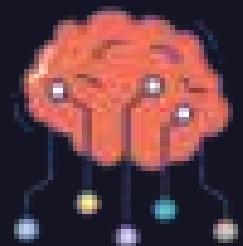


Digital Marketing

Internship Program





45+ Hours of Online Training



1:1 Live Mentoring



Career, Interview
and Internship guidance



Learn 6+ Technologies



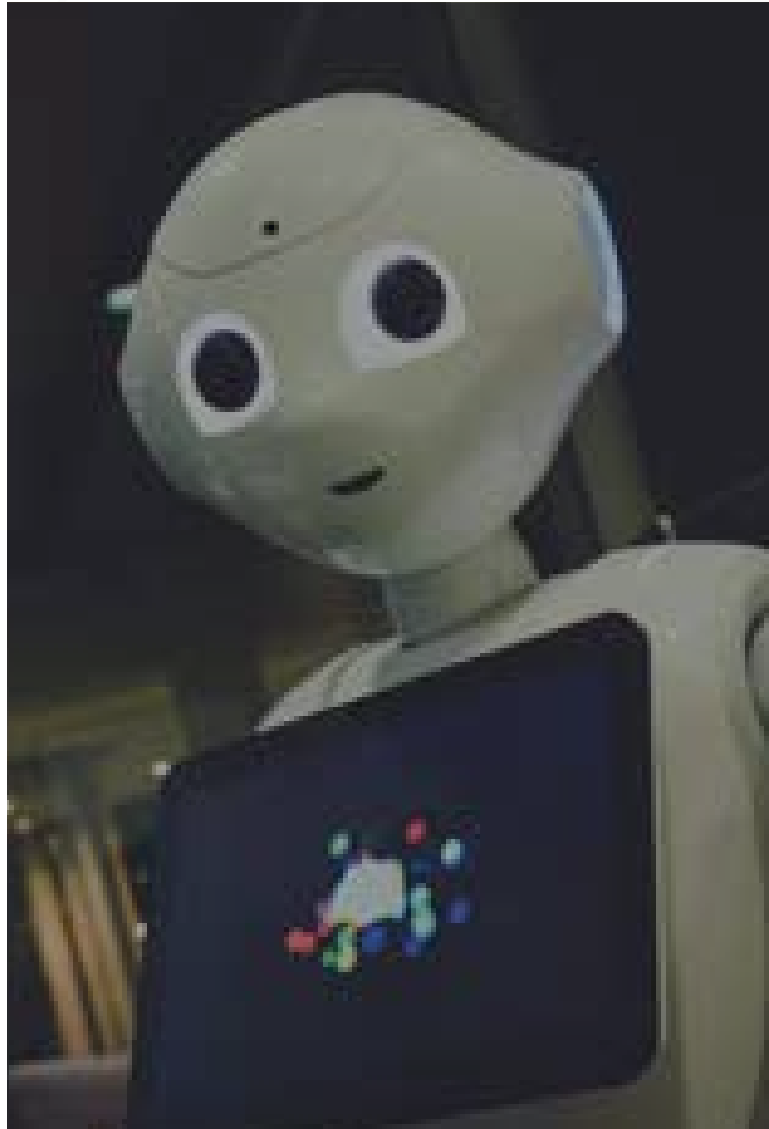
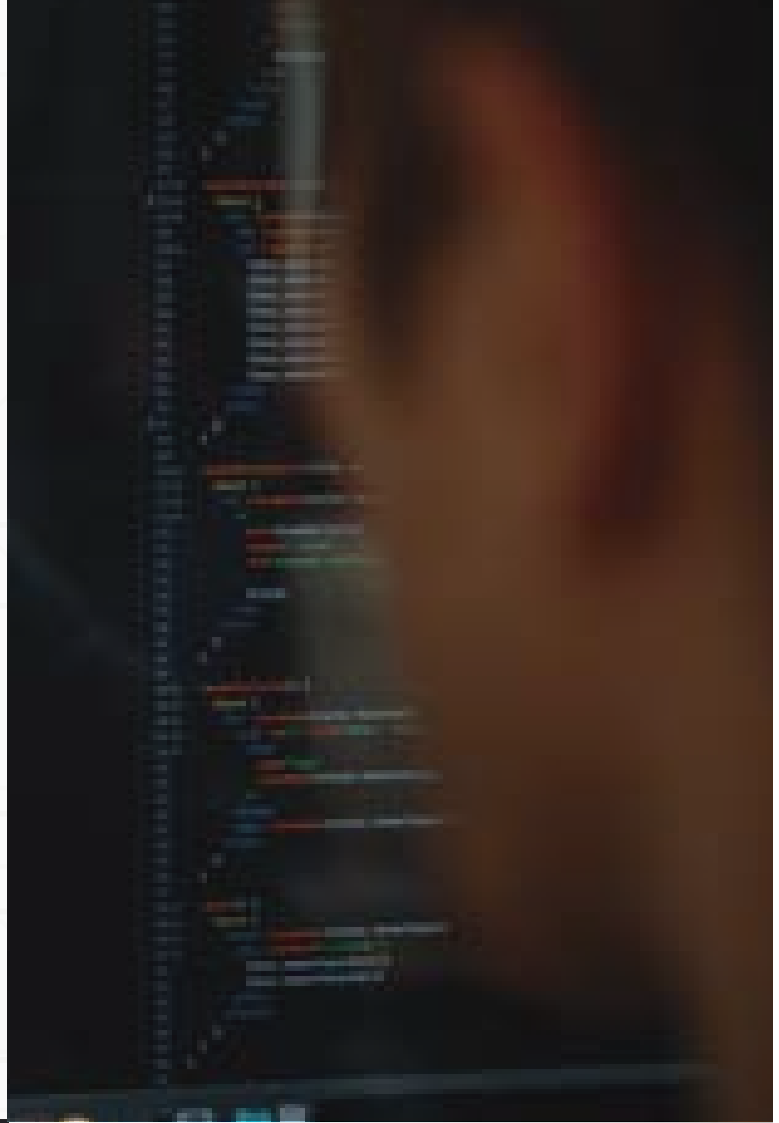
Learn from Industry Experts



Create your own
hands-on Project



Intern with us



TCR
INNOVATION

Who are we?

TCR Innovation is a career platform for Students and Learners where they are provided with practical opportunities, Industrial Training Programs and Internships.

Who is the mentor?

Vanky Kenny Kataria, a Digital Marketing Expert, is a two-time TEDx speaker and has been featured in publications like Forbes, Entrepreneur, etc, and in books like '30&Under'. A contributor to international publications like Thrive Global, KivoDaily, Better Days Global, and others.



<https://www.linkedin.com/in/vankykataria/?originalSubdomain=in>







Salient Features of This Program

- 1 45+ Hours of Live Intensive Training
- 2 10+ Hours of Hands-on Assignments and Projects
- 3 Career, interview, internship and Placement guidance
- 4 Lifetime Access to Latest Content
- 5 Learn from the Experts
- 6 24X7 Support through Discussion form





Additional skills You will learn

-
-  LinkedIn
 -  Blogging
 -  Improved communication skills
 -  Interview cracking
 -  Resume building
 -  Leadership skills

SKILLS YOU WILL LEARN

Digital Marketing

Part 1

● Fundamentals of Digital Marketing

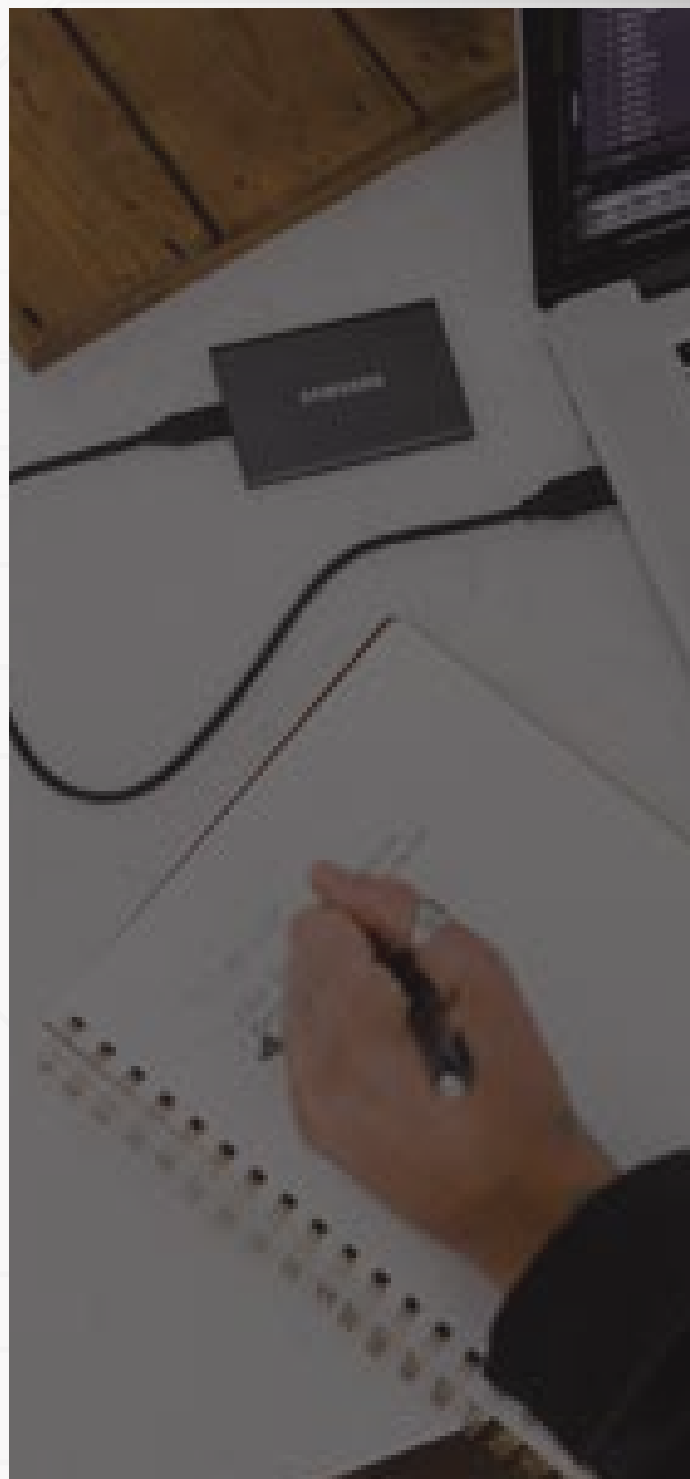
- Introduction to Marketing
- Understanding the Marketing Process
- Introduction to Digital Media Marketing
 - Digital Media Marketing vs Traditional Marketing
- Future Trends of Digital marketing
- Different types of Digital media marketing

● Blogging Platform setup

- Google's free blogging platform
- important digital tools required to do marketing

● Content Marketing

- Blogging
- Content Marketing
- How to write content that resonates with the audience
- Tools to do content marketing
- scope of content marketing
- Google adsense and it's alternatives
- Affiliate marketing introduction and understanding parameters like CPA, CPS, CPL, CPV & EPC



SKILLS YOU WILL LEARN

Social Media Marketing

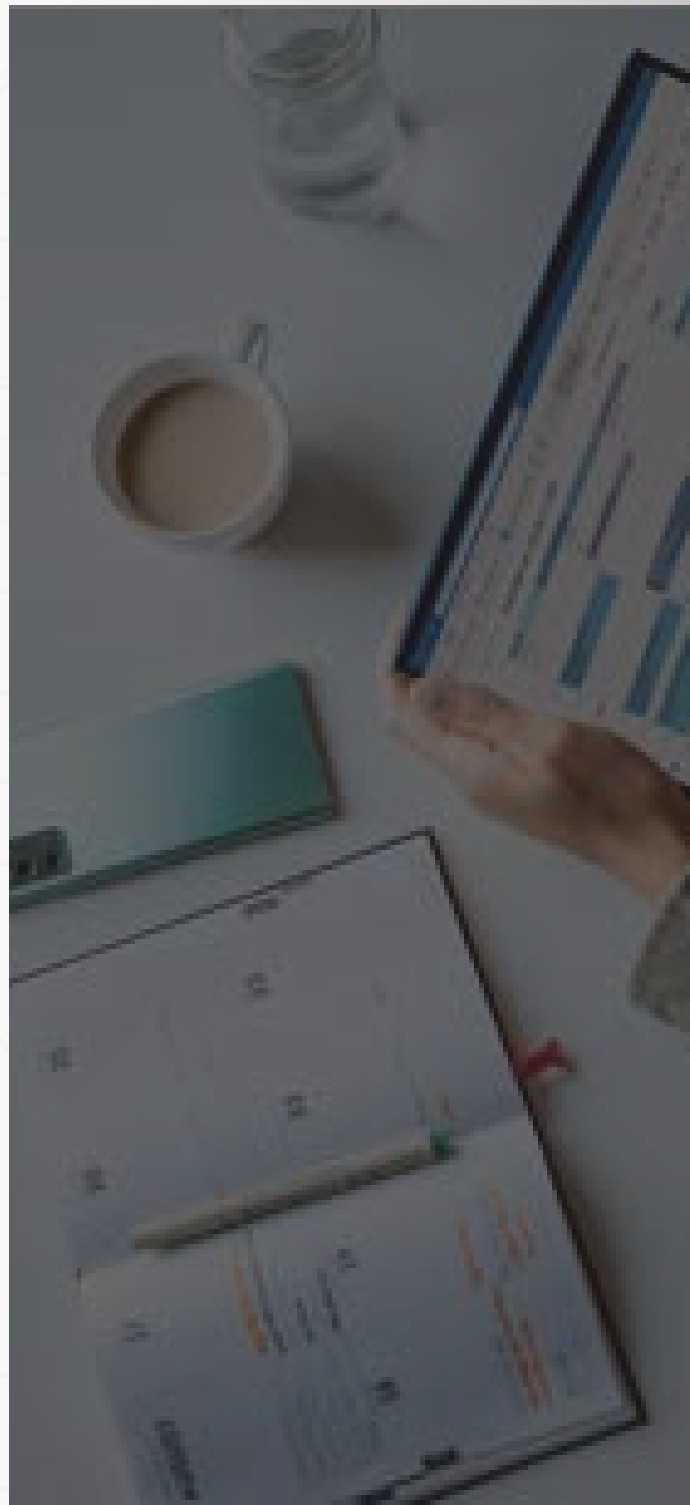
Part 1

● 1) Facebook Marketing

- Facebook's backstory
- Facebook's backstory
- Business model of Facebook
- Why Facebook believes in Collaboration Over Competition
- Do's and Don't's in Facebook
- How to create a Facebook Business Page
- Ways to invite fans on the page
- Understanding Facebook Insights
- How to target customers using Facebook ads
- How to create facebook groups
- Content strategy for Facebook
- Some tips and trick on how to use Facebook to grow your user base organically
- Case studies

● 2) Instagram

- Overview on Instagram
- Working around with filters
- Understanding Instagram stories
- How to grow your follower base organically
- How to use relevant hashtags to increase your reach
- How to advertise on Instagram
- The future of Instagram
- Hashtag research tools for Instagram
- Fancy bio generator tool for instagram



SKILLS YOU WILL LEARN

Social Media Marketing

Part 2

● 3) LinkedIn

How to maintain a professional image on LinkedIn

Understanding LinkedIn's business model

Why LinkedIn is successful for B2B businesses and Career Growth

LinkedIn and Microsoft's collaboration and its importance

Connecting with like-minded people using Groups

How to make pages on LinkedIn

LinkedIn Marketing and Campaign

How to connect with influencers and find prospective employer

● 4) Email Marketing

Introduction to Email marketing

Why email marketing is still important in today's era

Difference between cold audience and warm audience

Difference between normal sending normal emails and email marketing

Usage of HTML emails in email marketing

Understanding the concepts of Personalization in automation

How email works

Types of email communication – Opt-in, Double opt – in, bulk emailing, marketing, transactional etc.

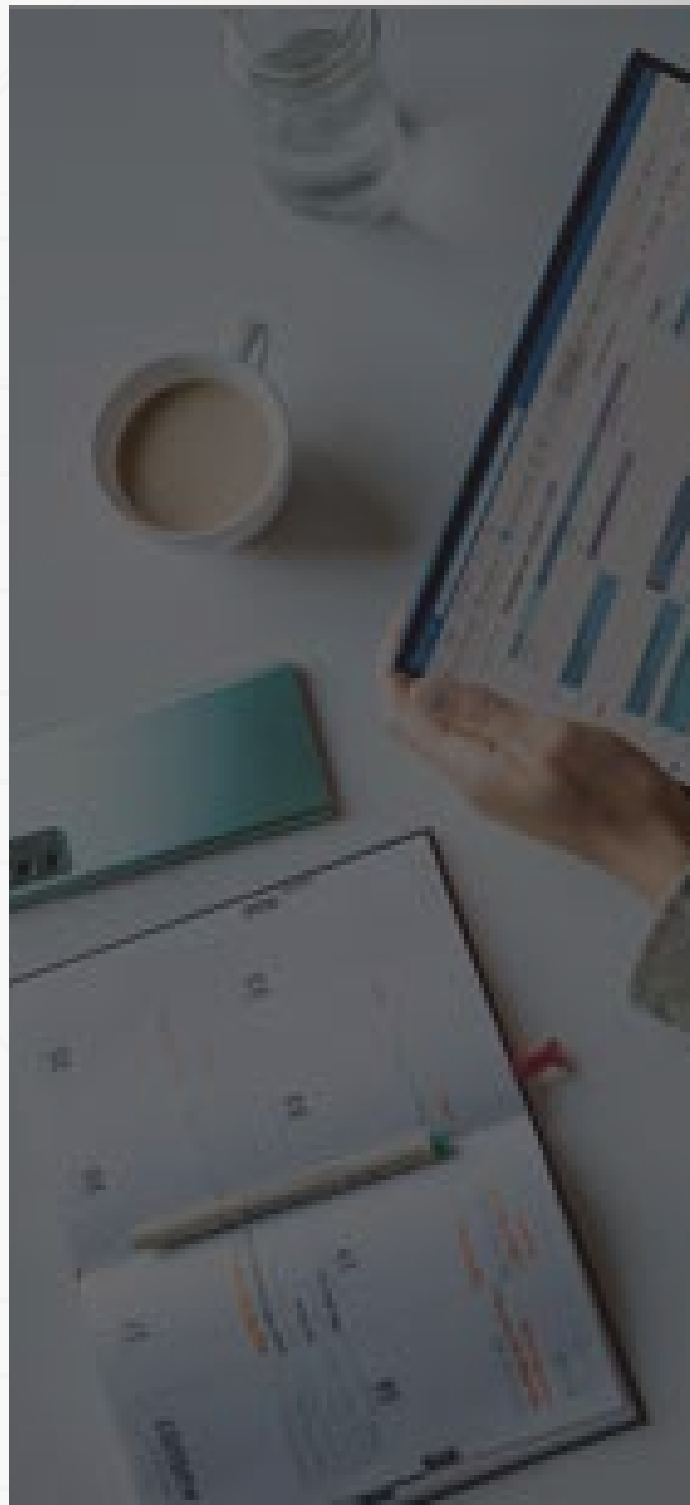
What is opt-in email marketing?

Setting up email marketing account

Understanding best platforms to for email marketing

How to build email lists

How to create email templates



SKILLS YOU WILL LEARN

Social Media Marketing

Part 3

● 5) YouTube

- Overview on YouTube
- Understanding Video campaigns
- Importance of video marketing
- Using YouTube for business
- Creation of Video marketing strategy
- How to upload videos on YouTube
- YouTube analytics
- What kind of content works on YouTube

● FB ADS

- Meaning
- Examples
- History
- Introduction to ad types and their importance.
- Understanding interface for facebook ads.
- Learning how to setup facebook ads account.
- Difference between ad and Facebook profile account.
- Ways to optimise Facebook ads and ways to get the most from them.
- How to build a Facebook Campaign
 - o Types of Face Book Campaign



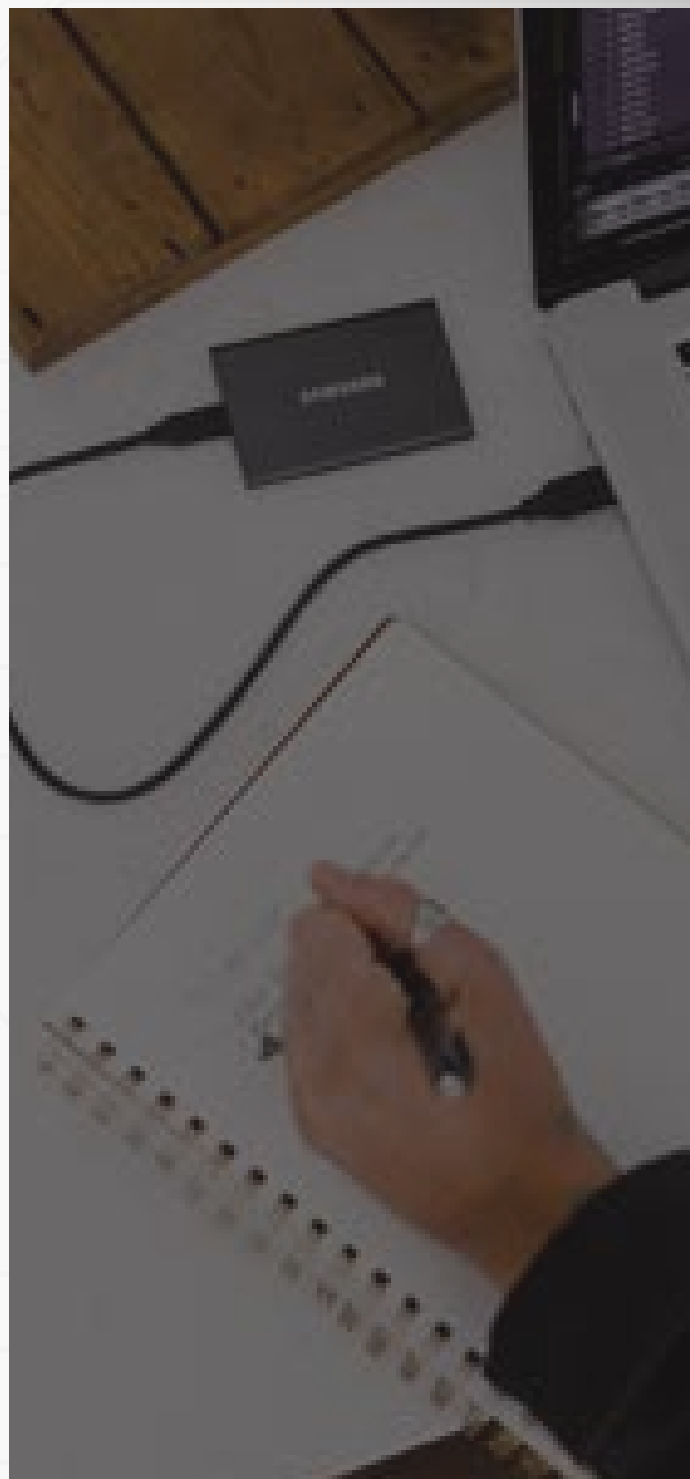
SKILLS YOU WILL LEARN

SEARCH ENGINE OPTIMIZATION

Part 1

● Search Engine Optimization

- How do search engine work
- What is SEO
- On-page optimization
- Off-page Optimization
- Technical SEO
- Keyword analysis and tracking the search volume
- Content Creation strategies
- Types of Content
- Upcoming Trends in SEO
- Site Audit & why it's necessary.
- Understanding site audit reports, tools to do site audit
- Local SEO
- Global SEO- Geolocational SEO & Multi language site SEO
- Optimizing the web assets for Search
- difference between seo and sem



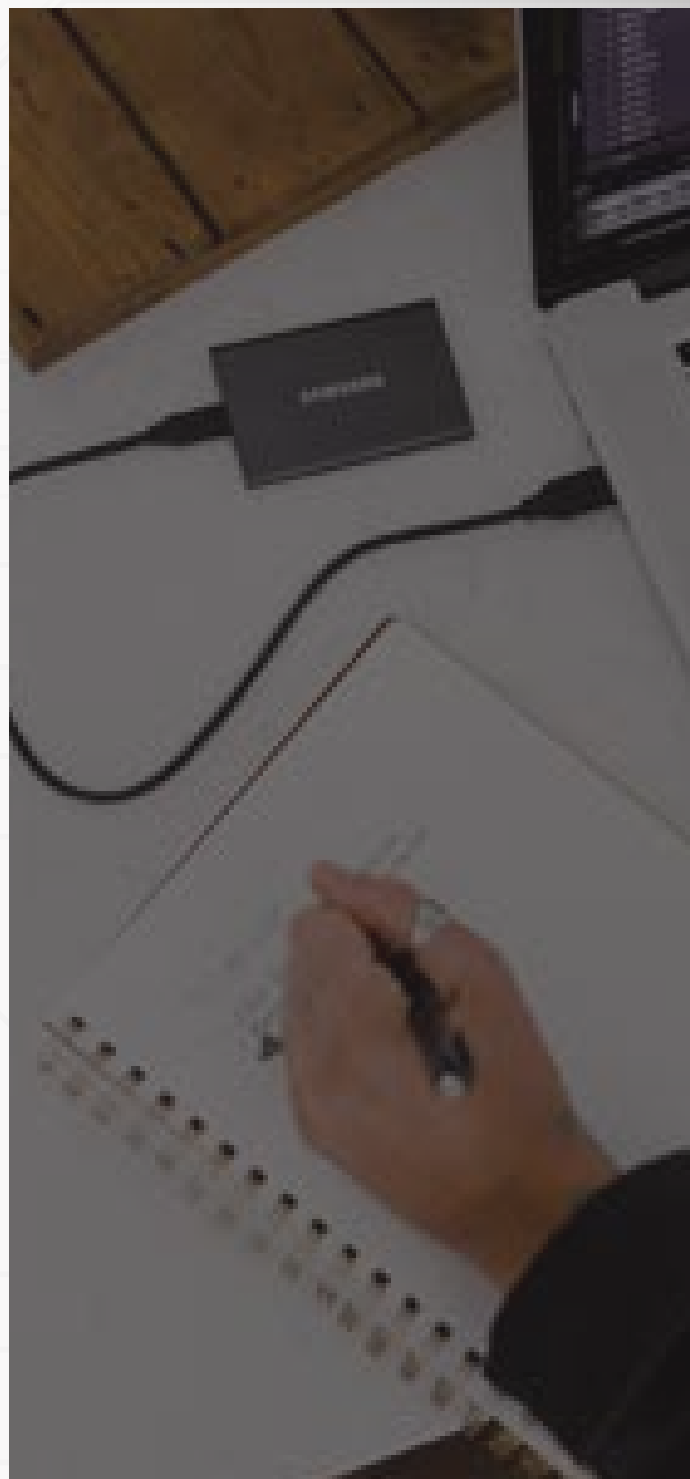
SKILLS YOU WILL LEARN

Google Analytics and Google Bot

Part 2

● Google Analytics and Google Bot

- Importance of analytics for business
- Understanding difference between warm audience and hot leads
- Introduction to web analytics
- What is Google Analytics
- How to set up analytics account
- How to integrate with Google Analytics to your WordPress website
- Understanding Google analytics account structure
- Understanding cookie tracking
- Types of cookie tracking used by Google analytics
- Understanding goals and conversions
- How to setup goals
- Understanding different types of goals
- Decoding parameters under Google analytics
- How to see real time analytics
- How to get your article to Google's bot
- How to check the status as to whether your article is available with Google's bot or not
- How to check when Google's bot last read your article
- How to make sure that Google's bot reads our article frequently



SKILLS YOU WILL LEARN

SEARCH ENGINE MARKETING

Part 1

● SEM

- Introduction to Internet Advertising
- Introduction to Google adwords
- Setting up Google Adwords account
- Account structure within Google Adwords
- Types of Google Adwords campaign –
Search, display,
shopping, video and universal app campaign
- Difference between search and display
campaign
- Keywords and match types
- Creating Search & Text ads
- How to optimise the Google AdWords
campaign
- Understanding location based targeting
- Understanding different bidding strategy
for Adwords
- How to enable ad extensions
- How to run display marketing campaigns
- Understanding Quality score
- Understanding bidding on Google adwords
and how to
modify bids
- Adwords tools - Keyword Planner &
Display Planner
- Understanding the concept of Remarketing
- Conversion Tracking
- Video Ads



CERTIFICATION & REGISTRATION



CERTIFICATE

Training Completion Certificate

Internship Certificate

Letter of recommendation

Appreciation certificate

Internship Program Registration

Duration of the internship program: 1.5 Months

How to Register & Fees:

Step 1: Attend the free orientation to get the detailed information about our internship program.

Step 2: Final Registration Form will be provided and fees will be disclosed in the orientation itself.