

# **Digital Marketing Course**

# Become A Certified Professional

At Skyline Projects we believe that an individual can't grow either with skills or with a degree. But if he/she believes in getting certified along with skills then we have got you covered. After completion of the course, you will be Certified Professional in Digital Marketing.



# **Get Tools & Software worth 50k Free.....!!!!**

**Free Web Hosting & Domain**

**Free WordPress Themes**

**Free Video Development Tools**

**Free SEO Software's**

**Data Management Tools**

# Training Process

- **The training starts with Digital Marketing Overview wherein you learn the basics of digital marketing that helps you build a strong base for the practical sessions that follow.**
- **Then, to provide hands-on-practical exposure you create a website. The purpose behind creating a website is to provide you a practical exposure of every component. At Skyline Projects, you are not just learning digital marketing, you are actually doing it.**
- **Once you have the basics in order and your website is up and running, the training kick starts to more advanced modules wherein you learn SEO, Google Webmaster, Google Analytics, E-mail marketing.**

# Training Process

- **Another interesting component of this training program is Social Media Marketing comprising of Facebook, YouTube, Pinterest, LinkedIn, Video and Viral marketing. Keeping modern day business requirements in mind, this training has a very important component, i.e., Lead generation for business. Under this component, you not only learn how to generate potential business leads but, also how to convert those leads into sales and increase your business revenue.**
- **Our team will train and share tips and tricks on how you can great content (Videos, Banners, Info-graphics etc) content marketing and management, You will learn how to build engaging content to attract customers using software's tools easily.**
- **Once your training is over and you are well versed practically with all the components, you are awarded an industry recognized certification from Skyline Projects and gain an advantage with our free job assistance that has helped many job seekers find their dream job in the burgeoning digital marketing industry.**

# What You Learn...???

The digital marketing training program where you get in-depth knowledge of all the 16 modules of digital marketing with practical hands-on exposure

- **Digital Marketing Overview**
- **Website Planning & Creation**
- **Search Engine Optimization**
- **Youtube Marketing & SEO**
- **Search Engine Advertisement**
- **Social Media Marketing**
- **Google Analytics**
- **Google Webmaster**
- **Email Marketing**
- **Content Creation & Development**
- **Lead Generation for Business**
- **Creating Internet Marketing Strategy**
- **Online Reputation Management**
- **Google Adwords**
- **Facebook Ad**
- **Development of Business Videos**

**NOW IS THE RIGHT TIME  
TO GET STARTED**

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