



SAMANTUS[®]
— WEB TRAINING —

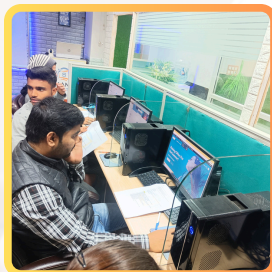
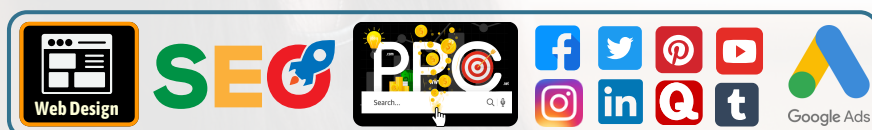
Highly Demanded &
Recommended Course

Basic To Advanced DIGITAL MARKETING COURSE

Presented By Prince Iqubal (M.Tech)

IT Professional & Web Trainer

(Founder of SAMANTUS GROUP)



www.samantus.com



Call: 9821223803

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Bagh, Jamia Nagar, Okhla, New Delhi, Delhi -110025

ABOUT US

Samantus® Web Training & Services Pvt. Ltd. is trusted digital marketing & Computer Course Training Institute founded in 2012 in Delhi, India. Our goal is to Provide High-Quality Education in Digital Marketing & Computer Courses with real-time projects. We have the expertise, dedication, and passion to provide training in real-time standards to make you ready for a Job, online business, or Entrepreneurship. Our student-friendly experienced trainers will help you learn the subject with enthusiasm and passion.

Trainers

I am Iqbal H., Founder of Samantus Web Training & Services Pvt. Ltd... We pick subject matter professionals with sufficient industry expertise. We always choose professionals who understand how to make their topics interactive and engaging to establish a valuable and memorable learning experience. A proof of the excellence of our course material and teaching is mirrored by the number of professional bodies accrediting a wide array of our courses.

Our Delegates and Clients

We present training solutions to private individuals, multinational organizations, government agencies, and corporate individuals. Our focus is on offering training in a broad spectrum of areas.

Our Vision

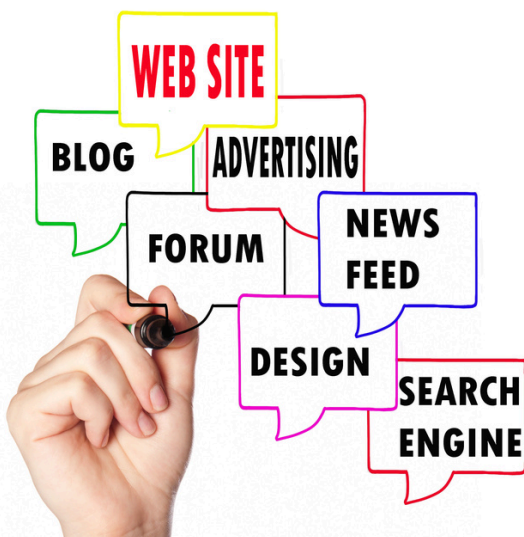
We aim to be the most dependable digital marketing training institution in the country by the success of our students. We strive to be known by people for the success of our students.

Our Mission

To conduct grown-up training and innovative workshop in digital marketing where our flexible training allows professionals to learn digital marketing techniques and tools better. We want them to acquire the advanced skills needed to boost their business market share, reach the right target audience, establish brand awareness, communicate along with their potential customers, and bring their business to another level.



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DIGITAL MARKETING PRO (Basic to Advanced)

Course Duration: 3 Months, Monday To Friday: 1.5 hrs/day

Course Syllabus (50+ Modules, 100+ Tools & 10+ Certifications)

Website Designing - CMS (WP) (1-10) - Modules

CMS, WP, Domain, Hosting, Themes, Plugins, Services Site, E-Commerce Site, Blog Site, Advance Site, Custom Site, Payment Gateway, and Many More.

SEO (Search Engine Optimization)

Search Engine Fundamentals, Keywords, Keyword Research, Competitor analysis, On-page SEO, Off-page SEO (Backlinks), Technical SEO, Reports,...Etc.

11-15 - Modules

16-17

18-19 - Modules

Local SEO, Local Search

Search Console, Google Analytics

Google Ads (PPC, CPM, Etc.) (20-30) - Modules

Keyword Research, Campaign-Level, Ad Group-Level, Ad Level, Search Ads, Display Ads, Video Ads, Shopping Ads, Mobile Ads,...Etc.

Meta Ads & Social Media Marketing (31-39) - Modules



Facebook



Instagram



Twitter



Linkedin



YouTube



Pintrest



Quora

Content Creation (Usage of AI) (40-43) - Modules

Topic Research, Pligrism Check, Create Unique Content, Use of Chat GPT (AI), Use of ArticleWriter, WordAI, Copyscape...Etc.

Pro Blogging

(44-46) - Modules

Topic Selection Tips & Research For Blogging, Articles Posting Guide with SEO on your website, Affiliate linking, AdSense application guide for your blogging site...Etc.

47-52

Canva Graphics (For Website & Social Media Posts)
Logo Design, Banner Design, Poster Design, Post, Etc.

Email Marketing

53 -Modules

Online Reputation Management

54 -Modules

55

56

Inbound Marketing

Google AdSense

Affiliate Marketing

Dropshipping

57 -Modules

59 -Modules

58

60 -62

Freelancing

Interview Skill & Resume Help



Certificates (Completion)

Course Completion Certificate (Lifetime Validations) With Live Authentication QR Code, Google Certifications Test links & Guide.

Course Duration & Fee Details: **Classroom Training**

Regular Batch: 3 Months (Monday to Friday: 1.5 hrs/day)

Course Fee:

One-Time Payment (Full Course Fee): 28000/- ~~(55000/-)~~

Or

Two Time Payment:.....18000+12000 (30,000/-)
(After 30 Days)

Payment We Accept: Cash, Online, UPI, Debit Card, Credit Card & **EMI Facilities are Also Available**

Classroom Training : 3 Months

Regular Batch: Monday to Friday: 1.5 hrs/day

Weekend Batch: Sat & Sun: 2 - 2.5 hrs/day

Live Online Training: 3 Months

Regular Batch: Monday to Thursday: 1.5 hrs/day

Weekend Batch: Sat & Sun: 2 - 2.5 hrs/day



DIGITAL MARKETING



**5% Theory + 95% Live Practical Training With
100% Job Assistance & Guidance.**

**100% Industrial Training
(Practical With Practice)**

Companies That Hire Digital Marketers:
(Freshers & Experienced Required As Per Company Norms)

Capgemini

HCL

IBM

Infosys®

tcs TATA
CONSULTANCY
SERVICES

cognizant

SAMANTUS™
WEB SERVICES

DentMake
MAKING DENTISTRY EASIER & SIMPLER

Tech
Mahindra

ENOVATE
Branding, Graphic & Website Design

wipro

& Many More Com.

Career in Digital Marketing

Why Build a Career in Digital Marketing?



Massive Demand

For Digital Marketers

Every startup, small and medium business, and large enterprise needs digital marketers for growth.



10+ Career Paths

and Job Roles

As a digital marketer, you have the opportunity to work in varied fields with more than 10 designations and profiles.



5.5 Lakh Per Annum

Average Salary

Digital marketers across various fields earn an average of INR 5.5 LPA in India. With experience, the salary grows.



Start Your Own Business

Or Grow Existing One

As a digital marketer, you have the opportunity to grow your new or existing business globally.



Great Growth Prospects

And Promising Career

Every startup, small and medium business (SMB), and large enterprise needs digital marketers for growth.



Easy to Learn

Practice, and Earn

Digital marketing doesn't require technical knowledge. You can learn it easily, practice, and monetize your skills.

Who Should Learn Digital Marketing?

This Advanced Digital Marketing Course is for you **if you are:**



College Student

Start shaping your career right from college time by learning in-demand digital marketing skills.



Graduate

Time for you to upskill, prepare yourself for a bright future, and kickstart a career in digital marketing.



Freelancer

Whether you are an existing freelancer or want to become one, digital marketing is the most rewarding skill for freelancers today.



Marketing/Sales Professional

It is vital for marketing & sales professionals today to have knowledge & skills in digital marketing for huge hikes and growth.



Business Owner

Accelerate your business growth by executing strategic & result-driven digital marketing strategies.



Looking to Switch Career

Not satisfied with your current job profile? Switch to digital marketing, the 21st century's most interesting and highly-paid skills.



College Dropout/Job Seeker/Housewife

Not sure which career is right for you? Not finding any jobs? Learn digital marketing with us to instantly land your first job.

Professional Certifications



Google Ads Fundamentals



Google Ads Search Certification



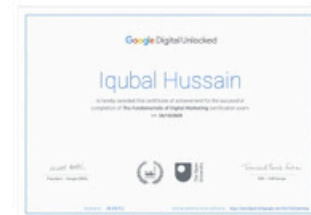
Google Ads Display Certification



Digital marketing Course



Google Ads Shopping Certification



Google Digital Unlocked



Google Analytics Certification

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DIGITAL MARKETING COURSE CURRICULUM

Introduction to Digital Marketing

- **Introduction to Digital Marketing:**
 - What is digital marketing
 - Why is it important?
- **Digital Marketing Channels:**
 - Understanding the different digital marketing channels such as Search Engines
 - Social Media
 - Email marketing,
 - Display advertising, and more.
- **Creating a Digital Marketing Strategy:**
 - How to develop a comprehensive digital marketing strategy that aligns with business goals
 - Setting up Objectives
 - Target Audience Identification: Understanding how to identify and reach target audiences through digital marketing campaigns.
- **Target Audience Identification:**
 - How to identify your potential customers
 - How to reach target audiences through digital marketing campaigns & Many More....

Website Designing - CMS (WordPress)

- **Introduction to Website Designing and Management:**
 - Understanding website structure and components
 - Importance of website design and management
 - Overview of Content Management System (CMS)
 - Introduction to WordPress (WP)
 - Domain registration and hosting
- **Themes and Plugins:**
 - Overview of themes and plugins
 - Installation and activation of themes and plugins
 - Customizing themes using WP Customizer
 - Popular plugins for website functionality and customization
- **Payment Gateway Integration:**
 - Introduction to payment gateways
 - Popular payment gateway options
 - Integrating payment gateway to website
 - Testing payment gateway functionality
- **E-commerce Site:**
 - Setup and Customization
 - Understanding e-commerce websites
 - Overview of popular e-commerce platforms
 - Setting up an e-commerce site using WP
 - Customizing e-commerce site for better user experience
- **Advanced Site Setup and Customization:**
 - Advanced website design and development concepts
 - Improving website speed and performance
 - Implementing security features to website

SEO (Search Engine Optimization)

- **What is a search engine and how does it work?**
 - Understanding search engine algorithms and updates
 - Search engine ranking factors
 - Organic vs paid search results
 - Search engine result page (SERP) features
- **Keywords and keyword research:**
 - Importance of keywords in SEO
 - Keyword research process and tools
 - Keyword analysis and selection
 - Long-tail vs short-tail keywords
 - Keyword mapping and optimization
- **Competitor analysis:**
 - Identifying and analyzing competitors
 - Competitor research tools and techniques
 - Competitive keyword research and analysis
 - Analyzing competitor content and backlinks
 - Identifying gaps and opportunities
- **On-page optimization techniques:**
 - On-page ranking factors
 - Optimizing page titles, meta descriptions, and headers
 - Content optimization and keyword usage
 - Image optimization and alt tags
 - Internal linking and site structure optimization
- **Off-page optimization techniques:**
 - Off-page ranking factors
 - Link-building strategies and tactics
 - Understanding anchor text and backlink quality
 - Social media and online reputation management
 - Local citation building and optimization
- **Local SEO and local search optimization:**
 - Importance of local SEO for businesses
 - Google My Business optimization
 - Local citation building and management
 - Localized content creation and optimization
 - Local link-building and outreach
- **Technical SEO:**
 - Introduction to Technical SEO
 - Website Architecture and URL Structure
 - Website Speed and Performance Optimization
 - Crawlability and Indexability Optimization
 - Technical SEO Audits and Diagnostics
 - Structured Data Markup and Schema.org
 - Website Security and HTTPS Implementation
 - Advanced Technical SEO Strategies
- **SEO reporting:**
 - Setting SEO goals and KPIs
 - Monitoring and measuring SEO performance
 - Analyzing SEO metrics and data
 - Creating SEO reports and dashboards
 - Using SEO data to inform strategy and decision-making

Google Analytics and Search Console

- **Introduction to Google Analytics and Search Console:**
 - Overview of Google Analytics and Search Console
 - Benefits of using Google Analytics and Search Console for SEO
 - Setting up a Google Analytics account
 - Setting up a Search Console account
- **Setting up Google Analytics and Search Console accounts:**
 - Creating a Google Analytics account
 - Installing Google Analytics tracking code
 - Verifying website ownership in Search Console
 - Connecting Google Analytics and Search Console accounts
- **Understanding website traffic and user behaviour:**
 - Overview of website traffic metrics
 - Understanding user behaviour on a website
 - Analyzing traffic sources and channels
 - Identifying popular pages and content
 -
- **Tracking website performance and conversions:**
 - Setting up conversion tracking in Google Analytics
 - Analyzing conversion rates and goals
 - Tracking e-commerce transactions
 - Measuring ROI for marketing campaigns
 -
- **Using search console to optimize website visibility in search results:**
 - Understanding search console data and reports
 - Monitoring website performance in search results
 - Analyzing search queries and keywords
 - Identifying and fixing website errors and issues

Google Ads (PPC, CPM, etc.)

- **Introduction to Google Ads and its types:**
 - Understanding Google Ads and its benefits
 - Types of Google Ads (Search, Display, Video, Shopping)
 - Differences between different types of ads
- **Keyword research and targeting:**
 - Understanding the importance of keywords in Google Ads
 - Conducting effective keyword research
 - Identifying the right target audience and targeting options
- **Creating campaigns, ad groups, and ads:**
 - Creating a Google Ads account and setting up campaigns
 - Creating ad groups and targeting options
 - Creating effective ad copy and ad extensions

- **Search ads, display ads, video ads, shopping ads:**
 - Understanding different ad formats and their purposes
 - Creating search ads that appear in search results
 - Creating display ads that appear on websites and apps
 - Creating video ads that appear on YouTube
 - Creating shopping ads for e-commerce products
- **Bidding strategies and budget management:**
 - Understanding different bidding strategies (CPC, CPA, etc.)
 - Setting the right bid for your campaigns
 - Managing your campaign budget effectively
- **Ad optimization and reporting:**
 - Monitoring and optimizing your ads for better performance
 - Understanding the importance of ad quality score
 - Using Google Ads reporting tools to track your ad performance

Meta Ads & Social Media Marketing

- **Introduction to Social Media Marketing and its Platforms:**
 - Definition of social media marketing
 - Importance of social media marketing
 - Overview of Social Media Platforms for Marketing
- **Facebook, Twitter, Instagram, LinkedIn, YouTube, Pinterest, and Quora marketing:**
 - Overview of each social media platform
 - Target audience on each platform
 - Best practices for marketing on each platform
- **Social media advertising and targeting:**
 - Types of social media advertising
 - Targeting options for social media advertising
 - Ad creation and optimization techniques
- **Content creation and management:**
 - Types of social media content
 - Creating engaging social media content
 - Content management and scheduling tools
- **Building a social media marketing strategy:**
 - Understanding business goals
 - Developing a social media marketing plan
 - Defining KPIs and metrics to measure success
- **Social media analytics and reporting:**
 - Measuring social media marketing success
 - Analyzing social media data and metrics
 - Reporting social media insights and results

Lead generation

- **Lead generation and conversion optimization:**
 - Understanding lead generation
 - Lead generation strategies
 - Conversion optimization techniques
 - Best practices for lead generation and conversion optimization

Canva Graphics

- **Introduction to Canva Graphics**
 - Overview of Canva: Features, Interface, and Tools
 - Understanding the Principles of Graphic Design
 - Color Theory and Its Application in Design
 - Typography Fundamentals: Choosing and Pairing Fonts
 - Introduction to Layout and Composition
- **Creating Graphics for Social Media**
 - Optimizing Canva for Social Media Graphics
 - Designing Engaging Posts for Facebook, Instagram, Twitter, and LinkedIn
 - Creating Story Graphics for Instagram and Facebook
 - Understanding Best Practices for Social Media Graphic Design
- **Designing for Web and Digital Media**
 - Optimizing Graphics for Websites and Blogs
 - Designing Website Logo and Icons
 - Designing Web Banners and Headers
 - Creating Thumbnails and Featured Images for YouTube and Blogs
 - Crafting Ebook Covers and Digital Assets

Email Marketing

- **Introduction to email marketing and email campaigns:**
 - Understanding email marketing
 - Benefits of email marketing
 - Types of email campaigns
 - Email marketing best practices
- **Creating effective email content and templates:**
 - Tips for writing effective emails
 - Types of email templates
 - Designing effective email templates
 - Best practices for email content creation
- **Building email lists and managing subscriber data:**
 - Creating opt-in forms
 - Types of opt-in forms
 - Strategies for growing your email list
 - Managing subscriber data

Freelancing

- **Introduction to freelancing & profile creation**
 - Understanding the Freelancing Industry and Opportunities
 - Assessing Your Skills and Identifying Marketable Services
 - Setting Goals and Expectations for Your Freelancing Career
 - Legal and Financial Considerations for Freelancers
 - Profile creation on the Fiver freelancing platform, and many more.

Online Reputation Management (ORM)

- **Online reputation management techniques and tools:**
 - Understanding online reputation management
 - The impact of online reputation on business
 - Tools and techniques for monitoring online reputation
 - Strategies for managing online reputation

Inbound Marketing

- **Inbound marketing fundamentals and strategies:**
 - Understanding inbound marketing
 - Inbound vs outbound marketing
 - Inbound marketing strategies
 - Best practices for inbound marketing

Affiliate Marketing

- **Introduction to Affiliate Marketing**
 - Understanding the Basics of Affiliate Marketing
 - Exploring Different Types of Affiliate Programs
 - Overview of Affiliate Networks and Platforms
 - Setting Goals and Expectations for Affiliate Marketing Success
- **Choosing Profitable Niches and Products**
 - Identifying Profitable Niches and Target Audiences
 - Conducting Market Research and Competition Analysis
 - Selecting High-Converting Affiliate Products and Services
 - Evaluating Affiliate Programs and Commission Structures
 - Avoiding Common Mistakes in Niche Selection
- **Generating Traffic to Your Affiliate Offers**
 - Understanding Different Traffic Generation Strategies
 - Search Engine Optimization (SEO) for Affiliate Marketing
 - Social Media Marketing Tactics for Affiliates
 - Email Marketing Strategies to Promote Affiliate Offers
 - Paid Advertising Methods: PPC, Display Ads, and Native Advertising

Dropshipping

- **Introduction to Dropshipping & Marketing Strategies**
 - Understanding the Basics of Dropshipping
 - Exploring the Pros and Cons of the Dropshipping Business Model
 - Overview of Dropshipping Platforms and Marketplaces
 - Marketing Strategies for Dropshipping Success

Content Creation

- **Introduction to Content Creation:**
 - Understanding content creation and its importance in digital marketing
 - Types of content and their significance
 - Content creation process from ideation to publishing
- **Topic Research:**
 - Identifying target audience and their needs
 - Keyword research for content optimization
 - Analyzing competition and industry trends
 - Brainstorming content ideas
- **Plagiarism Check:**
 - Understanding the importance of original content
 - Tools for checking plagiarism
 - Avoiding accidental plagiarism
- **Create Unique Content:**
 - Writing effective headlines and titles
 - Structuring content for readability and engagement
 - Adding visual elements to enhance content quality
 - Creating calls-to-action to encourage audience engagement
- **Use of Chat GPT:**
 - Understanding the concept of AI-generated content
 - Introduction to Chat GPT and its capabilities
 - Implementing Chat GPT for content creation
- **Use of QuillBot:**
 - Introduction to QuillBot and its features
 - Utilizing QuillBot for content optimization and generation
- **WordAI:**
 - Understanding WordAI and its capabilities
 - Implementing WordAI for content creation and optimization
- **Copyscape:**
 - Introduction to Copyscape and its Features
 - Utilizing Copyscape for plagiarism checking and content optimization
- Blog post formatting and structure
- Optimizing blog images and videos
- **AdSense Application Guide for Your Blogging Site:**
 - What is Google AdSense?
 - AdSense eligibility criteria
 - AdSense application process
 - Placing ads on your blog
 - AdSense policy compliance
- **Affiliate Marketing through Your Blog:**
 - What is affiliate marketing?
 - Choosing affiliate products to promote
 - Affiliate marketing platforms and networks
 - Promoting affiliate products through your blog
 - Measuring and optimizing affiliate marketing performance

Pro Blogging

- **Introduction to Pro Blogging:**
 - What is Pro Blogging?
 - Why is Pro Blogging important?
 - Who can become a Pro Blogger?
- **Topic Selection Tips & Research for Blogging:**
 - Understanding your audience
 - Identifying popular topics and trends
 - Keyword research and analysis
 - Analyzing competitors' blogs
- **5-10 Articles Posting Guide with SEO on Your Website:**
 - Importance of SEO in Blogging
 - On-page SEO techniques for blog posts
 - Off-page SEO techniques for blog posts



OUR GOAL

Samantus™ Web Training is a trusted digital marketing course training institute in Delhi, India. We aim to provide high-quality digital marketing Course training with real-time standards to prepare for profit-driven online business.



Visit our website: www.samantus.com

10X Career GROWTH

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Get in Touch With Us!



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Benefits of learning with Us

- 14+ Years Experienced, Certified Trainer
- 100% Placement Assistance Through Our Job Portal Website (After Course Completion, 6 Months Free Job portal Access)
- In-depth subject with live case studies & projects
- Students Rated Us 4.9/5
- Doubt clarification in course & after course completion till 6 months (Doubt clarification through direct trainer WhatsApp chat)
- Resume Preparation Help
- Sample Interview Questions
- 100% Practical Training
- Samantus Web Training Course Certification
- Regular assignment tasks
- Latest update from our blog & Social Media Platform
- Note: For More Information About Our Courses and Terms & Conditions Please Visit Our Website at www.samantus.com

Basic to Advance Digital Marketing Course From India's Top, ISO Certified Training Institute in Delhi



An ISO 9001 - 2015 Certified Organization

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Running Successfully Since 2012

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