

Course Highlights

01

Complete Website Creation with Server Management

Learn how to design and develop fully functional websites from scratch. Understand server management to ensure smooth functioning and security of your website.

**02**

Marketing Strategies to Boost Business & Services

Discover powerful marketing strategies to effectively promote businesses and services online. Explore techniques such as SEO, social media marketing, email marketing, and PPC advertising to attract and engage customers.

03

Multiple Ways to Start Your Own Business or Work Freelancer

Gain insights into various entrepreneurial opportunities in the digital marketing industry. Learn how to launch your own digital marketing agency, start an e-commerce business, or work as a freelance marketer.

**04**

Learn About Multiple Software to Enhance Skills

Acquire proficiency in a range of software tools essential for digital marketing success. Master tools for website creation, graphic design, video editing, and more to enhance your skills and productivity.



WHAT WE PROVIDE

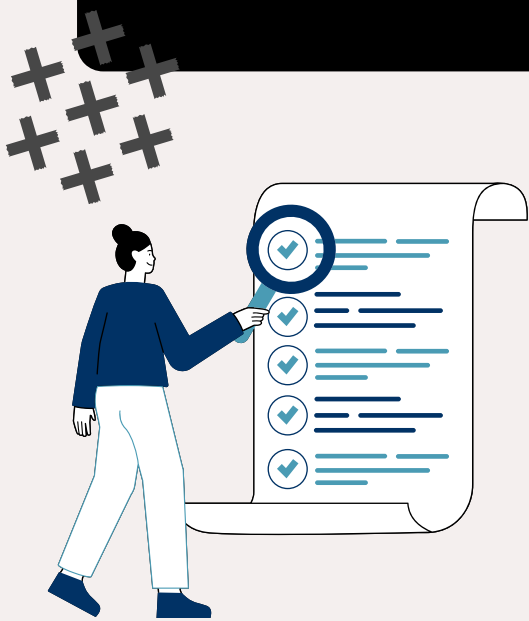


Expert Trainers Our trainers are certified professionals with extensive industrial experience.

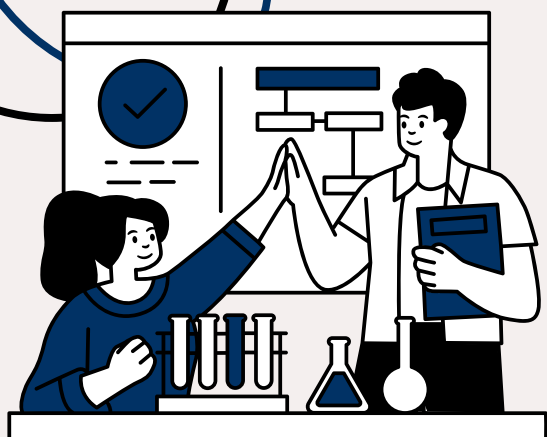
Live Projects We provide hands-on training on the latest industry trends, aligned with Google updates.



Certifications are pivotal in today's industries; you'll earn multiple certificates upon completion.

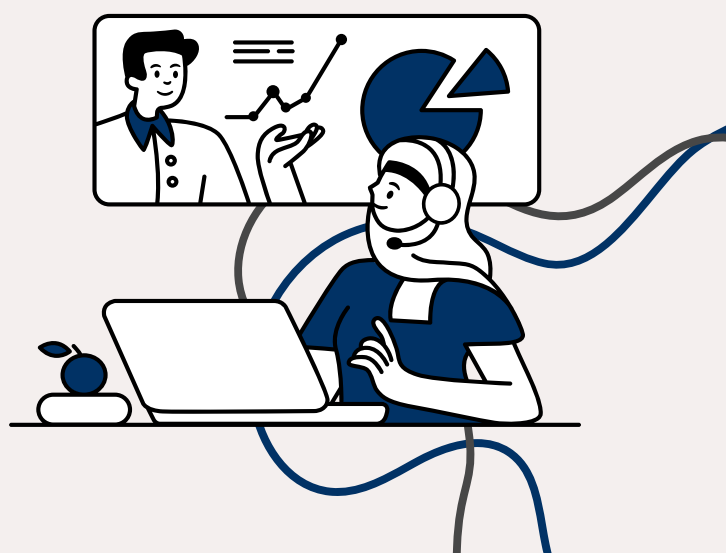


Case Study Analysis Real-life case studies are utilized for enhanced comprehension and interactive discussions.



Employment Support Our programs ensure 100% job assistance post-course completion.

Ongoing Support We offer lifetime support, including resume preparation, guidance, and references.



Modules



Introduction

1

- Introduction to the Principles of Marketing
- Analyzing the Market
- Developing the Marketing Plan
- Creating and Promoting the Brand
- Traditional and Digital Marketing
- Types of Marketing
- Benefits of Digital marketing

Search Engine Optimization

3

- On-page and Off-page SEO
- Analyze competitor SEO tactics
- Implement keyword research
- Implement internal linking structure
- Utilize external links/backlinks
- Implement structured data and schema markup
- Utilize local SEO tactics
- Monitor and track ranking changes
- Utilize accelerated delivery/CDN

Marketing Channels

2

- Overview of the Different Types of Marketing Channels
- The Pros and Cons of Each Channel
- Best Practices for Implementing and Optimizing Each Channel
- How to Measure and Track Results
- How to Leverage Multiple Channels to Achieve Maximum Results
- How to Develop a Winning Strategy for Your Business

Content Planning & Creation

4

- Understanding Your Audience and Setting Objectives
- Content Strategy and Planning
- Content Creation and Optimization
- Promotion and Measurement

AI Tools & Chat GPT

5

- Introduction to Artificial Intelligence
- Machine Learning in Marketing
- Introduction to ChatGPT
- Implementing ChatGPT in Marketing Strategies
- How to Use AI Tools for Marketing

Blogging

6

- Introduction to Blogging for Content Marketing
- Planning Your Blog Strategy
- Writing & Creating Blog Posts
- Optimizing Blog Posts for SEO
- Creating Visual Content for Blogs
- Promoting Your Blog Content
- Engaging with Your Blog Audience
- Analytics and Performance Measurement

Local Listing & Local SEO

7

- Local SEO and its Importance
- Optimizing Google My Business (GMB) Listing
- Navigating Local Search Ranking Factors
- Localizing Website Content and On-Page SEO
- Leveraging Online Reviews and Reputation Management

Graphic Designing Using Canva

8

- Designing Social Media Graphics
- Crafting Presentations and Slides
- Designing Marketing Materials
- Create Info-graphics and Videos

Domain + Hosting + Email

9

- Understanding Domain Names and Registration
- Server Management and Configuration
- Booking and Managing Hosting Services
- Email Setup and Management
- Implementing Backup Solutions
- Security Best Practices and Ongoing Maintenance

Website creation

10

- Introduction to WordPress and Website Basics
- WordPress Installation and Configuration
- Exploring WordPress Themes and Customization
- Extending Functionality with Plugins
- Creating and Managing Website Content
- Search Engine Optimization (SEO) for WordPress
- Website Security and Maintenance

Modules



Modules

Digital Marketing Tools

- SEO Tools
- Social Media Management Tools
- Email Marketing Tools
- Content Marketing Tools
- PPC and Advertising Tools
- Analytics and Reporting Tools
- Conversion Optimization Tools
- CRM and Marketing Automation Tools
- Project Management Tools
- Competitor Analysis Tools

Link Building

- Guest Blogging
- Bookmarking
- Resource Pages
- Directories
- Social Media Profiles
- Press Releases
- Forum Participation

Facebook / Instagram Ads

- Introduction to Facebook and Instagram Ads
- Setting Up Facebook Business Manager
- Audience Targeting
- Ad Formats and Creative Best Practices
- Campaign Objectives and Structure
- Budgeting and Bidding Strategies
- Ad Placement and Optimization
- Ad Targeting and Custom Audiences
- Tracking and Measurement

Virtual camera recording

- Why we need to use Virtual Camera
- Enable Virtual Camera
- How to Connect Virtual Camera in Zoom or Google Meet
- Configure Virtual Camera Settings

How to Work Freelancer

- Building Your Freelance Brand
- Creating a Freelance Business Plan
- Finding Freelance Clients
- Pitching and Proposal Writing
- Negotiation and Contracts
- Project Management for Freelancers
- Client Communication and Relationship Management
- Building a Portfolio and Online Presence
- Networking and Collaboration Opportunities

Google Ads

- Introduction to Google Ads
- Setting Up Google Ads Account
- Keyword Research and Selection
- Creating Effective Ads
- Campaign Targeting and Settings
- Bid Strategy and Budget Management
- Ad Extensions
- Tracking Conversions and Performance
- Optimizing Campaigns
- Remarketing and Audience Targeting
- Display and Video Advertising
- Shopping Campaigns (eCommerce)
- Local Advertising with Google Ads
- Advanced Google Ads Strategies
- Google Ads Policies and Compliance

Lead Generation

- Understanding Your Target Audience
- Lead Magnets and Incentives
- Optimizing Landing Pages
- Effective Calls-to-Action (CTAs)
- Content Marketing for Lead Generation
- Social Media Lead Generation
- Search Engine Optimization (SEO) for Lead Generation
- Paid Advertising for Lead Generation
- Conversion Rate Optimization (CRO)
- CRM and Lead Management

Video Editing

- Video Editing Software Overview
- Audio and Video Effects
- Multi-Camera Editing
- Advanced Editing Techniques
- Titles and Graphics
- Audio Editing and Mixing
- Color Correction and Grading
- Transitions and Effects
- Basic Editing Techniques
- Importing and Organizing Footage
- How to Create Video & Reels on Social Media

Agency Skills

- Client Management and Communication
- How to Research Market and Execute
- Client Reporting and Presentation Skills
- Project Management and Team Collaboration

Interview Practice

- Interview Questions
- Resume Buildings
- How to Manage Projects in Company
- Required Technical Skills for JOB

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Here are some career paths you could explore after completing a digital marketing course



career options



Digital Marketing Specialist/Manager

Manage online marketing strategies, including SEO, SEM, email marketing, social media marketing, and content marketing, to promote products or services.

Social Media Manager

Focus on creating and managing social media campaigns across various platforms to engage with the target audience and build brand awareness.

Content Marketer

Develop and distribute valuable, relevant content to attract and retain a clearly defined audience, with the goal of driving profitable customer action.

SEO Specialist/Analyst

Optimize website content and structure to improve search engine rankings and increase organic traffic through keyword research, on-page optimization, and link building.

PPC (Pay-Per-Click) Specialist

Manage pay-per-click advertising campaigns on platforms like Google Ads and Bing Ads to drive traffic, leads, and sales, while maximizing return on investment.

Email Marketing Specialist

Create and execute email marketing campaigns to nurture leads, drive conversions, and retain customers through targeted messaging and automation.

Digital Analytics Manager

Utilize data analysis tools to measure and analyze the performance of digital marketing campaigns, providing insights to optimize strategies and drive better results.

E-commerce Specialist

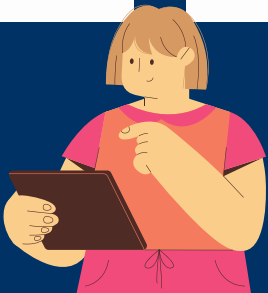
Manage online sales platforms, optimize product listings, and implement digital marketing strategies to increase online sales and revenue.

Marketing Automation Specialist

Implement and manage marketing automation platforms to streamline processes, nurture leads, and personalize customer experiences.

Freelancer/Consultant

Offer digital marketing services independently to clients or businesses, providing expertise in areas like social media management, SEO, content creation, and more.



TOP 10 REASON TO CHOOSE KWT DIGITAL



1

All KWT Digital students get the opportunity to work on live projects during their 3 months internship and gain real-world experience.

A free question bank is available to help students prepare and pass Google exams.

2



3

All students have access to free mock test preparation, so they can test their knowledge and refine their skills.

Students can get 100% JOB assistance and Help with Interview preparation to ensure their success in the job search.

4



5

Experienced professionals are available to provide technical help and support.

Students get a Special discount on each course they enroll in.

6



7

Hands-on practical training on the latest technologies is available to ensure students stay up-to-date with the latest industry trends.

Flexible timing and weekday and weekend batches are available to ensure students can attend classes at their convenience.

8



9

Upon successful completion of the course, students receive a Certificate of Completion.

Experienced Trainers with more than 10 years of experience in the respective domain are available to provide students with expert guidance.

10



ABOUT US

We are a leading digital marketing institute. Our firm is an inspiration of digital experts who understand the need of online marketing. We offer courses at competitive prices. Our pedagogy involves practical-based approach to refine skills. Our course curriculum is comprehensive, comprising each element to make the digital campaign successful. Courses are tailored from time to time to meet with the latest requirements of online campaign. We have extended support to various organizations associated with education, health, hospitality, and manufacturing. We customize a campaign as per requirements and budget.



Our Mission

Our mission comprises growth, innovation, inspiration, measurable results, foster partnership, and elevate brands. By harnessing the power of various digital mediums, we amplify our client's voices so that they can reach the target audience. Our mission is to provide satisfaction by using data-driven strategies, continuous optimization, and meticulous analysis.

Our Curriculum

Our curriculum encourages students to think creatively and work independently. We believe that learning how to create something yourself gives you the best experience. Students are encouraged to explore different ways to solve problems and find creative solutions to everyday challenges.



Our Vision

Our vision is to be the digital beacon, illuminative the path of businesses seeking the right approach to make successful digital presence. The Institute is designed to teach students how to use technology in their everyday lives. We want to help our students learn how to communicate and express themselves using these tools. To do this, we have created a curriculum that teaches students how to market products or services, create videos, edit videos, make websites, etc.

For More Details

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Links

www.kwtdigital.com

www.kwtstudents.in

www.kwteducation.com

Take Your Career's Most Important Step Today

Towards Building a Thriving Career in Digital Marketing!

Course Duration: 3 Months

Fees: Call us for fee details as we offer varied discounts