



EDIFY TECH SOLUTIONS

DIGITAL MARKETING

PROGRAM TYPE

PROFESSIONAL



Our Alumni work at



WHO ARE WE?

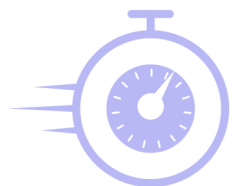
At **Edufyi Tech Solutions**, we are dedicated to transforming the educational journey for college students by offering cutting-edge virtual internships and comprehensive training programs. Our approach combines industry mentorship with practical experience, providing each student with six real-time and capstone projects per course or domain. These projects are designed to equip students with the skills and experience needed to secure their dream jobs upon graduation



WHY CHOOSE US?



Our unique features are:



Choose
your Speed,
Master the Skills



Industry
Project
Playground



Resume
Building & Aptitude
Grooming



Learn from
Industry Mentors
from MNCs &
Startup Founders



100% Placement
Assistance



Exclusive R&D
learning content
from leading MNCs



Unlimited
Mocks
& GDs



24*7
Dedicated
Support



Wipro Dice ID
Accredited
Globally Recognized
Certifications



Get your
Internship with
150+ Companies



1:1 Counselling
Sessions



Additional
Certifications from
Microsoft, Cisco, IBM,
Adobe, etc



Certified
Bootcamps
& Webinars



Lifetime
Personalized Learning
Management System
(LMS)



Access recorded
lectures Anytime,
Anywhere!!



Skill Up & Cash In
with Performance
Based Stipend



Mentorship by
industry experts
via live sessions



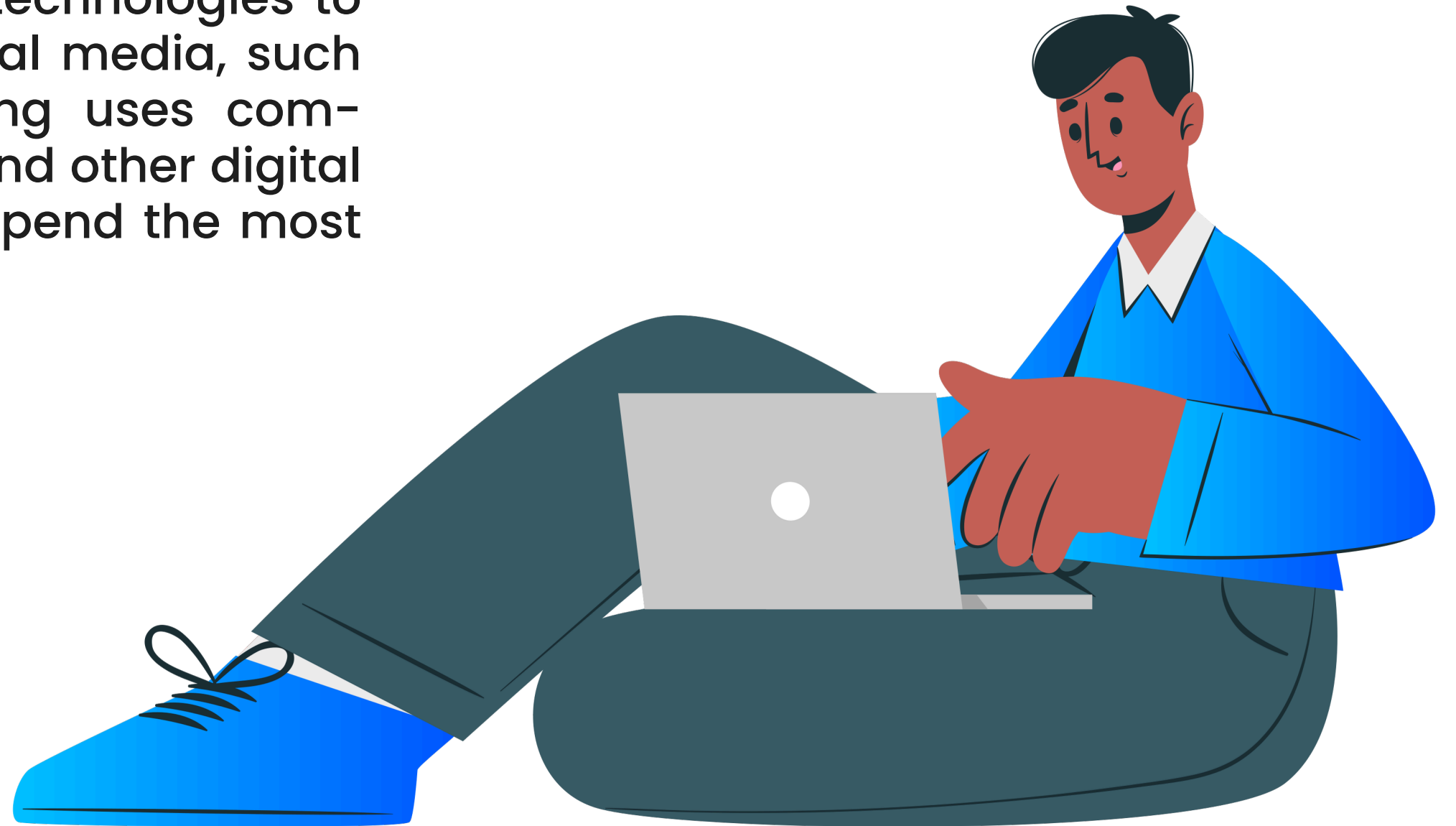
Access
to our
Hiring Partners



WHAT IS DIGITAL MARKETING ?

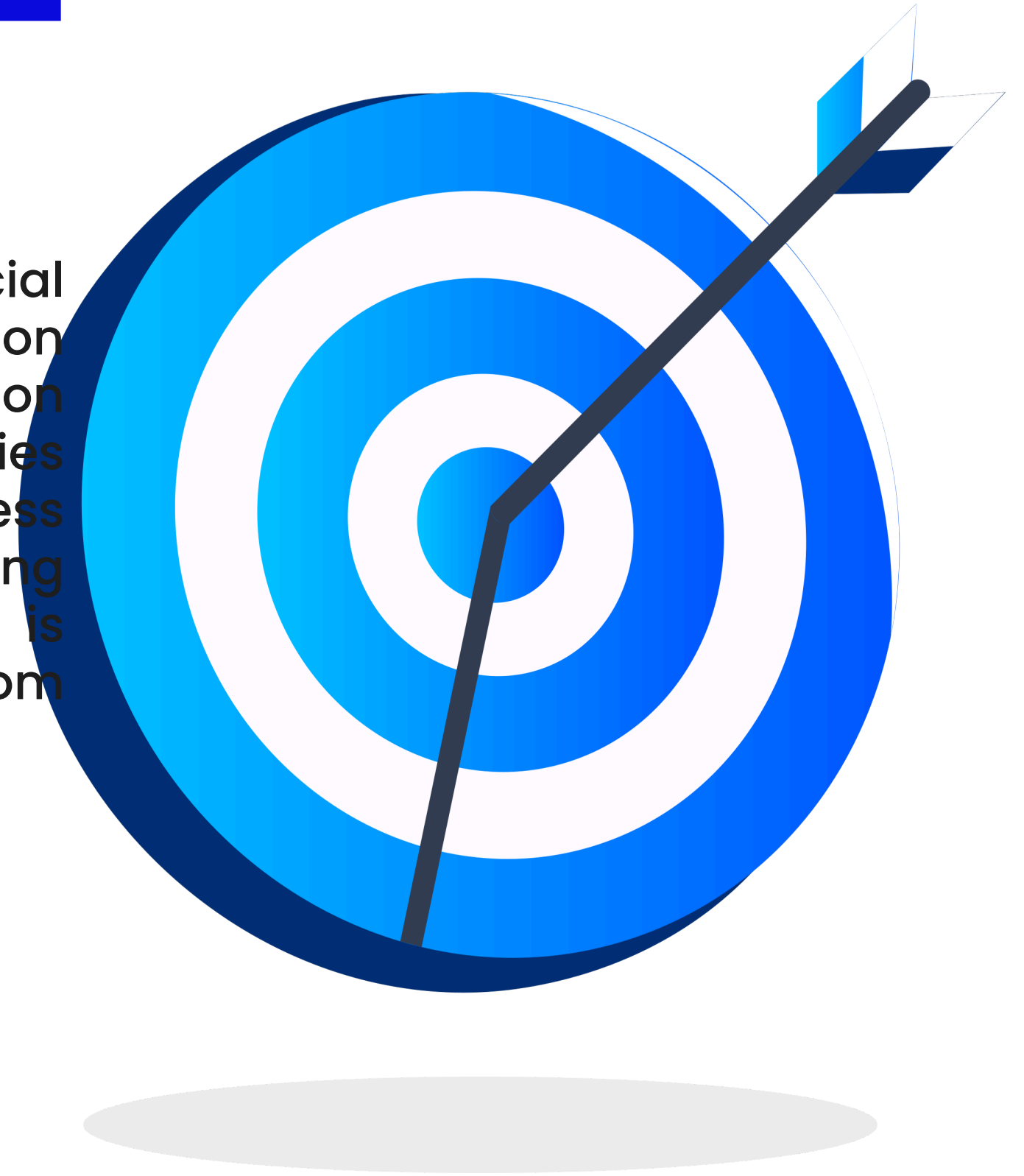
Digital Marketing, or online marketing, is a form of an advertising that uses the internet and digital technologies to connect with customers. Rather than traditional media, such as print, radio, or television, digital marketing uses computers, mobile, social media, search engines, and other digital channels to reach consumers wherever they spend the most time.

Digital Marketing involves some of the same principles as traditional marketing and is often considered an additional way for companies to approach consumers and understand their behavior.



SCOPE OF DIGITAL MARKETING.

More than half of consumers discover companies through social media news feeds. Companies can reach almost 1 million customers via Instagram alone, and more than 9 million businesses use Facebook to connect with consumers. Companies leverage social media platforms for both business-to-business (B2B) and business-to-consumer (B2C) digital marketing campaigns. The global digital marketing software market is expected to grow at a compound annual growth rate of 19.1% from 2022 to 2030 to reach **USD 264.15 billion** by 2030.



CAREER OPPORTUNITIES



- SEO Executive
- SEM Specialist
- E-Commerce Manager
- Content Marketing Manager
- Web Analytics Expert
- Marketing Executive



HOW CAN YOU START YOUR JOURNEY IN DIGITAL MARKETING?

Enroll in our specialized program, learn from industry experts, get guaranteed internships, job opportunities and work on [6 Advance Industry](#) based projects. Edufyi specialization in Digital Marketing offers opportunities for innovation, profitability, affordability, measurability, and targeting.



SPECIALISED PROGRAM CURRICULUM



INDUSTRIAL TRAINING

● Session 1

- Introduction to Digital Marketing
- What is Digital Marketing
- Traditional Marketing vs Digital Marketing
- Benefits of Digital Marketing
- Scope of Digital Marketing
- Components of Digital Marketing



Session 2

- Website Planning & Creation
- Benefits of Website
- Domain
- C-Panel
- Hosting
- SSL
- Wordpress
- How to design Wordpress Website

Session 3

- Email Marketing
- Introduction to Email Marketing
- How Email Marketing Works
- Best Platforms for Email Marketing
- Advantages of Email Marketing

Session 4

- Lead Generation
- Introduction to Lead Generation
- Process Flow of Lead Generation
- How to Generate Leads
- Landing Pages
- How to create High Quality Landing Pages
- Best Landing Page Builder Software Tools



Session 5

Social Media Marketing

Facebook Marketing

How to Set Up a Facebook Page

How to Create a Facebook Ad Campaign

How to Track the Success of Your
Facebook Marketing Campaign

Instagram Marketing

How to Create an Instagram Business Account

Types of Instagram Posts

Instagram Marketing Tips

Twitter Marketing

How to Use Twitter For Business

Twitter Marketing Tips

LinkedIn Marketing

How do LinkedIn Ads work

LinkedIn Marketing Best Practices

LinkedIn Marketing Options

LinkedIn Ad Formats

Session 6

Search Engine Optimisation (SEO)

What is SEO

Types of SEO

How Search Engine Works

Process flow of Search Engine

Keywords

Tools for Keyword Research

Types of Keyword

On Page SEO

On-Page SEO Elements

High Quality Content

Title Tags

Title Tags (HTML Code)

Meta Description

Meta Description (HTML Code)

Header Tags

Header Tags (HTML Code)

Alt Tags

Keyword Placement

URL Optimization

External Links

Internal Links

Canonical Tags

Canonical Tags (HTML Code)

Page Speed and Structure

Schema Markup

Sitemap

HTML Sitemap

XML Sitemap

Robots.txt

Off Page SEO

Types of Links

Off Page SEO Techniques

Types of Backlinks

Link Juice

Factors that influence link value for Off Page SEO

Factors affecting SEO

Domain Level Factors

Site Level Factors

Page Level Factors

Backlink Factors

Google Analytics

Google Search Console

SEO Audit

Session 7

Google Ads

Introduction to Google Ads

How to Create a Google Ads

Google Ads Account Structure

What to Pay for Google Ads?

Types of Google Ads

Search Ads

Shopping Ads

Display Ads

Video Ads

App Ads

Types of Keywords in Google Ads

Broad Match Keywords

Modified Broad Match Keywords

Phrase Match Keywords

Exact Match Keywords

Bidding Strategy

Quality Score

Session 8

Content Marketing

Introduction to Content Marketing

Types of Content

How Content Marketing Works

How to Get started with Content Marketing

Tools used in Content Creation

Session 9

Affiliate Marketing

Introduction to Affiliate Marketing

The Players in the Affiliate Marketing Model

How do Affiliate Programs Work

How you can do Affiliate Marketing

Platforms to find Affiliate Program

Session 10

Freelancing

How Freelancing Works

Steps to begin Freelancing

Freelancing Platform

How to grab Freelancing Projects

On What Basis One Should
Charge the Client

Creating High Quality Proposals



QUIZ

ADVANCE INTERNSHIP PROJECTS

Project 1

Project 2

Project 3

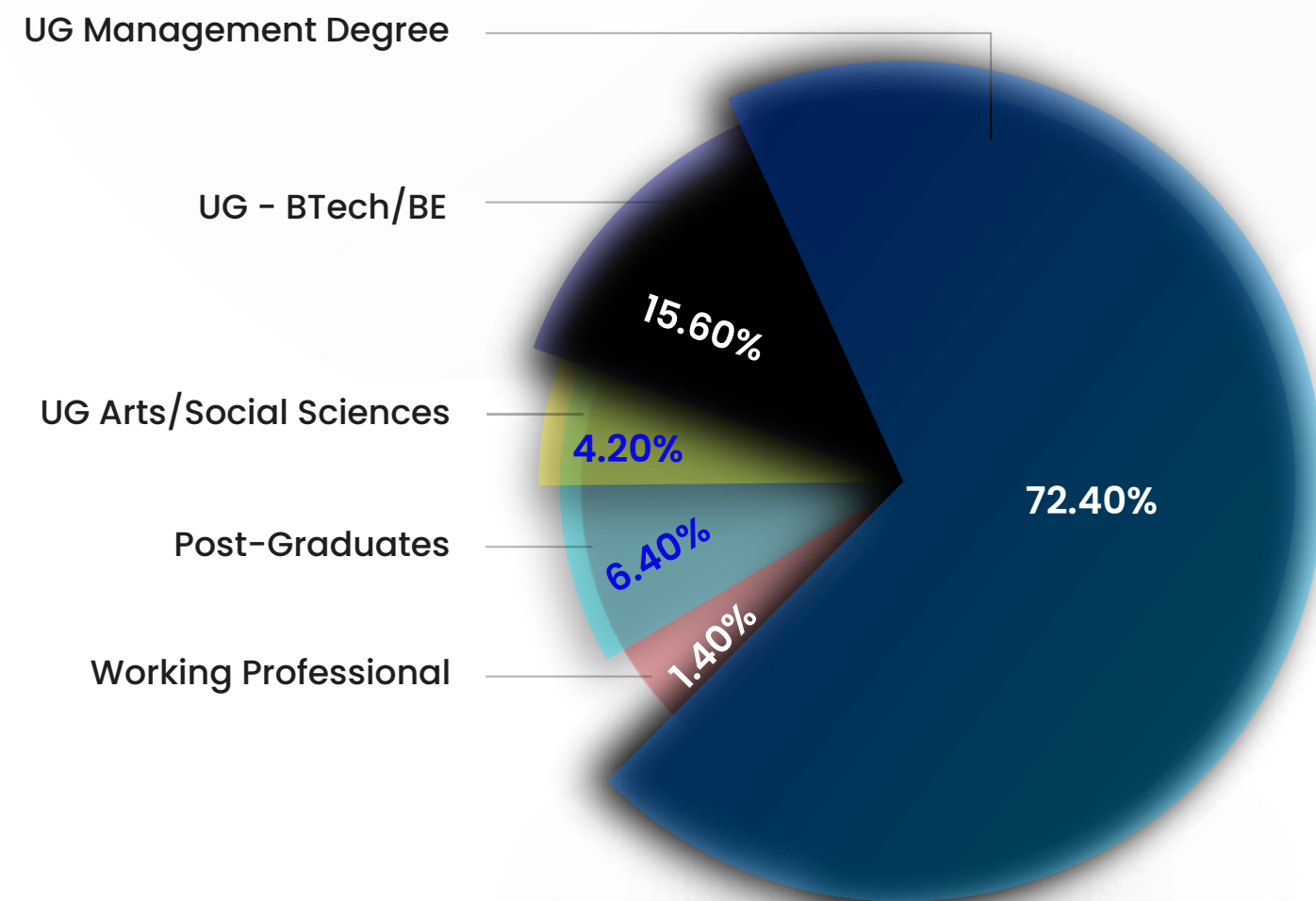
Project 4

Projects 5

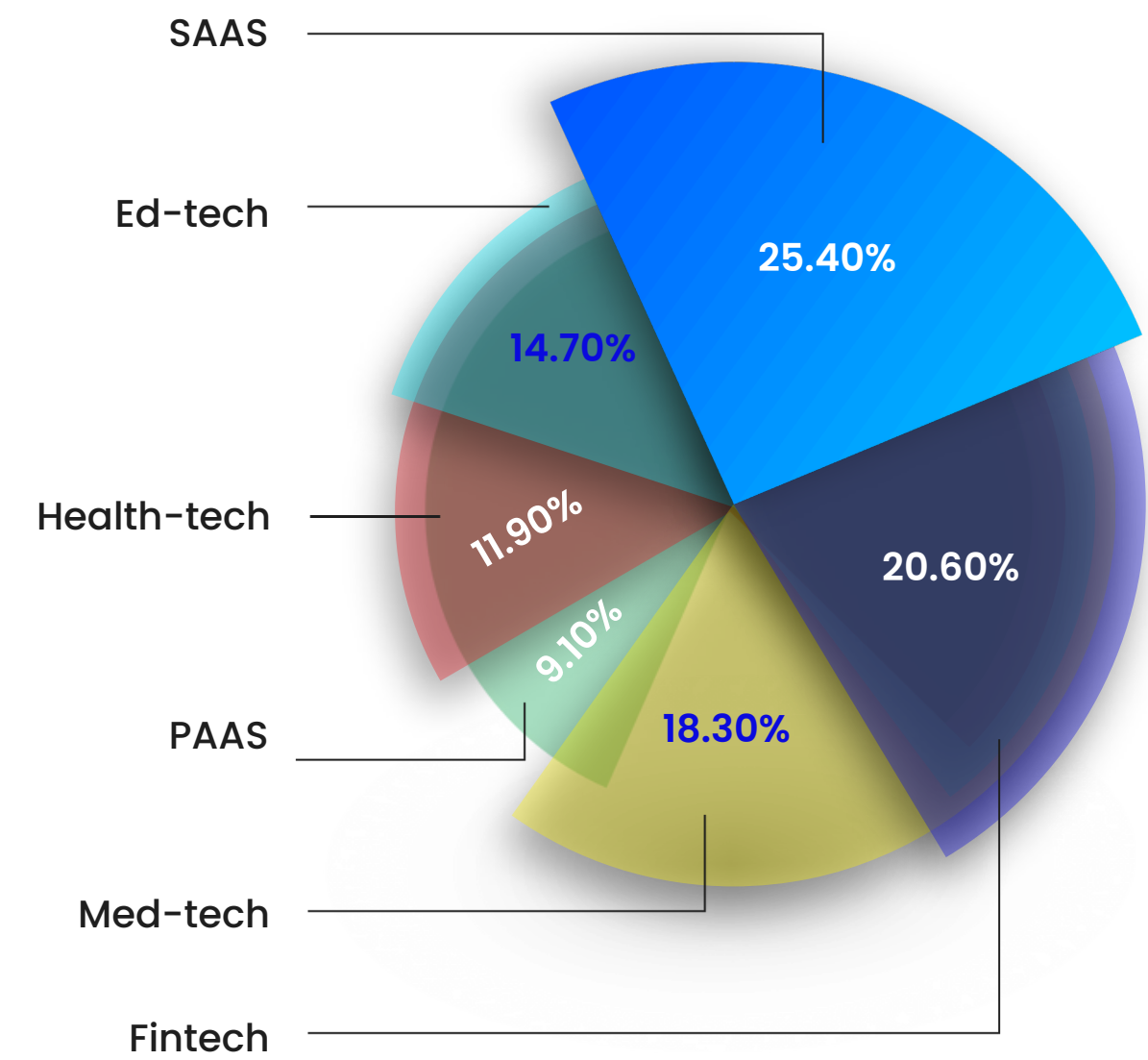
Projects 6



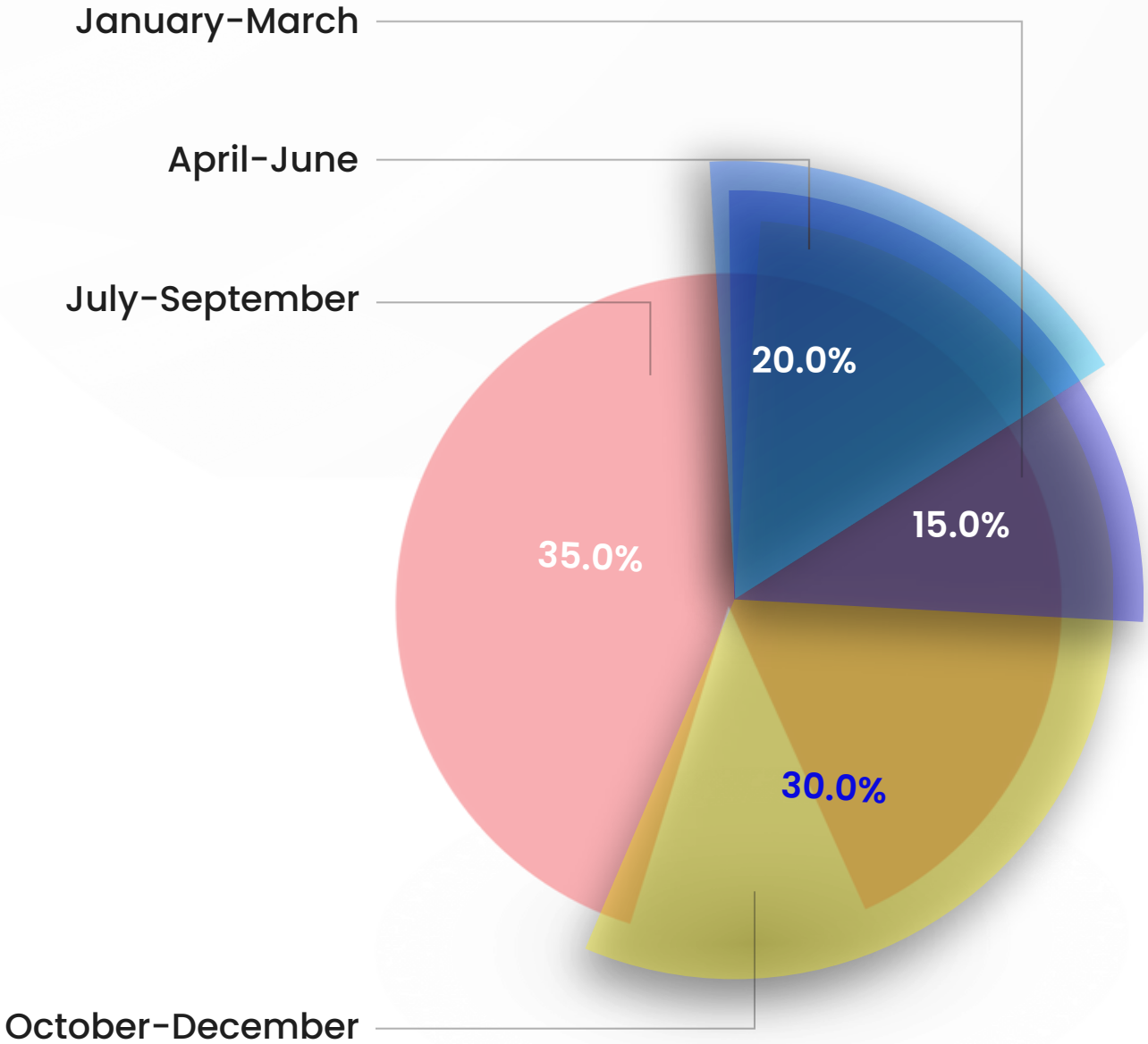
LEARNER'S BACKGROUND



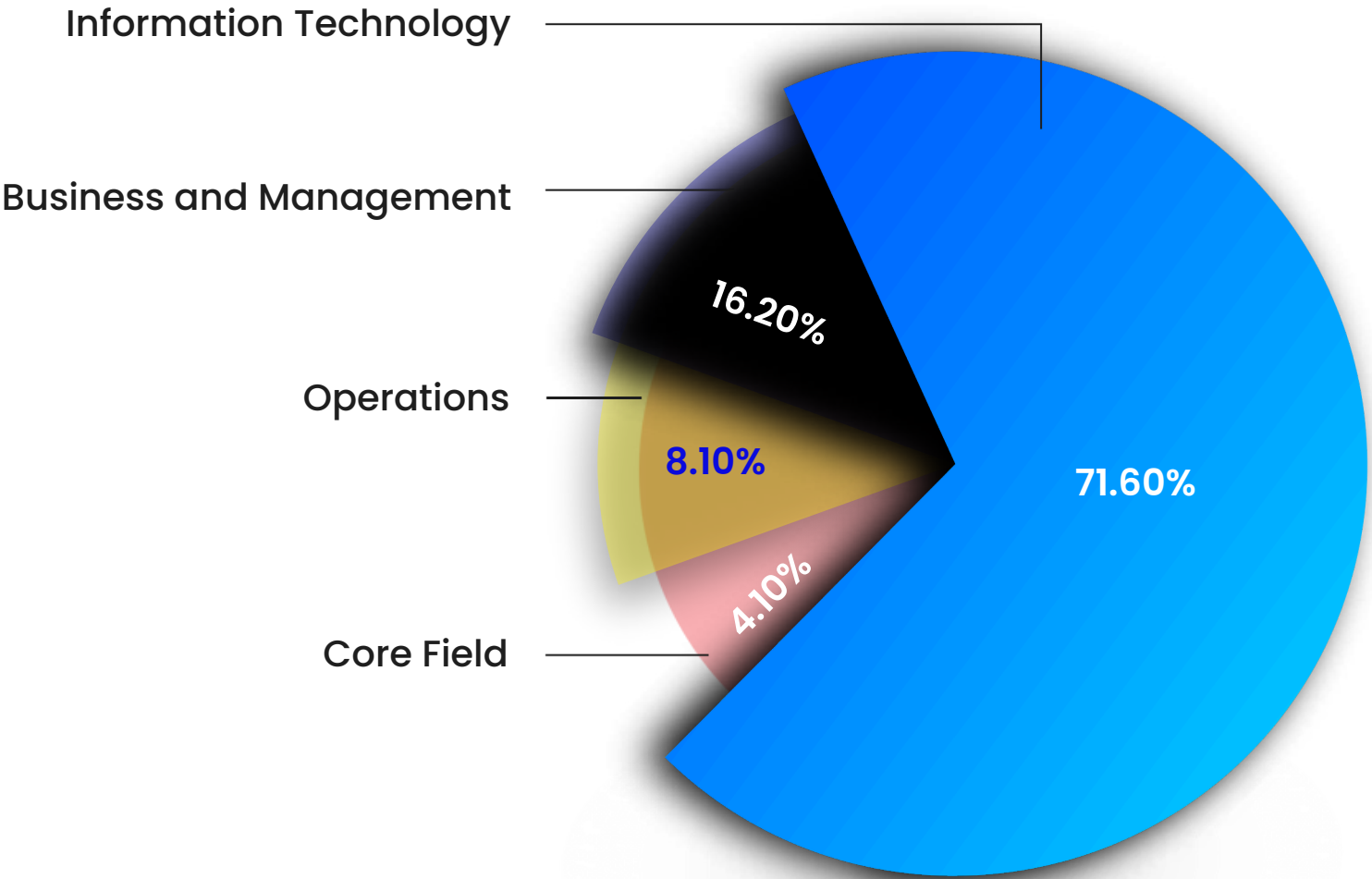
PLACEMENTS RATIO OFFERED AS PER INDUSTRY



QUATERLY PLACEMENT ANALYSIS REPORT



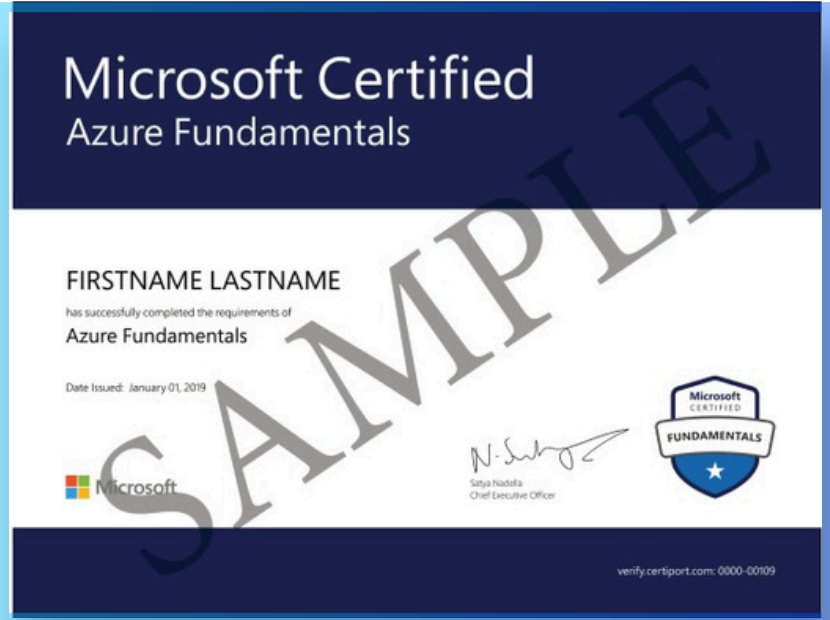
OFFERED PROFILES & FIELDS VIA EDUFYI



WIPRO DICE ID ACCREDITED CERTIFICATIONS



PROFESSIONAL MNC CERTIFICATIONS



OUR AUTHORISED CERTIFICATION PARTNERS



ADOBE



MICROSOFT



QUICKBOOKS



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ESB



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