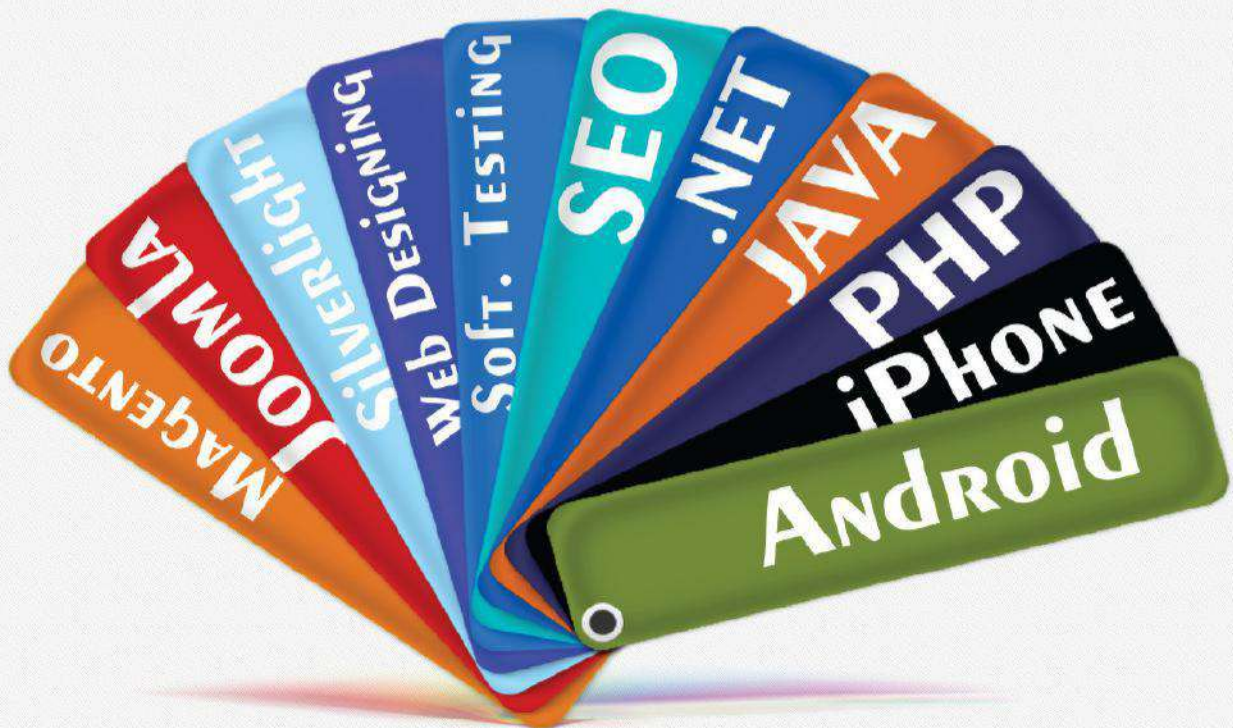


# TOPS Technologies

TRAINING - OUTSOURCING - PLACEMENT SERVICES



## DIGITAL MARKETING

## OTHER COURSES OFFERED

- PHP - .NET - JAVA - C,C++
- IPHONE - ANDROID
- SEO - SOFT. TESTING - WEB DESIGNING - MOBILE TESTING
- SILVERLIGHT - JOOMLA - MAGENTO - WPF - WORDPRESS -  
CODEIGNITER - STRUTS - HIBERNATE

# Digital Marketing

This program will contain the following **MODULES**:

## MODULE-1 [ Fundamental ]

- ⊙ Introduction to World Wide Web
- ⊙ Protocols of WWW
- ⊙ Hypertext and links
- ⊙ URL and Domain Name System
- ⊙ Internet
- ⊙ Internet Browsers
- ⊙ Web site
- ⊙ Web Page
- ⊙ Home Page

## MODULE-2 [ Digital Marketing ]

- ⊙ Introduction to digital marketing
- ⊙ Web Site marketing and planning
- ⊙ Search Engine Optimization
  - Planning SEO of a website

## MODULE 3 [ Website Optimization ]

- ⊙ HTML optimization
- ⊙ Site Submitting
- ⊙ Content Optimization
- ⊙ Keyword Research
- ⊙ Competitive Keyword Research
- ⊙ Google Adwords
- ⊙ Local SEO

## MOSULE-4 [ PPC ]

- ⊙ Introduction to AdWords
- ⊙ Account management
- ⊙ Campaign and ad group management
- ⊙ Keyword targeting
- ⊙ Language & location targeting
- ⊙ Measurement and optimization
- ⊙ Performance, profitability, and growth
- ⊙ Managing multiple account

## MOSULE-5 [ Social Media Marketing ]

- ⊙ Social Media Marketing
  - Understanding / Building Social Media Strategie
  - Facebook/ LinkedIn /Twitter/Google+ marketing
  - Video/Content marketing
  - Affiliate Marketing
  - Lead Management, Ecommerce Marketing & Growth Hacking
  - Social Media Channels
  - Blogs, Banners and form
  - Ad posting
- ⊙ Content Marketing
- ⊙ Mobile Marketing
- ⊙ Location Opportunities
- ⊙ Email Marketing
  - Malling List
  - Element of an Email
  - Marketing Automation
- ⊙ Link Building

## MODULE 6 [ Tools ]

- ⊙ Web Analytics
  - Performance and indicator
  - Segmentation
  - A/BTesting
  - Qualitative Data
  - Campagin Tracking
- ⊙ Google Analytics: Advanced Table Filtering & Adsense
- ⊙ Tools
  - Google web-master tool
  - Google analytics
  - PPC
  - Adsense
  - Adwards
  - Pinterest
  - Similar Page Checker
  - Search Engine Spider Simulator
  - Backlink Anchor Text Analysis
  - Backlink Builder
  - Keyword Suggestions Tool



Digital Marketing



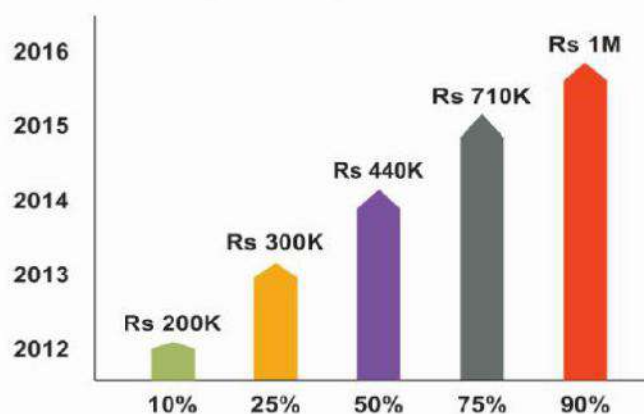
## CAREER PATH OF A DIGITAL MARKETING

As the world is getting more and more digitized in every respect, Digital Marketing is a booming career option today. With striking features like cost-effectiveness, instant response, flexibility, convenience, effectiveness.

Digital Marketing is making a strong impact in the world of Marketing and Advertising. Especially, the start-ups prefer going digital to market their brand, products and services. Today 'Digital Marketing' and 'Marketing' both are becoming synonymous.

Digital marketing is a vast field with a variety of areas and segments such as Social media, Content writing, Email marketing, SEO/SEM, Data Analysis,

Digital Marketing Manager Salary



# COMPANIES WHERE OUR PAST STUDENTS ARE WORKING



Placements is a very important and integral part of our offerings. We specialize in providing placements to students and experienced candidates

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