



LoonyHeads
witness the change



Digital Marketing Essentials:

Strategies for
Effective Online
Marketing





Course duration and fees

- 2 months theory class
- 3-month internship and 2 of those months are within the course period
- The fee is 30,000 INR per student, with a monthly installment of 10,000 INR for three months

Course Contents



Introduction to Digital Marketing



Google My Business (Gmb) Implementation



Web Content Marketing



Social Media Marketing (Fb, Insta, Youtube, LinkedIn)



Lead Generation and Conversion Optimization



Graphic Design Tool (Canva)



Introduction to Website Creation



Wordpress Website (Practical Implementation)



Search Engine Optimization



Google Web Analytics



Google Search Console



Google Tag Manager



Google Adwords and Ppc Advertising



Email Marketing



Mobile Marketing



Affiliate Marketing

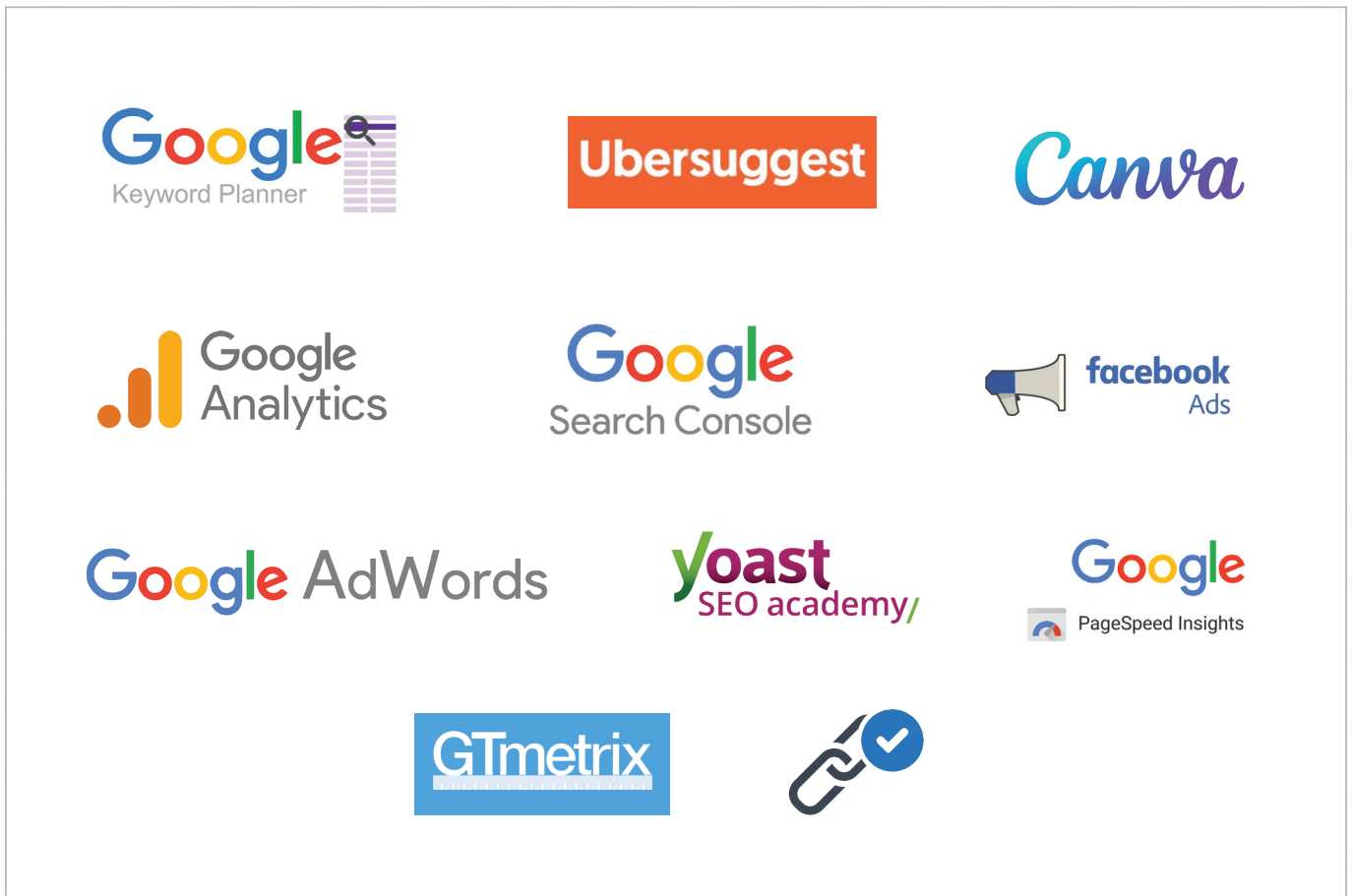


Google, Facebook, Hubspot Certifications Support







Interview Preparation/ Resume Writing

Tools included in the Course



Certification

- | | |
|---|---|
|  Loonyheads course completion certificate |  Internship certificate |
|  Assistance for other certifications (Google, HubSpot etc) |  Live project experience, placement assistance |



Career Opportunities and Benefits

Career opportunities and benefits by completing this course, you can unlock diverse career opportunities in a rapidly growing industry. With the high demand for digital marketing professionals, you can pursue roles such as



Digital Marketing Specialist



SEO Specialist



PPC Specialist



Social Media Manager



Content Marketing Specialist



Email Marketing Specialist



Web Analyst

In this course, you get flexibility and open doors to entrepreneurship. It also provides the potential for high earnings. Basically, it sets you up with valuable skills to shine in the world of digital marketing.



FAQs



ABOUT CERTIFICATION AND ABOUT THEIR CREDIBILITY?

After 3 months course student will be entitled to have Loonyheads course completion certificate and 3 months internship certificate.



IS THERE DISCOUNTS/ SCHOLARSHIPS/ PAYING PLANS?

Student can pay full fees either as a full payment or INR 10000/Month but 10000 need to be paid within 5 days of every month.



ARE THERE EXAMS/ ASSESSMENTS/ FEEDBACK?

Yes, there will be an assessment at the end of the course and complete assistance for Google, HubSpot, and Facebook certifications.



ARE THERE ANY JOB PLACEMENTS/ CAREER ASSISTANCE?

Interview preparation, resume preparation assistance, and placement assistance are included in the course.



MINIMUM REQUIREMENT/ QUALIFICATION?

Minimum qualification to join the course is +2.



IS A LAPTOP COMPULSORY?

Yes.



HOW TO PAY THE FEES?

Students can pay the fees in person or via Google Pay. The receipt will be sent by mail and given in person.



ABOUT LIVE PROJECT AND TRAINING?

Per week there is 6 hours of practical sessions. Students will have opportunity to work on live projects under the guidance of instructor.






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