



DIGITAL MARKETING ONLINE TRAINING

Give Yourself **The Digital Edge**

India is now **DIGITAL**

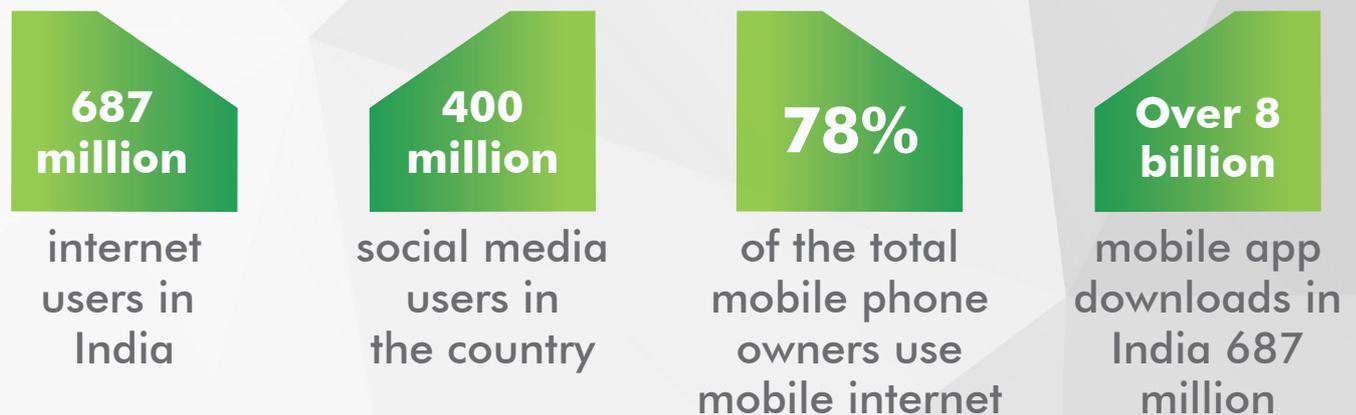
Have you joined the bandwagon yet?

You are living in a country with world's biggest internet population. Now everything is going digital which makes digital marketing job opportunities the next biggest thing. From internet based marketing to online digitized products, and digital business management tools; everything is going digital.

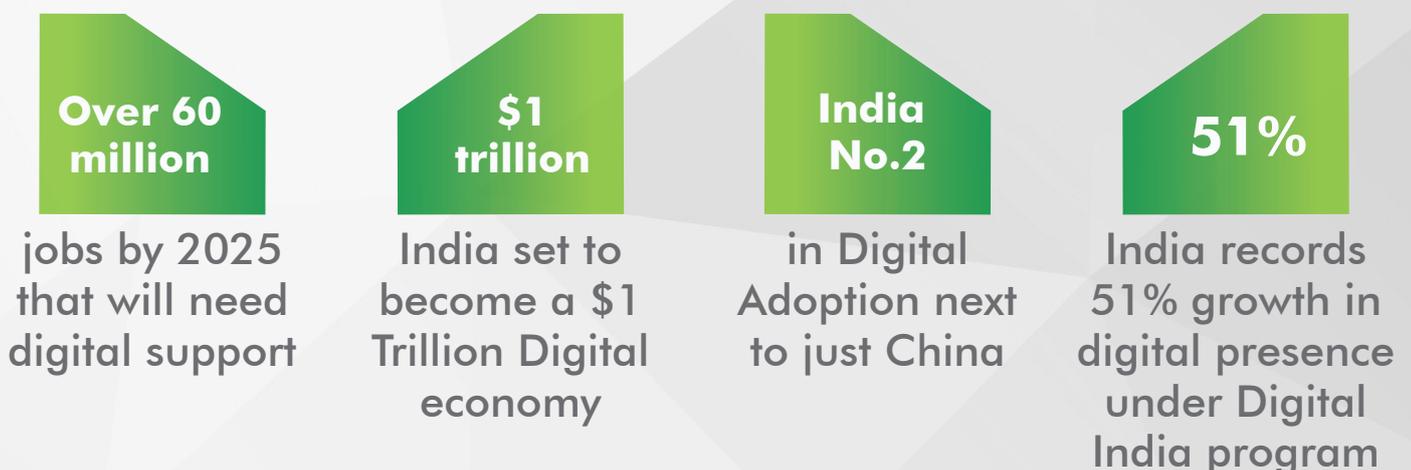
As per the survey, for every 10 digital users, there will be 1 job created by 2025. The biggest push will be coming from the tier-2 cities where digital marketing is coming up big time.

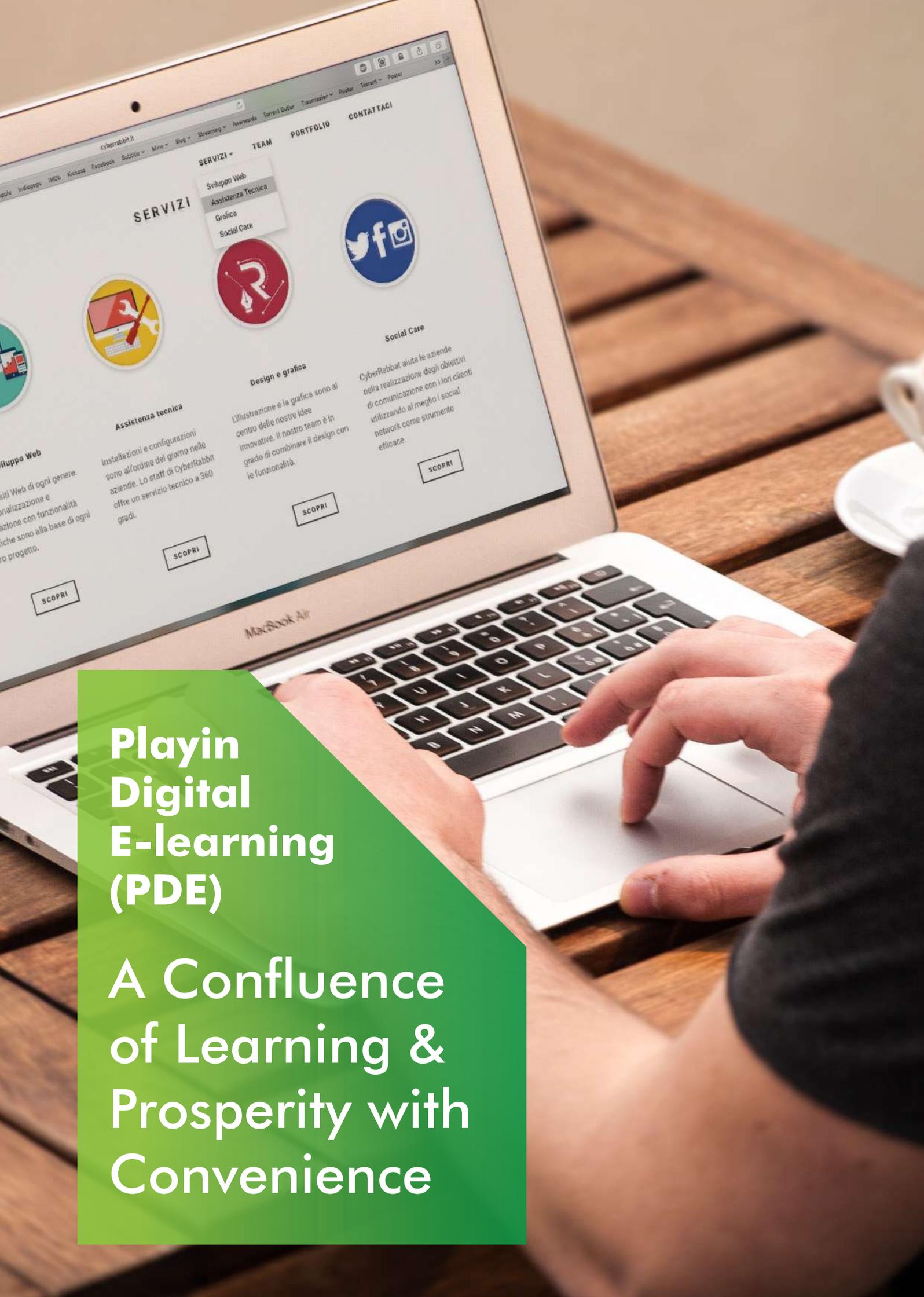
Still doubt the Indian Digital Presence?

Check these statistics:



Here's why you **MUST** know Digital Marketing:





Playin Digital E-learning (PDE)

A Confluence
of Learning &
Prosperity with
Convenience

Playin Digital Education E-Learning (PDE) Offers



Live interactive Training



Exclusive Lifetime Access to PDE Digital community



Tests and Tasks for excellence



Practical Case Studies and Live Projects



Certified Faculty



Special Doubt Clarification Sessions



Group and individual tasks



Live Ads strategy, creation, maintenance

Why PDE Online Digital Marketing Course v/s Face to Face Classes



- The global e-learning industry is so huge, it is set to reach a mark of \$325 billion by 2025
- 77% brands across the world are now using online learning as a tool for learning and advancement
- 72% professionals believe, e-learning digital marketing puts them at a competitive advantage without sacrificing their too much personal time.
- Convenience and flexibility for both- students and trainers.
- One of the best and most cost-effective ways of learning now adopted by all the educational institutions across the world.
- It's best in class course content with certified trainers through interactive sessions with convenience.



From basic Content Writing to advanced strategizing; Become a Marketer with an exhaustive Digital knowledge.

All the PDE courses are designed under the guidance of industry experts and to ensure encyclopedic knowledge in the field of Digital marketing for each student. This world class content is further delivered by our trainers who are known across the industry for their able guidance.

The minimum eligibility for each trainer to impart our PDE courses is to have 8000+ hours of training and he/she must have practically implemented digital marketing in their professional careers. No trainer here just trains, they have to implement the concepts professionally as well to ensure they're always adept with the latest techniques and advancements.

Each faculty is rated by students of the batch and has to undergo performance and improvement training twice a year to ensure the teaching is as per global standards

The PDE courses are made with

- Custom-made Specific Content
- Endorsed by Industry Experts
- Imparted by Certified Faculty
- Updated every Quarter

See how our students rate us-



Overall
Training - 9.4 /10



Course Curriculum - 9.6 /10



Trainers Knowledge &
Deliverability - 9.5/10

Playin Digital e-Learning Courses



PDE-DM Select

- 1 month course- DM Select
- A basic, practical understanding of Digital marketing concepts.
- A total of 30 hours of Online training.
95% attendance mandatory to obtain a certificate.

Tools Covered:

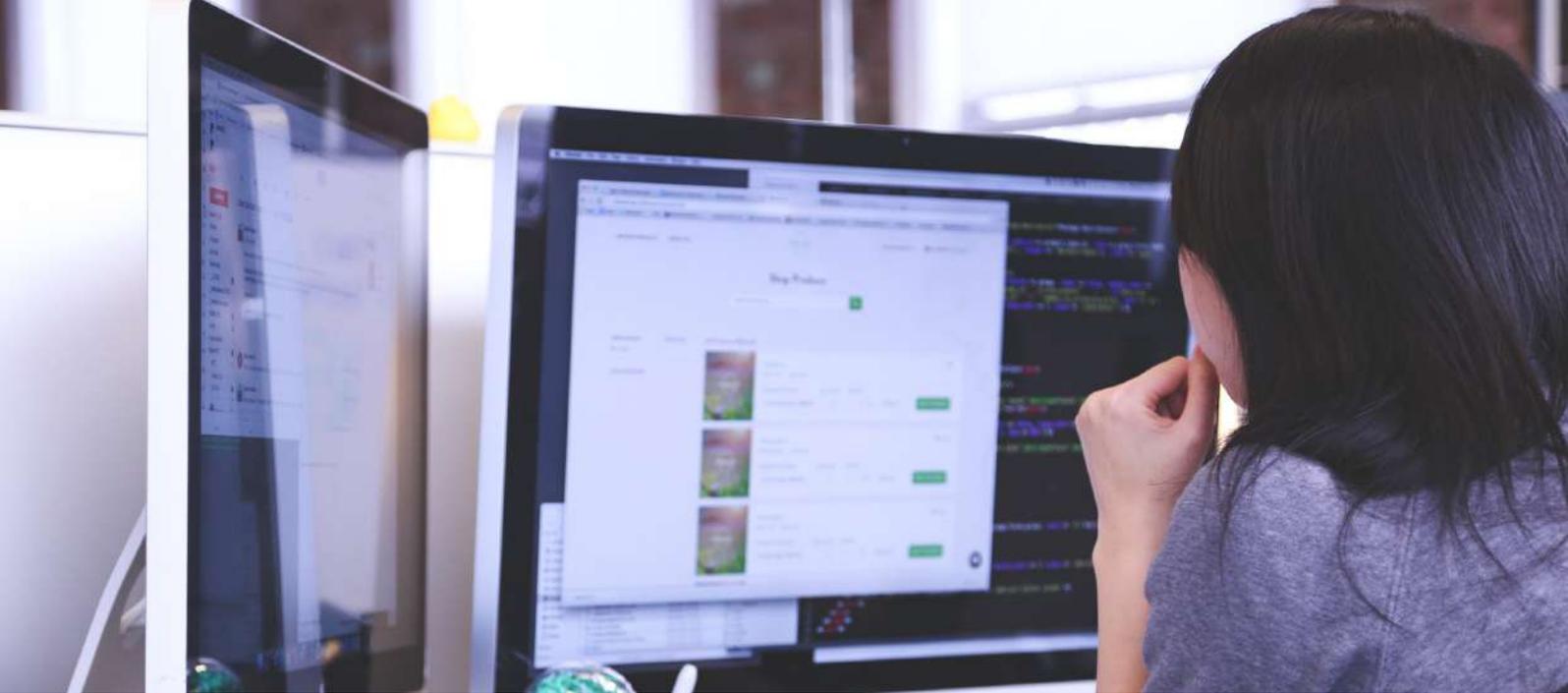


Google Trends



soovle



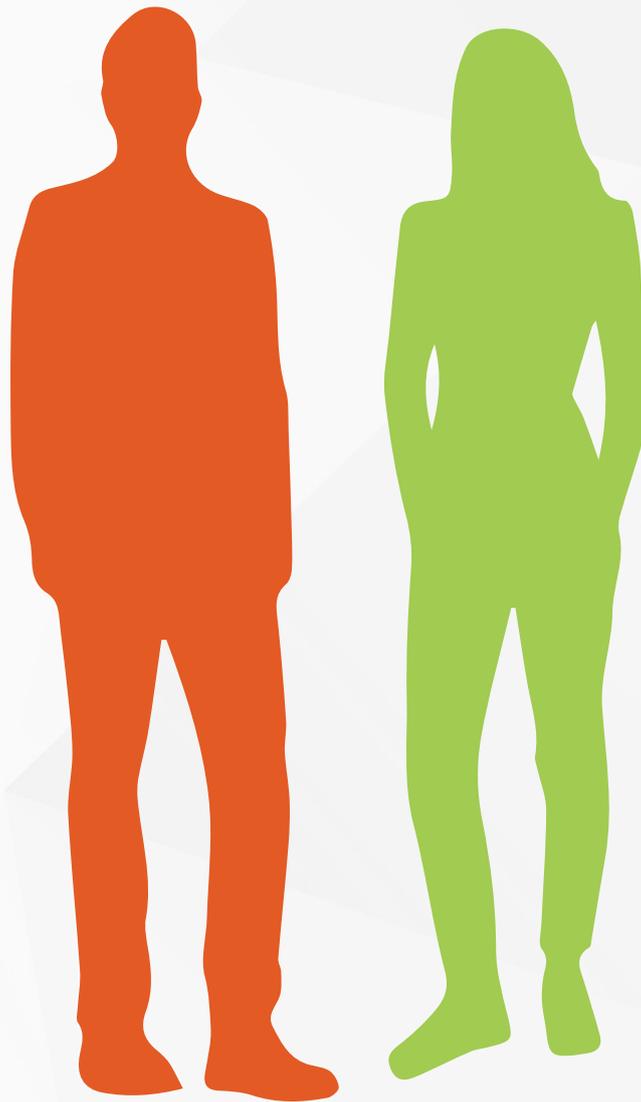


PDE-DM Plus (Advanced Digital Marketing Course)

- 3 month course- DM Plus
- An in-depth, advanced understanding of Digital marketing concepts and strategies.
- A total of 90 hours of Online training.
Obtaining 65% passing marks in all the tests mandatory to obtain a certificate.

Tools Covered:





Connect with us **TODAY!**

Email: info@playin.in **Ph:** 9113689141 / 7676754297

Web: www.playinapptechnologies.com

For Registrations

<http://playinapptechnologies.com/Events.html?registration>



Playin Digital e-learning Digital Marketing Course Curriculum

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Technologies

About the Courses

Playin Digital e-Learning (PDE) consists of two comprehensive course curriculums for digital marketing.

Playin- DM Select is a one month course with 30 hours of introductory learning of digital marketing practices.

This course is ideal for:

- those looking to supervise their teams
- add an additional certification to professional accomplishments
- people looking to find jobs in start-ups, banking, and training sectors

The course is especially helpful to those looking to add it as an additional qualification in their existing education or professional profile.

PDE- DM Plus is a comprehensive, advanced digital marketing training course for an in-depth understanding of its concepts, strategies. It is especially beneficial for people looking to make a career in Digital marketing or use it as an alternative way of **earning money**.

The aim of the advanced course is to enable any **student, fresher, entrepreneur** or a **professional** to take up digital marketing as an alternate or a full-fledged, monetarily rewarding career.

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PDE learning- Designed to transform you into a full-fledged Digital marketing genius

Key Features

- Industry recommended growth path
- Includes 45+ classes of instructor led LIVE learning
- Exclusive access to expert digital marketers' community
- Covers 30+ digital marketing tools
- Over 120+ hours of meticulous training

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DM- Select Course Curriculum

Introduction to Social Media Marketing

- Social marketing foundation
- Facebook Marketing
- Twitter Marketing
- Instagram Marketing
- LinkedIn Marketing
- YouTube Marketing

Introduction to Search Engine Optimization

- On-page optimization
- Off-page optimization
- Identifying & Understanding SEO methods to generate keywords
- Site optimization tools
- SEO Site auditing

Introduction to Search Engine Marketing

- Search Ads creation and management
- Display Ads creation and management
- Video Ads creation and management
- Shopping ads creation and management
- Ad Extensions
- Keyword match types

Introduction to Email Marketing

- Email marketing basics
- Creating mass email templates
- Email Marketing tools

DM- Plus Course Curriculum

Content Writing & Marketing

- Different types of content
- Writing basics
- Proofreading & editing
- Content Marketing Practices

Advanced Social Media Marketing

- Advanced Social media marketing
- Creating social media strategy for any brand
- Online Reputation Management tools
- Influencer Marketing
- Facebook Marketing
- Twitter Marketing
- Instagram Marketing
- LinkedIn Marketing
- YouTube Marketing

Advanced Search Engine Optimization

- Black & White Hat SEO practices
- Local SEO
- On-page optimization
- Off-page optimization
- Identifying & Understanding SEO methods to generate keywords
- Site optimization tools
- SEO Site auditing
- Google search Console Analytics
- Designing SEO strategy & Management for a website

Advanced Search Engine Marketing (Google Ads)

- Search Ads creation and management
- Display Ads creation and management
- Video Ads creation and management
- Shopping ads creation and management
- Ad Extensions
- Keyword match types
- Buying funnel categorisation
- Search term management
- Understanding Quality Score
- Managing Google Merchant Centre
- Creating & managing campaign strategy for organisation

Email Marketing

- Email marketing basics
- Creating mass email templates
- Email Marketing tools

Affiliate Marketing

- Understand affiliate network
- Selling through affiliate channel
- Revenue generation affiliate marketing

Mobile Marketing

- Mobile app promotions, Techniques to improve downloads and usage.
- Understanding the world of missed calls
- SMS marketing Campaigns
- ASO (App store optimisation)

CASE STUDIES

EXCLUSIVE GUEST LECTURES

EXPERT FACULTIES

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DIGITAL MARKETING e-Learning Course

Step ahead and enter in the digital world of growth & success

Topics taught:

- Social Media Marketing
- Search Engine Optimisation
- Google adwords
- Email marketing
- Mobile marketing
- Content writing & marketing
- Affiliate marketing
- Influencer marketing
- Branding Strategy

Ideal for
Professionals
Students,
Freshers,
Entrepreneurs,
Freelancers,
Housewives.

*A sure shot way
of generating
extra income on
the side & become
a **Digipreneur.***

**Register
for Free**
DEMO Class
8th June.
HURRY!!
Limited Seats.

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