

MOVING DIGITS MARKETING INSTITUTE

- **Advanced Digital Marketing Course**
- **Social Media Mastery Course**
- **Instagram Mastery Course**

2400+

Students Trained

100%

Placement Record

180+

Business Startups

PROGRAM HIGHLIGHTS



Expert Faculty

Learn from digital marketing industry experts with real-world experience.



Live Projects

Provide marketing solutions for real-world brand problems & present to a jury of industry experts



Job Guarantee

We have a track record of placing all of our students for jobs & internships.



Super Sessions

Engage with experts from leading brands & agencies through interactive Q&A sessions.



Soft Skills

Get valuable guidance on crucial skills for presentations, interviews, and resume building.



Community support

Access to private community where regular job updates are provided.



INTRODUCTION TO DIGITAL MARKETING

- Traditional v/s Digital Marketing
- What is Digital Marketing
- Importance of Digital Marketing
- Digital Marketing channels
- Opportunities in Digital Marketing
- Strategies in Digital Marketing

SEARCH ENGINE OPTIMIZATION (SEO)

- How Search Works (Introduction)
- What is SERP (Search Engine Results Pages)
- The job of A Search Engine
- What are Spiders, Crawlers, or Bots
- White Hat SEO vs Black Hat SEO



KEYWORD RESEARCH

- Keyword Importance
- Keyword Density
- Keyword Analysis
- Keyword Types
- Keyword Research Tools
- Primary Keywords



GOOGLE MY BUSINESS (GMB)

- Introduction to GMB
- Listing Business & Reviews
- Creating Posts & Images
- Business Hours & Verification Process



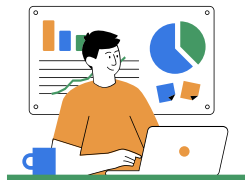
ON-PAGE OPTIMIZATION

- Title & Description Tag
- META TAGS Optimization
- Canonical Tag
- Content Optimization
- Headers (H1, H2...H6)
- URL Structure
- Image Alt Text
- Internal & External Link



OFF-PAGE SEO

- What are Backlinks
- Off-Page SEO Techniques
- Directory Submission
- Social Bookmarking
- Article Submission & Forum
- Blog Writing



TECHNICAL SEO

- Sitemaps
- Robots.txt
- Http v/s Https
- 404 Error
- 301 Redirect



SEO REPORTS & TOOLS

- Website Audit
- Competitor Analysis
- Duplicate Checker
- Website Speed Test
- Mobile Friendly Test
- Google Analytics
- Google Search Console
- Yoast SEO
- Google Tag Manager



SOCIAL MEDIA MARKETING

- SMO Intro
- Ad Placement
- Bidding Strategies
- Types of Ads
- Audience Selection
- Ad Scheduling
- Setting Budgets
- Creating Pages/Posts and Groups



INSTAGRAM MARKETING

- Understanding Instagram platform
- Building Audience Base with Content
- Engagement Building Strategy
- Optimizing Profile
- Hashtag Research
- Analytics and Measurement
- Marketing Tools and Boost Ads



LINKEDIN MARKETING

- LinkedIn Platform Introduction
- Personal Branding
- Finding the Perfect Job
- LinkedIn Ads
- Campaign Management
- LinkedIn Advertising Techniques



WHATSAPP MARKETING

- WhatsApp Business Setup and Optimization
- Automated Messaging
- WhatsApp Broadcast and Campaign
- Catalogues & Shortcuts



FACEBOOK MARKETING

- Features Usage Guidelines
- Groups & Pages
- User Engagement
- (Like, Shares & Comments)
- Facebook Ad Structure and Ad Formats
- Meta Ads
- Facebook Insights



YOUTUBE MARKETING

- Technicalities in Youtube
- YouTube Channel Creation
- Video Creation, Uploading & Optimization
- Video Content, Transitions, Annotation & Playlists
- YouTube Video Ad Campaign



TWITTER MARKETING

- Twitter Marketing Basics
- Influencer Marketing
- Usage of Hashtags
- Twitter Ads Content Targeting
- Tools and Measurement



CONTENT CREATION

- Understanding Shoot Basics (Light Theory)
- Mobile Camera Settings & Optimization
- Gimbal Usage for Stable Shots
- Microphone Setup for Clear Audio



Google Ads



INTRODUCTION TO SEARCH ENGINE MARKETING

- What is Google Ad
- Why Google Ads
- Ads Vs Organic
- Google Ads Dashboard
- Keyword Planner

GOOGLE ADS LEVELS (HIERARCHY)

- Account
- Campaign
- Ad Groups
- Sitelinks
- Keywords
- Google Ads Fundamentals
- Google Search Ad Campaign
- Google Performance Max Ad Campaign
- Google Display Ad Campaign
- Google Video Ad Campaign
- Google Mobile App Ad Campaign
- Google Demand Gen Ad Campaign
- Google AdSense
- Performance Marketing
- Product Shopping Ad Campaign



SEARCH ENGINE MARKETING (SEM) TERMINOLOGIES

- CPC - Cost Per Click
- CPA - Cost Per Acquisition
- CTR - Click-Through Rate
- CPM - Cost Per Thousand Impressions
- Bidding Strategies
- Budget
- Audience



ECOMMERCE MARKETING

- How Ecommerce Works?
- Seller Registration
- Benefits of listing on Ecommerce
- Order Processing
- Types of Fees



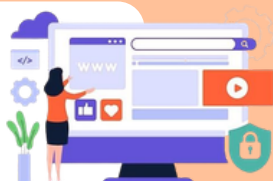
GOOGLE ANALYTICS

- Google Analytics Overview
- Understanding the Features of Google Analytics
- Google Analytics Glossary
- Google Analytics Account Structure
- Starting with Google Analytics
- How to set up Analytics Account
- Understanding goals and Conversions
- Bounce Rate, Dwell Time, and Session Duration
- How to Integrate Website and Analytics Account



WEBSITE DEVELOPMENT

- What is a Website
- How to develop a Website
- What is Hosting
- What is a Domain Name
- E-commerce Marketing



INTERVIEW

- How to Prepare for an Interview
- Interview Questions
- Resume Building



BRANDING



BRANDING

- What is Branding
- Internal Branding
- External Branding
- Brand Purpose
- Brand Vision
- Brand Mission
- Brand Story
- Brand Positioning

GRAPHIC DESIGN & VIDEO EDITING

- Creating Canva Account
- Choosing from Templates
- Selecting Custom Size
- Social Media Posts & Customize Design
- Adding Images & Texts
- Video Editing on VN app
- Video Editing on Canva app



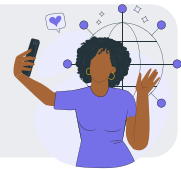
AFFILIATE MARKETING

- How to Earn Online & Affiliate Introduction
- How to do Affiliate & Reports Analysis
- Amazon Affiliate Setup
- Generating Affiliate Links & Methods
- Affiliate Marketing Tools
- How To Track Reports
- Best Affiliate Sites



INFLUENCER MARKETING

- Choosing Right Influencers
- Creating Pitch for Marketing
- Creating Campaigns
- Budget & Reports



A.I. IN DIGITAL MARKETING

- Introduction
- Tools for Marketing



COPY WRITING

- What is Copy Writing
- How to Write Headlines
- Power words
- Features vs Benefits



SALES FUNNEL

- What is a Sales Funnel
- How to Build a Sales Funnel
- Need for an Effective Sales Funnel
- Sales Funnel Stages



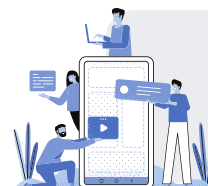
EMAIL MARKETING

- Introduction to Email Marketing
- Why Email Marketing
- Email Marketing Tools
- Types of Email & List Creation
- Creating a Landing Page
- Template Creation & Campaign Setup
- Subject Line Importance
- A/B Testing, Scheduling & Reports



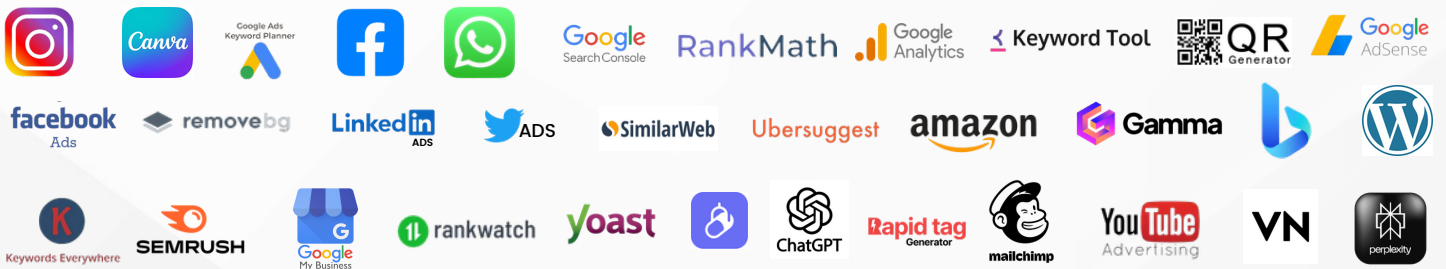
MOBILE MARKETING

- What is Mobile Marketing
- Importance of Mobile Marketing
- How to Mobile Testing
- How to Generate QR Code





Tools You'll Learn



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