to students and experienced candidates

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