

2024

9 MONTHS

DIGITAL

MARKETING

COURSE



We Proudly Partner:



Overview



In today's fast-paced digital age, the field of marketing is constantly evolving. To stay ahead and remain competitive in the job market, students must have a solid understanding of **digital marketing strategies and tools**. The "Navigating the Digital Landscape: A **Digital Marketing Online Course**" has been specially designed to **provide students** with a comprehensive **introduction** to the world of **digital marketing**.



This course is an excellent opportunity for students to gain valuable insights into the ever-changing digital marketing landscape. **It will cover the fundamental concepts, emerging trends, and essential skills required for success in this dynamic field.** Whether you're majoring in marketing, business, or any other discipline, a foundational knowledge of digital marketing is essential for your future career.

A Brief About **DSOM**

India's Most Trusted Digital Marketing Institute

DSOM stands as a leading Digital Marketing training institute headquartered in Dehradun. Since its establishment in 2016, DSOM has successfully trained over **25,000+ students** and provided internship opportunities to more than **10,000+ candidates**.

Backed by an adept team of trainers proficient in various technological domains, the institute has empowered numerous students across India to gain new skills and explore lucrative career avenues. Renowned as the premier Digital Marketing Institute in Dehradun, DSOM offers **live project training** and extends **job placement** assistance to IT giants. Our professional team specializes in Web Designing, Digital Marketing, Graphic Designing and WordPress Development.

OUR PLACEMENTS



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www.dsom.in



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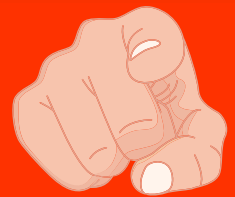
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(Package: 4.00LPA)



**NEXT
WILL BE
YOU**



Why Learn

Digital Marketing with DSOM Only?



Trusted by **50000+** Learners

- Over 50000+ students in Asia choose us over all other options.
- Learners are captivated by our support system and instruction quality.



Completely **Practical-Oriented**

- The talent of digital marketing takes a great deal of practice.
- Hands-on learning with continuous assignments and projects.



Online & Offline Batches

- Joining our live training sessions will allow you to upskill from any location.
- Additionally, we offer comprehensive and digital classroom instruction in Dehradun.



100+ Placement Partners

- DSOM is a proud partner of about a hundred Indian companies that employ digital marketers.
- After your training is over, we help you get a job.



Hands-On Live Projects

- You will use business accounts, genuine websites (no dummies), and premium tools to implement all of the digital marketing strategies.



Expert Trainers

- Expert instructors with over ten years of industry expertise will teach you about digital marketing.
- We always promise top-notch instruction.

Career in Digital Marketing

DIGITAL
MARKETING

Why Choose 9 Months Digital Marketing course?



10+ Career Paths and Job Roles



Start Your Own Business Or Grow Existing One



4-5 Lakh Per Annum Average Salary



High Demand for Digital Marketers



Promising Career Prospects and Growth



Easy to Learn, Practice, and Earn



9 Months Digital Marketing Course Curriculum

COURSE CURRICULUM

Module 01

Introduction to Digital Marketing

- ◆ What is Digital Marketing?
- ◆ Scope of Digital Marketing
- ◆ Requirement of Digital Marketing
- ◆ Latest Trends in Digital Marketing
- ◆ Digital Marketing for Working Professionals
- ◆ Digital Marketing for Small, Medium, and Large Businesses
- ◆ Job opportunities in Digital Marketing

Module 02

Successful Digital Marketing Case Studies

- ◆ Objectives of Online Marketing
- ◆ Elements of Successful Digital Strategy
- ◆ Secrets of Successful Digital Marketing Campaigns
- ◆ Practical: Defining a Business Objective

Module 03

Graphic Designing Using Canva

- ◆ Digital Banner Designing Graphic Design
- ◆ Fundamentals How to Use Canva?
- ◆ Logo & Graphic Designing
- ◆ Live Practice– Designing Logos & Banners

Module 04

Domain Marketing

- ◆ What is Domain Name?
- ◆ Types of Domains and Extensions
- ◆ How to Buy Right Domain Name?
- ◆ What is Web Hosting, cPanel & FTP Account?
- ◆ What is Domain Marketing?
- ◆ How to Sell a Domain Name?
- ◆ Top Domain Selling Platforms

Module 05

Building WordPress Websites

- ◆ What is WordPress?
- ◆ Why Learn WordPress in Digital Marketing?
- ◆ WordPress.com vs WordPress.org
- ◆ WordPress installation and Creating 1st Website
- ◆ WordPress Page Builders
- ◆ WordPress Plugins and Settings Large Businesses
- ◆ WordPress for eCommerce
- ◆ Using WordPress for Blogging
- ◆ WordPress for Personal Websites
- ◆ WordPress for Business Websites

Module 06

eCommerce Website Development With Shopify

- ◆ Shopify Introduction
- ◆ Why Use Shopify for eCommerce?
- ◆ Setting up Free Shopify Account
- ◆ Important Tools for Shopify
- ◆ Building eCommerce Site With Shopify

Module 07

SEO Mastery

- ◆ What is SEO?
- ◆ Importance of SEO
- ◆ How do Search Engines Work?
- ◆ Introduction to SERP
- ◆ Different SEO Techniques
- ◆ Top Ranking Factors
- ◆ Black Hat vs White Hat SEO
- ◆ Different Google Algorithms
- ◆ On-Page SEO Basics
- ◆ Off-Page SEO Basics
- ◆ Technical SEO Basics
- ◆ Technical SEO Advanced

COURSE CURRICULUM

- ✦ Advanced Keyword Research
- ✦ Working on On-Page SEO
- ✦ Working on Off-Page SEO
- ✦ Local SEO
- ✦ Mobile SEO
- ✦ Google Search Console in Depth
- ✦ Indexing in Search Console
- ✦ Fixing Errors in Search Console
- ✦ HTTPS & SSL Certificate
- ✦ Optimizing Website Speed
- ✦ SEO Case Studies
- ✦ e-Commerce SEO
- ✦ SEO Reporting

Module 08

Blogging

- ✦ What is a Blog?
- ✦ How does Blogging Work?
- ✦ Benefits of Blogging
- ✦ SEO in Blogging
- ✦ Making Money with Blogging
- ✦ Monetizing the Blog
- ✦ Applying for Google AdSense

Module 09

Google AdSense

- ✦ What is Google AdSense?
- ✦ Account Approval & Account Setup
- ✦ AdSense Guidelines & Requirements
- ✦ Niche Content Research
- ✦ Traffic Strategy

Module 10

Google Analytics

- ✦ Basics of Google Analytics
- ✦ How to Set Up Google Analytics?
- ✦ Concept of Cookies
- ✦ Understanding Website Analytics

- ✦ Reports in Google Analytics
- ✦ Users/Access in Google Analytics
- ✦ Audience Creation in Google Analytics
- ✦ Google Analytics for SEO
- ✦ Google Analytics for PPC Campaigns
- ✦ Important Metrics in Google Analytics
- ✦ Ecommerce Tracking
- ✦ Analytics Report Creation
- ✦ Filter Creation
- ✦ Understanding Attribution
- ✦ Alternatives to Google Analytics
- ✦ Similar Products
- ✦ Link Tracking

Module 11

Google Tag Manager

- ✦ What is Google Tag Manager?
- ✦ Setting up Google Tag Manager Sniffers?
- ✦ Why Integrate GA and GTM?
- ✦ Components of Tag Manager
- ✦ Tags, Triggers, and Variables
- ✦ Setting up First Tracking
- ✦ Tracking Videos
- ✦ Tracking Links
- ✦ Tracking Visible Elements
- ✦ Tracking Scrolls
- ✦ e-Commerce Events Tracking With GTM
- ✦ Facebook Pixel + GTM

Module 12

Email Marketing

- ✦ How to do Email Marketing?
- ✦ Top Tools for Email Marketing
- ✦ Automation in Email Marketing
- ✦ Call to Actions in Email Marketing
- ✦ Conversion Rate Optimization
- ✦ Lead Generation
- ✦ Email Marketing Funnels

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Module 13

Social Media Marketing

- ✦ Facebook Marketing
- ✦ Basics of Facebook Ads
- ✦ Working of Facebook Ads
- ✦ Types of Facebook Ads
- ✦ Objectives of Facebook Ads
- ✦ Audience and Targeting Optimization
- ✦ Placement Options in Facebook ads
- ✦ Ad copies and Copywriting
- ✦ Landing Page Optimization for Relevancy
- ✦ Buyer Persona
- ✦ Understanding Advanced Facebook Pixel
- ✦ Facebook Analytics
- ✦ A/B Testing
- ✦ Tracking Options
- ✦ Spying Competitors
- ✦ Facebook Ads for Affiliate Marketing
- ✦ Running All Objective Ads
- ✦ Running Video Ads
- ✦ Running Dynamic Ads
- ✦ Strategies for Facebook Ads
- ✦ Retargeting and Remarketing Ads
- ✦ Lead Generation & Funnels
- ✦ Reporting for Facebook Ads
- ✦ Facebook Messenger Marketing
- ✦ Facebook Scaling Models and Strategies
- ✦ How to Get Clients for Facebook Ads?
- ✦ Different Facebook Marketing Tools

Instagram Marketing

- ✦ Instagram Profile Creation
- ✦ Best Practices for Instagram Posts
- ✦ Instagram Growth Strategy
- ✦ Importance of Hashtags
- ✦ Working of Instagram Algorithm
- ✦ Running Ads on Instagram

LinkedIn Marketing

- ✦ Introduction to LinkedIn
- ✦ Best Practices for Profile Setup
- ✦ Best Practices for Posts
- ✦ LinkedIn Advertising
- ✦ Facebook vs LinkedIn Advertising
- ✦ LinkedIn Ad Objectives
- ✦ LinkedIn Ad Formats
- ✦ Targeting Budget
- ✦ Scheduling Options
- ✦ Billing Account Setup
- ✦ Practical- LinkedIn Ad Creation
- ✦ LinkedIn Automation

Twitter Marketing

- ✦ Introduction to Twitter
- ✦ Working of Twitter Algorithm work
- ✦ How do Businesses Use Twitter?
- ✦ Twitter Advertising
- ✦ Billing & Account Setup
- ✦ Types of Twitter Ads
- ✦ Audience Bidding, Budgets, and Creatives

Quora Marketing

- ✦ Introduction to Quora
- ✦ Working of Quora Algorithm
- ✦ Quora Profile Best Practices
- ✦ Building Quora Profile
- ✦ Answering Questions Perfectly
- ✦ Quora Traffic Building Strategies
- ✦ Types of Quora Ads

Pinterest Marketing

- ✦ Pinterest Marketing
- ✦ Brand Building on Pinterest
- ✦ Pinterest Content Strategy
- ✦ How to Drive Engagement?
- ✦ Optimizing Profile and Best Practices
- ✦ Analytics, Measurement Tools, and Ads

COURSE CURRICULUM

Module 14

Google Ads Mastery

- ◆ Introduction to Google Ads
- ◆ How does Google Ads Work?
- ◆ Different Types of Google Ads
- ◆ Importance of Landing Pages
- ◆ Understanding Search Ads
- ◆ Search Ad Creation, Optimization, & Reporting
- ◆ Understanding Display Ads
- ◆ Display Ad Creation, Optimization, Reporting
- ◆ Understanding Remarketing Ads
- ◆ YouTube Ads
- ◆ Running App Install Ads
- ◆ All Settings in Google Ads
- ◆ Call Only Ads
- ◆ All types of Audiences in Google Ads
- ◆ Optimizing Different Google Ads
- ◆ Conversion-based Campaigns & Optimization
- ◆ Tools Related to Google Ads
- ◆ Competitor-oriented Ad Campaigns
- ◆ Strategies for Ad Campaigns
- ◆ Shopping Campaigns

Module 15

Social Media Optimization (SMO)

- ◆ Introduction to SMO
- ◆ Social Platforms & Supported Content
- ◆ SWOT Analysis
- ◆ Content Strategies According to Platform
- ◆ Power of Organic Reach
- ◆ Facebook Page/Profile optimization
- ◆ Lead Generation Organically
- ◆ Using Chatbots for SMO
- ◆ Tools for SMO & Post Scheduling
- ◆ Creating Social Media Calendar
- ◆ Client/Agency for Social Media
- ◆ Tools for Social Content Creation

- ◆ Algorithms of Social Media Platforms
- ◆ Rule of Consistency on Social Media
- ◆ Tools for Content Ideas
- ◆ Social Media Best Practices
- ◆ Influencer Marketing
- ◆ SMO Report Creation

Module 16

YouTube Marketing

- ◆ Role and Working of YouTube
- ◆ Analytics of Top YouTube Channels
- ◆ Understanding YouTube Algorithm
- ◆ YouTube Ranking Factors
- ◆ Setting Up YouTube Channel
- ◆ Growing YouTube Channel Organically
- ◆ YouTube Earning Opportunities
- ◆ YouTube Channel Monetization
- ◆ YouTube Funnels
- ◆ Tools to Use for Channel Growth
- ◆ Working on Real Projects
- ◆ Essentials for Recording Videos
- ◆ Editing Voiceovers Using Right Tools
- ◆ Editing Videos Using Right Tools
- ◆ Uploading a Demo Video & Optimizing It
- ◆ Checklist for YouTube Videos
- ◆ Adding Viral Elements to Videos
- ◆ Case Studies of Successful Channels
- ◆ Power of YouTube Live
- ◆ Channel Strategies for Different Niches

Module 17

Third-Party Ads

- ◆ What are Third-Party Ads?
- ◆ How to Run Ads on Hotstar?
- ◆ How to Run Ads on MX Player?
- ◆ Online Ad Platforms and Ad Buying Models
- ◆ Publishing Ads on Third Party Platforms

COURSE CURRICULUM

Module 18

App Store Optimization (ASO)

- What is App Store Optimization?
- Optimize Ranking on Google Play Store
- Optimize Ranking on Apple App Store
- On-Page ASO Elements
- Off-Page ASO Elements
- Different Strategies for ASO
- Tools to Use for ASO
- Using Google Play Console
- Paid Campaigns for ASO
- How to Increase App Downloads?
- Google Firebase & Analytics for ASO
- iOS App Store Optimization Strategies
- App Store Marketing on Facebook
- App Store Marketing on Google
- App Ratings & Rankings System

Module 19

Online Reputation Management(ORM)

- What is ORM?
- How does ORM Work?
- Different ORM Tools
- User Behavior Study

- Tools for Content Ideas
- Press Release for ORM
- Creating a Review Magnet
- ORM Auditing
- Parameters to Decide ORM Score
- ORM Models
- ORM Projects, Clients, Billing

Module 20

Integrating Advanced AI Models

- Chat GPT
- Google Gemini
- Copy.ai
- Writesonic

Module 20

National & International Freelancing

- Earning as a Freelancer
- Top Freelancing Platforms
- Building Freelancing Profile
- Live Walkthrough: How to Win Projects?
- How to Set Pricing for Your Services?





Graphic Designing Course Curriculum

COURSE CURRICULUM

Module 01

Introduction to Adobe Photoshop

- ✦ Introduction to Adobe Photoshop
- ✦ Understanding essential tools, panels, and menus

Module 02

Image Basics:

- ✦ Image resolution and size
- ✦ Color modes (RGB, CMYK, Grayscale)
- ✦ File formats (JPEG, PNG, PSD, etc.)
- ✦ Practical: Defining a Business Objective

Module 03

Image Editing Fundamentals:

- ✦ Cropping and resizing images
- ✦ Adjusting brightness, contrast, and color balance
- ✦ Working with layers and layer masks

Module 04

Selection and Masking:

- ✦ Making selections with various tools (e.g., Marquee, Lasso, Magic Wand)
- ✦ Refining selections with Quick Mask and Select and Mask
- ✦ Creating complex selections with Pen Tool

Module 05

Retouching and Restoration:

- ✦ Removing blemishes and imperfections
- ✦ Repairing old and damaged photos
- ✦ Skin retouching techniques

Module 06

Typography and Text Effects:

- ✦ Adding and formatting text
- ✦ Creating text effects (e.g., drop shadows, gradients)
- ✦ Warping and distorting text

Module 07

Filters and Effects:

- ✦ Applying filters (e.g., Blur, Sharpen, Filter Gallery)
- ✦ Creating artistic effects (e.g., oil painting, watercolor)
- ✦ Using Smart Filters for non-destructive editing

Module 08

Layer Styles and Blending Modes:

- ✦ Applying layer styles (e.g., bevel and emboss, gradient overlay)
- ✦ Understanding blending modes for layers
- ✦ Combining layers for creative effects

Module 09

Working with Paths and Shapes:

- ✦ Creating vector shapes and custom paths
- ✦ Utilizing the Pen Tool for precision
- ✦ Combining shapes and text with paths

Module 10

Photo Manipulation and Compositing:

- ✦ Combining multiple images into a composite
- ✦ Matching colors and lighting for seamless integration
- ✦ Adding and blending objects into photos

COURSE CURRICULUM

Module 11

Designing Graphics and Layouts:

- ✦ Creating graphics for print and web
- ✦ Designing flyers, posters, and social media graphics
- ✦ Layout design principles and techniques

Module 12

Automation and Batch Processing:

- ✦ Using actions to automate repetitive tasks
- ✦ Batch processing multiple images
- ✦ Creating and sharing custom actions

Module 13

3D and Video Editing (Advanced):

- ✦ Working with 3D objects and text
- ✦ Basic video editing and animation
- ✦ Integrating Photoshop with Adobe Premiere Pro

Module 14

Exporting and File Management:

- ✦ Saving and exporting images for different purposes
- ✦ Preparing files for print, web, and social media
- ✦ Managing and organizing Photoshop files

Module 15

Advanced Techniques (Optional):

- ✦ Advanced color correction and grading
- ✦ Photorealistic digital painting
- ✦ Creating mockups and prototypes

Module 16

Portfolio and Projects:

- ✦ Building a Photoshop portfolio
- ✦ Completing practical projects to apply learned skills

Module 17

Tips and Tricks:

- ✦ Time-saving shortcuts and techniques
- ✦ Staying up-to-date with the latest Photoshop features

COURSE CURRICULUM

Module 01

Introduction to Web Design:

- ✦ Overview of web design principles and practices
- ✦ Understanding the web development process
- ✦ The role of web designers and developers

Module 02

HTML (Hypertext Markup Language):

- ✦ HTML syntax and structure
- ✦ Creating web page content with HTML tags
- ✦ Working with headings, paragraphs, lists, and links
- ✦ HTML forms and input elements

Module 03

CSS (Cascading Style Sheets):

- ✦ Introduction to CSS for styling web pages
- ✦ CSS syntax and selectors
- ✦ Applying styles to text, backgrounds, and borders
- ✦ CSS layout techniques (e.g., float, flexbox, grid)

Module 04

Responsive Web Design:

- ✦ Designing for different screen sizes and devices
- ✦ Media queries and breakpoints
- ✦ Mobile-first design approach
- ✦ Testing and debugging responsive designs

Module 05

Typography and Fonts:

- ✦ Choosing and applying web fonts
- ✦ Typography best practices
- ✦ Font size, spacing, and alignment

Module 06

Images and Multimedia:

- ✦ Optimizing images for the web
- ✦ Adding images and multimedia elements
- ✦ Image formats and compression techniques
- ✦ Accessibility considerations for multimedia

Module 07

Navigation and Menus:

- ✦ Designing website navigation menus
- ✦ Creating navigation bars and buttons
- ✦ Dropdown menus and responsive navigation

Module 08

User Experience (UX) Design:

- ✦ User-centered design principles
- ✦ User personas and user journeys
- ✦ Wireframing and prototyping
- ✦ Usability testing and feedback

Module 09

JavaScript Fundamentals (Optional):

- ✦ Introduction to JavaScript for interactivity
- ✦ Variables, data types, and operators
- ✦ Functions and event handling
- ✦ DOM manipulation

Module 10

Web Design Tools and Software:

- ✦ Using web design software (e.g., Adobe XD, Sketch)
- ✦ Version control with Git and GitHub
- ✦ Collaboration tools for web development

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Module 11

Web Hosting and Domain Management:

- ✦ Domain registration and DNS configuration
- ✦ Choosing a web hosting provider
- ✦ Uploading and publishing websites

Module 12

SEO (Search Engine Optimization) Basics:

- ✦ SEO principles and best practices
- ✦ On-page SEO optimization
- ✦ SEO-friendly URLs and meta tags

Module 13

Web Performance Optimization:

- ✦ Website speed optimization techniques
- ✦ Minification and compression
- ✦ Caching and content delivery networks (CDNs)

Module 14

Web Security:

- ✦ Basics of web security (e.g., HTTPS, SSL/TLS)
- ✦ Protecting against common web vulnerabilities
- ✦ Secure coding practices

Module 15

Content Management Systems (CMS) (Optional):

- ✦ Introduction to popular CMS platforms (e.g., WordPress, Joomla)
- ✦ Installing and customizing CMS themes
- ✦ Managing website content with CMS

Module 16

Web Design Project(s):

- ✦ Practical web design projects to apply learned skills
- ✦ Building a portfolio of web design work
- ✦ Client and stakeholder communication

Module 17

Web Design Trends and Emerging Technologies:

- ✦ Stay updated on current design trends
- ✦ Explore emerging web technologies (e.g., WebAssembly, Progressive Web Apps)

DO IT NOW

SOMETIMES

'LATER'

BECOMES

'NEVER'

Activities at DSOM



If it doesn't challenge you,
it doesn't change you.



Learn Today
Earn Tomorrow





INTERNSHIP & TRAINING

SKILL

DEVELOP

3 MONTHS

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Companies

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Clients

Why Not to Try ?

Listen to **What Our Students Have to Say!**



Yogita Bisht



I completed a digital marketing course at DSOM. It was fantastic! The teachers are student-friendly, classes are flexible, and rates are affordable. Overall, it was an excellent experience. DSOM is the best place to learn digital marketing!



Aryan Negi



DSOM is a professional institute for Digital Marketing training. They have thorough knowledge and expertise on every aspect related to Digital marketing. They provide valuable experience for an uplifting career in digital marketing world.



Neha Saini



No doubt DSOM is the best institute for digital marketing. Everyone around is all supportive and encouraging. The faculty members are good, you won't have to roam around for any kind of guidance that you need. There's a lot of learning throughout the whole period of the course. So don't think twice before joining.



Naveen Gupta



DSOM is the best institute for digital marketing. I run my own business, and I learned digital marketing here for marketing purposes. The topics are covered practically, enabling me to develop effective marketing strategies. Thanks!



Shruti Jain



I acquired valuable digital marketing techniques, thanks to the perfect sessions. I had a great experience with the faculty and administration. My learning was completed on time, and I recommend this institute to everyone for a digital marketing course.



Ayush Walia



I enrolled in digital marketing training to market my own start-up more efficiently. I thoroughly enjoyed the training and believe that anyone looking to promote their brand or enhance online engagement should join DSOM.



Take the **Most Important** **Step in Your Career Today**

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Contact us :



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