

## WHO SHOULD ENROL

This course is designed for anyone seeking Digital Marketing certification. The course also provides foundational knowledge for Digital Marketing

- The following job roles are best suited to this course:
- Integrated Digital Marketing professional
- Graphics Designer
- Wordpress Web Developer
- Social Media Marketing enabler
- Content writer
- Data Analytics with R
- Affiliate Marketing

## DELIVERABLES

- Training with case examples
- Concept classes
- Personal Care
- Participation certificate mentoring & Guidance etc

## KEY TAKEAWAYS

- We have expert trainers in this field.
- Learn to promote any website online. You can bring a website at top of Google Search.
- Learn to formulate strategy for paid ad campaigns and can run complex ad campaigns in Google Adwords ,Face book or in other platforms.
- Learn to market a business via social media platforms.
- Learn to run bulk email campaigns and bulk sms campaigns
- Get additional inputs.



## STUDENTS PLACEMENT OPPORTUNITIES IN



### CONTACT US :

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# A Digital Marketing Program like No Where else ...



## Certificate Course in DIGITAL MARKETING

Duration : 50 hours with 25 hours of Internships with live Projects

Knowledge Partner :  **SEVEN BOATS®**  
Sail on it. Grow with it.



## FROM THE DESK OF THE PRINCIPAL

Dear Student,

It is my pleasure to welcome you in this Institute which has been a seat of training and education for more than eight decades.

The Institute has dedicated itself to quality tutoring and aims at training you comprehensively in your subject of interest. The guidance of our teaching faculty and your dedicated co-operation will, I am sure, yield the best possible result.

You are expected to study your subject seriously since you are getting yourself trained for a vocation which will enable you to earn a living. Mere lecturing and endless tutoring will prove futile unless you learn, retain and assiduously assimilate all that has been imparted to you.

Rest assured that we are here, always ready to help you.

A word to the guardians: A little guidance at this stage can be of the greatest service as, a wrong selection based on haphazard choice may interfere with a really promising career. Wishing you the very best in life.



Trustee-Principal

The George Telegraph Training Institute

## WHAT YOU'LL LEARN IN THIS COURSE

Digital marketing course falls under the communications wing of George Telegraph.

- Our experts will teach you about the
- Digital Marketing Overview
- Content Writing & Content Marketing
- Google Ad campaigns / Facebook Ads
- Marketing consultancy
- Graphic & Website Design & Creation
- Bulk SMS marketing
- Digital Marketing Mix
- G-Suite/Google App integration
- Search Engine Optimization (SEO), Web Site Audit & Performance Analysis
- Business Analytics & Intelligence
- Online Reputation Management
- Social Media Marketing
- Mobile Marketing

- Google Analytics
- Google Adwords, PPC & Re-marketing
- Email Marketing
- commerce marketing & Web Development
- Domain Registration & Web Hosting
- SSL (https://) integration
- Hacked site recovery
- Website Annual Maintenance
- Logo design, Business cards, Flyers, Stationeries' & more
- Conversion Optimization
- Training & Workshop
- Lead Generation Techniques
- Content Marketing
- Internet Marketing Strategy
- Managed Outsourcing
- Website maintenance
- Affiliate Marketing
- SMM & Video marketing
- Earning Via Adsense & Blogging
- Wordpress Development
- Viral Marketing



"From start-ups to big businesses, agencies and entrepreneurs, every sector is using their **marketing** budget for **digital marketing**. The reason **why digital marketing is the future of marketing** is the Return On Investment (ROI) which is competitively higher than that in offline **marketing**."

- **350+ esteemed group recruiters**
- **25,000 student base**
- **Amazing Reviews & Ratings**
- **1000+ Testimonials**

### COURSE

#### Certificate Program in Digital Marketing

- **Duration** : 50 hours ( 25 hours online studies + 25 hours of live projects cum internships)
- Joint certifications from The George Telegraph Training Institute & 7 BOATS ACADEMY
- International certifications : Google & Hub spot
- **100% placement assistance at the end of the programme**
- **Integrated Digital Marketing Online Courses**

## FEATURES OF THE COURSE

- Become a Digital Marketing Consultant
- Best Industry oriented practical Training by the reputed & leading agency and institute-Seven Boats & George Telegraph
- Affordable fees
- Extensive On Job training and practical with live client projects
- Hands on Agency- Institute approach of learning
- Hybrid model of learning with examples , industry cases ,projects , quizzes, exams
- Google, Hubspot, Facebook certification assistance along with joint certification to be offered by Seven Boats & George Telegraph
- 100% entrepreneurial, freelancing and placement support
- 16+ years of experienced faculties from industries
- Teaching in simple Bengali, Hindi and English language with multiple exposures to industry work
- Life time access to video class recording through web app an mobile app.
- Post training support
- Best in market teaching pedagogy and updated curriculum appreciated by IIMs, IITs, Udemy, AICTE, UGC and many more prestigious institutes and organisations.
- Personal attention and customized learning path based on student's interest
- Grab a lucrative job
- Emerge as an entrepreneur
- Start freelancing projects
- Earn online

