



LIMITLESS

— LEARNING —



ABOUT US

Nakshatra Techno Hub, an emerging Digital Solutions provider since 2078 with experienced and real time faculties. Founded by team of IT enthusiast with the vision to digitalize and give affordable solution to the growing businesses.

In today's digital business world, you need a partner who can help you take advantage of every opportunities across a variety of channels in realtime.

Nakshatra combines a data driven approach with knowledge gained from years in digital field to deliver outstanding results to our clients.

SYLLABUS FOR DIGITAL MARKETING

Digital Marketing.....60 cr.hrs

1. Introduction

Introduction to Digital Marketing, Case Studies on digital marketing strategies, Challenges and opportunities as a digital marketer

2. Market Research

WordPress vs. Wix, Pages, Posts, Menus & Widgets, SSL Certificate
Market Research Intro Find Audience

3. Search Engine Optimization

SEO Fundamentals , Key SEO Components, Common Search Query Types, • SERP (Search Engine Results Pages) , SEO Metric Types, Keywords and SEO Content Plan, Convert Keywords into SEO Content Traffic Sources Measuring SEO Performance ,

4. Search engine marketing

Google Ads, Campaign Management, Ad writing Techniques, Learning about Landing Pages, Conversion Tracking

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5. Social media marketing

Facebook, Instagram, Twitter, LinkedIn, Snap Chat, YouTube

6. WEB Analysis

Business Types, Types of Web Analytic, Common Mistakes, Different Analytics tools

7. Google Analytics

Accounts, properties, and User Navigation, Campaign Reports: Google Ads, Content Performance, Pages Analysis, Site Search Tracking

8. Email Marketing

Email marketing an overview, Elements of marketing emails, Build your email list

9. Electronic Commerce

E-Commerce SEO, E-commerce SEO best practices E-commerce SEO strategy

10. AdSense, Blogging, and Affiliate Marketing

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