



DIGITAL MARKETING PROGRAM

An Award-winning Institute with Real-time Training



HYDERABAD | BENGALURU
Sign up at www.socialprachar.com

Word

from our CEO

Dear Engineers, Working Professionals

Please upskill fast enough to meet ever-changing market needs. UpGrading & UpSkilling to the market requirements is the need of the Hour. A Wipro study reveals that 75% organizations find the need to upgrade IT infrastructure. At a Time when most organizations take digital transformation plunge, AI, Data Science, Cloud computing, Cyber security & UI/UX related jobs remain in HIGH DEMAND. Your Flexibility and skills will be a HUGE asset to you post covid19 job market.

Learn TODAY ~ Lead TOMORROW

Thank you and happy learning with SocialPrachar.

Mahesh Babu channa, CEO & Founder.

SOCIAL PRACHAR is India's Top Rated & Award-winning Training Centre and full-service Digital agency which provides Business Solutions and Trainings. What sets us apart is our approach - which is a blend of traditional brand & consumer communication strategy layered with a deep understanding of the digital medium and consumer online behavior & insights.

Why Choose Social Prachar ?



Experienced
Trainers



Advanced
Curriculum



Weekly
Assignments



Dedicated
Portal



Mock
Interviews



Practical
Sessions



One-to-One
Mentorship



Dedicated
HR Team



Real-time
Projects

Our

Hiring Partners



COGNERIUM



accenture



Google

HCL



and
200+ companies

Awards Recognitions



We are happy to announce that Social Prachar has been awarded as the **Best Academy of the Year 2019 - 2020 @7th Asian Education Summit, Mumbai** Presented by Juhi Chawla, former Miss India

Ratings & Recognitions



Our Recent Workshop at BHEL



Trainers & Mentors are from



SanDisk



INTERNATIONAL INSTITUTE OF
INFORMATION TECHNOLOGY
HYDERABAD



Synopsis

We offer an in-depth, consolidated training to Graduates, Working Professionals & Corporate companies relating to Digital Marketing.

- An IMA (Internet Marketing Association) Registered Company
- A Certified company from GOOGLE , FACEBOOK, HP
- 3500+ Placements in Last 6 years
- Company Oriented Training Centre in Hyderabad for Digital Marketing
- 5000+ Graduates, 400+ Entrepreneurs are successfully Trained Till now.

Job Market

Job Roles Available

Digital Marketing Executive
Digital Marketing Manager
Search Engine Optimizer
Social Media Marketing Expert
Conversion Rate Optimizer
Inbound Marketing Manager
Analytics Manager

14%

Digital Advertising
Growth Rate Annually

20lakh

Jobs in India

₹225billion

Advertising Industry in
India

0-1 YEARS
1.5 TO 3.0 LAKHS
DIGITAL MARKETING
EXECUTIVE

1-3 YEARS
2 TO 4 LAKHS
DIGITAL MARKETING
SPECIALIST

2 - 4 YEARS
2.5 TO 5.0 LAKHS
DIGITAL MARKETING
TEAM LEAD

3-5 YEARS
4 TO 8 LAKHS
DIGITAL MARKETING
STRATEGIST/ANALYST

5 -10 YEARS
8 TO 30 LAKHS
DIGITAL MARKETING
HEAD



Interesting Facts

Digital media is expected to grow up to 32% by 2021.

There are 220 Million users who are accessing digital services through their smartphones.

The number of mobile internet users by 2021 in India is estimated to reach 829 million.

The largest share of the total digital advertisement spends is the search and display commands.

The customers used to check their smart devices every 9.6 minutes or every 159 times a day.

The number of users in India is growing at a very fast pace at 38%.

800+
Batches Trained

250+
Entrepreneurs Trained

5000+
Success Stories

Advanced Digital Marketing Curriculum

Course structure

Orientation Classes

WordPress

Search Engine Optimization

Search Engine Marketing (Adwords)

Social Media Marketing

Social Media optimization

Email Marketing

App Marketing

Affiliate Marketing

Content Marketing & Analytics

Digital Marketing Orientation Sessions

Introduction to marketing

Types of Marketing

Introduction to Advertising

Types of Advertising

Introduction to Digital Marketing

Types of Digital Marketing

Introduction to social media marketing

Types of Social Media Marketing

Introduction to Analytics

Introduction to Competitive analysis

Social Media Marketing strategy

Setting up goals

Part 1 - WordPress

1 - Introduction to WordPress

What is CMS?

WordPress basic

When to choose wordpress

Advantages of wordpress

2 - Installation of wordpress

Creating wp-config automatically

Creating wp-config manually

Upgrading wordpress

Creating your first application

3 - Dashboard functionality

Creating and using posts

Creating and using pages

Using Permalinks

Creating and using menu

Creating and using comments

4 - Theming and skinning

Using themes

Using theme options

Creating own theme

Blog layout and design

5 - Widget

Installing widget

Displaying widgets

Widget areas

Adding code to text widget

6 - Custom Post Type

Naming Best Practices

Reserved Post Type Identifiers

Custom Post Type Screens

URLs

Custom Post Type Templates

Querying by Post Type

7 - Plugins

Using Wordpress plugins

Creating your own plugins

Names, Files and Locations

File headers

WordPress plugin hooks

Template tags

Part 2 - Search Engine Optimization

SEO Introduction

What is SEO & how SEO evolved.

Why SEO is important in this Digital Era.

Why SEO taken a prominent place in present day.

What is the Impact when we do SEO on websites/blogs.

How Search Engine Algorithm works.

What are different types of search engines in the world.

Updates & New Algorithm's released by Google

Web Master Tools - Google

What is Google Web Master Tools

How to Add our site and go the necessary configuration.

How to add URL Parameters.

How to Add URL to Google Fetch for faster crawling.

How to block unnecessary Crawlers through robots.txt.

How to add Site Map.

How to check Internal & External Links.

How to check the suggestion given by Google

On-Page Optimization

What is On-Page Optimization.

How to use keyword planner.

Title Tag Optimization.

Header Tag Optimization.

Alt Tag Optimization.

Keyword Research.

Sitemap for link Optimization

XML Sitemap Creation

Rss Feed Creations

HTML Code Optimization

How to Effectively design a website for search engine optimization

Tracking the unique visitors and return visits to websites

How to write unique and original content.

Off-Page Optimization

What is Off-Page Optimization.

What is importance of Off Page Optimization in SEO.

Techniques to follow while doing Off-Page Optimization.

How to do Directory Submission.

How to do Social Bookmarking.

Importance & how to post classifieds.

How to do Article Submission.

How to create and importance of Social Profiles.

Research & Analysis on Keyword

What is a keyword

Importance of keyword in SEO

Tools for Keyword research.

How many types of keywords.

How to find competing keywords for SEO.

How to use right keywords for content writing

Reports in SEO

Website position analysis.

Search Term Report.

Other Monthly customized Reports.

Part 3 - Google Adwords Course Content

Introduction

- ✓ Introduction to Search Engine Marketing
- ✓ How SEM is Different From SEO
- ✓ SEM v/s SEO
- ✓ Introduction to Google Adwords
- ✓ Setting up Adwords account ready

Adwords Account Structure

- ✓ Account setup and dashboard
- ✓ What is Remarketing tag
- ✓ How to get Remarketing Code
- ✓ Remarketing code integration
- ✓ What is Conversion tracking
- ✓ How to get Conversion tracking code
- ✓ Conversion tracking code integration
- ✓ Difference between Remarketing code and conversion tracking code

- ✓ Google Analytics integration with Adwords
- ✓ Adwords Campaign types
- ✓ How to choose right campaign for your business
- ✓ Campaign Setup
- ✓ Ad groups purpose
- ✓ Ads and keywords metrics

Keyword Research

- ✓ Define keywords
- ✓ Keyword v/s Query
- ✓ What is keyword research
- ✓ Methods of keywords research
- ✓ How to pick profitable keywords
- ✓ How to divide ad groups based on keywords
- ✓ Keywords match types

Ad copy Writing

- ✓ Types of Ads
- ✓ PPC ADS
- ✓ Display ADS
- ✓ You Tube ADS
- ✓ Mobile App ADS
- ✓ Product Listing Ads
- ✓ Ad copy limitations
- ✓ Words should not be used in Ad copies
- ✓ Ad copy metrics
- ✓ 9 types of Ad copies
- ✓ How to write killer ad copy
- ✓ Symbols used in Ad copies
- ✓ What is Ad extension
- ✓ Types of Ad extensions
- ✓ How Ad extensions will boost CTR

Campaign Optimization

- ✓ Points to be considered while optimizing campaign
- ✓ Types of Optimizations
 - ✓ Campaign level
 - ✓ Ad group level
 - ✓ Keyword level
 - ✓ A/B testing of ad groups
 - ✓ A/B testing of ad copies
 - ✓ What is Quality Score?
 - ✓ How Quality score affects Your Ad rank
 - ✓ How to increase Quality Score
- ✓ Bid Optimization
 - ✓ How to limit campaign to run out of budget
 - ✓ How to get better ROI with limited budget

Tools Used for Search Engine Marketing:

- ✓ Paid Tools:

- ✓ SEM Rush,

- ✓ Long tail Pro,

- ✓ Rank Watch

- ✓ Free tools:

- ✓ Keyword Tool Planner

- ✓ Display Planner

- ✓ SEOmofo

- ✓ Keywordtool.io

- ✓ Ubersuggest and

- ✓ Soolve

...many more

Bonus:

- ✓ Intro to Google Adwords editor

- ✓ How Adwords Editor simplifies your work

- ✓ How to launch a PPC campaign by Using Adwords Editor

Part 4 - Social Media Marketing

Twitter Marketing

Profile creation and bio

Profile design insights

Profile layouts

Hash Tags and its influence

List Creation and its significance

Twitter plugins installation

Twitter case study

Twitter Marketing strategies

Linkedin :

Introduction to LinkedIn

Layout of LinkedIn profile and elements

Connections and guidelines

Creation of LinkedIn company page

Concept of influencers

LinkedIn brand promotion

LinkedIn group creation

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YouTube :

- Creating channels
- Advertising
- Bidding
- Plugin installations
- Ad sense notifications
- Viral sharing
- Social Bookmarking
- Blogs
- Newsletters and email marketing

Facebook Marketing

- Introduction to Facebook marketing
- Facebook page creation : its significance
- Page Layout
- Group creation: its significance
- Facebook Business/Brand category
- Event Creation
- Facebook Content creation strategy
- Facebook Aps/Tabs
- Facebook top brand case study
- Facebook Traffic generation (Leads, likes, shares, comments, recommendations and page suggestions)

Facebook SEO

Facebook Advertisement and policies

Sponsored posts

Sponsored stories

Sponsored events

Sponsored likes

Facebook Bidding strategies

Bonus:

Pinterest Marketing

Instagram Marketing

Quora Marketing

Facebook Ads

Twitter Ads

Linkedin Ads

Instagram Ads

Social Media Monitoring Tools

Scheduling tools

Facebook App tools

Contest tools

Reporting Tools

Part 5 - Email Marketing

Part 6 - App Marketing

Part 7 - AdSense

Part 8 - Content Marketing

Part 9 - Affiliate Marketing

Part 10 - Analytics

Summary classes

⇒ Projects Real Time (ONE client project=30days)

⇒ Resume Preparation

⇒ HR Activities & Mock interviews

⇒ 12 Certification Exams on Digital Marketing

⇒ Main Interviews



HIGHLIGHTS

Advanced job ready curriculum

10+ live projects included a capstone projects

Industry Best certification from Top companies

One-on-One Dedicated Mentorship

Dedicated HR team for job support

Curriculum curated with help of Top IITs & IIM's

Job placement assistance

Special info sessions by Industry leaders

Timely doubt sessions

Monthly review tests & personal support

70% Practical & 30% Theoretical Curriculum

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