

# Aggarwal College Ballabgarh

A Post Graduate Co-educational College  
(Affiliated to M. D. University, Rohtak)  
NAAC Accredited 'A' Grade (CGPA: 3.40)

## Certificate Course in Digital Marketing



### Value Added Certificate Course In Digital Marketing

**Course Name:** Digital Marketing

**Course Details:** As the Digital Marketing landscape continues to grow at a rapid pace, marketers are faced with new challenges and opportunities within this digital age. This course is an initiative designed to educate students in the area of Digital Marketing. Students that plan to undertake the Google Online Marketing Challenge are encouraged to complete the Digital Marketing Course, as the skills learned in this course will help shape your advertising goals and strategy for the Google Online Marketing Challenge.

- INTRODUCTION DIGITAL MARKETING
- WEBSITE OVERVIEW
- SEARCH ENGINE OPTIMIZATION (SEO)
- SOCIAL MEDIA OPTIMIZATION (SMO)
- SOCIAL MEDIA MARKETING (SMM)
- EMAIL MARKETING
- MOBILE MARKETING
- GOOGLE ANALYTICS
- E-COMMERCE MARKETING
- GOOGLE AD WORD (PPC)
- SPECIAL MODULES

### About:

- ✓ **Course:** Digital Marketing
- ✓ **Length:** 32 Hours
- ✓ **Language:** English
- ✓ **Training Content:** Standard

### Pre-requisites:

No qualifications are needed to gain this knowledge as it is designed for anyone who either works with computers or deals with personal administration online.





### Outcomes:

**Global Reach** - A website allows you to find new markets and trade globally for only a small investment.

**Lower Cost** - A properly planned and effectively targeted digital marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.

**Trackable, Measurable Results** - Measuring your online marketing with web analytics and other online metric tools makes it easier to establish how effective your campaign has been. You can obtain detailed information about how customers use your website or respond to your advertising. Web analytics can be set up to show you exactly how much money you make from each digital tactic.

**Personalisation** - If your customer database is linked to your website, then whenever someone visits the site, you can greet them with targeted offers. The more they buy from you, the more you can refine your customer profile and market effectively to them.

**Openness** - By getting involved with social media and managing it carefully, you can build customer loyalty and create a reputation for being easy to engage with.

**Social Currency** - Digital marketing lets you create engaging campaigns using different types of rich media content. On the internet these campaigns can gain social currency - being passed from user to user and becoming viral.

**Improved Conversion Rates** - If you have a website, then your customers are only ever a few clicks away from completing a purchase. Unlike other media which require people to get up and make a phone call, or go to a shop, Digital Marketing can be seamless and immediate.

