



# Digital Marketing (Online & Offline)

**TRAINING DURATION**  
**6 Months**





# Digital Marketing (Online & Offline)

- ▶ About the company
- ▶ Learning outcomes
- ▶ What are the benefits of Work Experience
- ▶ Syllabus
- ▶ Trainer Profile
- ▶ Mock Interview
- ▶ Placement Support
- ▶ Training Completion





## ABOUT THE COMPANY?

i2ispecialist Technologies Private Limited is a preferred software development & Digital Marketing Company in Pune. We have an excellent & well organized team of IT Experts who always believe in continuous learning. Discovering new Ideas and implementing innovative developing and Digital Marketing strategies. i2ispecialist technologies provide 100% learning platform to help individual develop their professional potential in the most engaging platform.

i2ispecialist Technologies focused on helping working professionals to learn, grow and move up in their career with deep knowledge of projects and architectures designed by IT Experts. We focus on practical session with core knowledge according to industry demand with latest technology. Learner will get the opportunities to work with on industry experts on live project. The internship has been designed keeping in mind that the future belongs to the developers who can think and implement end-to end.

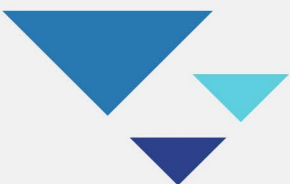
i2ispecialist belongs in Software development, Digital Marketing, Full Stack Development, Mobile Application.





## -WHY I2ISPECIALIST-

1. Expert IT Professionals
2. Technical Support Experts
3. Programing Experts
4. Demanding industrial oriented Architecture
5. Learn up to become a developer
6. Opportunities to work National & International project
7. 100% Knowledge Guaranty.
8. Focus to improve Logical thinking against programs.
9. Job Opportunities
10. Become an Software Expertise





## WHAT ARE THE BENEFITS OF WORK EXPERIENCE?

### 1. Employability

A set of achievements, skills, understandings and personal attributes that make graduates more likely to gain employment and be successful in their chosen occupations, which benefits themselves, the workforce, the community and the economy.

### 2. Employability skills include:

1. Self-management
2. Communication
3. Teamwork
4. Problem solving
5. Creativity & innovation
6. Taking responsibility
7. Commercial/business awareness
8. Social, cultural & global awareness
9. Time management
10. Decision making/initiative
11. Interpersonal skills
12. Motivation/drive
13. Flexibility/adaptability
14. Organisation/planning
15. Project management





## DIGITAL MARKETING:

- **Digital Marketing Overview**

- ✓ Introduction
- ✓ What is digital marketing?
- ✓ How does digital differ from traditional advertising?
- ✓ How does digital marketing stack up against traditional marketing in the modern era?

- **Social Media Market**

- **Facebook Marketing**

- ✓ Business Account Creation
- ✓ Page Setup & Customization
- ✓ Increase Page Reach, Likes, Followers
- ✓ Facebook Advert Manager

- **Instagram Marketing**

- ✓ Account/Page Creation
- ✓ Increase Followers, Likes, reach
- ✓ Paid Advert

- **Social Media Optimization**

- **Social Media Automation**

- **LinkedIn Marketing**

- ✓ Account Creation & Setup
- ✓ Page Creation & Setup
- ✓ Increase Followers and Connections

- **Twitter Marketing**

- ✓ Account Creation
- ✓ Page Creation & Setup
- ✓ Increase Followers & Reach

- **Pinterest Marketing**

- ✓ Account Creation
- ✓ Increase Followers, Likes, reach





## DIGITAL MARKETING:

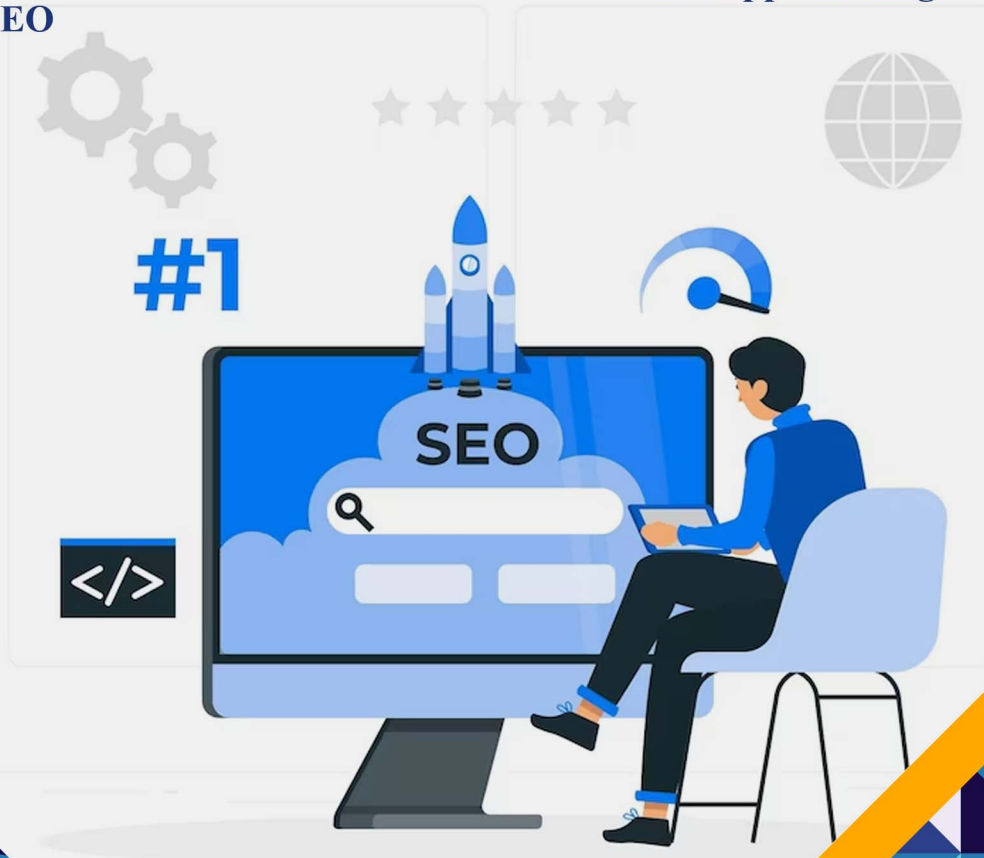
- **Social Media Paid Advertise**
  - ✓ Facebook
  - ✓ Instagram
  - ✓ LinkedIn
  - ✓ Twitter
- **Lead Generation for business**
  - ✓ What is Leads
  - ✓ How To Create
  - ✓ Lead Generation Media
  - ✓ Lead Generation for business
- **Google Ads**
  - ✓ What is Google PPC/Paid Ads
  - ✓ Search Network campaign
  - ✓ Display Network campaign
  - ✓ Shopping campaign
  - ✓ Video campaign
  - ✓ App campaign
- **Remarking & Conversion**
- **Intro to Google Search Console**
- **Google Analytics**
  - ✓ Google Analytics Tool Overview
  - ✓ Configuration Methods
  - ✓ Analyze The Results
- **Video Marketing**
  - ✓ Create YouTube Channel & Setup
  - ✓ Increase Subscribers, Views
  - ✓ Paid Video Marketing
- **You Tube SEO & AdSence**





## DIGITAL MARKETING:

- **Search Engine Optimization (SEO)**
  - ✓ What is SEO
  - ✓ Available Search Engines
  - ✓ On-Page
  - ✓ Off-Page
  - ✓ SEO Strategy
  - ✓ Results Before & After
- **Ecommerce Marketing**
- **Mobile Web Marketing**
- **Content Marketing**
  - ✓ What is Content
  - ✓ How To Create Unique Content & Publish
- **Local SEO**
- **Online Reputation Management**
  - ✓ Maintain Online Reputation Of Your Brand
- **Affiliate Marketing Basics**
- **AdSense & Blogging**
  - ✓ How To Earn Money From Blogging
  - ✓ Setup AdSense Account
  - ✓ Monitoring
- **How To Grab Freelancing Projects?**
- **Doubt Clearing Session**
- **Bulk SMS Marketing**
- **WhatsApp Marketing**







## DIGITAL MARKETING:

- **Email Marketing**
  - ✓ What is Email
  - ✓ How To Create Emails
  - ✓ Tools
- **Graphic Design Using CANVA**
- **Website Planning & Creation**
  - ✓ Introduction
  - ✓ What is Domain
  - ✓ Hosting
  - ✓ Create Blogging & Services Website
  - ✓ Technology Use: Word Press
  - ✓ Language : HTML
- **Job Placement Opening References**
- **Internship in Live Project**

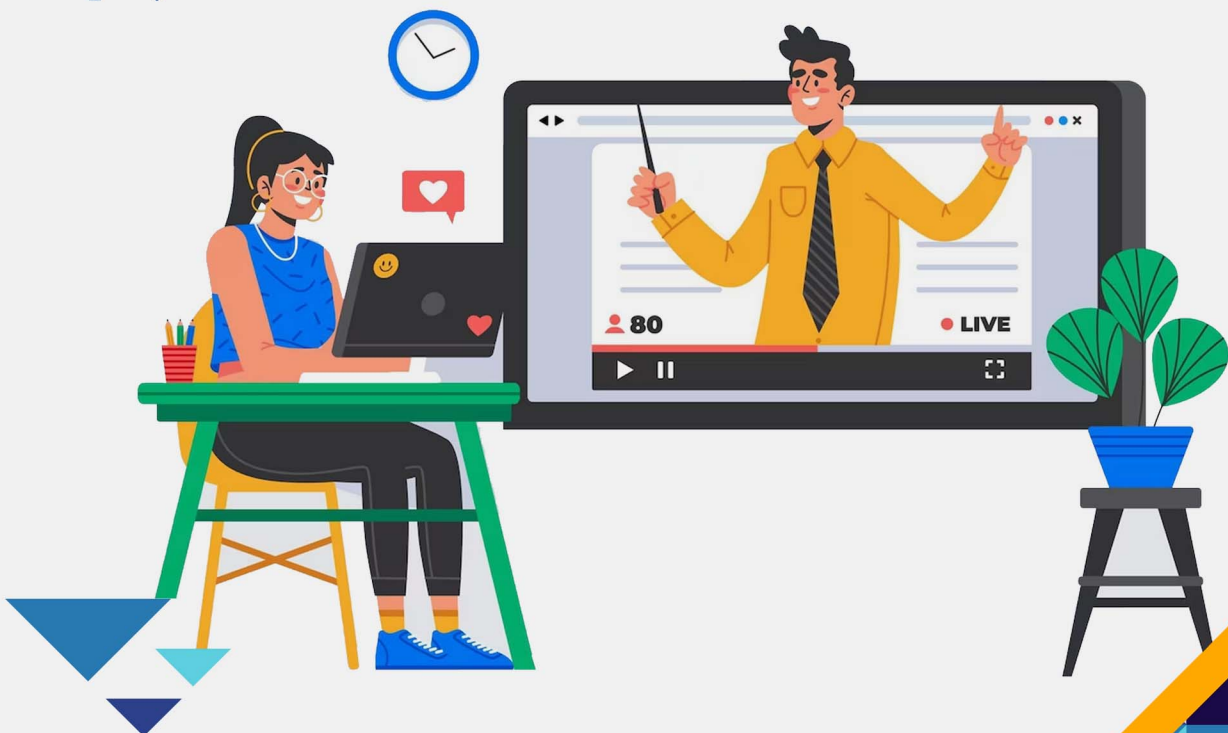




## TRAINER PROFILE:

Experienced and results-driven Digital Marketing Trainer with a proven track record of empowering individuals and teams to excel in the dynamic field of digital marketing. Adept at creating comprehensive training programs that cover various aspects of digital marketing, including SEO, SEM, social media marketing, content marketing, and analytics. Passionate about staying abreast of industry trends and leveraging practical insights to foster a hands-on learning environment.

- More than 7+ Years of Experience.
- Trained more than 500+ students in a year.
- Strong Theoretical & Practical Knowledge.
- Certified Professionals.
- Subject Knowledge and fully Marketing Strategies.
- Trainers have experienced on multiple real-time
- projects in their Industries.





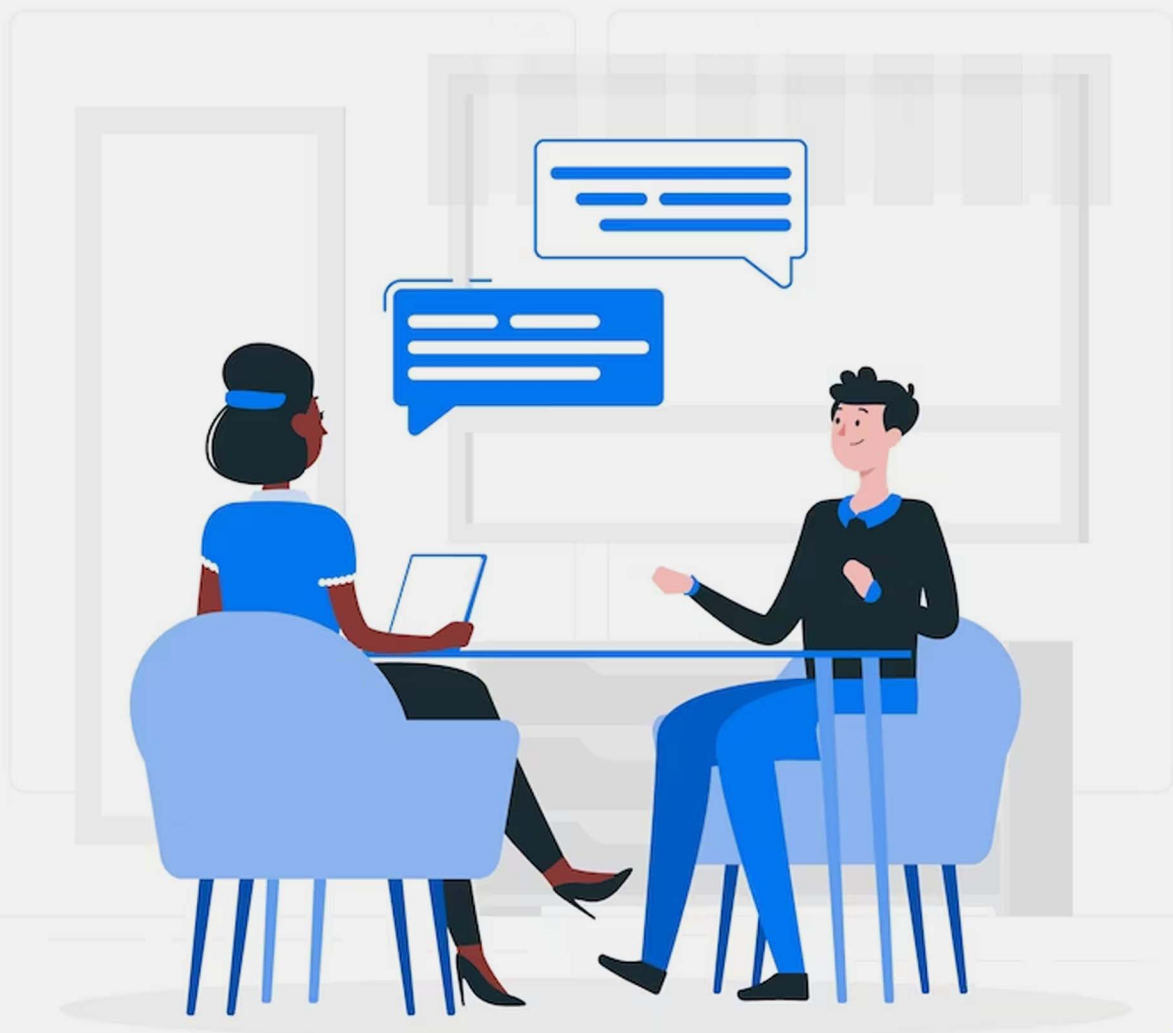
# MOCK INTERVIEWS

1. COMMUNICATION SKILLS
2. INTERVIEW QUESTIONS PRACTISE
3. SOFT SKILL
4. PORTFOLIO TECHNIQUES



# 100% PLACEMENT SUPPORT

1. RESUME PREPARATION
2. INTERVIEW CALLS
3. MAILING COMMUNICATION
4. AI BEST RESUME BUILDING





## TRAINING COMPLETION

At the end of the Course

- Working experience letter
- Internship experience letter
- Free Life-Time Training Access
- Job Opportunities.





## ADDRESS

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