



GET READY FOR TECHNOVATIVE FUTURE WITH

PREROGATIVE GROUP

WELCOME MESSAGE

We are one of the Global Leaders in providing the high quality IT & Skill Development Training in multiple industries or domains. Global Leaders and Experts coming together to create a better future and help the Learners to clear the gap between academics and industry. We invite you to join hands with us in this journey to make a change in world.



ABOUT US

Prerogative is one of the leading training provider offering cost-effective, quality and real time courses. We offer specialization courses in the field of Data Science & Analytics, Programming, Animation & Multimedia, Web Technology, Cyber Security, and many more. A name of excellence, Prerogative's main motive is to create to clear the gap between academia and industry. Our training courses are perfectly designed by Industry Experts with strong experience and industry background to impart better knowledge for the learners. Offering quality training at cost effective rates have made us a successful training provider. Many Freshers, Professionals, institutions and corporate companies have been benefited by our industry best training.



WE OFFER

As an organization working with loads of data our competency is in building efficient teams for our clients. We also transfer these industry knowledge to working professionals, freshers and students through our diverse curriculums in the field of Information Technology. Prerogative also provides project consultations to MNC's for multiple problems.



CORPORATE TRAINING



INDUSTRIAL TRAINING



PROJECT CONSULTATIONS



JOB ASSISTANCE

INTRO TO DIGITAL MARKETING

Complete Module Syllabus Guide

Duration: 35 Hours

1. Introduction to Digital Marketing

- ◆ Introduction to Digital Marketing
- ◆ How we do Digital Marketing?
- ◆ Benefits of Digital Marketing
- ◆ Comparison of Traditional and Digital Marketing
- ◆ Latest Digital Marketing Trends
- ◆ Digital Marketing Platforms and Strategies

2. Website Designing with Wordpress

- ◆ What is Website?
- ◆ What is Domain Name?
- ◆ Domain Name Suggestion
- ◆ Types of Website
- ◆ Adding a menu to Website
- ◆ Pages & Subpages
- ◆ Adding Menus to Website
- ◆ Domain Name Suggestion
- ◆ Adding Widgets to Website

3. Search Engine Optimization

- ◆ How the Search Engine Works?
- ◆ Components of Search Engine
- ◆ Introduction to Keyword Research
- ◆ Types of Keyword
- ◆ Title in Search Engine
- ◆ Business Analysis and Categorization
- ◆ Google Keyword Planner
- ◆ New Keyword ideas Finalizing the keyword list

4. On-Page Optimization

- ◆ Introduction to On Page
- ◆ What is Webmaster Tool
- ◆ Fundamentals of Onpage Optimization
- ◆ Domian Name in SEO
- ◆ URL Optimization
- ◆ Web Speed
- ◆ Using Robot.txt in site
- ◆ Meta Tags Optimization
- ◆ Search Engine Submissions
- ◆ Applying Google Analytics on Website
- ◆ Applying Google Webmasters on Website

5. Off-Page Optimization

- ◆ What is Link Building?
- ◆ Types of Linking Methods
- ◆ DoFollow and NoFollow
- ◆ Links Analyzing Tools
- ◆ Using Classified for Inbound Traffic
- ◆ Blogging using Different Websites
- ◆ Blog Commenting and Backlinks
- ◆ Direct Submission
- ◆ Social Bookmarking on Different Websites

6. Google Adwords

- ◆ PPC Advertising
- ◆ Bing Ads
- ◆ Google Shopping Ads
- ◆ Mobile & Video Marketing

7. Google Analytics

- ◆ How to Link Adwords & Google Analytics
- ◆ How to import Google Analytics data into Adwords
- ◆ Optimizing Adwords Data in Google Analytics
- ◆ Setting Up Google Analytics Goals/Ecommerce
- ◆ End-to-End Google Analytics Custom Reports

8. Content Marketing

- ◆ Blog Marketing
- ◆ Article Marketing
- ◆ Cross promotions
- ◆ How to effectively market content
- ◆ Call to action via content
- ◆ Guest blogging

9. Social Media Marketing

- ◆ Introduction to SMM
- ◆ SMM vs SMO
- ◆ Benefits of SMO
- ◆ Why use Social Media Marketing
- ◆ Impact of Social Media on SEO
- ◆ FaceBook Marketing
- ◆ Youtube Marketing
- ◆ Twitter Marketing
- ◆ LinkedIn Marketing
- ◆ InstaGram Marketing
- ◆ Pinterest Marketing
- ◆ Email Marketing

10. Lead Generation

- ◆ Mechanics of lead generation
- ◆ Agreement on how lead stages are defined and when handovers occur.
- ◆ Well versed in designing your own campaigns
- ◆ Call to action with increase in the lead funnel for the products and service
- ◆ LinkedIn Campaigns



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