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)
- Search Engine Optimization
- Google Web Analytics
- Google Search Console
- Google Tag Manager
- Google Adwords and Ppc Advertising
- Interview Preparation/ Resume Writing

Tools included in the Course

Google Keyword Planner

Ubersuggest

Canva

Google Analytics

Google Search Console

facebook Ads

Google AdWords

yoast SEO academy

Google PageSpeed Insights

GTmetrix

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 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 pay 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 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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CONTACT US

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