



# DIGITAL MARKETING



## ABOUT US

**Irizpro Training Institute operates in Pune, often referred to as the Oxford of the East. We are an IT training service provider conducting training programs across various software fields and offering certifications for individuals and organizations. Our team comprises fully qualified and experienced professionals dedicated to delivering high-quality training**

**Irizpro Training Institute is connected with over 600 reputed IT companies, where we have successfully placed our candidates.** Hundreds of our satisfied students are now working in well-reputed MNCs such as Bajaj, Accenture, Capgemini, L&T Infotech, Siemens, TCS, Wipro, as well as many mid-level companies like Allure, Datamatica, Mindbody, Scalable, Scatterpie, Clinivantage, Square Yards, and many more.

Education Partners

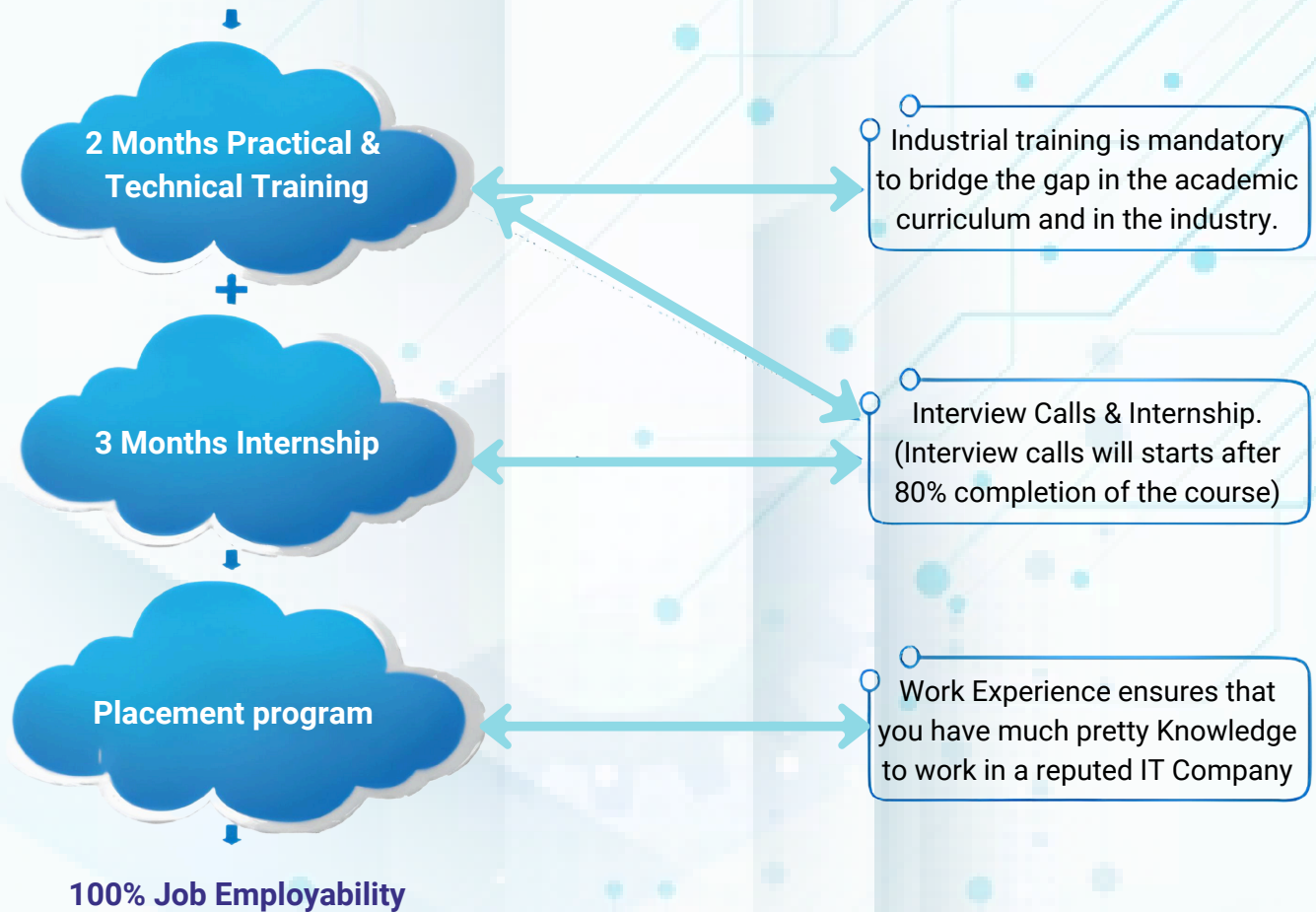


# Advance Certification Program in Digital Marketing

## Our Process & Methodology.



## PROGRAM FLOW



### UNIQUE FEATURES

- Live Class Recording
- Complete Practical Oriented Training



# PART 1: DIGITAL MARKETING COURSE

## Module 1: Introduction to Digital Marketing

- **Overview of Digital Marketing**
  - Definition, importance, and scope of digital marketing.
  - Comparison of traditional vs. digital marketing.
- **Understanding Marketing Channels**
  - Organic channels (SEO, content marketing, social media).
  - Paid channels (Google Ads, Meta Ads).
- **Customer Journey Mapping**
  - Awareness, consideration, decision stages.
  - Understanding buyer personas and targeting.
- **Setting Digital Marketing Goals**
  - SMART goals and KPIs (Key Performance Indicators)

## Module 2: Search Engine Optimization (SEO)

- **SEO Fundamentals**
  - What is SEO? Importance and types (on-page, off-page, technical).
- **Keyword Research and Strategy**
  - Identifying keywords using SEMrush.
  - Long-tail vs. short-tail keywords.
- **On-Page Optimization**
  - Title tags, meta descriptions, and header tags.
  - Optimizing URLs, images, and content structure.
- **Off-Page Optimization**
  - Backlinking strategies and outreach.
  - Social signals and guest blogging.
- **5. SEO Analytics**

## Module 3: Pay-Per-Click (PPC) Advertising

- **Introduction to PPC**
  - Basics of paid advertising and ad auction systems.
- **Google Ads Fundamentals**
  - Creating search, display, and video ad campaigns.
  - Bidding strategies and budgeting.
- **Meta Ads (Facebook and Instagram)**
  - Setting up campaigns for different objectives (traffic, engagement, conversions).
  - Targeting and retargeting using custom audiences.
- **A/B Testing and Optimization**
  - Running experiments to test ad performance.
  - Analyzing ROI and improving campaign results.

## Module 4: Social Media Marketing

- **Social Media Strategy**
  - Choosing the right platforms based on business goals.
  - Creating content calendars and scheduling posts.
- **Organic Growth Strategies**
  - Engaging with audiences and building communities.
  - Using Canva to create eye-catching visuals.
- **Paid Social Media Advertising**
  - Advanced targeting options on Meta Ads Manager.
  - Tracking campaign performance using analytics tools

## Module 5: Content Marketing

- **Introduction to Content Marketing**
  - Types of content: blogs, videos, infographics, etc.
  - Developing a content strategy.
- **Tools for Content Creation**
  - Writing engaging content using ChatGPT and Grammarly.
  - Content research and topic ideas using BuzzSumo.
- **Measuring Content Performance**
  - Tracking content engagement with Google Analytics.
  - Content repurposing for different platforms.

3 Months Internship

## Module 6: Email Marketing

- **Email Marketing Basics**
  - Importance of email marketing and building email lists.
  - Types of email campaigns (newsletters, promotions).
- **Creating Effective Email Campaigns**
  - Designing campaigns with Mailchimp.
  - Personalization and segmentation.
- **Automation and Performance Tracking**
  - Setting up automation workflows.
  - Tracking open rates, click-through rates, and conversions.

3 Months Internship

## Module 8: Analytics and Reporting

- **Google Analytics (GA4)**
  - Setting up GA4 for websites.
  - Tracking key metrics like user behavior and conversions.
- **SEMrush for Reporting**
  - Conducting SEO and competitor analysis.
  - Creating custom reports.
- **Custom Dashboards**
  - Designing dashboards for campaign performance tracking.
  - Using data to make informed decisions.

3 Months Internship

## Module 9: Capstone Project

- **Project Overview**
  - Participants will design a comprehensive digital marketing strategy for a mock business or real-world scenario.
- **Strategy Execution**
  - Incorporating SEO, PPC, content, social media, and email campaigns.
- **Presentation and Feedback**
  - Presenting the final strategy and receiving feedback.

# **PART 2: 3-MONTH INTERNSHIP (8 HOURS A DAY)**

**The internship allows participants to choose their area of specialization, guided by our expert counselors. Participants will work on live projects and gain practical experience in fields such as:**

- **SEO Campaigns**
- **PPC Advertising**
- **Social Media Marketing**
- **Content Creation**
- **Marketing Automation and Analytics**

2 Months Practical &  
Technical Training

3 Months Internship

## JOB PROFILE AFTER THIS COURSE

Digital Marketing  
Executive

SEO Analyst

Social Media  
Coordinator

PPC Analyst

Content Marketing  
Executive

Paid Ads Manager

Digital Marketing  
Specialist

SEO Specialist

Social Media  
Strategist

Performance  
Marketing Analyst

Digital Marketing  
Manager

SEO Manager

## CERTIFICATE FORMAT





# Google

Reviews

4.7 ★★★★★

★★★★★ GOOGLE RATINGS 4.7



**Pam**

Local Guide · 17 reviews

★★★★★ 11 months ago

A professional learning centre where they not only train and teach you in detail but also provide complete unconditional support throughout your learning journey with utmost patience, warmth and encouragement no matter what background or field you are from. Every member of the staff is very friendly and supportive but firm at every step which encourages you to enjoy your classes and also ensure you go away with the complete knowledge of what you signed up for.



**Sagar Dhalape**

Local Guide · 25 reviews · 17 photos

★★★★★ 11 months ago

Irizpro Training Solutions exceeded my expectations! Completing the Data Analytics course was a game-changer for my career. The instructors were knowledgeable, the hands-on projects were valuable, and the support team was excellent. Highly recommend for anyone interested in data analytics!



**akshata arjunwadkar**

2 reviews

★★★★★ 2 months ago

Institute is good in curriculum, teaching and placement. Provide good support for placement.



**Juii Pathak**

5 reviews


★★★★★ 3 years ago

Very good, professional and friendly trainers. They make the subject look easy for you which is the most important thing. The training content in Advanced MS Excel and data management is designed in an excellent way. Must do, if you're looking forward to upskill yourself in these fields.



# OUR INSTITUTE PREMISES





# Placement Process & Terms and Conditions

## Placement Policy **Details**

- **Performance Requirement:** Candidates must score more than 80% in the simulation exam conducted by Irizpro Learning Solutions.
- **Attendance:** Candidates must maintain a minimum attendance of 85% throughout the course to be eligible for the placement program.
- **Mock Interview:** Candidates are required to attend all scheduled mock interviews and successfully clear the final mock interview to qualify for the placement process.

## Our **Success Rate**

**We have an impressive pass rate of 88.72% and are partnered with AWS, Microsoft, and Google to train cloud computing professionals**

## Conclusion

If a candidate does not meet the above criteria, they will not be eligible for the placement program.

## COMPANIES WHERE OUR STUDENTS ARE PLACED



### CONTACT US



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