ADVANCE DIGITAL Marketing Diploma (ADMD)



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ADVANCE DIGITAL Marketing Diploma (ADMD)



Why should I join DMTI SOFTPRO?

- 1. 15+ Years of Experience. TRAINED OVER 27000+ Students
- 2. 100% Practicals in Classroom with Assignments
- 3. CREATE DIGITAL MARKETING PLANS like an AGENCY
- 4. Learn from Experienced Professionals & Experts
- 5. Highly Experienced & Industry Expert Faculty
- 6. Simple & Easy to Understand Course Material
- 7. Classroom Training Offline & Online
- 8. Faculties have REAL Life Experience
- 9. 100% Job Assistance 10.Dedicated Placement Team



DMTI SOFTPRO

DIGITAL MARKETING TRAINING INSTITUTE



DIGITAL MARKETING® TRAINING INSTITUTE

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15+ Years | Trained over 29700+ students

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Advance Digital Marketing Diploma - 33 Modules





15+ Years



BEGINNER to EXPERT Level



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ADVANCE DIGITAL MARKETING DIPLOMA (ADMD) 33 Modules

Module 1: SEO : Search Engine Optimization

KEYWORD RESEARCH

- Keyword Proximity,
- Keyword Density, Analysis
- IMAGE OPTIMIZATION
- Internal Link Building
- Robots file Optimization
- URL renaming/re-writing
- **ON-PAGE OPTIMIZATION**
- META TAGS Optimization
- CANONICAL Tag
- Website Analysis
- Heading Tags in Contents
- Header Keyword Optimiz
- Footer Keyword Optimiz FORUMS
- **OFF-PAGE OPTIMIZATION -Directory Submission**

- Article writing/directory

- Classified submissions

- Competitor ANALYSIS

- Website AUDITING

- Deep Linking - Press Release

- Creating Competitor Report for.

TECHNICAL SEO

- GOOGLE SITE MAPS
- Sitemap Creation, XML
- Copy-scape
- Duplicate Content Issues
- 404 / 304 Coding
- SSL Certification
- Schema

Module 2: ADVANCED SOCIAL MEDIA Marketing & Optimization

SOCIAL MEDIA OPTIMIZATION & MARKETING

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.

Module 2.1 TWITTER

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

Module 2.2 Pinterest

- 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 2.5 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 2.4 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 2.6 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 Advertised & run Campaigns on LinkedIn | LINKEDIN PREMIUM FEATURE





ЮШ

Tube



Module 3: GOOGLE ADWORDS with GOOGLE Certification SEM PPC TRAINING INTRODUCTION WHAT IS QUALITY SCORE? **DISPLAY NETWORK CAMPAIGN** Use Multiple Account What is Pay per Click Marketing "CLICK-THROUGH-RATES" CTR (Creating Image/Video How Quality Score Effect on Importance & Benefits of PPC /Text/Flash Banner) What is Impression? Bids? How to Increase Position Other Pay-Per-Click Providers Navigation through Menus What is "Cost/Conversion"? on Search? Home/Campaigns/Opportunities/ What is Google AdWords? What is Tracking Code? **BID FOR AD POSITION/ BID** How to set up PPC Campaign Tools & Analysis, Billing Account WHAT IS KEYWORD RESEARCH? MANAGEMENT **GOOGLE ADWORD NETWORKS** Diff between SEO & PPC keywords User Define bids/Automatic Search-Searching on Google **VIDEO MARKETING** Keywords popularity, Search Bids Importance of bidding (.Com, .in, .ph etc.) Learn to Give Ads on Youtube Volume Categorize Keywords in techniques Competitors Search Partners- (AOL, EarthLink, Videos, In-stream Video Ad groups. Keyword Types: Broad, Analysis for bidding Powered by Google, Site Search/ Marketing, Bumper Ads, Exact, Phrase WHAT IS LANDING PAGE? **SET-UP PPC CAMPAIGN Display Ads on Youtube CREATE EFFECTIVE ADS AD GROUPS** Ads versus Landing Page PPC campaign Navigation Measurement of Title, URL, 'Call to Action'/Cost/Conversion **GOOGLE** Certification Ad that produces better ROI HubSpot Google Partner Google Certifications Module 5: Remarketing/Conversion Module 4: Advanced Ads [MCC] MCC (My Client Centre), LINKING EXISTING ADWORDS WITH MCC: **REMARKETING & Conversions with Adv. GOOGLE ADWORDS** MERCHANT CLIENT CENTRE, CAMPAIGN PERFORMANCE REPORTS. Standard remarketing: Show ads to your past visitors, Display Large advertisers with more than one AdWords account, Third parties Network websites and use Display Network apps. Dynamic such as: Agencies, Search engine marketers (SEMs), Automated bid remarketing: Boost your results with DYNAMIC REMARKETING, managers (ABMs) HOW TO CREATE A MANAGER ACCOUNT, HOW TO Remarketing for mobile apps, Remarketing lists for search ads, LINK & UNLINK TO AN ADWORDS ACCOUNT OR MANAGER ACCOUNT. Video Remarketing. HOW CONVERSION TRACKING works Website Inviting users to your account. actions: Purchases, sign-ups, other actions that customers take, Google Partner Module 6: Google Analytics Introduction to Web Analytics Google Analytics Interface **ADVERTISING ANALYTICS SEO (WEBMASTER TOOLS)** WHAT IS WEB ANALYTICS Home Tab /Real-time Data **ADWORDS DATA ANALYSIS** Social /Content Analysis Purpose of analytics in DASHBOARD Keywords/Keyword Positions Site content /Speed/Search Internet Marketing Widgets / Customize dashboard Traffic Sources Events /Experiments In-page Admin Interface, Setting up an Date selection and comparison Overview of Traffic sources Analytics CONVERSION **EXPORTING REPORTS/ EMAILING** Sources / Direct Search, Organic / accounts and Web properties **TRACKING** Goals / Calculating the Managing account / Users REPORTS Keywords /Paid / Referral ROI Custom reporting. Module 8: Google AdSense Module 7: MOBILE Marketing **MOBILE MARKETING** industry is booming. Specific, Measurable, Google AdSense - Monetization Google AdSense Why is the Achievable, Realistic and Timely. Adwords UNIVERSAL APP Mobile internet biggest source of information? Do you think that people just Marketing & PPC strategy must align with your greater business goals. A publish a blog or provide piece of information for nothing? A platform few examples of PPC goals are increasing clicks to your website, improving by Google through WHICH YOU CAN EARN MONEY BY PLACING ADS click conversions. There are a number of factors in App marketing, ON YOUR BLOG/WEBSITE. LEARN TO MAKE MONEY including branding, keywords, and competition. .etc. VIA ADS with GOOGLE ADSENSE Module 9: EMAIL MARKETING Module 10: O R M **EMAIL MARKETING ONLINE REPUTATION MANAGEMENT** EMAIL MARKETING Electronic marketing is directly marketing a ORM - stands for Online Reputation management. ORM basically commercial message to a group of people using email. Create Attractive & influences the reputation of an individual's or businesses. The Creative Newsletters with Various Themes. In its broadest sense, every reputation management companies, have made it primarily an issue email sent to a potential or current customer could be considered email of search results. You learn how to remove and overlap the negative

marketing. It involves using email to send ads, request business.

complaints or using SEO tactics to influence results and much more. → WHATSAPP 9833900110 9833900330 | WEBSITE www.dmti.info



CERTIFIED		
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
 How to Start a Digital Marketing Agency Where do I get my clients from, places and areas to look for? Approach and Strategies to Convert your prospective clients How to Pitch to your clients, prove Digital Marketing is superior 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 <u>WordPress</u> 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, Jabongetc.
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, Cataloguesetc.
Module 23: LANDING Page Technique		"GURANTEED" 🞗 Google Partner
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.		GOOGLE Ads 3 Certification CDMP Exam GOOGLE ANALYTICS ADMD Certification
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"



ADVANCE DIGITAL MARKETING DIPLOMA(ADMD) 33 Modules



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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: CHATGPT – AI		Dadar 9833900110 Andheri 9820936176	
		Matunga West 9833900330	
Google Partner		Thane West 9833900335	
7 3 NEW MODULES ADDED 7 TOTAL 33 MODULES			
Module 31. Personal Branding	 Define personal branding. Understand the main concepts about personal branding. Identify one's personal work values, abilities, skills and values. Creating an Online Presence Strategy for self Understand Branding and Implementing Self-branding. How do you introduce yourself in digital marketing interview? What should I say in digital marketing interview? How to Answer Technical Jargon Questions Learn to Answer the 3 types of Digital Media Questions? How to Answer Futuristic Questions? PREPARING FOR QUESTIONS ASKED IN THE INTERVIEW 		
Module 32. Interview Preparation			
Module 33. Building Resume	 Creating Your Re How to Lead with Learn to Create Do's and Don'ts 	riting Strategies & Tips esume with Attractive Graphics th Your Best Information a Format that Is Easy to Read of Resume - What to Add? essional & Uniform Look of Your Resume	

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8 Course HIGHLIGHTS

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

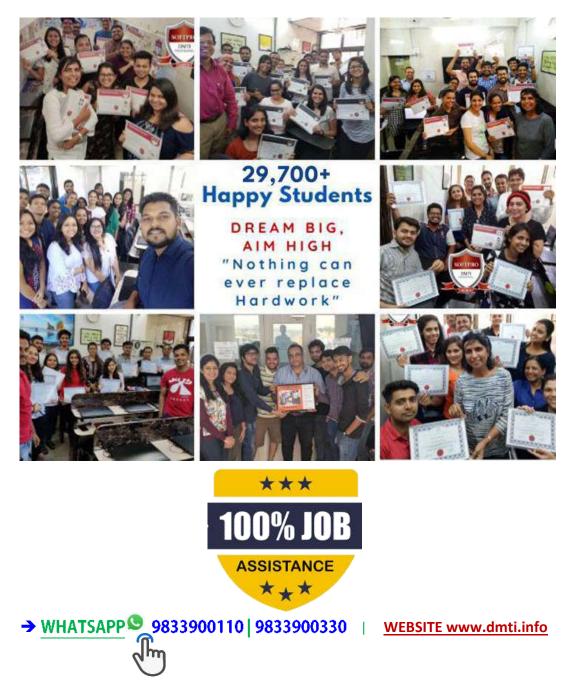


① Limited Time Offer ④ Save 50% on FEES



Salary 10k to 25K per month

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





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Duration: 4 Months

Weekday Batch Mon – Wed – Fri Tues – Thurs – Sat

Weekend Batch Sat | Sun Sunday



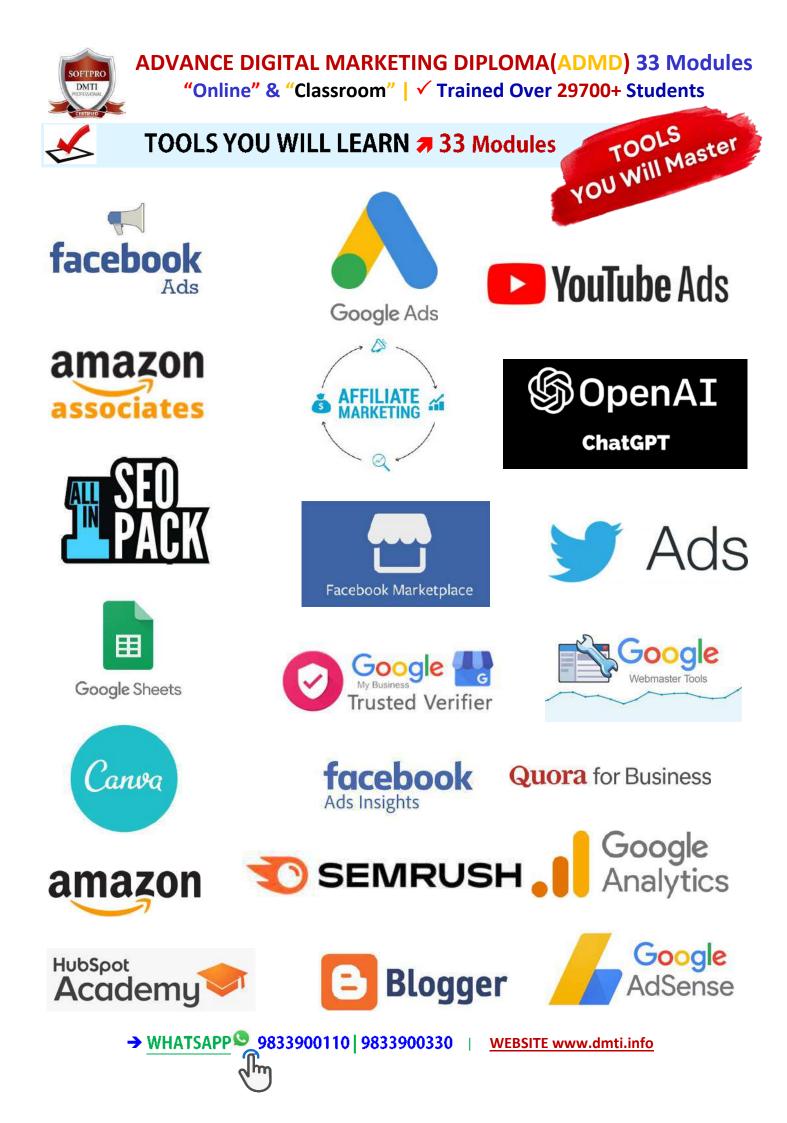
ADVANCE DIGITAL MARKETING DIPLOMA(ADMD) 33 Modules

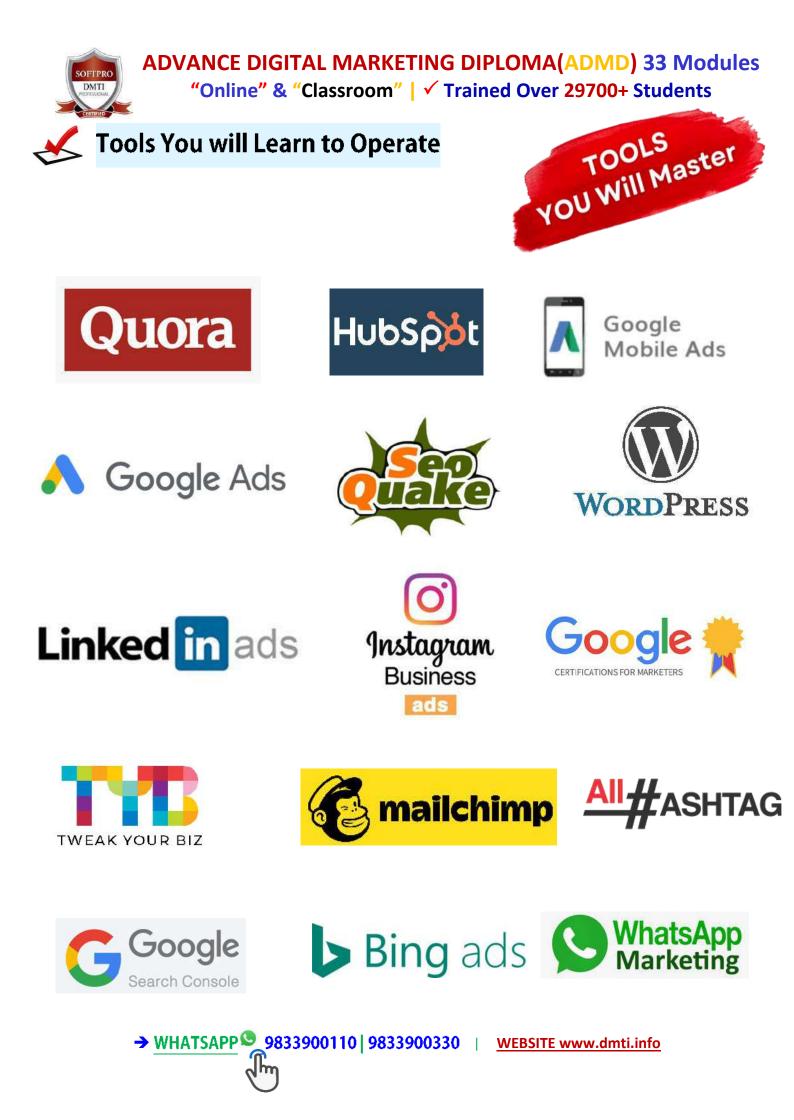
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Digital Marketing CAREER Scope

CAREER OPTIONS after COMPLETING YOUR COURSE





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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

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Module 1-33

Original Fees: 61,990

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Limited Early Bird Offer:

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

Batch

YOU PAY 🎽 (ONLINE Course)

"Limited" Early Bird OFFER: Rs. 22,990 Online fees

K All Modules are taught

BASIC to ADVANCED LEVEL.

BEGINNER to EXPERT Level









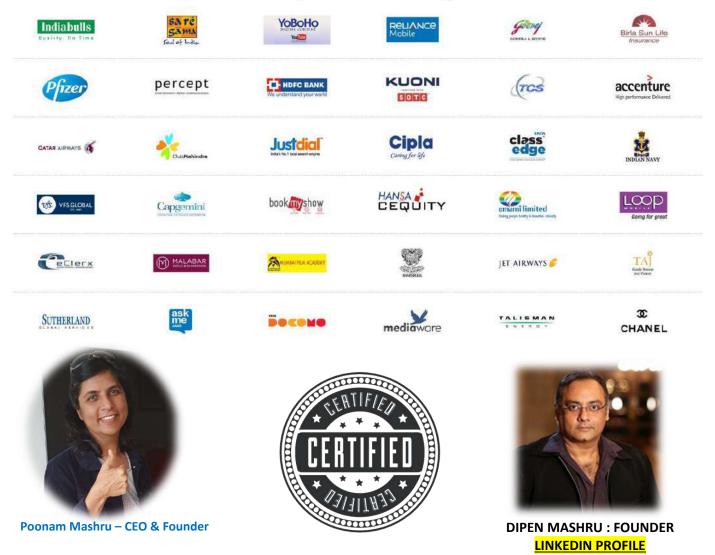
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DADAR MATUNGA WEST	ADDRESS: B/2,Vimal Udyog Bhavan, 1st Flr, Nr BPL Mobile Off, Opp STARCITY Cinema, Near RUPAREL College, 7 Min Walk from MATUN (West) Station, 12 Min from Dadar W Stn. Mumbai - 400016 Call 9833900110 / 9833900330 → GOOGLE MAP LINK https://maps.app.goo.gl/nA4VmAbahyBoHNRt6	MONIAL	
ANDHERI WEST	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 <u>https://goo.gl/maps/oj3gPzZ2FQsUMfUv6</u>		
ITHANE WEST I	ADDRESS: Only 2 MIN Walk from THANE STATION. 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		

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

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All Modules are taught

BASIC to ADVANCED LEVEL.

BEGINNER to EXPERT Level

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

50% Scholarship Rs. 61,990 27,990 *Call for* 'Early Bird Offer'





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