



# DIGITAL MARKETING

Gain the most relevant skills in the field of digital marketing and make a successful career transition

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



# About Appin Technology

Appin Technology Coimbatore is a premier institute for Digital Marketing courses, offering comprehensive training programs to equip students with essential skills for success in the digital marketing field. Located in Coimbatore, Appin Technology is renowned for its practical approach to learning, industry-relevant curriculum, and experienced instructors.

The Digital Marketing course at Appin Technology covers a wide range of topics, from SEO and social media marketing to content creation, email marketing, and analytics. Each module is meticulously designed to ensure students gain hands-on experience through real-world projects and assignments.

In addition to Digital Marketing, Appin Technology provides training in various other in-demand technologies, making it a hub for aspiring professionals. The institute's commitment to quality education, along with its state-of-the-art facilities and supportive learning environment, makes it an ideal choice for anyone looking to advance their career in the digital landscape.

# Who Can Apply for the **Course**?

- Job Seekers
- Freshers and Undergraduates
- Marketing Managers
- Entrepreneurs
- Sales and Marketing Professionals
- Digital Marketing Executives



## Application Proces

The application process consists of three simple steps. Candidates have to submit their application. An offer of admission will be made to the selected candidates, and their application will be accepted upon the payment of the admission fee.

### DIGITAL MARKETING - A RAPIDLY GROWING DOMAIN

- The Digital Marketing industry had a market size of \$750 billion in 2029 and is expected to reach \$250 billion by 2023. - Statista
- The Digital Marketing career scope in the Indian internet industry is going to be worth \$160 billion by 2025. - Goldman Sachs Report

# Syllabus Structure

## Marketing & Digital Marketing

- Marketing
- Sales
- Digital Marketing
- Traditional and Digital Marketing
- Influencer Marketing
- Segmentation | Targeting | Positioning
- 4P's - Marketing Mix
- 4 C's of Marketing
- Pricing Strategies
- Customer Journey

## Branding

- Brand Positioning
- Engagement Strategy
- PR Activities

## Terminologies

- B2B, B2C, D2C, LTV, ROI etc.,

## Website

- Types
- Domain
- Hosting
- Cpanel
- Wordpress

## Website Development

- Wordpress
- Themes
- Plugin
- LIVE Basic Website Development

## Landing Pages

- Understanding Landing Pages
- Landing Page Design
- User Behavior
- Lead Capturing

## Google Ads

- Account
- Campaign Objective & Types
- Ad Creation
- Report Parameters
- Google Ads Certification

## Search Engine Optimization - SEO

- Search Engine, Types
- Crawling, Indexing, Googlebot
- On-page SEO
- SEO Keyword Research & Analysis
- Technical SEO, Mobile SEO, and Schema Markups.
- Off-page SEO - Link building and Other Techniques.
- SEO audits.
- SEO tools - SEMrush, Ahrefs, Ubersuggest
- SEO Checklist
- Social SEO, Local SEO, and International SEO.

## Google My Business

- Local SEO
- Configure GMB
- Profile, Reviews, Products, Services Performance, Updates
- Algorithm of GMB

## Search Console

- Configure Search Console
- Business Parameters - Marketing, Leads, Sales
- Performance
- Core Web Vitals
- Domain Address Change

## Google Analytics 4 - Ga4

- Configure
- Acquisition - Traffic Metrics
- Behavior Metrics
- Events, Key Events
- Conversion
- Different Strategies Based on Website Analytics Data
- Google Analytics Certification

## Twitter

- Organic

## Youtube

- Organic
- Channel Creation

# Syllabus Structure

## Content Marketing

- Blog
- Guest Blog
- Publish Articles
- Hub Spot Certification

## Social Media Optimization - SMO

- Social Media Optimization
- Overview of Social Media Platforms
- Social Media Engagement
- How the Social Media Algorithm Works
- Social Media Strategies
- Social Media Marketing Tools

## Facebook

- Organic
- Paid Ads
- Meta Business Suite
- Meta Business Manager
- Ad Creation
- Report Parameters
- Facebook Tutorials

## Instagram

- Organic
- Paid Ads

## Linkedin

- Organic
- Paid Ads

## Pinterest

- Organic

## Market Research

- Market Research

## CRM

- CRM Installation
- Signup and leads generation

## Case Studies

- 3 Case Studies

## Email Marketing

- What Email Marketing
- Mailchimp
- Campaign Creation
- Report Parameters
- Automation Introduction

## Canva

- Images
- Reels

## Tools

- SEO Tools, Social Media Tools

## Affiliate Marketing

- Introduction

## DropShipping

- Introduction

## Projects

- Social Media Strategies
- Improve Customer Satisfaction - Strategies
- On Page SEO - Rank web page better position in search results
- Off Page SEO - Link Building
- Create Instagram Ads
- Create Google Ads
- Email Marketing
- Content Writing

## White Papers

- 1 White Papers

## Tasks

- Unlimited



# Reviews



**Kiran**

Coimbatore Digital Marketing Academy's Digital Marketing course was a game-changer for my career. The practical approach, combined with the expertise of the instructors, made learning both enjoyable and impactful. The knowledge I gained here helped me secure more clients and deliver better results. If you're looking to boost your digital marketing skills, this is the course for you.



**Vasanth**

The Digital Marketing course at Coimbatore Digital Marketing Academy exceeded my expectations. The curriculum was well-structured and covered all essential aspects of digital marketing. Learning from industry experts gave me a competitive edge, as they shared real-life case studies and best practices. This course has been instrumental in advancing my career as a social media strategist.



**Seema**

Coimbatore Digital Marketing Academy offers an outstanding Digital Marketing course. The course is comprehensive and the pace is perfect for working professionals. I appreciated the flexibility of the online format, which allowed me to learn at my own pace. The practical assignments and projects were incredibly beneficial, helping me apply the theories in real-world scenarios. I'm now confidently implementing digital marketing strategies in my role, thanks to this course.



**Jasmine**

I had a great experience with Coimbatore Digital Marketing Academy's Digital Marketing course. The content is thorough and up-to-date, and the instructors are supportive and knowledgeable. The only area for improvement would be more interactive live sessions. Overall, it's a fantastic course that provides a solid grounding in digital marketing principles and techniques.



**Subash**

This Digital Marketing course at Coimbatore Digital Marketing Academy is exactly what I needed to boost my career. The course content is rich and diverse, covering all the essential aspects of digital marketing. The instructors are experienced professionals who provide invaluable insights. The community support and mentorship were also key highlights for me. I feel well-equipped to tackle any digital marketing challenge now.




**Prasanth**


Coimbatore Digital Marketing Academy exceeded my expectations with their Digital Marketing course. The modules were well-structured and up-to-date with the latest industry trends. I appreciated the flexibility of the online classes, which allowed me to balance my studies with my job. My only suggestion would be to include more case studies from diverse industries.


# Hiring Partners



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