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**METASKILL DEVELOPMENT CENTRE**

# Mastering Digital Marketing

**A COMPREHENSIVE COURSE**

**DIGITAL MARKETING**

PLANNING

STRATEGY

INNOVATION

CONNECTION

IDEAS

ANALYSIS

SOCIAL

TEAMWORK

CREATIVE

RESEARCH

100

80

60

40

20

0

# Why Arihant Meta Skill Development Centre ?

- **100% internship interviews arrangements**
- **Practical projects for assignments and hands on experience**
- **Case Studies and Pdf materials**
- **Life time technical error solving support**
- **Certificates after Course Completion**
- **Placement Assistance**
- **Weekend Batches**
- **ISO Certified Course**
- **Industry Expert Trainers**
- **Technical Assistance**
- **Soft Skills Training**
- **Interview Preparation**



# Course Content :

## **Fundamental of Marketing**

- Marketing Strategy
- Customer Leveraging Funnel
- Mind Mapping (Practical)
- How to Choose Digital Marketing Strategy
- Target Base Marketing Understanding
- Strategy Digital Marketing Making Methodology

## **Google My Business**

- Set Up Your Google My Business Store
- Local SEO
- Local SEO Optimization Tips and Technics
- Local Directories Submissions
- Google Maps
- Google Local Guide

## **Keywords Understand and Analysis**

- Keyword Research Tools

## **SMM - Facebook for Marketing**

- Facebook Marketing Setup & Organic Activity
- Facebook Groups, Events, Marketplace
- Facebook Marketing Best Practices Do's and Don'ts
- Automation in Facebook Marketing
- Analysis Your Facebook Marketing
- Facebook For B2B Businesses
- Facebook Creator Studio (Practical)

## **Importance of Graphics**

- Science of Creativity
- Give Your Brand Premium Look and Feel
- Process of Creative Designing
- Graphics and Tools

## **Instagram Coaching**

- Instagram Business Account setup (Practical)
- Merging Facebook Page and Instagram
- 5 Best Practices to Excel In Instagram
- Making Engaging Stories and Reel In Instagram

# Course Content :

## Creative reels making for Instagram

- Advance Reel features
- VN Application for reel making
- Use AI for Voice over
- Scripting and Storyboarding
- Legal and Copyright Considerations for Instagram ads

## Performance Marketing/ Sponsored Ads

- Learning Facebook ad manager
- FB Ad Payment Setup
- Lead Generation Campaigns
- Instagram Swipe Stories Ads
- Strong Grip on Target Audience for Ads

## Meta business manager setup

- Business manager setting
- Ad Manager setup
- Custom audience making
- lookalike audience making
- Catalogue Setup

## Retargeting on Facebook & Instagram

- Pixel Setup
- Sales & Conversion ads
- Dynamic Ads
- Instagram ads optimization

## Google Ads

- Introduction google ads
- Audience making
- PPV,PPC
- Search ads ,Display ads ,YouTube ads
- Ad Copywriting
- Bidding Strategies

## Google analytics

- Introduction google analytics
- Ecommerce setup
- google tag manager
- reports making & download

# Course Content :

## **Organic YouTube**

- Introduction YouTube and Channel Making
- Content Strategy Making & Planning
- Optimizing Video Titles and Thumbnails
- YouTube SEO (Keywords, descriptions, tag)
- Monetization understanding
- YouTube insights and Copyright understanding

## **AI Tools for Content**

- Correct use of ChatGPT
- Fotor
- Flick
- Smart writer.ai
- Grammarly
- Synthesia

## **Business WhatsApp**

- Setup WhatsApp business account
- Away and Greeting Message
- Catalog set up
- Quick Reply set up

## **Blueprint of Website & Basics Of SEO**

- Types of Website Understanding
- User Journey of Your Website
- Basics of On Page SEO
- OFF Page SEO To Strong Arm
- SEO Checking Tools Understanding

## **Mailchimp and Manychat**

- Introduction of mailchimp
- Email template ideas
- Strategy of email marketing
- Introduction of manychat
- funnel making

## **LinkedIn**

- Page Making on LinkedIn
- Optimization of LinkedIn
- Ads Manager setup of LinkedIn
- Ideas for Content strategy

# Course Content :

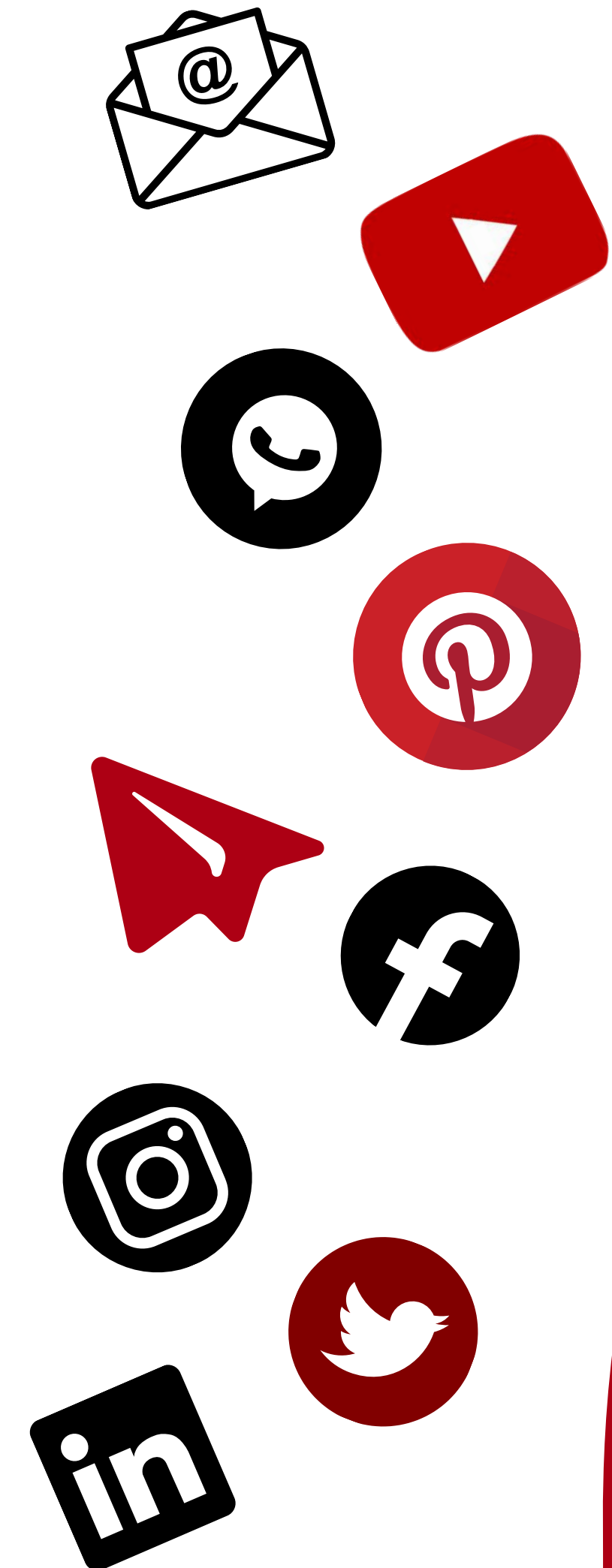
## **Twitter**

- Account making on twitter
- Optimization of Twitter
- Ads Manager setup of Twitter
- ideas for Content strategy

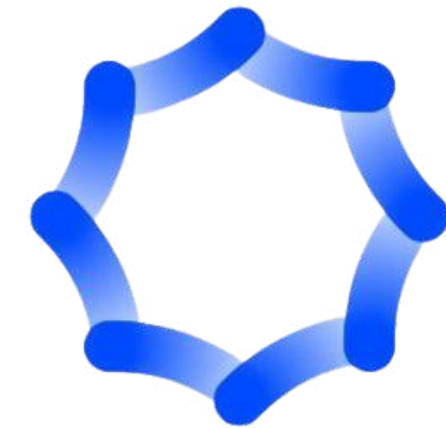
## **Excel In E-commerce**

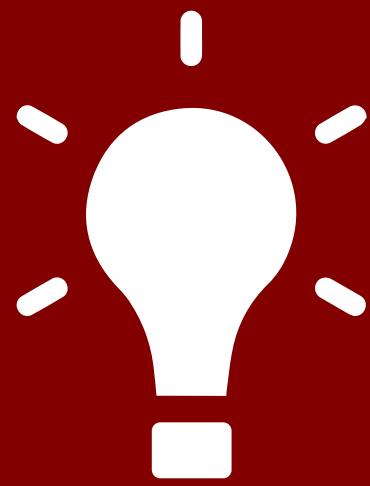
- E- Commerce Business SOP
- E- Commerce Platform Introduction (Amazon, Flipkart)
- Creating Your Store
- Do's and Don'ts for E-Commerce Business to Get success \
- Shipping and Payment Gateway Understanding
- Maintain Your E-commerce Business Accounting
- Setting Up Your Own E-Commerce Store
- Advance E-Commerce Price Calculation and Forecasting Training
- E-Commerce Business Management Training

## **Best Mobile Photography for Social Media**



# Tools Taught in the Course :





# Trainee's Testimonials

## Ansh vashishtha

Exceptional Digital Marketing Institute in Surat! Incredible faculty, up-to-date curriculum, and hands-on learning make this digital marketing institution a top choice. Highly recommended!!

## Himanshu Swain

The day I joined DIGITAL MARKETING course at AMDC, I knew I invested my money at right place. The faculty over here is superb and mind-blowing. The way they show you the corporate world over here will surely open your mind. Just join AMDC and see how amazingly your life is going to change

## Krupa Dolli

I did Digital Marketing Course from Arihant Meta Skill Development Center and let me tell you it has been so helpful. The coach is very experienced and has a vast knowledge in his field. I learned so much about Google AdWords, Social Media Marketing, Post and Reel Creation and the overall experience has been great. So thankful to Arihant Meta Skill Development Center for Providing Digital Marketing Course. Best Digital Marketing Course in Vesu Surat

## Het Patel

The learning environment at Arihant Metaskill Development Centre Surat is top-notch. State-of-the-art facilities contribute to a comfortable and conducive atmosphere for effective learning. The well-equipped classrooms and resources enhance the overall educational experience.

## Ayush Amichandwala

Best "DIGITAL MARKETING TRAINING PROVIDED".

Also the faculties provide one-to-one guidance to each and every students. Thanks to Arihant metaskill development centre for the utmost driving knowledge which was unknown to me until now.





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