



# **DIGITAL MARKETING INSTITUTE**

**JOIN NOW**

JOIN THE INTERNET REVOLUTION  
AS A **LEADER** AND NOT AS A **FOLLOWER**



# **DIGI ENGLAND**

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# Ready to embark on a rewarding career journey?

Enroll in our **digital marketing** batch today and unlock your potential in the digital world!

## 8 Years of **Digital Mastery**



At Digiengland, we are dedicated to nurturing talent and empowering individuals to thrive in the dynamic realm of online marketing.

# THE INTERNET HAS ARRIVED... HAVE YOU?

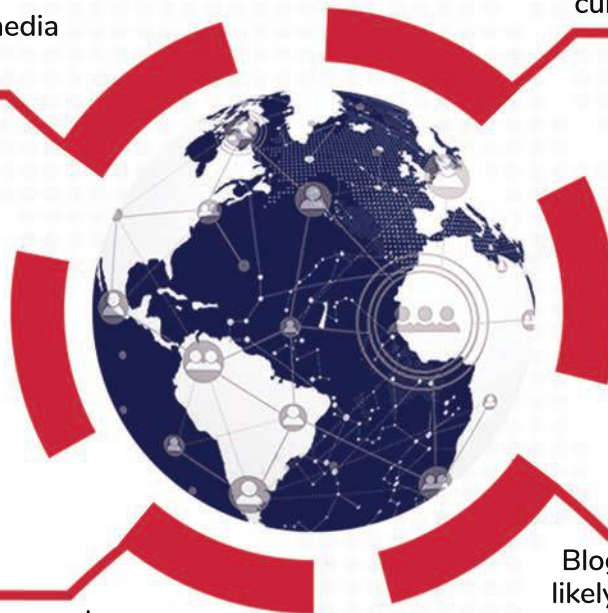


The Internet needs no introduction today. Its power and potential is recognized by one and all. The Diploma in Internet Marketing from the Professional Institute of Marketing & Strategy is designed to provide you with the necessary education, training and mentoring to help you join the Internet revolution not only as a user but also as a career oriented decision maker. Take the **Digiengland** Diploma in Digital Marketing and join an MNC, a public limited company, the government, or a SME as a Digital Marketer.

93% of companies use social media to market their business.



There are 148,344,875 Internet websites currently registered and counting.



The number of email messages opened on smartphones and tablet PCs has gone up 80% in the past six months.



Blogs on the Internet are 63% more likely to influence purchase decisions than print magazines.



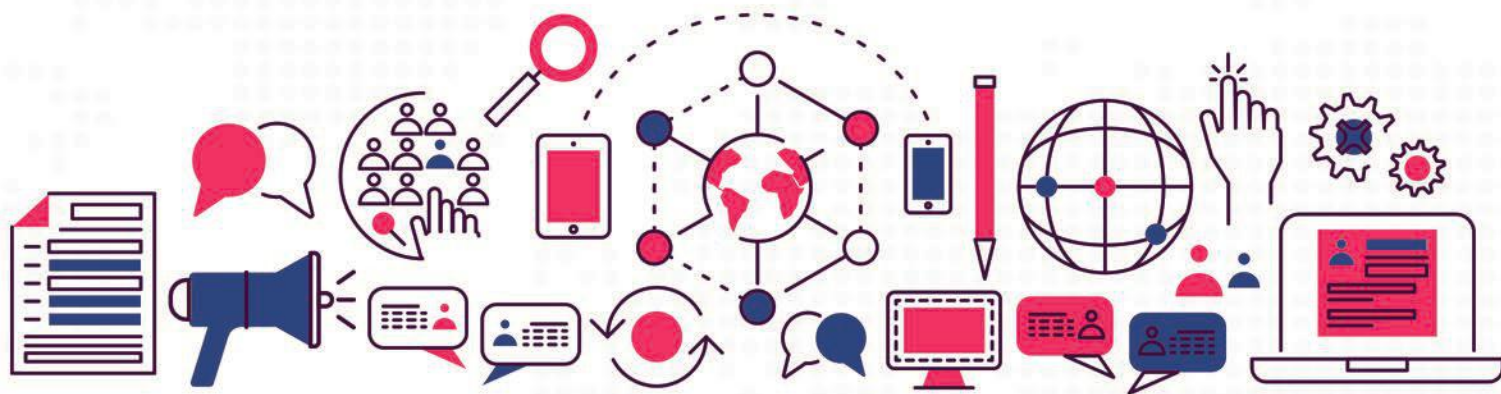
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# COURSE OVERVIEW AND INSIGHTS

The Diploma in Digital Marketing from Digiengland Institute is a comprehensive 70-90 hour course which covers all aspects of Internet and digital marketing. No prior background in marketing, engineering, science or mathematics is required to become an Digital marketing professional. You can become an Internet marketing expert even if you are a commerce or humanities student. What is required is good knowledge of the Internet landscape, willingness to work hard and learn, an a serious commitment to your career.



## WHY CHOOSE US ?



### Small Size Batch

Digiengland ensure Personal Attention to each Student, So we have kept our Batch Size Very Limited



### 100% Placement Assistance

After Completion of course Digiengland will provide 100% job placement assistance and career guidance



### Google Certified Trainer

We have highly qualified and experienced Digital marketing professionals with Google Certification.



### Lifetime Free Assistance

We will provide you life time Free assistance. Our industry experts and market analyst will guide you at every step.

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# JOB PLACEMENT ASSISTANCE AND CAREERS

Did you know that there are more than 10,000 Internet marketing jobs currently lying vacant in India? To check this out, we encourage you to search on the major job portals such as [www.naukri.com](http://www.naukri.com), [www.monster.com](http://www.monster.com), [www.timesjobs.com](http://www.timesjobs.com) and [www.careerbuilder.co.in](http://www.careerbuilder.co.in) with keywords such as “Digital marketing” “Search engine optimization” “Internet marketing” and “Ad words”. A Diploma from Digiengland Institute qualifies you for a full-time position in Digital marketing the day you complete the course and the project. The Diploma Certificate is also valid for points toward Canada, Australia and New Zealand immigration. Once you complete your Diploma, Digiengland will provide job placement assistance and career guidance. The Diploma will also serve as an added qualification when combined with your degree since the Internet plays a role in all fields



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# THE ONLY TREND THAT WILL NEVER STOP

## DIGITAL MARKETING

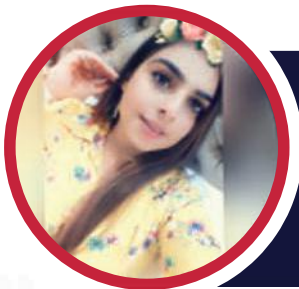


### REVIEWS



I HAVE DONE MY DIGITAL MARKETING COURSE FROM HERE. GOOD SENIOR MANAGEMENT AS THEY ARE ALWAYS THERE TO HELP YOU.

DIGIENGLAND IS THE BEST DIGITAL MARKETING CENTER IN JALANDHER WHERE I LEARNT ABOUT MAKING WEBSITES AND MANY MORE HELPING TRICKS WHICH ARE HELPFULL IN REAL LIFE.



THANK YOU DIGIENGLAND FOR HELPING ME OUT IN CHOOSING THE RIGHT CAREER OPTION WITH YOUR DEDICATING GUIDANCE AND 24X7 SUPPORT. SHIV SIR AND HONEY SIR ARE TRUE MENTORS.

I HAVE COMPLETE MY COURSE FROM DIGIENGLAND. I KNOW ITS VERY DIFFICULT TO CHOOSE WHICH IS THE BEST DIGITAL MARKETING INSTITUTE.



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# CHECKOUT OUR VIDEO REVIEWS



**DIGITAL MARKETING STUDENTS**

Google Partner Specialist

**Video Review**

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Digiengland : Digital marketing

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# OUR FACULTY

Digiengland has highly qualified and experienced Digital marketing professionals with extensive industry experience. Many of them currently works full-time as Digital marketing managers and consultants. You will not only benefit greatly from their experience and insider knowledge about the Internet industry but will also receive help from them to find suitable jobs in the industry either full-time or part-time.

## BECOME DIGITAL MARKETING PROFESSIONAL BY INDUSTRY RECOGNIZED CERTIFICATES



Digiengland  
Certificate



5+ Google  
Certificate



Hubspot Inbound  
Certification



Facebook  
Certification(paid)

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# MEET OUR GOOGLE CERTIFIED PROFESSIONAL



**Jaspreet**  
Ex-Trainee, Digiengland



**Gurpreet**  
Ex-Trainee, Digiengland



**Namnish**  
Ex-Trainee, Digiengland



**Nisha rani**  
Ex-Trainee, Digiengland



**Kartar Slatch**  
Ex-Trainee, Digiengland



**Lakhwinder Singh**  
Ex-Trainee, Digiengland



**Abhi**  
Ex-Trainee, Digiengland



**Nanika**  
Ex-Trainee, Digiengland



**Raj Sharma**  
Ex-Trainee, Digiengland



**Amanjot**  
Ex-Trainee, Digiengland



**Danish Basandrai**  
Ex-Trainee, Digiengland



**Shubham**  
Ex-Trainee, Digiengland

# COURSE SYLLABUS

We have provided a module-based introduction of the course curriculum and syllabus to help you gain abroad understanding of the Diploma in Digital Marketing from Digiengland.

## Overview of digital marketing

1

This is the most important module in digital marketing Syllabus, in which a student gets to know about all the latest trends and aspects of the digital marketing. This topic is usually covered in Starting class, in which teacher interacts with his/her student and clear all their doubts coming in the mind of a student. Major topics to cover are:

- Overview of digital marketing
- Difference between Digital Marketing & Traditional marketing
- Components of SERP
- Types of domain
- Reasons for the digital marketing trend worldwide



## Website Introduction & Creating Blogs

2

The website is an important part of digital marketing Syllabus in 2021 because without a website digital marketing is nothing. The main reason to learn website designing is that it is the only website with which a customer can actually contact any business. Thus our students are fully trained to design all types of websites. Right from a news portal, business website, service website, blogging websites etc. All of our students are also given 100% lifetime on-call support.

- Understanding Domain and hosting
- Understanding various CMS systems



## Understanding wordpress

3

In Digital marketing Syllabus wordpress is the important module in Digital marketing, Wordpress is a Free CMS (Content Management System ) software use for Blogging & design websites, It just may be the easiest CMS for beginners.

- Installing & Understanding WordPress
- Creating WordPress websites
- Understanding various themes and plugins
- Complete customization of the website



# Domain & Hosting Registration

4

Web hosting and domain are two different services. Web hosts means Storage of the website on Internet servers. Domain Refers to name of a website Or URL of a Website which help visitors access your web content.

- How to Purchase Domain & Hosting
- Types of Domain
- Types of Hosting
- Understanding C-panel
- DNS setup



# SMO (Social Media Optimization)

5

This module is very Important in digital marketing Syllabus. This module is basically covered to increase engagement, likes, followers, and views on all major social media platforms for free. We will cover Facebook, Instagram, Twitter, Snapchat, Linked In, and Pinterest in this social media optimization module.

- Understanding Facebook/ Instagram algorithms
- Organic and inorganic growth of social media
- Increasing Instagram Followers
- Targeting the right audience
- Using various social media tools



# SMM (Social Media Marketing)

6

Social media is a powerful marketing channel. you will learn how to sponsor or target paid to advertise on all social media platforms in order to catch customers through social media. The proper training will include Facebook ads, Instagram ads, Snapchat ads, Twitter, and linked in ads in this part of digital marketing syllabus, how to manage your social media presence and how to create best & Viral content for each Social Media platform. Here is Digingland we have much more detailed sessions for our students to learn from. In Cover this major module of Digital Marketing Syllabus, You can promote your website or business

- Facebook/Instagram/Linkedin/Snapchat Ads
- Finding & Targeting the right audience
- Types of ads on Facebook
- Lead generation on Facebook/ Instagram ads
- Tricks for fast Instagram growth
- Increasing followers and Video views



# E-mail Marketing

7

In this module of our digital marketing Syllabus, you will get to know all the basic and advance techniques to make full awareness to your customers about any product with help of premium and free email marketing software.

- Understanding Simple mail transfer protocol
- Using Mailchimp for bulk email sending
- Collecting user database for marketing purpose
- Types of email marketing services
- Reporting the sent emails



# SMS Marketing

8

Sms is the most common type of marketing strategy which is followed by a number of businesses all over India for years now. An SMS is sent to the bulk of your audience in order to make them aware of your program or service.

- Understanding types of SMS marketing
- Using SMS marketing software
- Collection of target audience data
- Promotional & Transactional SMS difference
- Report generation for sent SMS



# Google Ads / Adwords

9

Google Ads is an online advertising platform developed by Google, where advertisers pay to display brief advertisements, service offerings, product listings, video content, and mobile application installs within the Google ad network to web users

- Understanding Google ads panel
- Understanding campaigns & ad groups
- Keyword researching
- Using keywords types
- Bidding strategies
- Search Ads
- Video ads
- Mobile app download ads
- Display Ads



# Google Search Console

10

Google Search Console is major Modules in our Digital Marketing Course Syllabus 2021, Google Search Console is a free tool from google in order to finding the errors on your website just like crawling errors, 404 pages, indexing, etc. This tool will allow analyzing your website completely and you will come to know about all of your errors on your website.

- Google Search Console Linking
- Understanding the working of Google Search Console
- Understanding robots.txt submissions
- Checking crawling status and errors
- Removing bad and broken links from websites.
- Analyzing the behavior of your visitors



# Advanced Blogging Techniques

11

In this Digital marketing Syllabus Blogging is very Important topic. Blogging, especially on WordPress and similar platforms, is one of the easiest and most controllable ways to increase the success of your content marketing.

- How To Find Parent Topic
- Parent Keyword
- How to Find Relevant Keywords



# Affiliate Marketing

12

It is a process of earning a commission by selling someone's product. It looks complicated, but it is a very commonly used and simple commission program.

- What is Affiliate Marketing?
- Minimum eligibility for Affiliate Marketing
- How can we start earning Affiliate Marketing?
- Find Effective Keywords for More Sales and Leads
- Easy steps to earn from Affiliate Marketing





# Understanding Google Updates

16

Google is the No1 Search Engine in all over World, with amazing and useful features. Google makes thousands of changes every year. There are many updates that come on a regular basis, thus it affects the rankings of all websites on SERP, So we Covered Google Updates in Our Digital Marketing Syllabus.

- Understanding Google algorithms
- Effects of updates on our websites
- Google update pattern of Panda update
- Understanding Pigeon, Penguin, Rank Brain Updates



# Youtube Video Optimization

17

Youtube is the most important part of everyone's life these days. Viewers are spending hours and hours over youtube. In this Module, We learn How to Rank our Video on Youtube Search Engine

- Youtube Basic Information
- Youtube Policy & Licence
- Video optimization basics
- Using paid youtube marketing in optimizations
- Increasing Channel views and subscribers



# Understanding Youtube Algorithm

18

The YouTube algorithm is a very important module in our Digital marketing Syllabus. According to the Research Center, 81% of YouTube users say they regularly watch videos recommended by the algorithm

- Artificial intelligence algorithms
- Machine learning
- machine-learning / recommendation system



# Earning from Blogging

19

Bloggging is also an important part of digital marketing Syllabus, which make most of the peoples to rank their websites/blogs over various keywords. This is basically done to increase the traffic to the website and getting clicks over the advertisements.

- Setting up a complete blog
- Choosing the right themes for Advertise
- Local Advertise
- Advertise Plugins



# Earning As Freelancer

20

Freelancers typically get freelance projects online by freelance websites. Another way to get freelance projects is via onsite. This works when freelancers have an established network of clients and companies.

- Understanding the concept of freelance
- Choosing the best website for freelancing
- Understanding bidding strategies
- How to send a proposal to the customer
- How to get reviews on freelance



# Earning From Google AdSense

21

This is one of the most important topics in Digital Marketing Syllabus 2021 to learn who actually want to earn online with help of a blog, In this module of our digital marketing Syllabus. AdSense is a free, simple way to make money by placing ads on your website

- What is Google AdSense?
- How to Apply AdSense
- Google Adwords V/S Google AdSense
- Google AdSense approval?
- High CPC Keywords
- Understand Google AdSense Policy



## Earning From Youtube Monetization

22

In This Module, We covered how to monetize youtube channel and start making money with the help of youtube ads like skippable ads, non-skippable ads etc

- Understanding YPP
- YouTube Rules for Monetization
- Copyright and Monetization Policies on YouTube
- How to claim a video
- Youtube AdSense linking



## Video Editing

23

Videos are coming future of marketing because every customer likes to watch a video rather than going into text or reading part of a website. Thus this module was added to our digital marketing Syllabus 2021

- Creating videos using software
- Understanding types of video editing software
- Getting royalty-free music for videos



## Bulk Whatsapp Marketing

24

Whatsapp is the most commonly used chatting platform these days. This is the best way to promote our business with the help of WhatsApp marketing

- What is WhatsApp marketing?
- Targeting the right customer
- WhatsApp marketing for business
- Using WhatsApp marketing software
- Filtering data for WhatsApp sending

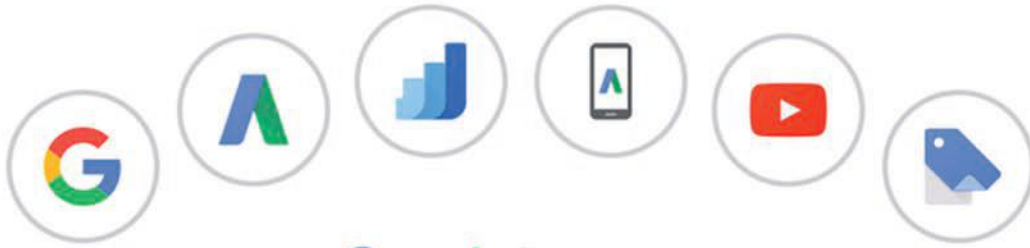


## Job Interview Preparation

25

After completing All over digital marketing Syllabus, every student is prepared for further job interviews. In this Module provide practical tips on how to prepare for a job interview

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**DIGITAL MARKETING INSTITITE**



54, Silverline Building, Garha Road

Backside Petrol Pump, Urban Estate Phase – 1

Jalandhar ( Punjab )



+91 7888854547

+91 8699990811



contact@digiengland.in

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