ONLINE MARKETING TRAINING

MASTERS IN DIGITAL MARKETING

DIGITAL WEB ACADEMY

Corporate Address

#15/6, 2nd floor, 4th "C" Main Road, Hebbal, Bengaluru, Karnataka - 560024

Website: **www.digitalwebacademy.in** | Contact :- **(+91) - 9535 253 533**

Contents

Digital is the Future
&
We care about Your Future

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India's leading

Google partnered

Digital Marketing

Institute - DWA

2000+
Trained

300+
Batch

4.5/5
Rating

Motivation And Survey

MOTIVATION

Digital marketing benefits businesses of all sizes and helps to target business in a better way by giving access to the mass market at an affordable price. Unlike TV or print advertising, it allows truly personalized marketing. The main advantage of digital marketing is that a targeted audience can be reached in a cost-effective and measurable way. Other digital marketing advantages include increasing brand loyalty and driving online sales.

It gives fair chance to all kinds of businesses that prefer to go with online branding and advertising. It is not anymore like the days of yore situation when only the multinationals and top business houses, for the most part, grasped Digital Marketing. The most detectable advantage is its capacity to connect with different clients without utilizing call centres.

The motivation behind the role of digital in branding & marketing is that it has a control over other marketing channels is the power of digital strategies to coordinate with exact target audiences and guarantee result driven engagements.

Digital Marketing opens the approaches to better, greater and powerful targeting in all the business sectors.

Digital marketing is a process which leads to the development of your brand by using a variety of digital channels such as email, social networks, inbound marketing and mobile.

SURVEY

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

Digital Advertising Testing & Reporting : 11.04%
PPC Account Audits : 4.90%
Quality Score for PPC : 4.68%
Ad Serving & Scheduling : 3.81%
Landing Page Definition : 6.58%
Shopping and Product Listing Ads : 2.16%
Programmatic and Media Channel Ads : 3.29%
Display (Graphic & Banner) Channel Ads : 6.33%
Video Ads : 3.99%
Advertising Strategy, Communication of Practice : 13.87%
Advertising Keyword Research : 9.43%
PPC Account Structure : 7.50%
PPC Bid Management : 8.28%
PPC Keyword Match Types : 5.54%
Text Ads for Paid Search : 8.62%

About Digital Marketing

The marketing of products or services using digital channels to reach consumers is called digital marketing. The key objective is to promote brands through various forms of digital media.

Digital marketing has changed the way brands and businesses use technology for marketing.

Firms across the globe have woken up to this new tool available to them to reach out to more and more customers in number of ways.

Digital Marketing comes with number of tools with it – content marketing, blogs, search engine optimization (SEO), website designing, web banner ads, paid search (SEM or search engine marketing), affiliate marketing, mobile marketing, email & SMS marketing, social media advertising etc. It is continuously coming up with more such tools and platforms,

Current Job Trends

JOB TRENDS IN 2019

Category	Value
Ayurveda	56
Digital Marketing	98
Govetnment Jobs	60
Technology	80
Remote Work from Home	111
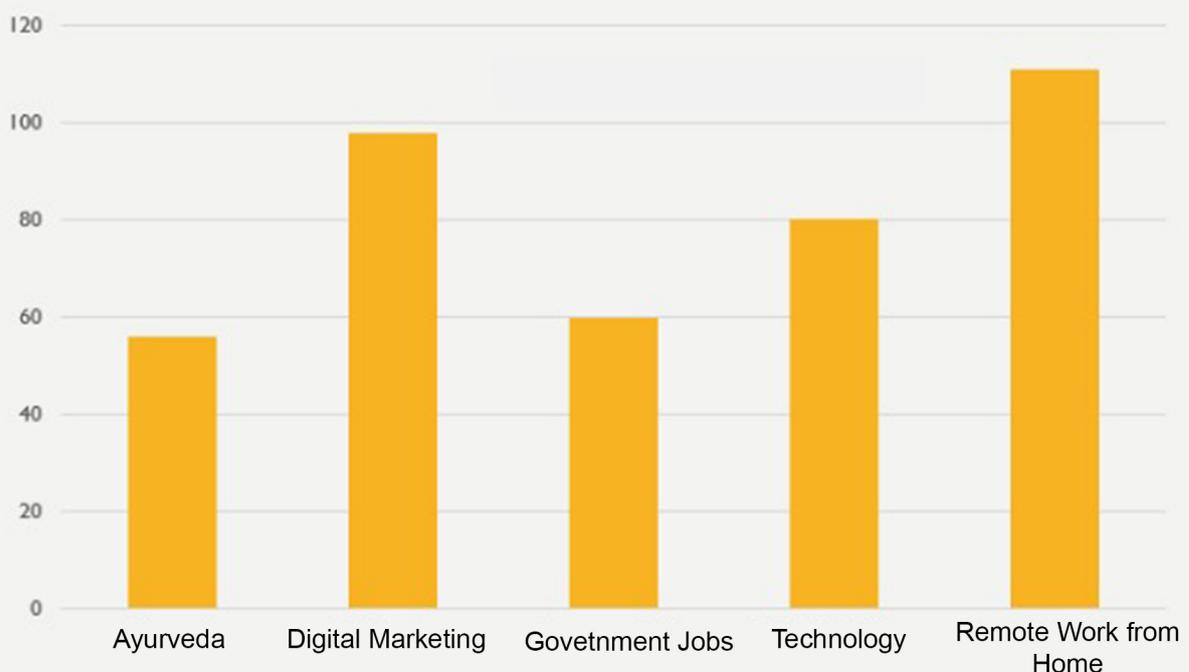
About
Digital Web Academy

Digital Web Academy is one of the Best institutes in Bangalore for Digital Marketing. We provide Web Designing, Web Development, & Digital Marketing.

If you are looking for a settled job with 100% job assurance, then **Digital Web Academy** is the the right institute for you.

This is the only institute where we provide 41 modules are covered from scratch to the advanced along with certicifications; weekday and weekend classes can be preferred according to your convenience along with good placement opportunities.
The office is located in Hebbal, Bangalore.

SALIENT FEATURES

- 125+ Hours Instructor-Led Sessions
- Vskills (Govt of India) Certified Course
- 60+ Hours Industry Case Study Exercises
- Lifetime Access to Latest Content
- 10+ Industry Certifications (omc Google, Facebook & LinkedIn)
- 24*7 Support through Discussion Forum
- 100% Placement Assistance (for Freshers & Digital Marketers)
- Rs 74,000+ Worth Digital Marketing Tools

~~Advance~~
Masters in
Digital Marketing

(41 Modules)

India's First HYBRID Program

MODULES & DESCRIPTION

INTRODUCTION OF DIGITAL MARKETING?

Digital marketing is the process of building and maintaining customer relationships through online activities to generate sales and/or capture customers that are searching on the Internet.

PHOTOSHOP

For a Limited Time

Photoshop is considered one of the leaders in photo editing software. The software allows users to manipulate, crop, resize, and correct color on digital photos. The software is particularly popular amongst professional photographers and graphic designers.

MS OFFICE(Word,Power point)

Microsoft Office is a suite of desk-top productivity applications that is designed specifically to be used for office or business use. which are use to formulate or to present any formal document at a official work place

HTML/CSS

HTML & CSS are used to design a website which is crucial for to understand the course of the website which helps in on Page SEO

Report Making (Audit Report,Project Report)

A report is written for a clear purpose and to a particular audience. Specific information and evidence are presented, analysed and applied to a particular problem or issue. ... At a company offer you will be asked to formulate report and present the baseline or the present status it is very important to have a pre format for all

Content Writing

Content is the information and experiences that are directed towards an end user or audience. Content is something that is to be expressed through some medium, such as speech, writing or any of various arts is only the medium to attract the audience Online

Webmaster Tool

Google Webmaster Tools (GWT) is the primary mechanism for Google to communicate with webmasters. Google Webmaster Tools helps you to identify issues with your site and can even let you know if it has been infected with malware.

Survey

A Survey is defined as a research method used for collecting data from a pre-defined group of respondents to gain information and insights on various topics of interest. Surveys have a variety of purposes and can be carried out in many ways depending on the methodology chosen and the objectives to be achieved.

MODULES & DESCRIPTION

ON PAGE SEO

On Page SEO is the practice of optimizing individual webpages in order to rank higher and earn more relevant traffic and search engines. On-page refers to both the content & HTML source code of a page that can be optimized

OFF PAGE SEO

Off Page SEO refers to actions taken outside of your own website to impact your ranking with Search Engine Result Page (SERPs). It involves improving search engine and user perception of a site's popularity, relevance, trustworthiness, and authority. This is accomplished by other reputable places on the internet (page sites, people etc.) linking to or promoting your website.

SEO TOOLS

Audit Report
SEO Optimer
YouTube Analytics
Google Analytics
Panguin Tool
SEO Rank Checker

LOCAL SEO

Local SEO is the optimization of your online properties so you can be found in localized searches. By using the resources and strategies, you can ensure that your business will be found when your target customers search online.

INTRODUCTION OF SOCIAL MEDIA MARKETING

Social Media Marketing means promoting your product or services through social media channels and increasing brand awareness and reach for the business by regular posting or by paid sources.

BLOGGING

A blog is a discussion or informational website published on the World Wide Web consisting of discrete, often informal diary-style text entries. Posts are typically displayed in reverse chronological order, so that the most recent post appears first, at the top of the web page.

FB/INSTA LEAD GENERATION

Lead ads are the best way to run lead generation campaigns on Facebook and Instagram. Lead ads let people show their interest in a product or service by filling in a form in the ad with their details and allowing a business to follow up with them.

FACEBOOK INTRODUCTION

Facebook is one of the fastest growing social networks worldwide. This is a website where every user can make registration and create account for free. ... Since its foundation, Facebook keeps improving the mechanisms for protecting privacy and managing content sharing.

MODULES & DESCRIPTION

FB/INSTA AWARENESS MARKETING

Brand awareness optimization is designed to help advertisers find the audiences most likely to recall their ads…. ... As you can see, the goal of Brand Awareness ads is to increase the recall of your ads among your target audience.

INSTAGRAM MARKETING

Instagram marketing is the way that brands use Instagram to connect with their target audiences and market their offerings. ... Instagram allows users to upload photos and videos to their profile and edit them with various options.

FB/INSTA CONVERSION MARKETING

A marketing tactic that encourages a customer to take a specific action. In electronic commerce, conversion marketing is the phrase used to often describe the act of converting a customer who browses your site to a paying customer.

TWITTER MARKETING

Twitter marketing is all forms of Twitter uses for marketing purposes. It encompasses free and paid uses of Twitter's services and applications by a brand but also all encouragements and incentives adressed to consumers to relay and amplify brand contents, messages and campaigns.

LINKEDIN MARKETING

Reach your ideal customers on the world's largest professional network. Create ad. Generate leads, drive website traffic, and build brand awareness. Marketing on LinkedIn helps you engage a community of professionals to drive actions that are relevant to your business.

SMS MARKETING

SMS marketing (short message service marketing) is a technique that uses permission-based text messaging to spread promotional messages. To receive text message specials, new product updates or more information, customers are usually required to opt in to an automated system by texting an initial shortcode.

EMAIL MARKETING

Email Marketing is the use of email to develop relationships with potential customers or clients. E-mail Marketing is one segment of internet marketing, which encompasses online marketing via websites, social media, blogs etc. It is essentially the same as direct mail except that instead of sending mail through the postal service, messages are sent electronically via email.

PINTEREST MARKETING

Pinterest is a social network that allows users to visually share, and discover new interests by posting (known as 'pinning' on Pinterest) images or videos to their own or others' boards (i.e. a collection of 'pins,' usually with a common theme) and browsing what other users have pinned.

MODULES & DESCRIPTION

BING MARKETING
The Bing Network consists of Bing and partner sites. It's where your business can reach a large and unique audience made up of millions of people who search every day. Use the advertising platform Bing Ads to connect with these valuable potential customers.

Google Analytics
Google Analytics is a free Web analytics service that provides statistics and basic analytical tools for search engine optimization (SEO) and marketing purposes.

ADWORDS
Google Ads is an online advertising platform developed by Google, where advertisers pay to display brief advertisements, service offerings, product listings, video content and generate mobile application installs within the Google ad network to web users.

YOUTUBE MARKETING
YouTube is the second largest search engine with over 800 million unique visitors every month. People are today researching about their favorite brands on YouTube. Therefore it becomes crucial for your brand to join the YouTube world and reach consumers in this most popular online environment.

WEBSITE REMARKETING
Google AdWords remarketing is a form of online advertising that enables sites to show targeted ads to users who have already visited their site. ... Remarketing, also known as retargeting, can dramatically increase your conversion rates and ROI.

MOBILE WEB MARKETING
Mobile marketing is a multi-channel, digital marketing strategy aimed at reaching a target audience on their smartphones, tablets, and/or other mobile devices, via websites, email, SMS and MMS, social media, and apps. ... 80% of internet users own a smartphone.

INBOUND MARKETING
Inbound marketing is a technique for drawing customers to products and services via content marketing, social media marketing, search engine optimization and branding.

E-COMMERCE MARKETING
Ecommerce marketing is the act of driving awareness and action toward a business that sells its product or service electronically. Ecommerce marketers can use social media, digital content, search engines, and email campaigns to attract visitors and facilitate purchases online.

AFFILIATE MARKETING
Affiliate marketing is a type of performance-based marketing in which a business rewards one or more affiliates for each visitor or customer brought by the affiliate's own marketing efforts.

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MODULES & DESCRIPTION

MEDIA BUYING AND PLANNING

Media buying is taking a commercial, or newspaper ad, or other sales message and getting it viewed by the intended audience.

Planning is the process of thinking about the activities required to achieve a desired goal. It is the first and foremost activity to achieve desired results. It involves the creation and maintenance of a plan, such as psychological aspects that require conceptual skills.

ADSENSE

Google AdSense is a program run by Google that allows publishers in the Google Network of content sites to serve automatic text, image, video, or interactive media advertisements, that are targeted to site content and audience.

ONLINE REPUTATION MARKETING

Everyone has an online reputation. ... Online reputation management (ORM) means taking control of the online conversation. Its techniques and strategies ensure that people find the right materials when they look for you on the Internet.

DIGITAL MARKETING STRATEGY

Digital marketing strategy is the series of actions that help you achieve your company goals through carefully selected online marketing channels. These channels include paid, earned, and owned media, and can all support a common campaign around a particular line of business.

CONVERSION

A conversion occurs when a visitor to your website completes a desired goal, such as filling out a form or making a purchase. The percentage of total visitors that convert is called your conversion rate. Depending on your site's or business's goals, conversion types might include: Online sales. Leads.

How to become Freelancer?

01. Define Your Goals
02. Find a Profitable Niche
03. Identify Your Target Clients
04. Set Strategic Prices for Your Services
05. Build a High-Quality Portfolio Website
06. Create Examples of What You Can Deliver (on Your Portfolio Site)
07. Thoughtfully Choose Your First Clients
08. Mention Potential Clients in Your Content
09. Learn How to Pitch Yourself
10. Don't Mix Your Day Job Priorities with Freelance Business

KEYWORD PLANNER

The Keyword Planner is a more focused version of the Google Keyword Tool and AdWords Traffic Estimator tool, and the focus is on doing one thing only: to make it easier for advertisers to get through the process of creating new ad groups and ad campaigns, which is the key to getting your PPC accounts off to a good .

CASE STUDY

In the social sciences and life sciences, a case study is a research method involving an up-close, in-depth, and detailed examination of a subject of study, as well as its related contextual conditions. Case studies can be produced by following a formal research method.

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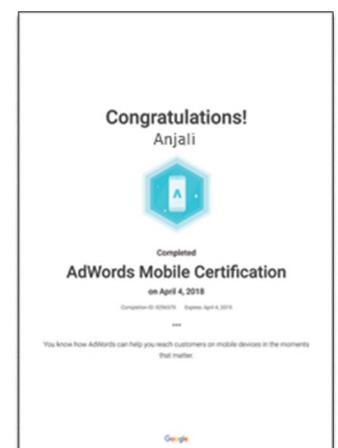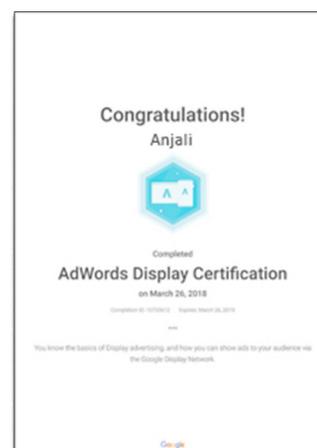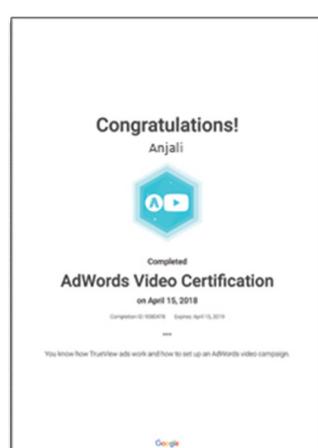www.digitalwebacademy.in

WHO SHOULD ATTEND ?

If you are one of the following who is looking for leveraging Digital Marketing for personal or organizational growth, then Digital Marketing Course for you:

- **Marketing Professionals**
- **Sales Professionals**
- **Business Owners**
- **Entrepreneurs**
- **Digital Marketing Professionals**
- **Students**

One Training program
14 Certifications

AdWords Fundamental	Mobile Advertising
Search Advertising	Facebook Blueprint Certifications
Display Advertising	Google Analytics Certifications
Video Advertising	Google Mobile Sites Certifications
Shopping Advertising	Indsutrial Expertise Certificate

Accredited Professional **bing Ads**

This certificate is awarded to

XYZ
OF
PAAGC Digital Pvt Ltd

in recognition of your Bing Ads Accredited Professional status.

August 29, 2018

BING ADS ACCREDITED PROFESSIONAL

YOUR NAME HERE

has completed

Business Manager

as part of the Blueprint eLearning program on
June 10, 2016

f **blueprint**

You Tube

CERTIFIED

This certificate is hereby granted to:

Mousumi Chatterjee

For demonstrating expertise by completing training and passing the YouTube Certified exam in:

Audience Growth

Valid through October 16, 2017
Certificate #2630809

CONTENT MARKETING CERTIFIED

Anjali

The bearer of this certificate is hereby deemed fully capable and skilled in content marketing. He/she has been tested on best practices and is capable of applying them to long-term content planning, content creation, promotion, and analysis, and increasing results through growth marketing.

Certified: Oct 1 2017 - Valid until Dec 1 2018

HubSpot Academy

CEO Brian Halligan

Congratulations!
Anjali

Completed
AdWords Search Certification
on February 5, 2018

Completion ID: 1021406 - Expires: February 5, 2019

You know how AdWords Search works and how to setup your AdWords Search campaign.

Google

Congratulations!
Anjali

Completed
AdWords Video Certification
on April 15, 2018

Completion ID: 1036078 - Expires: April 15, 2019

You know how TrueView ads work and how to set up an AdWords video campaign.

Google

Congratulations!
Anjali

Completed
AdWords Display Certification
on March 26, 2018

Completion ID: 1073012 - Expires: March 26, 2019

You know the basics of Display advertising, and how you can show ads to your audience via the Google Display Network.

Google

Congratulations!
Anjali

Completed
AdWords Mobile Certification
on April 4, 2018

Completion ID: 826076 - Expires: April 4, 2019

You know how AdWords can help you reach customers on mobile devices in the moments that matter.

Google

Why Digital Web Academy ?

1. Digital Web Academy is the best Digital Marketing Institute in Bangalore, as we provide 41+ Modules in Advanced Digital Marketing Program as well as, we provide Certifications which will Hike your Profile or Resume.

2. Experienced Faculties at Digital web academy, are highly knowledgeable at different domains of Digital Marketing, which makes us the best online digital marketing course.

3. The Live projects training under the Supervision helps the student to explore their knowledge 5 Students Batch, allows the Faculties and Students to get one to one interactions in class to clear their doubts.

4. Availability of Practical Classes provides the student best practical short tricks which can be used by them in professional life.

5. Daily Practice Sheets give to the students of Digital Marketing Course will help the students recognise their weak topics.
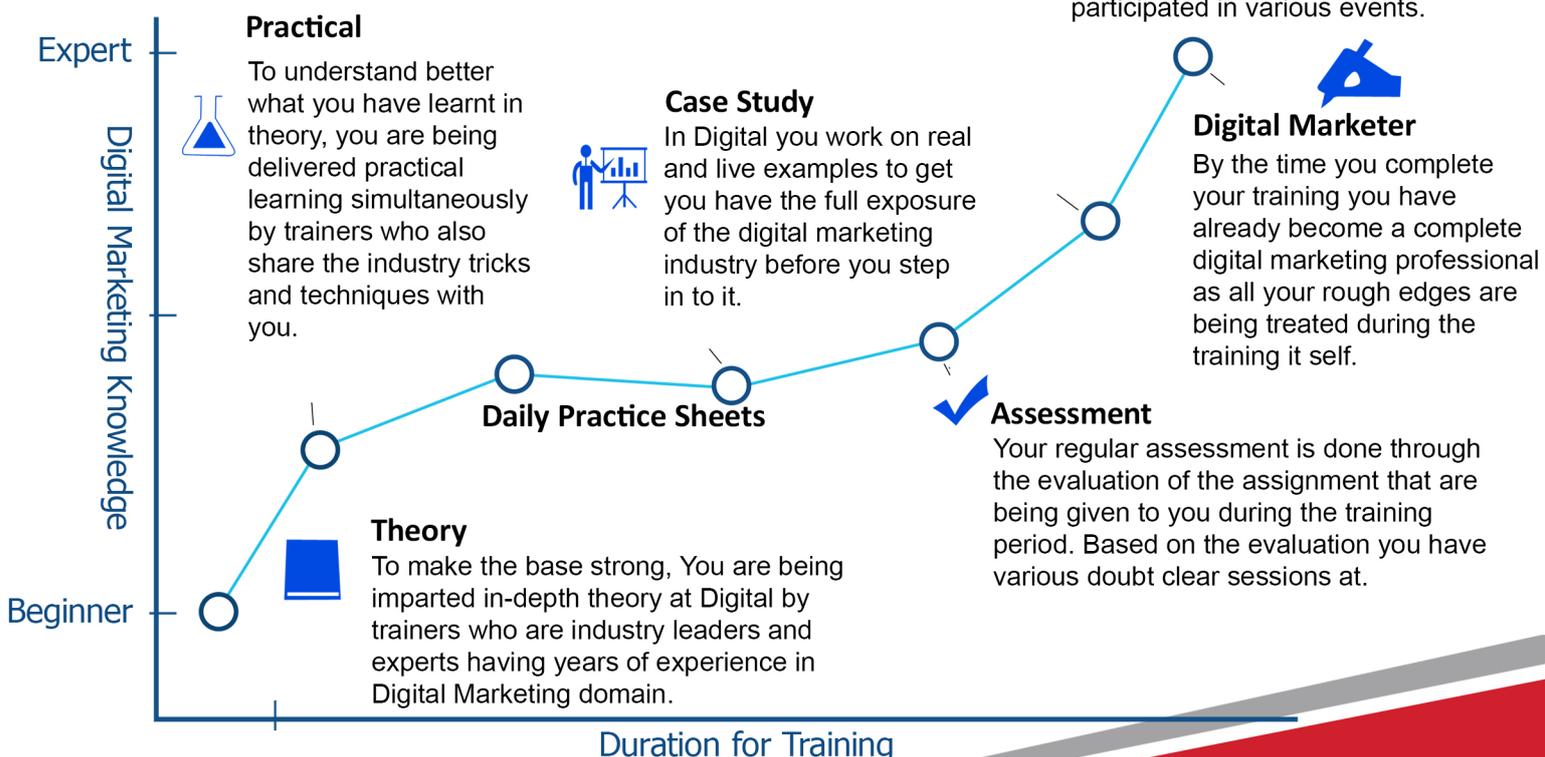
Training Methodology

Training Process

Certificate
We provide you with an industry recognized certificate as we have made our brand and have participated in various events.

Practical
To understand better what you have learnt in theory, you are being delivered practical learning simultaneously by trainers who also share the industry tricks and techniques with you.

Case Study
In Digital you work on real and live examples to get you have the full exposure of the digital marketing industry before you step in to it.

Digital Marketer
By the time you complete your training you have already become a complete digital marketing professional as all your rough edges are being treated during the training it self.

Expert

Digital Marketing Knowledge

Daily Practice Sheets

Assessment
Your regular assessment is done through the evaluation of the assignment that are being given to you during the training period. Based on the evaluation you have various doubt clear sessions at.

Theory
To make the base strong, You are being imparted in-depth theory at Digital by trainers who are industry leaders and experts having years of experience in Digital Marketing domain.

Beginner

Duration for Training

TESTIMONIALS

"All the faculty are good, they respond very soon if you have any doubts related to topic it will be cleared soon.very supportive for all the students. and they provide internship also to all the students."
- Aishwarya Jain

"M very happy to share with you all . guy learn Digital Marketing one of the best booming industry . you can easily get job & make your career . i have done by course in Paagc Digital Web academy & i have easily got a job. Thank for paagc digital web academy".
- vishal purohit

"I had learnt digital marketing course from paagc digital web academy . They are more focused on practical knowledge which helped me getting good job. The staff is very nice and supportive. I got placed in a reputed company. Thank you PAAGC DIGITAL WEB ACADEMY".
- Bhoomi Bhatia

"I did my digital marketing course from PAAGC Digital Web Academy. This is the Best institute for Digital Marketing Course. They provide some nice live projects through which i was able to practice a lot. Must recommended institute in Bangalore"
- Anmol sharma

PAAGC is the best digital marketing institute in bangalore.Tranning is excellent they provide 1 month internship for all the students.
- Alice John

Thankyou PAAGC digital web academy for the Good learning place. I learnt Digital marketing and I got a Job. I am very happy and satisfied. Thank You
- gajender sharma

First i want to Thank to the paagc Digital web academy for placing me @ reputed company & this credit goes to prasoon sir , staff members are too supportive & good & it is the best place to learn Digital Marketing course .
- Sandhya Amit

Very good experience, got a settled job, friendly faculties, Software development training is superb. I will surely refer students to PAAGC DIGITAL WEB ACADEMY.
- Vinith Shetty

CAREER OPTIONS

In 2019 Skills & Knowledge Matters... Degrees don't

Social Media Analyst
Salary: 20k to 32k
After 3 years of experience
Designation - Social Media Manager
Salary 42k to 80k

PPC Analyst
Salary: 22k to 35k
After 2 years of experience
Designation - Sr. PPC Analyst
salary 45k to 90k

Content Marketing Executive
Salary: 25k to 40k
After 3 years of experience
Designation - Content Marketing Manager
Salary 50k to 70k

Digital Marketing Executive
Salary: 27k to 45k
After 3 years of experience
Designation - Digital Marketing Manager
Salary 65k to 1L

Online Reputation Executive
Salary: 23k to 32k
After 3 years of experience
Designation - Online Reputation Manager
Salary 42k to 60k

Freelance Digital Marketing
Monthly earning with just
2-3 projects: 50k to 85k
Monthly earning with just
4-5 projects: 1.2L to 2L

SEO Executive
Salary: 22k to 28k
After 3 years of experience
Designation - SEO Manager
Salary 50k to 60k

Email Marketing Executive
Salary: 32k to 42k
After 3 years of experience
Designation - Email Marketing Manager
Salary 50k to 60k

Our Placement Companies

Just dial	**Amazon**	**Axis Bank**	**Black & White**
Just dial	**IBM**	**HGS**	**Flipkart**
OYO	**Paragon**	**PayU**	**Pratham Books**
Saatchi & Saatchi	**Tal Pro**	**Fernsnpetals**	**Zoom car**
Uber	**Yatra**	**Tata Sky**	**Swiggy**

Life @ Digital Web Academy

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