

DIGITAL MARKETING

Digital Marketing BROCHURE

About Pavision Innovation

At Pavision Innovations, we are more than just a training platform – we are a community of innovators in education. Our Digital Marketing program equips you with the knowledge and skills to create new ideas and things to explore the internet.

Course Overview

Dive deep into the world of Digital Marketing with our expertly designed course. This program is crafted to equip you with the knowledge and hands-on experience required to design, implement, and optimize integrated circuits at a nano-scale level. Whether you're an aspiring semiconductor engineer or looking to upgrade your skills,

Highlights

Comprehensive Syllabus: Covering SEO, PPC, Social Media, Email Marketing, Web Analytics, and more.

Real-Life Projects: Work on live digital marketing campaigns.

Latest Tools & Techniques: Learn to use industry-leading tools like Google Analytics, SEMrush, and HubSpot.

Course Syllabus

1. Introduction to Digital Marketing

Overview of Digital Marketing landscape

Key marketing channels

2. Search Engine Optimization (SEO)

On-page and off-page SEO techniques

Keyword research and optimization

3. Social Media Marketing (SMM)

Strategies for Facebook, Instagram, LinkedIn, and Twitter

Running effective social media ads

4. Pay-Per-Click (PPC) Advertising

Google Ads and Bing Ads campaign management

Tracking ROI and optimizing campaigns

5. Email Marketing

Building and nurturing email lists

Designing effective email campaigns

6. Web Analytics

Understanding Google Analytics

8. Affiliate Marketing

Understanding affiliate networks and partnerships.

Strategies for scaling affiliate programs.

9. E-commerce Marketing

Digital strategies for driving sales in e-commerce.

Product listings, ads, and optimizing the customer journey.

10. Mobile Marketing

Introduction to mobile marketing strategies.

Mobile apps, SMS, and push notifications.

11. Lead Generation and Conversion Optimization

Techniques for generating leads and converting them into sales.

A/B testing, landing pages, and conversion funnels.

12. Digital Marketing Tools

Overview of industry-leading tools like Google Analytics, SEMrush, HubSpot, and more.

Sample Projects

These are sample projects only. Unique capstone projects will be discussed in the live class

- SEO OPTIMIZATION FOR E-COMMERCE WEBSITES
- SOCIAL MEDIA MARKETING STRATEGY FOR A FASHION BRAND
- EMAIL MARKETING CAMPAIGN FOR LEAD GENERATION
- GOOGLE ADS CAMPAIGN FOR A LOCAL BUSINESS
- CONTENT MARKETING PLAN FOR A TECH BLOG
- INFLUENCER MARKETING STRATEGY FOR A HEALTH SUPPLEMENT BRAND

Career Opportunities

Upon completing the Digital Marketing Certification Program, students will be equipped for roles such as:

- Digital Marketing Manager
- SEO Specialist
- Social Media Manager
- Content Marketing Specialist
- PPC (Pay-Per-Click) Expert
- Email Marketing Specialist
- Web Analytics Manager

Certificates



Assured Interviews

As part of our placement support, we provide assured interview opportunities with leading companies in your field. Our dedicated placement team works tirelessly to connect you with the right employers based on your skills and interests.

The Course and Curriculum is designed by Mentors from

 **accenture**

 **Microsoft**

 **Meta**

 **Capgemini**

 **airbnb**

HCL

EPSON

 **PayPal**



Get Started Today!

Contact Us:
Ready to take your career to the next level?

Contact us to learn more about our courses, flexible payment plans, and how we can help you achieve your career goals.

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