**Digital Marketing Training | 2019-20**

No. of Batches: 3

Total Number of Students: 120

Duration: 2 Months

Training by: Akshat Bordia

|  |  |
| --- | --- |
| **SNo.** | **Content to be covered** |
| **1** | Introduction to Digital Marketing including scope and fields in Digital Marketing |
| **2** | Graphic Designing – Canva (Online Website) |
| **3** | Graphic Designing – Photoshop |
| **4** | Graphic Designing – CorelDraw |
| **5** | Graphic Designing and Content Writing |
| **6** | Video Creation and Editing - Filmora |
| **7** | WordPress: 1. What is WordPress? Benefits of WordPress
2. WordPress Themes and Plugins
 |
| **8** | WordPress: Making your first website using WordPress offline |
| **9** | Facebook/Instagram Optimization – Profile, Pages, Tips and tricks for Facebook and Instagram. |
| **10** | Facebook/Instagram Marketing – Marketing categories |
| **11** | Twitter/LinkedIn – Profiles, Pages, Hashtags, Advertising |
| **12** | Search Engine Optimization – Google AdSense |
| **13** | Search Engine Marketing – Google Ads |
| **14** | YouTube – Channel, Studio, Advertising  |
| **15** | 1. Freelancing and how to earn through it?
2. Influencers and benefits of being influencer.
 |