



Digital Marketing Training

 +91 - 9449075797

 INFO@NILADVANTAGE.COM

Contact Us

Niladvanatge Technologies Pvt Ltd

Our mission is to equip you with the tools and strategies necessary to not only keep pace with the rapid changes in online marketing but to thrive in this competitive arena. Our dedicated team of experts brings a wealth of real-world experience to the training table, ensuring that you receive practical, actionable knowledge that can drive tangible results.



Whether you're a marketing professional looking to sharpen your skills or a business owner seeking to enhance your online presence, our training programs are designed to cater to your specific needs. We take pride in being your trusted partner on your journey to digital marketing excellence

what you can expect from our training program:

- **Hands-On Experience:** Get hands-on experience with real-world projects and exercises. We believe in learning by doing, and our program reflects that philosophy.
- **Customized Learning:** Tailor your learning journey to your specific needs and goals. Whether you're a beginner or an experienced marketer, our program adapts to your skill level.
- **Up-to-Date Content:** Stay ahead of the curve with cutting-edge strategies and techniques. We ensure our training materials are always up-to-date with the latest trends and best practices.
- **Expert Guidance:** Learn from industry veterans who have successfully navigated the digital marketing landscape for years. Benefit from their real-world experience and practical insights.
- **Supportive Community:** Join a vibrant community of like-minded individuals who are passionate about digital marketing. Network, collaborate, and grow together.

Program Curriculum

Digital MARKETING Training

Course Curriculum

Module 1: Introduction to Digital Marketing

- Understanding the Digital Landscape
- Key Digital Marketing Concepts
- Importance of Digital Marketing in Today's Business World

Module 2: Creating a Simple Website with GoDaddy

- Setting Up a Domain and Hosting
- Website Design Basics
- Adding Content and Images
- Website Optimization for Search Engines



Course Curriculum

Module 3: Email Marketing

- Building an Email List
- Creating Effective Email Campaigns
- Email Automation
- A/B Testing and Analytics
- World

Module 4: Copywriting for Digital Marketing

- The Art of Persuasive Writing
- Crafting Compelling Headlines and Content
- Writing for Various Digital Platforms



Course Curriculum

Module 5: Search Engine Optimization (SEO)

- On-Page SEO Techniques
- Off-Page SEO Strategies
- Local SEO
- SEO Tools and Analytics

Module 6: YouTube Marketing

- Creating and Optimizing YouTube Channel
- Video Content Creation
- YouTube SEO
- Monetizing Your YouTube Channel



Course Curriculum

Module 7: Facebook Marketing

- Setting Up a Facebook Business Page
- Facebook Ads and Targeting
- Engagement Strategies
- Facebook Analytics

Module 8: Twitter Marketing

- Twitter Profile Setup
- Tweeting Strategies
- Building a Twitter Following
- Twitter Analytics



Course Curriculum

Module 9: Instagram Marketing

- Instagram Business Account Setup
- Visual Content Strategies
- Instagram Stories and IGTV
- Instagram Analytics

Module 10: Quora Marketing

- Utilizing Quora for Brand Awareness
- Answering Questions Effectively
- Building Authority on Quora
- Quora Analytics



Course Curriculum

Module 11: Google AdWords (Google Ads)

- Understanding Google Ads
- Creating Effective Ad Campaigns
- Keyword Research and Targeting
- Google Ads Analytics

Module 12: Pinterest Marketing

- Pinterest Business Account Setup
- Creating Pins and Boards
- Pinterest SEO
- Pinterest Analytics



Course Curriculum

Module 13: LinkedIn Marketing

- Building a Professional LinkedIn Profile
- Content Sharing Strategies
- LinkedIn Ads
- LinkedIn Analytics

Module 14: Advertising Campaigns

- Creating Effective Ads
- Targeting Options
- Budgeting and Bidding
- Ad Campaign Analytics



Course Curriculum

Module 15: App Marketing

- App Store Optimization (ASO)
- Mobile Advertising
- In-App Advertising
- App Analytics

Module 16: Influencer Marketing

- Identifying Influencers
- Building Relationships with Influencers
- Influencer Campaigns
- Measuring Influencer Marketing ROI



Course Curriculum

Module 17: WhatsApp Marketing

- Using WhatsApp for Business
- WhatsApp Marketing Strategies
- Building Customer Engagement
- WhatsApp Analytics

Module 18: Project

- Hands-on Digital Marketing Project
- Apply Knowledge and Skills Gained
- Project Presentation



Course Curriculum

Module 19: Conclusion

- Recap of Key Learnings
- Future Trends in Digital Marketing
- Preparing for a Career in Digital Marketing
- Certificates and Next Steps

This comprehensive curriculum covers various aspects of digital marketing, from website creation to social media marketing, paid advertising, and emerging trends. It also includes a hands-on project to apply the knowledge gained throughout the course.



info@niladvantage.com



A white rectangular sticker with rounded corners, set against a blue background. At the top, the Google Pay logo is displayed with the text "accepted here" below it. A horizontal line separates this from the business name "Niladvantage Technologies" and the phone number "+91 94490 75797". The center of the sticker features a large QR code. Below the QR code is the alphanumeric string "9449075797@okbizaxis". At the bottom, there are five circular icons representing different payment methods: Google Pay, paytm LPI, amazon, BHIM, and iMobile. Below these icons are the text labels "BHIM" and "LPI".

Google Pay
accepted here

Niladvantage Technologies
+91 94490 75797

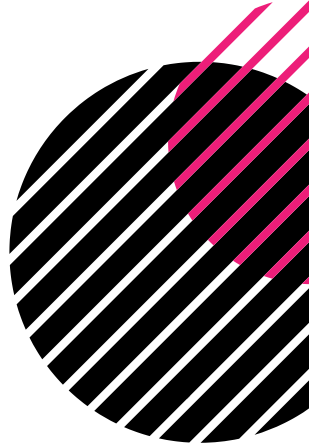


9449075797@okbizaxis

BHIM **LPI**

Payment Details



Pay Now

Program Details

Fee -

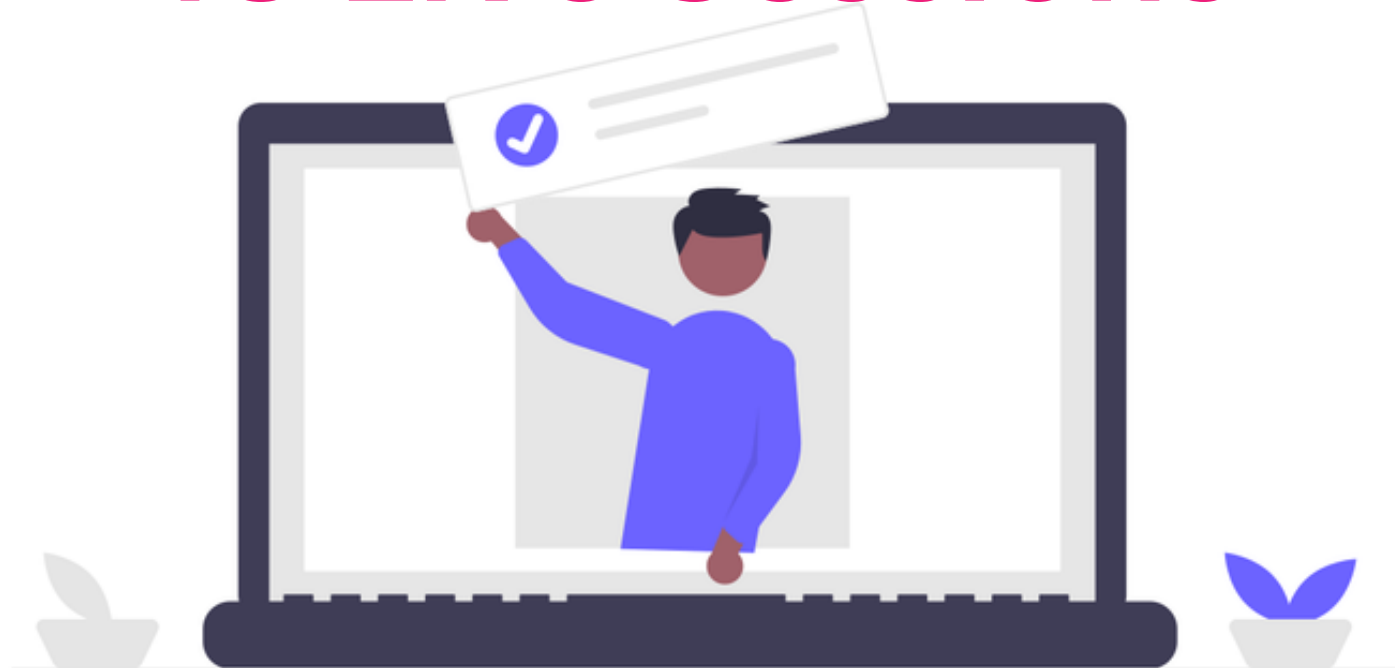
**40000/-
(+GST)**

Duration- 3 months

**weekly 4 sessions each sessions session 2hrs
SATURDAY AND SUNDAY 2 SESSIONS EACH DAY**

48 Live Sessions

info@niladvantage.com



Tutor



Niladri Das

● “With 20 years of diverse experience, I excel in leadership, integrity, and perseverance. I've successfully managed complex projects under budgetary constraints and led public policy campaigns. My strategic roles span global technology, education, management, and social media. I've achieved pioneering performance in education, cloud learning, IT products, and examination management. I've led educational marketing at universities worldwide, building successful businesses in B2B and B2C settings. Recognized for enhancing education standards in SAARC countries, I bring a wealth of expertise to empower students as a digital marketing tutor.”

Tutor



**ARADHANA
NAYAK**

“Experienced Digital Marketing Manager with a proven track record of developing and directing high impact digital marketing strategies. Skilled in overseeing web strategy and development, digital engagement, and consumer-facing tools. Adept in guiding strategic relationships to achieve company goals.”



"At Niladvantage , we leverage our extensive experience in digital marketing to empower individuals and businesses with the knowledge and skills needed to excel in the dynamic digital landscape. With a deep understanding of the ever-evolving industry, we are committed to sharing our expertise and insights to help you navigate and succeed in the world of digital marketing. "

CONTACT US



Website

www.niladvanatge.com

Email

info@niladvantrage.com

Address

91 Sprinard
Bangalore,India

DIGITAL MARKETING

Duration - 3 Months



www.niladvantage.com