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and

LIVE ONLINE TRAINING!

DIGITAL MARKETING TRAINING INSTITUTE™

ADVANCE DIGITAL MARKETING DIPLOMA (ADMD) 33 Modules

Module 1: Search Engine Optimization (SEO)

KEYWORD RESEARCH	ON-PAGE OPTIMIZATION	OFF-PAGE OPTIMIZATION	- FORUMS - Website AUDITING	- Competitor ANALYSIS
<ul style="list-style-type: none">- Keyword Proximity, Keyword Density, Analysis- IMAGE OPTIMIZATION- Internal Link Building- Robots file Optimization- URL renaming/re-writing	<ul style="list-style-type: none">- META TAGS Optimization- CANONICAL Tag- Website Analysis- Heading Tags in Contents- Header Keyword Optimiz- Footer Keyword Optimiz	<ul style="list-style-type: none">- Submission to Search E- Directory Submission- Deep Linking- Article writing/directory- Classified submissions	<ul style="list-style-type: none">- Press Release- Link building- GOOGLE SITE MAPS- Sitemap Creation, XML	<ul style="list-style-type: none">- Creating Competitor Report for Analysis.- Copy-scape- Duplicate Content Issues- Coding Standards- Usage of all Tags

Module 2: ADVANCED SOCIAL MEDIA Marketing & Optimization

SOCIAL MEDIA OPTIMIZATION & MARKETING	Module 2.1 TWITTER	Module 2.2 Pinterest
Types of social media / Key terms to understand How Social Media influences audience & Google Developing unique content, positioning and voice Integrating social media into your website and blogs. How to choose right social media for your business/brand. Behavioural & cultural standard for social media. Linking all Social Media Accounts.	How to increase your Followers BUILD A VOICE: Retweet, reply, react MENTION: Include others in your content- GET FANCY: EXPLORE ADVANCED FEATURES - TWITTER ADS Marketing Campaigns. Followers Target, Retweet, HASHTAG & LINK TWEETING	<ul style="list-style-type: none">- Inbound marketing methodology- Pinterest Tools- Pinterest for Business- Set up Your business account on Pinterest - Create boards that reflect your business - Engage with your audience- Get Traffic to your Website. . etc

Module 2.3 Adv. FACEBOOK Marketing

FACEBOOK Marketing & Advertising | Campaign Creations & AD's
Managing & Promoting Ads | Promote Facebook pages
Advertise on Facebook (PPC) | Creating Video ADS,
Brand Awareness | LEAD Generation – Creating FORMS
Targeting the Right Audience | Strategizing Location, Interest,
Demographics | Facebook ENGAGEMENT TIPS |
BIDDING | CONVERSIONS
REMARKETING – Retargeting Visitors
In-page Analysis / ANALYTICS



Module 2.4 INSTAGRAM Marketing

- INSTAGRAM ADS & STRATEGY
- Setting up INSTAGRAM BUSINESS
- Using & Creating REELS
- INSTAGRAM TOOLS
- Instagram HASHTAGS Strategy
- TARGETTING ADS & Running them
- using Stories & Creating HIGHLIGHTS
- PLANNING AND CREATING CONTENT
- USING CREATOR STUDIO



Module 2.5 YOUTUBE Marketing

Creating YOUTUBE Channels | Settings & Creation
Creating & Managing PLAYLIST | Editing & Description
VIDEO Settings | YouTube SEO Optimization.
- How to Manage, Promote & Advertise on YouTube
- YouTube Channel | - YouTube Creator Studio
- YouTube Upload | YouTube Editor | YouTube SEO
- YouTube Ads | Create Successful YouTube Campaigns
- YouTube as an Affiliate. How to Monetize?
ANALYTICS OF YouTube Videos



Module 2.6 LINKEDIN Marketing

- How to CREATE COMPANY PAGES | LinkedIn Groups
- LINKEDIN JOB SEARCH |
- Finding the right JOB on LinkedIn
- LINKEDIN LEAD GENERATION |
Generating high quality leads for Business |
OPTIMIZING YOUR LINKEDIN PROFILE | - Creating
LinkedIn Business Page | - Using LinkedIn Settings |
LINKEDIN AD'S - How to Advertise & run Campaigns on
LinkedIn | LINKEDIN PREMIUM FEATURE





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Module 3: GOOGLE ADWORDS with GOOGLE Certification (100% Guarantee)

PPC TRAINING INTRODUCTION What is Pay per Click Marketing Importance & Benefits of PPC Other Pay-Per-Click Providers What is Google AdWords? How to set up PPC Campaign GOOGLE ADWORD NETWORKS Search- Searching on Google (.Com, .in, .ph etc.) Search Partners- (AOL, EarthLink, Powered by Google, Site Search/ SET-UP PPC CAMPAIGN PPC campaign Navigation	Use Multiple Account "CLICK-THROUGH-RATES" CTR What is Impression? What is "Cost/Conversion"? What is Tracking Code? WHAT IS KEYWORD RESEARCH? Diff between SEO & PPC keywords Keywords popularity, Search Volume Categorize Keywords in Ad groups. Keyword Types: Broad, Exact, Phrase CREATE EFFECTIVE ADS AD GROUPS Measurement of Title, URL, Ad that produces better ROI	WHAT IS QUALITY SCORE? How Quality Score Effect on Bids? How to Increase Position on Search? BID FOR AD POSITION/ BID MANAGEMENT User Define bids/Automatic Bids Importance of bidding techniques Competitors Analysis for bidding WHAT IS LANDING PAGE? Ads versus Landing Page 'Call to Action'/Cost/Conversion	DISPLAY NETWORK CAMPAIGN (Creating Image/Video /Text/Flash Banner) Navigation through Menus Home/Campaigns/Opportunities/Tools & Analysis, Billing Account VIDEO MARKETING Learn to Give Ads on Youtube Videos, In-stream Video Marketing, Bumper Ads, Display Ads on Youtube GOOGLE Certifications
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Module 4: Advanced Ads [MCC]

MCC (My Client Centre), LINKING EXISTING ADWORDS WITH MCC: MERCHANT CLIENT CENTRE, CAMPAIGN PERFORMANCE REPORTS. Large advertisers with more than one AdWords account, Third parties such as: Agencies, Search engine marketers (SEMs), Automated bid managers (ABMs) HOW TO CREATE A MANAGER ACCOUNT, HOW TO LINK & UNLINK TO AN ADWORDS ACCOUNT OR MANAGER ACCOUNT. Inviting users to your account.

Module 5: Remarketing/Conversion

REMARKETING & Conversions with Adv. GOOGLE ADWORDS
 Standard remarketing: Show ads to your past visitors, Display Network websites and use Display Network apps. Dynamic remarketing: Boost your results with DYNAMIC REMARKETING, Remarketing for mobile apps, Remarketing lists for search ads, Video Remarketing. HOW CONVERSION TRACKING works Website actions: Purchases, sign-ups, other actions that customers take,

Module 6: Google Analytics



Introduction to Web Analytics WHAT IS WEB ANALYTICS Purpose of analytics in Internet Marketing Admin Interface, Setting up an accounts and Web properties Managing account / Users	Google Analytics Interface Home Tab /Real-time Data DASHBOARD Widgets / Customize dashboard Date selection and comparison EXPORTING REPORTS/ EMAILING REPORTS	ADVERTISING ANALYTICS ADWORDS DATA ANALYSIS Keywords/Keyword Positions Traffic Sources Overview of Traffic sources Sources / Direct Search, Organic / Keywords /Paid / Referral	SEO (WEBMASTER TOOLS) Social /Content Analysis Site content /Speed/Search Events /Experiments In-page Analytics CONVERSION TRACKING Goals / Calculating the ROI Custom reporting.
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Module 7: MOBILE Marketing

MOBILE MARKETING industry is booming. Specific, Measurable, Achievable, Realistic and Timely. Adwords UNIVERSAL APP Mobile Marketing & PPC strategy must align with your greater business goals. A few examples of PPC goals are increasing clicks to your website, improving click conversions. There are a number of factors in App marketing, including branding, keywords, and competition. .etc.

Module 8: Google AdSense

Google AdSense - Monetization Google AdSense Why is the internet biggest source of information? Do you think that people just publish a blog or provide piece of information for nothing? A platform by Google through WHICH YOU CAN EARN MONEY BY PLACING ADS ON YOUR BLOG/WEBSITE. LEARN TO MAKE MONEY VIA ADS with GOOGLE ADSENSE

Module 9: EMAIL MARKETING

EMAIL MARKETING
 EMAIL MARKETING Electronic marketing is directly marketing a commercial message to a group of people using email. Create Attractive & Creative Newsletters with Various Themes. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It involves using email to send ads, request business.

Module 10: O R M

ONLINE REPUTATION MANAGEMENT
 ORM - stands for Online Reputation management. ORM basically influences the reputation of an individual's or businesses. The reputation management companies, have made it primarily an issue of search results. You learn how to remove and overlap the negative complaints or using SEO tactics to influence results and much more.





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Module 11: Google Webmaster Tools		Module 12: CONTENT MARKETING
GOOGLE WEBMASTER TOOLS Search Console What is Webmaster Tools Site working on Search Console Refine personal & site settings Manage & Monitor your site	Search Traffic Google Index Crawl & Fetching your site Submitting your verification code Testing Robot.txt & Sitemaps Security - Check for errors	Infographics CONTENT MARKETING are a visually compelling Communication medium that done well can communicate complex data! An Infographic that is linked and compelling by its Nature will drive traffic to your website and blog as people “share” & “click”. A visual format that is potentially viral. They take deep data and present it in a visual shorthand.
Module 13 Digital Marketing Agency		Module 14: CREATING A BLOG
1. How to Start a Digital Marketing Agency 2. Where do I get my clients from, places and areas to look for? 3. Approach and Strategies to Convert your prospective clients 4. How to Pitch to your clients, prove Digital Marketing is superior 5. Target Oriented Marketing - Impress with Analytics		CREATING A BLOG Responsive BLOG Themes which is Mobile, Tablet & Desktop Compatible. Add Categories, Posts and Comments. Easily build a blog on Google Blogger, Customizable, Mobile-ready designs and themes With hosting and support from Google.
Module 15: MEDIA Buying & Selling		Module 16: Creating WEBSITE
MEDIA BUYING is the business of purchasing advertising space , Media Buying comes in different formats, such as banner ads, text ads and video ads. Why should you definitely use Media Buying for our business? Benefits and Advantages.		Creating a WordPress Website for Online Presence Personalize your brand, customize your site, Have control over the look and feel of your website, from Its domain name to its layout, No designing skills needed , Templates, Create a Professional Responsive & Mobile Website.
Module 17: WEBINAR Marketing		Module 18: AFFILIATE Marketing
WEBINAR MARKETING & BENEFITS Logistics, Direct interaction, launch feedbacks Webinar tools and platforms. The Webinar benefits that can be obtained by the promotion of products, personal business and offline products for your company using the webinar technology are many.		Affiliate marketing is the process of earning a commission by Promoting other people's (or company's) products. You find a product you like, promote it to others and earn a piece of the Profit for each sale that you make. At DMTI you will learn How to Earn commission from Amazon, Flipkart, Jabong..etc.
Module 19: LEAD GENERATION		Module 20: Forum Ad Marketing
Every businessman wants leads to his business: 1. How To Create Your ‘Bribe’ Offer. 2. Create A High Converting Page 3. Joining Give Away Events. 4. Adding Your Offer to Thank You Page. 5. Ad Swaps.		Creating a Marketing Plan on Forums. Learn to Create Ads on Quora and target your relevant Audience with Keywords, Location and Topics. QUORA has just Launched a Marketing Campaign!
Module 21: FREELANCING Techniques		Module 22: WhatsApp  Marketing
1. Freelancing Website, Best practices, 2. Registering on Freelancing Web sites, 3. Applying for online jobs, 4. Micro job sites - application & posting. 5. Forum promotions, Accepting payments		How to Use WHATSAPP for BUSINESS . How to Sync your mobile and create Auto Messages via the platform. Creating Personalised Business for Lead generation, Catalogues..etc.
Module 23: LANDING Page Technique		“GURANTEED”  Google Partner GOOGLE Ads 3 Certification CDMP Exam GOOGLE ANALYTICS ADMD Certification
1. Elements of Landing Page. 2. Acquiring Stunning Landing Pages 3. WordPress Themes & Plugins. 4. CTA Placement & Optimization 5. Landing Page from third party sites.		
Module 24: Top #1 Social Media Tool		Module 25: GOLD SUBSCRIPTION
#1 TOOL Learn SOCIAL MEDIA MANAGEMENT SYSTEM HOOTSUITE Manage multiple networks and profiles & measure your campaign results. #TOP TOOLS – AND HACKS		Access to ONLINE DIGITAL LIBRARY “1 Year GOLD Subscription” to Online Recorded Videos. 33 Modules+ Catch up on Missed Lectures & Revise Modules **WORTH Rs.25,550 “DIGITAL FREEDOM LIFE”

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Module 26:Design Graphics (CANVA)		Module 27: Influencer Marketing	
Graphics effectively communicate, Visual representations of information. Create Graphics for Clients & Social Media. 2022 Graphics & Videos will Rule & are more appealing then text.		Learn Influencer Marketing aims to identify the people who act as influencers in your niche so you can approach them & promote your brand.	
Module 28: Content Writing Principles		Module 29: VIDEO Creation Pro-Tool	
Writing Principles & Learn to Write Headlines for your Ads. How to increase your CTR using Content Writing skills. You will the Psychology behind Online Writing & Visitor Behaviour.		Make beautiful videos online easily, how to make Bumper Ads Video movies, Promo ads, Property virtual tours, clips, music. Create Professional Quality Videos in a jiffy!	
Module 30: NEW AGE MARKETING		Dadar 9833900110 Andheri 9820936176 Matunga West 9833900330 Thane West 9833900335	
			
ADMD COURSE IS IDEAL FOR: <ul style="list-style-type: none">➤ MBA Marketing & Marketing heads➤ Media Advertising Professionals➤ Entrepreneurs, CEO Job & Career Seekers➤ Free-lancers, Bloggers & Web Designers➤ Graduates, Undergraduates, HSC Students.			
		COURSE FEATURES: <ul style="list-style-type: none">✓ GET PRACTICALS – ONLINE OR CLASSROOM TRAINING✓ Work on 18 Projects, Case Studies & Campaigns✓ 100% JOB ASSISTANCE 100% GOOGLE Certification✓ HANDLE CAMPAIGNS INDEPENDENTLY✓ Fees All Inclusive of Books and Certificates	
<div><div>Limited *Offer* *SAVE 50%*</div><div>EMI Rs. 9000</div><div>Easy EMI</div></div>			

"Believe You Can. . . and You are half way there" T Roosevelt



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➔ 3 NEW MODULES ADDED ➔ TOTAL 33 MODULES

NEW

Module 31. Personal Branding	1. Define personal branding. 2. Understand the main concepts about personal branding. 3. Identify one's personal work values, abilities, skills and values. 4. Creating an Online Presence Strategy for self 5. Understand Branding and Implementing Self-branding.
Module 32. Interview Preparation	1. How do you introduce yourself in digital marketing interview? 2. What should I say in digital marketing interview? 3. How to Answer Technical Jargon Questions 4. Learn to Answer the 3 types of Digital Media Questions? 5. How to Answer Futuristic Questions? 6. PREPARING FOR QUESTIONS ASKED IN THE INTERVIEW
Module 33. Building Resume	1. Best Resume Writing Strategies & Tips 2. Creating Your Resume with Attractive Graphics 3. How to Lead with Your Best Information 4. Learn to Create a Format that Is Easy to Read 5. Do's and Don'ts of Resume - What to Add? 6. Creating a Professional & Uniform Look of Your Resume



Best Digital Marketing Course with 100% Internship & Job Assistance

🔑 Course HIGHLIGHTS

✓	12+ Certifications	✓	Life Time Access of Sessions*
✓	15+ Professional E-Books	✓	Google Certifications
✓	Classroom Online Training	✓	HubSpot Certifications
✓	Access to Missed Lectures	✓	Google Certified Faculty
✓	80% Practical Training	✓	100% INTERNSHIP OPPORTUNITIES

🕒 **Limited Time Offer** 🕒

🔑 Fees ➡ Original Fees ➡ Rs. 59,990 for All 33 Modules

✓ ONLINE Fees Rs. 59,990	➡ 60% Offer Rs. 25990 All Incl.	➡ Early Bird Offer Rs. 18990 All Incl.
✓ CLASSROOM Fees Rs. 59,990	➡ 50% Offer Rs. 27990 All Incl.	➡ Early Bird Offer Rs. 27990 All Incl.

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33 Modules
12+ Certifications
Voted No #1
"Most Popular"



INTERSHIP

ADMISSION Procedure :

Govt. GST is applicable on All courses.
 Fees are accepted by **Cash /Cheque/ UPI/ Credit Card**
 Draw Cheque on "SOFTPRO COMPUTER EDUCATION"
Kindly Enroll at earliest, limited seats available.
Installment Facility with PDC (Post Dated Cheques)
Batch Commencement only after Cheque Clearance.
Kindly issue Cheque 7 days before Batch Start Date

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TOOLS & PLATFORMS YOU WILL LEARN ➔ 33 Modules

**TOOLS
YOU Will Master**



Quora for Business



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Tools & Platforms You will Learn to Operate

**TOOLS
YOU Will Master**

Quora

HubSpot

 **Microsoft
Advertising**

 **Google Ads**

**Seo
Quake**


WORDPRESS

Linked in ads


**Instagram
Business
ads**

Google 
CERTIFICATIONS FOR MARKETERS


TWEAK YOUR BIZ

 **Google
Mobile Ads**

 **mailchimp**

 **Google**
Search Console

 **Bing ads**

 **WhatsApp
Marketing**

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the Counselling
Video


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"HAPPY STUDENTS = HAPPY BATCHES = JOY OF LEARNING = GOOD KNOWLEDGE "



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★ **Digital Marketing CAREER Scope** ★

CAREER OPTIONS after COMPLETING YOUR COURSE

- Digital Marketing Executive
- SEO Executive
- Digital Media Managers
- Junior Digital Marketing Specialist
- Digital Agency Account Manager
- SEO Auditor
- Search Engine Marketing Executive
- Social Media Branding Executive
- Pay-Per-Click Managers
- SEM/SEO Specialists
- Content Strategists
- E-commerce Specialist
- Brand Marketing Expert
- Email Marketing Executive
- Social Media Marketers
- Digital Marketing Associate Intern
- Content Marketer
- Blog & Web SEO manager
- Digital Project Managers
- Digital Marketing Consultant

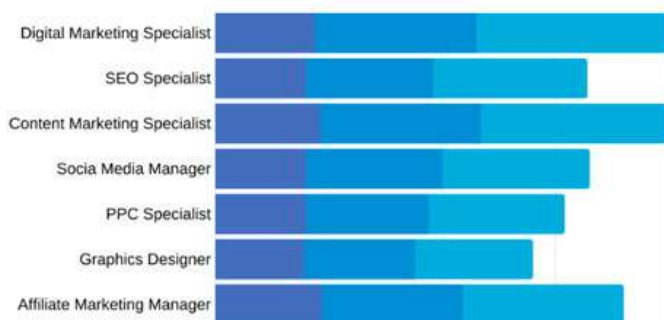
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Best Entry-Level Digital Marketing Jobs

Based on Average Salary



Entry-Level (No Experience) 5-8 Years Experience Max Salary (15+ Years Experience)



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FEES:

 **Google Partner**

ADMD ✨ **CLASSROOM** ✨ **Training**

Advanced Digital Marketing Diploma **includes 33 Modules 12+ Certifications**

Module 1-33

Original Fees: 5 9,9 9 0

✨ **Special 50% Offer** ✨ ~~59,990~~ **Rs. 27,990**

All Inclusive of 18% GST | **33 Modules** | **15 E-Books & 12+ Certifications** | **4-5 Months** |

Limited Early Bird Offer:

SAVE 50% CLASSROOM Course Fees:

'CLASSROOM Classes' Assignments & Projects | Morning, Afternoon, Evening Batch

YOU PAY ➡ (CLASSROOM **Offline Course)**

Limited "Early Bird **OFFER": Rs. 27,990**

➡ **Visit the Institute for "Extra Gift Vouchers"**



100% INTERNSHIP & PLACEMENT ASSISTANCE.



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FEES:



ADMD ONLINE Training

Advanced Digital Marketing Diploma includes 33 Modules | 12+ Certifications

Module 1-33

Original Fees: 59,990

Special 60% Offer Rs. 27,990

FURTHER ONLINE OFFER Rs. 18,990 – Limited Time Offer

All Inclusive of 18% GST, 33 Modules & 12+ Certifications **4 Months** **'LIVE'** Zoom Lectures

Limited Early Bird Offer:

SAVE 60% - Online Course Fees:

'Zoom Live Online Classes' with Project/Assignments | Regular or Weekend Batch

YOU PAY ➡ **(ONLINE Course)**

"Limited" Early Bird OFFER: Rs. 18,990 Online fees



100% INTERNSHIP & PLACEMENT ASSISTANCE.

All Modules are taught



BASIC to ADVANCED LEVEL



BEGINNER to EXPERT Level



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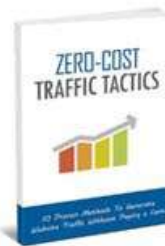
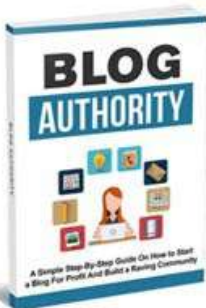
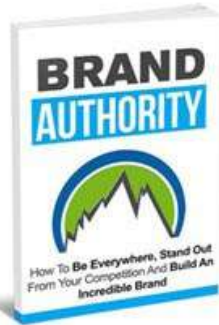


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Poonam Mashru – CEO & Founder

SOFTPRO an IT training
institute since 1992 –
29 years of training.
DMTI SOFTPRO since 2009
Teaching Digital Marketing
since 14+ years. (2009-2022)



DIPEN MASHRU : FOUNDER
LINKEDIN PROFILE

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Classroom & Live Online Training

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ONLINE
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who will take you step by step into the Digital Marketing World!**

Get your Questions answered Real time by Professional &
Experienced Digital Marketing Coach
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Learn from BASIC to ADVANCE Digital Marketing

100% INTERNSHIP & Job Assistance | Voted #1 Institute

DMTI SOFTPRO "3 Prime Centers" Dadar, Andheri, Thane



<p> DADAR MATUNGA WEST </p> 	<p>ADDRESS: B/2,Vimal Udyog Bhavan, 1st Flr, Nr BPL Mobile Off, Opp. STARCITY Cinema, Near RUPAREL College, 7 Min Walk from MATUNGA (West) Station, 12 Min from Dadar W Stn. Mumbai - 400016 Call 9833900110 / 9833900330 GOOGLE MAP LINK https://maps.app.goo.gl/nA4VmAbahyBoHNRt6</p>
<p> ANDHERI WEST </p> 	<p>ADDRESS: PEARL PLAZA, 7th Floor, Office No.704, 1 MINUTE From ANDHERI WEST STATION. NEXT to new Mc-Donald. Masjid Gali, Only 1 Min Walk from ANDHERI (W) Station, Mumbai- 400058 Call 9324347326 GOOGLE MAP LINK https://goo.gl/maps/oj3gPzZ2FQsUMfUv6</p>
<p> THANE WEST </p> 	<p>ADDRESS: <u>Only 2 MIN Walk from THANE STATION.</u> 401, Shreeji Ashish Society, Lohar Ali Rd, near Bhanushali Hospital, 1 Min Walk from THANE West Station 9833900335 / 9892081903 GOOGLE MAP https://maps.app.goo.gl/ezmLUpLM1TwcL1Z4A</p>

This Offer is *Valid for Limited Time till next Week only

All Inclusive of GST | 12+ Certifications | 33 Modules

| Hurry Limited Seats! | Early Bird Offers

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All Modules are taught

✓ **BASIC to ADVANCED LEVEL**

✓ **BEGINNER to EXPERT Level**

✓	100% Practical Course Work on LIVE Projects
✓	Learn How to Start a Digital Marketing Agency
✓	Be a FREELANCER & Get Work from Home Options
✓	Give INTERVIEWS with Confidence in Interview Module
✓	CREATE DIGITAL MARKETING PLANS like an AGENCY
✓	Make Professional Quotations, Planners & Strategies
✓	100% INTERNSHIP & Placement Assistance

✓ Faculty is With YOU throughout the Duration of the Course

✓ Patient & Experienced Faculty with REAL Life Experience

✓ Your Trainer will Guide you through Every Assignment You Do!

✓ Every Project will be CREATED by YOU under Faculty Guidance

✓ Handle your Own Campaigns 80% Practical's

✓ **Trained over 27000+ Students since 2009**

✓ **50% Scholarship Rs. ~~59,990~~ 27,990** *Call for 'Early Bird Offer'* ✓

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TRAINING!**

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✓ OTHER COURSES For Digital Marketing



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