

# DIGITAL MARKETING COURSE





# Introduction

**Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication.**

# MODULS

**Facebook and  
Google Ads**

**E-Mail  
Marketing**



**Search Engine  
Optimization**

**Website  
Development**

**Social Media  
Marketing**



**DIGITAL CONNECT**  
*Connected Creativity*

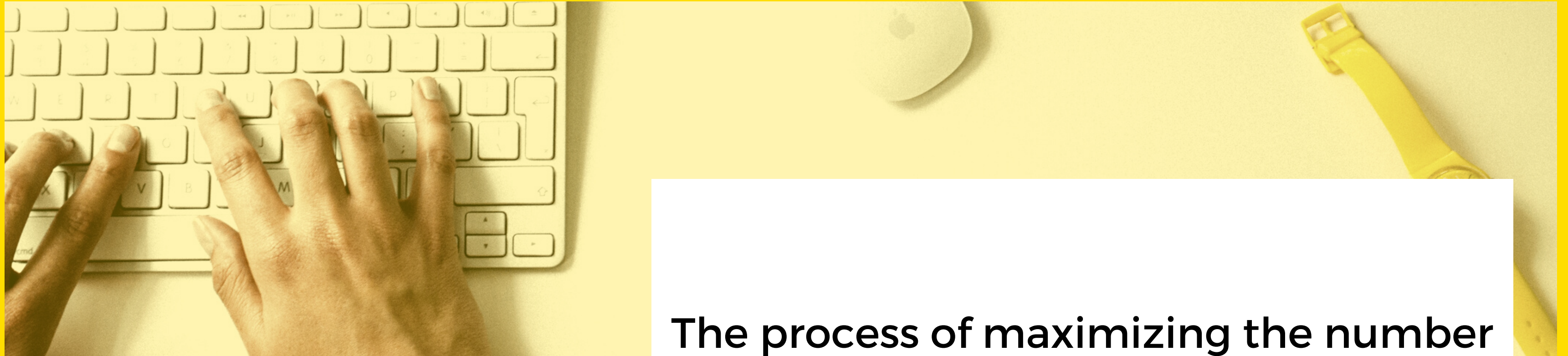
INSTITUTE & DIGITAL MARKETING COMPANY

# FACEBOOK & GOOGLE ADS

GOOGLE is all about " user intent "

FACEBOOK is all about "User Personality/Behaviour"





# SEARCH ENGINE OPTIMIZATION

The process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine.

# SOCIAL MEDIA MARKETING

The use of social media platforms and websites to promote a product or service.



**DIGITAL CONNECT**

*Connected Creativity*

INSTITUTE & DIGITAL MARKETING COMPANY

*e-mail  
Marketing*



# EMAIL MARKETING

Email marketing is the act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing.

# WORK INDEPENDENTLY AS A FREELANCER



- You Are Your Own Boss (Most Of The Time!)
- You Get To Choose Which Clients To Work With
- Your Ties With Digital Marketing Agencies Will Increase
- No limit on the amount of earning
- You can work on your passion projects



# FOR STUDENTS

- Become your own boss
- Bring more opportunities
- A plethora career options
- Great Salary
- Discover the professional in you



# CAREER IN DIGITAL MARKETING

## Job Profile

- Digital Marketing Manager
- SEO Specialist
- Social Media Manager
- Content Marketing Specialist
- Pay Per Click or SEM Analyst.
- Content Writer

## Average Salary in India

- 4 Lakhs to 18 Lakhs p.a.
- 2 Lakhs to 3 Lakhs p.a.
- 3 Lakhs to 4 Lakhs p.a.
- 2 Lakhs to 4 Lakhs p.a.
- 2.5 Lakhs to 4 Lakhs p.a.
- 2.5 Lakhs to 6 Lakhs p.a.

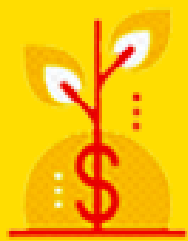
# BENIFITS OF DIGITAL MARKETING COURSE



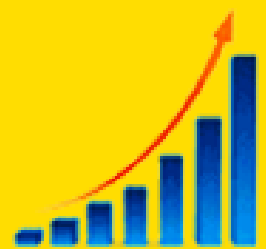
Target  
Right Audience



Cost Effective



High Return  
Over Investment



Scale the Business  
Very Fast



Reach  
Large Audience

## Digital Marketer

CAREER



Got Job In Companies

ENTREPRENEUR



Start your Own Business

BUSINESS ANALYST



As A BDM

FREELANCER



Work on Freelance Projects

ONLINE EARNINGS



Earn from Affiliate  
Adsense/E Business



**DIGITAL CONNECT**

*Connected Creativity*

**INSTITUTE & DIGITAL MARKETING COMPANY**

Mr. CHANDAN KUMAR K M – 7019671388 / 8660961121

[digital.connect06@gmail.com](mailto:digital.connect06@gmail.com)

[www.digitalconnectnow.com](http://www.digitalconnectnow.com)

ADDRESS: #2685/2, 1st Floor, Parvathi Krupa, 1st Main, 4th  
Cross, MCC B Block, DAVANGERE