



ADVANCE DIGITAL MARKETING DIPLOMA(ADMD) 30 Modules

"12 DAY Full Time ONLINE" | WhatsApp 9833900110 / 330

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Poonam Mashru – CEO & Founder

SOFTPRO an IT training institute
since 1992 – nearly 29 years of
training.

DMTI SOFTPRO SINCE 2009
Teaching Digital Marketing since
11 years.



Dipen Mashru – MD & Founder

WhatsApp **9833900110** | Blog Digital Marketing <https://poonammashru.com/>

60 Hours

DAILY BATCH
MON-SAT

TIMINGS
11-4pm

A FULL TIME BATCH in
ADVANCE DIGITAL MARKETING DIPLOMA [ADMD]

"Live ONLINE Classes"

12 DAY Full Time
PROGRAM



LIVE ONLINE CLASSES – 12 DAY FULL TIME FAST-TRACK

ADVANCE DIGITAL MARKETING DIPLOMA (ADMD) 30 Modules

Module 1 : Search Engine Optimization (SEO)

ON-PAGE OPTIMIZATION - META TAGS Optimization - CANONICAL Tag - Website Analysis - Heading Tags in Contents - Header Keyword Optimiz - Footer Keyword Optimiz	KEYWORD RESEARCH - Keyword Proximity, Keyword Density, Analysis - IMAGE OPTIMIZATION - Internal Link Building - Robots file Optimization - URL renaming/re-writing	OFF-PAGE OPTIMIZATION - Submission to Search E - Directory Submission - Deep Linking - Article writing/directory - Classified submissions	- Importance of FORUMS - Website AUDITING - SOCIAL BOOKMARKING - Press Release - One Way Link building - GOOGLE SITE MAPS - Sitemap Creation, XML	Competitor ANALYSIS - Creating Competitor Report for Analysis. - Copy-scape - Duplicate Content Issues - Coding Standards - Usage of all Tags
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Module 2 : Social Media Marketing & Optimization (SMM)

SOCIAL MEDIA OPTIMIZATION & MARKETING Types of social media / Key terms to understand How Social Media influences audience & Google Developing unique content, positioning and voice Integrating social media into your website and blogs How to choose right social media for your business/brand. Behavioural & cultural standard for Social Media. Linking all Social Media Accounts.	YOU TUBE Marketing Video optimization Promoting on YouTube Seo for Youtube Youtube Analytics ✓ SLIDESHARE ✓ PINTEREST ✓ INSTAGRAM	FACEBOOK MARKETING Create Marketing & Advertising Promote Facebook pages Advertise on Facebook (PPC) Video, Branding, Lead Generation Campaign Creations & AD's Managing & Promoting Ads Targeting the Right Audience In-page Analysis / Analytics	LINKEDIN Marketing on LinkedIn Advertise on LinkedIn Using LinkedIn for business GOOGLE Business (Map) Using Google Business for Listing & Local Marketing. TWITTER MARKETING Using twitter for business
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Module 3 : GOOGLE ADWORDS with GOOGLE Certification (100% Guarantee)

PPC TRAINING INTRODUCTION What is Pay per Click Marketing Importance & Benefits of PPC Other Pay-Per-Click Providers What is Google AdWords? How to set up PPC Campaign GOOGLE ADWORD NETWORKS Search- Searching on Google (.Com, .in, .ph etc.) Search Partners- (AOL, EarthLink, Powered by Google, Site Search/ SET-UP PPC CAMPAIGN PPC campaign Navigation	Use Multiple Account "CLICK-THROUGH-RATES" CTR What is Impression? What is "Cost/Conversion"? What is Tracking Code? WHAT IS KEYWORD RESEARCH? Diff between SEO & PPC keywords Keywords popularity, Search Volume Categorize Keywords in Ad groups. Keyword Types: Broad, Exact, Phrase CREATE EFFECTIVE ADS AD GROUPS Measurement of Title, URL, Ad that produce better ROI	WHAT IS QUALITY SCORE? How Quality Score Effect on Bids? How to Increase Position on Search? BID FOR AD POSITION/ BID MANAGEMENT User Define bids/Automatic Bids Importance of bidding techniques Competitors Analysis for bidding WHAT IS LANDING PAGE? Ads versus Landing Page 'Call to Action'/Cost/Conversion	DISPLAY NETWORK CAMPAIGN (Creating Image/Video /Text/Flash Banner) Navigation through Menus Home/Campaigns/Opportunities/ Tools & Analysis, Billing Account VIDEO MARKETING Learn to Give Ads on Youtube Videos, In-stream Video Marketing, Bumper Ads, Display Ads on Youtube 5 GOOGLE CERTIFICATIONS
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10
Certifications



5 GOOGLE | 3 HUB SPOT CERTIFICATIONS &
2 DMTI SOFTPRO CDMP CERTIFICATION



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Module 4:Advanced Ads [MCC]		Module 5: Remarketing/Conversion	
MCC (My Client Centre), LINKING EXISTING ADWORDS WITH MCC: MERCHANT CLIENT CENTRE, CAMPAIGN PERFORMANCE REPORTS. Large advertisers with more than one AdWords account, Third parties such as: Agencies, Search engine marketers (SEMs), Automated bid managers (ABMs) HOW TO CREATE A MANAGER ACCOUNT, HOW TO LINK & UNLINK TO AN ADWORDS ACCOUNT OR MANAGER ACCOUNT. Inviting users to your account.		REMARKETING & Conversions with Adv. GOOGLE ADWORDS Standard remarketing: Show ads to your past visitors, Display Network websites and use Display Network apps. Dynamic remarketing: Boost your results with DYNAMIC REMARKETING, Remarketing for mobile apps, Remarketing lists for search ads, Video Remarketing. HOW CONVERSION TRACKING works Website actions: Purchases, sign-ups, other actions that customers take,	
Module 6: Google Analytics			
Introduction to Web Analytics WHAT IS WEB ANALYTICS Purpose of analytics in Internet Marketing Admin Interface, Setting up an accounts and Web properties Managing account / Users	Google Analytics Interface Home Tab /Real-time Data DASHBOARD Widgets / Customize dashboard Date selection and comparison EXPORTING REPORTS/ EMAILING REPORTS	ADVERTISING ANALYTICS ADWORDS DATA ANALYSIS Keywords/Keyword Positions Traffic Sources Overview of Traffic sources Sources / Direct Search, Organic / Keywords /Paid / Referral	SEO (WEBMASTER TOOLS) Social /Content Analysis Site content /Speed/Search Events /Experiments In-page Analytics CONVERSION TRACKING Goals / Calculating the ROI Custom reporting.
Module 7 : MOBILE Marketing		Module 8 : Google AdSense	
MOBILE MARKETING industry is booming. Specific, Measurable, Achievable, Realistic and Timely. Adwords UNIVERSAL APP Mobile Marketing & PPC strategy must align with your greater business goals. A few examples of PPC goals are increasing clicks to your website, improving click conversions. There are a number of factors in App marketing, including branding, keywords, and competition. .etc.		Google AdSense - Monetization Google AdSense Why is the internet biggest source of information? Do you think that people just publish a blog or provide piece of information for nothing? A platform by Google through WHICH YOU CAN EARN MONEY BY PLACING ADS ON YOUR BLOG/WEBSITE. LEARN TO MAKE MONEY VIA ADS with GOOGLE ADSENSE	
Module 9 : EMAIL MARKETING		Module 10 : O R M	
EMAIL MARKETING EMAIL MARKETING Electronic marketing is directly marketing a commercial message to a group of people using email. Create Attractive & Creative Newsletters with Various Themes. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It involves using email to send ads, request business.		ONLINE REPUTATION MANAGEMENT ORM - stands for Online Reputation management. ORM basically influences the reputation of an individual's or businesses. The reputation management companies, have made it primarily an issue of search results. You learn how to remove and overlap the negative complaints or using SEO tactics to influence results and much more.	
Module 11 : Google Webmaster Tools		Module 12 : CONTENT MARKETING	
GOOGLE WEBMASTER TOOLS Search Console What is Webmaster Tools Site working on Search Console Refine personal & site settings Manage & Monitor your site	Search Traffic Google Index Crawl & Fetching your site Submitting your verification code Testing Robot.txt & Sitemaps Security - Check for errors	Infographics CONTENT MARKETING are a visually compelling Communication medium that done well can communicate complex data! An Infographic that is linked and compelling by its Nature will drive traffic to your website and blog as people "share" & "click". A visual format that is potentially viral. They take deep data and present it in a visual shorthand.	
Module 13: Digital Marketing Agency		Module 14 : CREATING A BLOG	
1. How to Start a Digital Marketing Agency 2. Where do I get my clients from, places and areas to look for? 3. Approach and Strategies to Convert your prospective clients 4. How to Pitch to your clients, prove Digital Marketing is superior 5. Target Oriented Marketing - Impress with Analytics		CREATING A BLOG Responsive BLOG Themes which is Mobile, Tablet & Desktop Compatible. Add Categories, Posts and Comments. Easily build a blog on Google Blogger, Customizable, Mobile-ready designs and themes With hosting and support from Google.	
Module 15 : MEDIA Buying & Selling		Module 16 : Creating WEBSITE	
MEDIA BUYING is the business of purchasing advertising space, Media Buying comes in different formats, such as banner ads, text ads and video ads. Why should you definitely use Media Buying for our business? Benefits and Advantages.		Creating a WordPress Website for Online Presence Personalize your brand, Customize your site, Have control over the look and feel of your website, from its domain name to its layout, No designing skills needed , Templates, Create a Professional Responsive & Mobile Website.	



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Module 17: WEBINAR MARKETING		Module 18 : AFFILIATE Marketing	
WEBINAR MARKETING & BENEFITS Logistics, Direct interaction, launch feedbacks Webinar tools and platforms. The Webinar benefits that can be obtained by the promotion of products, personal business and offline products for your company using the webinar technology are many.		Affiliate marketing is the process of earning a commission by Promoting other people's (or company's) products. You find a product you like, promote it to others and earn a piece of the Profit for each sale that you make. At DMTI you will learn How to Earn commission from Amazon, Flipkart, Jabong..etc.	
Module 19 : LEAD GENERATION		Module 20: Forum Ad Marketing	
Every businessman wants leads to his business: 1. How To Create Your 'Bribe' Offer. 2. Create A High Converting Page 3. Joining Give Away Events. 4. Adding Your Offer to Thank You Page. 5. Ad Swaps.		Creating a Marketing Plan on Forums. Learn to Create Ads on Quora and target your relevant Audience with Keywords, Location and Topics. QUORA has just Launched a Marketing Campaign!	
Module 21: FREELANCING Techniques		Module 22: WhatsApp Marketing	
1. Freelancing Website, Best practices, 2. Registering on Freelancing Web sites, 3. Applying for online jobs, 4. Micro job sites - application & posting. 5. Forum promotions, Accepting payments		How to Use WHATSAPP for BUSINESS . How to Sync your mobile and create Auto Messages via the platform. Creating personalised Business for auto generation and more.	
Module 23: LANDING Page Technique		"GURANTEED"  Google Partner GOOGLE Ads 3 Certification CDMP Exam GOOGLE ANALYTICS ADMD Certification	
1. Elements of Landing Page. 2. Acquiring Stunning Landing Pages 3. WordPress Themes & Plugins. 4. CTA Placement & Optimization 5. Landing Page from third party sites.			
Module 24: Top #3 Digital Tools		Module 25: GOLD SUBSCRIPTION	
#1 TOOL Learn SOCIAL MEDIA MANAGEMENT SYSTEM #2 TOOL LEARN FROM EXTRA 21 EBOOKS #3 TOOL Get SNAPCHAT MARKETING VIDEO TRAINING – latest trend on Digital platform.		Access to ONLINE DIGITAL LIBRARY "1 YEAR GOLD Subscription" to Online Videos 30 Modules+ Catch up on missed lectures/ Revise Modules *** WORTH Rs.12,550	
Module 26: Design Graphics		Module 27: Influencer Marketing	
Graphics effectively communicate, Visual representations of information. Create your own Graphic for clients & Social media. 2020 Graphics will Rule & are more appealing then text.		Learn Influencer Marketing aims to identify the people who act as influencers in your niche so you can approach them & promote your brand.	
Module 28: Content Writing Principle		Module 29: VIDEO Creation Pro-Tool	
Writing Principles & Learn to Write Headlines for your Ads. How to increase your CTR using Content Writing skills. You will the Psychology behind Online Writing and Visitor Behaviour.		Make beautiful videos online easily, How to make Bumper Ads Video movies, Promo ads, Property virtual tours, clips, music. Create Professional Quality Videos in a jiffy!	
Module 30: NEW Age Marketing		 Google Partner Dadar 9833900110 Andheri 9820936176 Matunga West 9833900330	
Know the NEW AGE MARKETING 2020 1. Drop Shipping Marketing 2. Guerrilla Marketing is a creative content marketing strategy. 3. VIRAL Marketing.			
ADMD COURSE IS IDEAL FOR : <ul style="list-style-type: none">➤ MBA Marketing & Marketing heads➤ Media Advertising Professionals➤ Entrepreneurs, CEO Job & Career Seekers➤ Free-lancers, Bloggers & Web Designers➤ Graduates, Undergraduates, HSC Students.		COURSE FEATURES : <ul style="list-style-type: none">✓ GET PRACTICALS – ONLINE OR CLASSROOM TRAINING✓ Work on 18 Projects, Case Studies & Campaigns✓ 100% JOB ASSISTANCE 100% GOOGLE Certification✓ HANDLE CAMPAIGNS INDEPENDENTLY✓ Fees All Inclusive of Books and Certificates	
Limited *SEATS* Fees:47,500 Rs.28,500 Online Class get further 50% off			

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ADMISSION Procedure :

Govt. GST is applicable on All courses.
 Fees are accepted by **Cash /Cheque/ UPI/ Credit Card**
 Draw Cheque on **"SOFTPRO COMPUTER EDUCATION"**
 Kindly Enroll at earliest, limited seats available.
Installment Facility with PDC (Post Dated Cheques)
Batch Commencement only after Cheque Clearance.
 Kindly issue Cheque 7 days **before** Batch Start Date





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Must Watch
the Counselling
Video



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“HAPPY STUDENTS = HAPPY BATCHES = JOY OF LEARNING = GOOD KNOWLEDGE “



“Best Education, Honest Fees”

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Course Fees:

ADMD <u>ONLINE</u> Advanced Digital Marketing Diploma includes – 30 Modules 10 Certifications	ADMD <u>CLASSROOM</u> Advanced Digital Marketing Diploma includes – 30 Modules 10 Certifications
Module 1-30 Original Fees: 47,500 Special Rs.28,500 All Inclusive of 18% GST, Includes Notes, 3 E-Books & 10 Certifications	Module 1-30 Original Fees: 47,500 Special Rs.28,500 All Inclusive of 18% GST, Includes Notes, Printed Book & 10 Certifications
<u>Limited Early Bird Offer:</u> SAVE 50% - Online Course 'Live Online Classes' with Project/Assign. Fast-Track / Daily / Weekend Batch	<u>Limited Early Bird Offer:</u> "SAVE 5000" - Classroom 'CLASSROOM Classes' with Projects. Daily Batches & Weekend Batches



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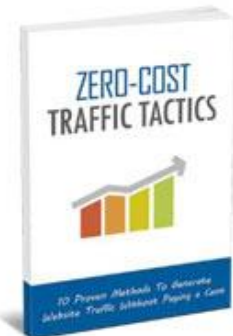
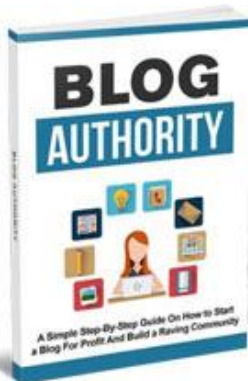
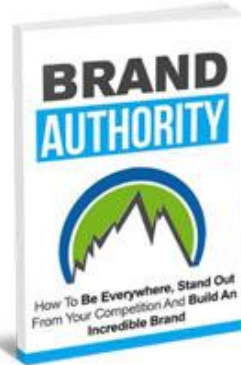


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12 E-BOOKS**



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Limited '*Classroom*' Offer Fees : ~~47,500~~ Rs. 28,500

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Limited Time Offer

Duration: 3 Months / 10 Weeks / Full & Part Time / Weekends

☞ * All Inclusive of GST, Books & 10 Certifications* 30 Modules

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. DMTI SOFTPRO "3 Centers" at DADAR | ANDHERI | THANE .

 DADAR MATUNGA WEST 	ADDRESS: B/2,Vimal Udyog Bhavan, 1st Flr, Nr BPL Mobile Off, Opp. STARCITY Cinema, Near RUPAREL College, 7 Min Walk from MATUNGA (West) Station , 12 Min from Dadar W Stn. Mum-400016. Call 9833900110 / 9833900330
 ANDHERI WEST 	ADDRESS: PEARL PLAZA, 7th Floor, Office No.704, JUST OUTSIDE ANDHERI WEST STATION .NEXT to new Mc-Donald. Masjid Gali, Only 1 Min Walk from ANDHERI (W) Station , Mumbai- 400058 Call 02226700893 / 9324347326
 THANE WEST 	ADDRESS: <u>Only 2 MIN Walk from THANE STATION.</u> 401, Shreeji Ashish Society, Lohar Ali Rd, near Bhanushali Hospital, 2 Min Walk from THANE West Station 9833900335 / 9892081903

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