

Digital Marketing

Duration: 1 month

Why MindScript?

1. We have training content referred from **UGC, AICTE & Mumbai University** syllabus.
2. Module wise distribution of the training content.
3. Practical exam after each module and after completion of training.
4. Internship completion certificate with duration and technology
5. Industry Expert Trainer.

Evaluation pattern:

1. Test after each module.
2. Weekly attendance report.
3. Online weekly attendance monitoring
4. 50% marks for exam and 50% performance.

About MindScript

We are IT and media firm based in Thane. We are functional in Digital Marketing, Social Media, Website Development, Mobile App Development, Internet of Things (IoT), Live streaming, and Creatives Designing. Our mission is to bring accessible, affordable, engaging, and highly effective IT Services to our Clients.

We understand that an ever-improving business model is the essential need of the hour. Thereby, by proffering you with superlative business solutions that match your budget and timeline, we endeavor to keep you ahead of your competitors.

The team comprises alumni of top most college of Mumbai with diverse experience in business development, strategy and product management. We are based in Thane, Mumbai. The combined experience of all the core team members of the company is 50+ years.

About Digital Marketing Training

Digital Marketing training is a 1-month training program. As part of the training, you will learn how to find the best keyword using various tools. You will learn SEO, SMM, Paid Marketing. We are providing practical Knowledge of most of the Digital Marketing's Tool. Live Project task handling.

Syllabus:

Blogging & Web Analytics: - (Learn to create a Google Analytics account and analyze the metrics of your Web using Google Analytics)

- Introduction of Analytics
- Learn to create a Google Analytics account
- Analyze the metrics of your Web using Google Analytics.
- Creating Analytics Report
- Creating a Google Analytics account and linking
- Google Analytics Account Structure
- Standard Repots
- Assignment

MindScript

A-16, Nav Santosh Apartment, B-Cabin Road, Naupada, Thane(W).

Phone:- 022 2533 4488

Mobile:- +91 9222999008



Search Engine Optimization (SEO): - (Learn how SEO works and how you can improve the page rank of your blog by using different SEO tools.)

- Importance of a Search Engine
- What is SEO?
- How does a Search Engine Work?
- Page Rank / Authority of a
- Initial Analysis Report Making
- How to Find Best Keyword's Using Various Keyword Finding Tolls.
- On Page SEO
- Off Page SEO
- SEO Tools
- Assignment

Online Advertising (Google & YouTube Ad's): – Search, Display and Video: Learn how to use different advertising mediums like Google Ads, YouTube. Also learn to implement A/B testing for these ads.

- Advertising Fundamentals
- Google AdWords Overview
- Search Advertising
- AdWords Auction
- Display Advertising
- YouTube Advertising
- Assignments

Social Media Marketing (SMM): – Learn how to use different social media platforms and tools to advertise your product effectively.

- Social Media Marketing - Overview
- Facebook Organic
- Facebook Paid
- Twitter Marketing
- LinkedIn Marketing
- Instagram Marketing
- Social Listening

Venue:

1. We can arrange this in your college campus or at MindScript.

Terms & Conditions:

1. Candidate must be from University approved college.
2. Candidate must have to complete all the practical assignment.
3. 80% attendance is compulsory for certificate.
4. Intern will maintain a regular internship schedule determined by the Intern and their supervisor.
5. Intern will demonstrate honesty, punctuality, courtesy, cooperative attitude, proper health and grooming habits, appropriate dress and a willingness to learn.
6. Intern will obey the policies, rules and regulations of the Company and comply with the Company's business practices and procedures.

MindScript

A-16, Nav Santosh Apartment, B-Cabin Road, Naupada, Thane(W).

Phone:- 022 2533 4488

Mobile:- +91 9222999008



For any query regarding the training syllabus call on 9222999008

