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**SKILLS**  
Anytime, Anywhere

# Course Curriculum



## Advance Skills in Digital Marketing

### Course Description:

Are you looking for a stable income source with a tech career? Then, Digital Marketing is the best opportunity for you. It will help you to become a successful freelancer or professional job holder.

However, Digital marketing has changed the trend of marketing. Where traditional marketing is quite costly, digital marketing is very cheap, nevertheless, more effective. Since it is easy to reach targeted customers quickly, business is heading vibrantly. For that reason, small enterprises are doing well in business such as multinational companies. The most noticeable thing is being seen that startups are dramatically being established by dint of digital marketing. So, now it is a blessing for entrepreneurs, freelancers, and job seekers.

In this regard, to create an expert, chartered skills have brought a comprehensive course, combination of technical and practical knowledge.

### Course Requirements:

- No experience required
- Suitable for all types of businesses (digital product, physical product, service, B2B, B2C).

### Course outline:

- Introduction to digital marketing
- How digital tools are changing products
- SEO, SEM, CMS
- YouTube, Facebook marketing

- Demo website
- Promotional system of digital marketing
- Exam and review

### **What you'll learn:**

- If you want to run a business online, you should learn some concepts such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), YouTube and Facebook marketing, Google Adwords, Google Analytics, etc.
- The good news is that you are here at the right place. This course is going to give you a complete understanding of Digital Marketing by clearing all the concepts and also will show you the way to make your strong online presence.

### **Who this course is for:**

- Pre-launch business owners who don't know where to get started
- Website owners who are struggling to get traffic and sales
- Anyone looking to add highly paid skills to their CV
- who want to see him as a freelancer

# CONTACT US



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