



# MSME-TECHNOLOGY CENTRE CENTRAL TOOL ROOM, LUDHIANA

Ministry of Micro, Small & Medium Enterprises, Govt. of India



# MASTERING DIGITAL — MARKETING — TRAINING PROGRAM

Address: A-5, Phase - V, Focal Point, Ludhiana-141010 (Pb.), India.  
Phone No.0161-2670058 –59, 2676166, 2673564, Extn. 251, 252, Fax: (91) 0161-2674746,  
E-mail: [training@ctrludhiana.com](mailto:training@ctrludhiana.com), [info@ctrludhiana.com](mailto:info@ctrludhiana.com)  
Website: [www.ctrludhiana.com](http://www.ctrludhiana.com)

# WHAT WE OFFER

- Online Classes
- Free Web Hosting\*
- Free Digital Marketing Tools
- Batch Flexibilities
- Backup Classes
- Doubt Clearing Sessions
- 24X7 Trainer's Support
- Free Premium WordPress Themes & Plugins
- Live Projects
- 16+ Industry Recognized Certifications
- 100% Placement Assistance
- Live Instructor Led Sessions

\*conditions apply

CERTIFICATION  
PROGRAM IN  
**DIGITAL**  
MARKETING

03  
MONTHS



# DIGITAL MARKETING COURSE MODULES

## DIGITAL MARKETING LIFE CYCLE



### WEB DESIGN

A website is your identity, your brand online. Building a user friendly website is the first step to digital marketing success.

1



### LANDING PAGES

Companies with 30 or more landing pages generate 7 TIMES more leads than those with few than 10.

2



### WEB ANALYTICS

6% is the average businesses spend of marketing budgets on analytics. This is important to make sure that the other 94% are spent wisely.

3



### EMAIL MARKETING

89% of marketers said email is their primary channel for lead generation.

6



### ONLINE DISPLAY ADS

The U.S. account for 24.7% of global online display impressions.

5



### MOBILE ADVERTISING

Smartphone users who download a branded app buy 40.4% more of the brand's products/ services.

4

7



### PAY PER CLICK

Sponsored results accounts for 64.6% of clicks for keywords search that imply high commercial intent.



### SEARCH ENGINE OPTIMIZATION

70% of the links search users click on are organic.

8



### CONTENT MARKETING

Content is King. Good powerful content, whether its words, videos or pictures attract consumers, and establish your brand, the brand's products/ services.

9



### EXPLAINER VIDEOS

Viewers are 12% more likely to purchase a product after watching a product video.

10



### SOCIAL MEDIA MARKETING

Social media is the most powerful platform where you can market your business & increase its brand value.



### BLOGGING

Companies that blog have 434% more indexed page, and 97% more inbound links.

13



### INFOGRAPHICS

Businesses which use infographics grow in traffic on an average of 12% more than those who don't.

12



11

SUCCESS!



# 25 MODULES

1. Digital Marketing Overview
2. Domain Registration Web Designing & Hosting
3. Search Engine Optimization (seo) On Page / Off Page
4. Keyword Research with Google Keyword Planner
5. E-commerce Website Development And Seo
6. Search Engine Marketing Google Ads
7. E-commerce Marketing
8. Google Analytics
9. Social Media Marketing
10. Inbound Marketing
11. Conversion Rate Optimization
12. Email Marketing & Automation
13. Lead Nurturing Via Email Marketing
14. Content Marketing
15. Make Money Online
16. Interview Preparation
17. Mobile Marketing
18. Influencer Marketing & Quora Marketing
19. Sales Funnel Practice & Lead Sourcing
20. Google Data Studio
21. Freelancing
22. Media Planning And Buying
23. Programmatic Marketing
24. Graphic Designing
25. Video Editing

# 01

# INTRODUCTION TO DIGITAL MARKETING



## ✦ Introduction to Digital Marketing

- Marketing Terms
- What is Digital Marketing
- Digital Marketing Process
- Advantages of Digital Marketing
- Over Traditional Marketing

## ✦ Digital Marketing Strategy Planning

- Marketing Platforms
- Idea creation and Execution
- Audience Feature
- Audience Targeting

# 02

# WEBSITE PLANNING AND DEVELOPMENT

## (WORDPRESS)



### ✦ Domain, Hosting & WordPress

- What is WordPress
- WordPress.com vs. WordPress.org
- WordPress Login
- WordPress Dashboard
- WordPress Admin Bar
- WordPress Settings
- WordPress Posts vs Pages
- Creating WordPress post
- Adding link in WordPress
- Adding Images to post and Pages
- Formatting WordPress posts
- Scheduling WordPress posts
- WordPress Categories & Tags

- Creating a WordPress Page
- Applying a WordPress Page Template
- What are WordPress Plugins
- Installing WordPress Plugins
- What is WordPress Theme
- How to install a WordPress Theme
- Using WordPress Widgets
- Creating a Custom Menu in WordPress
- Managing Comments in WordPress
- Creating Users in WordPress
- Search Engine Optimization & Wordpress
- WordPress Security



03

# SEARCH ENGINE OPTIMIZATION

## (SEO)



### ✦ Search Engine Optimization

- Introduction to Search Engine and how it operates
- Introduction to SEO
- Introduction to SERP
- Keyword in SEO
- Keyword Research Analysis
- Keyword Analysis Tools

### ✦ Orientation to Schema mark up and Implementation

- What is Schema Markup
- Importance of Schema Markup
- Impact of Schema in Search Results
- Implementation of Schema into your website

### ✦ On page Optimization

- Title Tag Optimization
- Content Optimization
- Alt Tags
- URL Structure
- Canonicalization of URL

- Meta Tags Creation
- Sitemap Creation
- Robots.txt file creation
- Internal Linking and Anchor text
- Broken Links and its rectification
- Core Web Vitals
- Google Search console setup and its use
- Google Analytics code generation and its placement



# 03

# SEARCH ENGINE OPTIMIZATION (SEO)



## ✦ OffPage Optimization

- Back Links generation
- What is Link Building
- Types of Link Building
- Directory Submission
- Press Release Submission
- Social Book Marking
- Social Sharing
- Content Sharing Strategy
- Google Map Optimization
- Classified Ads
- Guest Posting
- Google Algorithm Updates
- How to Overcome from Google Penalties

## ✦ Common SEO Mistakes

- Keyword Stuffing
- Hidden Text
- Duplicate Content
- Link Spamming
- Targeting Wrong Keywords

## ✦ Online Reputation Management

- Understanding of ORM
- What is ORM
- Importance & Objective of ORM
- ORM strategy Planning
- Steps to recover from negative reputation

## ✦ Local SEO (GMB)

## ✦ SEO Proposal Creation

## ✦ SEO Audit

## ✦ SEO Auditing tool

## ✦ Black Hat SEO Techniques

# 04

## KEYWORD RESEARCH WITH GOOGLE KEYWORD PLANNER



- **What are Keywords and Key phrases**
  - **Why Keywords are Important in SEO**
  - **What is Keywords Research**
  - **Why Keyword Research is Important in SEO**
  - **What is Google Keyword Planner**
  - **How to Use Google Keyword Planner**
  - **Analyzing Keyword Competition**
  - **Exact, Phrase and Broad Match in Keywords Research**
- Finding Best Keywords for Our Website.**

# 05

# E-COMMERCE WEBSITE DEVELOPMENT AND SEO



## ✦ Ecommerce Website Development

- Ecommerce Framework
- Adding Products to Ecommerce
- Adding Products for Upselling
- Adding Products for Cross Selling
- Payment Gateway Integration for Online Payment
- Ecommerce Page Design

## ✦ Ecommerce SEO

- Choosing an Ecommerce CMS: which one is right for you?
- Choosing and optimising internal site search for SEO
- How to properly configure and optimise product categories
- How to properly set up product filters for SEO
- Menus and navigation
- Inventory management
- Product pages (PDP)
- Product recommendations and UGC
- Internal linking structures and merchandising
- Analytics and measurability
- Marketing and 'wowing' your customers

# 06

# SEARCH ENGINE MARKETING (GOOGLE ADS)



## ✦ Google Ads Overview

- Understanding Inorganic search Result
- Introduction to Google Ads
- Signing up for Google Ads Account
- Ads Account Structure
- Campaigns, Adgroups, Ads, Keywords
- Classifications of Ads

## ✦ Ads Algorithm

- Impressions
- Click-through Rate (CTR)
- What is Quality Score
- What is Ad Rank
- What is Bid

## ✦ Search Campaign

- Types of Search Campaign – Standard
- Shopping Ads
- Google Merchant Center
- Creating Campaign
- Campaign Level Settings and Adjustments
- Location Targeting
- Cost Per Click Bidding Strategy

- Manual bidding
- Automatic Bidding
- Advanced Bid Strategies
- Enhanced CPC
- Cost Per Acquisition Bidding
- What is Ad extensions
- Understanding Ad extensions
- Types of Ad extensions
- Ad Groups
- Ad Groups ideas
- Keywords Match type in Ads
- Searching Keywords
- Adding Keywords
- Understanding Keywords Match Types
- Negative Keywords
- Ad Writing techniques
- Call to Actions
- Ad title
- Ad Description
- Display URL
- Destination URL
- Conversion Tracking Code
- What is conversion tracking code
- Importance of conversion tracking code



# 06

# SEARCH ENGINE MARKETING (GOOGLE ADS)



- How to generate conversion tracking code
- How to upload conversion tracking code
- Checking the reports of Conversion Tracking

## ✦ Display Ads

- What is display Campaign
- Types of Display Campaign
- Creating Display Campaign
- Understanding cost per thousand impressions bid (CPM)
- Ad delivery
- Ad Scheduling
- Display Ads targeting
- Banner Ads creation
- Remarketing
- What is remarketing
- Setting up remarketing campaign
- Creating Remarketing lists
- Custom Audience

## ✦ Video Ads

- What is display Campaign

- What is Video Campaign
- Types of Video Campaign
- Creating Video Campaign
- Understanding cost per thousand impressions bid and CPV Bid
- Ad delivery
- Ad Scheduling
- Video Ads targeting

## ✦ Google Merchant Centre

- What is Google Merchant Center?
- Google for Retail Overview
- Google Shopping listings
- Verification of website url on merchant center
- Merchant Centre Integration

## ✦ Remarketing Campaign

- Introduction to Remarketing Campaigns
- Data Tracking
- Audience Creations
- Tracking Code Implementations

Tracking Code Implementations

# 07

# E-COMMERCE MARKETING



## ✦ Introduction

- Introduction to E-commerce Marketing
- Overview of E-commerce Portals
- Understanding Different Models - Brand Store and Marketplaces
- Product Research

## ✦ E-commerce Website Creation

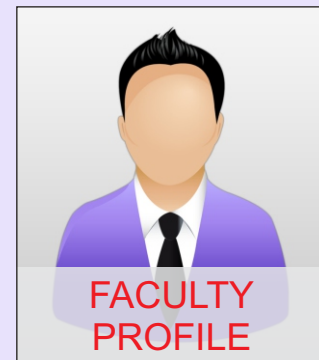
- E commerce cart
- Merchant Account
- Payment Gateways
- Logistic partners
- Search Box
- Featured Product & Related Product
- Filtering options
- Newsletter subscription
- Product Zoom Image
- Product on check out page
- Call to actions
- Advertising
- Landing pages

## ✦ Marketplace Walkthrough

- ✦ Marketplace Listing /Sign up Process
- ✦ Solutions for Payment Gateway /Shipping /Order Fulfillment
- ✦ Competitor Analysis

# 08

# GOOGLE ANALYTICS



## ✦ Introduction

- Introduction to web Analytics
- Introduction to Google Analytics
- Importance of Google Analytics
- Important Metrics of Google Analytics
- Features of Google Analytics
- Cookie Tracking
- How to set up Google Analytics
- How to add the code
- Report Analysis

## ✦ Google Analytics 4

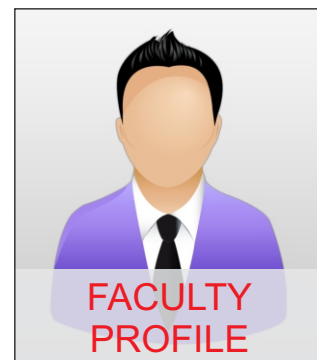
- What Is Google Analytics 4?
- How to create a new GA4 property
- Google Analytics 4 v/s Universal Analytics
- The Benefits of Google Analytics 4 Properties
- How to Link Google Analytics 4 Properties with Google Ads

## ✦ Heatmap Implementation & Analysis

- Understanding Goals
- How to set up Goals
- Types of Goals
- How to set up Funnel
- Importance of Funnel
- Integration of Webmaster Tools and Google Analytics
- How to Create Filters
- UTM parameter or URL Builder
- Google Tag Manager
- Attribution
- Segmentation and Filteration
- Dynamic Remarketing Implementation
- Analytics Report Creation

# 09

# SOCIAL MEDIA MARKETING



## ✦ Overview

- What is Social Media
- How it is different from other channels
- Popular Social Media Platforms
- Social Media in India

## ✦ Facebook Marketing

- Importance of facebook Marketing
- Understanding Facebook marketing
- Facebook fan Page
- Edge rank
- How to market Facebook fanpage
- Facebook Advertising
- Types of Facebook Advertising
- Best practice of Facebook Advertising
- Conversion Tracking of Facebook Ads
- Facebook Insights
- Pixel Implementation
- Facebook Remarketing

## ✦ Facebook Marketplace Listing

- Why Facebook Marketplace?
- What is Facebook Marketplace?

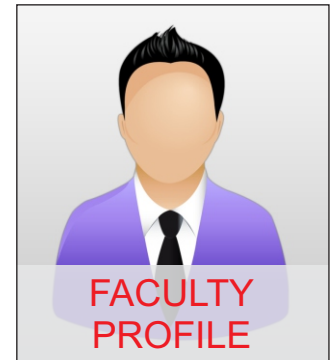
- Facebook Marketplace Categories
- Things To Consider When Selling on Facebook Marketplace
- The Benefits of Selling on Facebook Marketplace
- How to Sell on Marketplace
- How Merchants Grew with Facebook Marketplace
- Facebook Marketplace Rules
- Facebook Catalog Sales
- Add items to a catalogue manually about Facebook & Instagram Shop

## ✦ Twitter Marketing

- Introduction to Twitter
- Importance of Twitter
- How to market on Twitter
- Twitter Advertising
- Types of Twitter
- AdTwitter Cards
- Twitter Conversion Tracking Code
- Twitter Analytics and other tools



# SOCIAL MEDIA MARKETING



## ✦ Content Promotion Via LinkedIn

- Introduction to Linked
- InLinkedIn features
- Benefits of LinkedIn (B2B, B2C scenario)
- Marketing Strategy in LinkedIn
- LinkedIn Profile and its utilities
- LinkedIn Business page
- How to create LinkedIn business page
- LinkedIn advertising
- How to create LinkedIn Ads

## ✦ Youtube Marketing

- Introduction to Video Campaign
- How to create Video Campaign
- Video Ad types
- Uploading Videos
- Youtube for Business
- Youtube Marketing
- Youtube Analysis
- Monetizing Youtube Video
- SMO Report Creation
- SMO Budget Report Creation
- Estimation Report Creation

## ✦ Instagram Marketing

- How to Create an Instagram Business Account
- Setting Up Your Instagram Account
- Optimizing Your Instagram Account
- Managing Your Instagram Settings
- Types of Instagram Posts
- Instagram Marketing Strategy
- Instagram Analytics
- Instagram Hacks and Best Practices

## ✦ Whatsapp Marketing

- Importance of WhatsApp Marketing
- Benefits of WhatsApp Marketing for Your Business
- WhatsApp Marketing Strategy
- WhatsApp Broadcasting

# 10

# INBOUND MARKETING



## ◆ Inbound Marketing Features

- Introduction to Inbound Marketing
- Inbound Marketing Actions
- Needs of Inbound Marketing
- Types of Inbound Marketing
- Initiating Inbound Marketing
- What is Marketing Automation
- Features of Marketing Automation

## ◆ Lead Nurturing

- How to Score Leads for Nurturing
- Nurturing Leads with Content Marketing
- How Marketing Automation Helps  
Nurture Leads

# 11

# CONVERSION RATE OPTIMIZATION

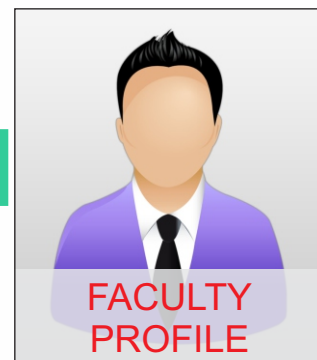


## ◆ Conversion Rate Optimization

- What is it?
- Why Is It So Valuable
- Why You Should Begin by Gathering Data
- Data Gathering
- A/B Testing
- Case Study of A/B testing
- Interpret Your AB Test Results
- Conversion Rate Optimization Tools for Research,
- Feedback, Analytics & More
- How to Optimize Conversion Rates for PPC
- What is Conversion Rate?
- How to Create High-Converting Landing Pages
- CRO for Ecommerce Sites
- Call to Action Examples To Get More Conversions
- Conversion Rate Optimization (CRO) Best Practices

# 12

# EMAIL MARKETING & AUTOMATION



## ◆ Introduction

- Introduction
- Email Marketing Overview
- Email Marketing Software
- Facts of Email Marketing
- Goals of Email Marketing

## ◆ Deliverability of Email

- What is deliverability?
- What are ISP's
- Functions of ISP
- SPF, Sender ID and DKIM
- Factors of Reputation
- Process of Deliverability
- Understanding the Role of ESP

## ◆ Email Content

- How to improve your email marketing
- Content Spam Checking
- Cross Check Authentication
- IP's Credit Score
- Reputation
- Feed Back Loop

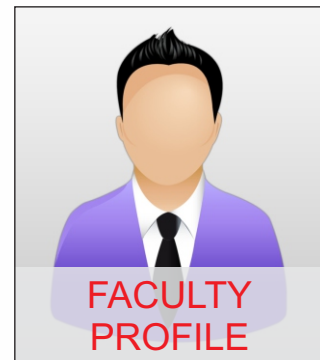
## ◆ Email Designing

- Creative
- Types of Email Design
- Formats of Email Marketing Creative's
- Things to remember while designing a email template
- A/B tested examples of email creative's
- Call to Actions



# 13

# LEAD NURTURING VIA EMAIL MARKETING



## ✦ Lead Sourcing

- Art of Lead Sourcing
- Source of Lead Sourcing
- Email ID Creation
- Domain Verification
- Mail Design Types of Mail Campaign
- Set up Automatic Campaign
- Email Broadcasting
- Email Newsletter Creation
- Mail Chimp Dashboard
- Live Campaign

## ✦ Lead Nurturing

- How to Score Leads for Nurturing
- Nurturing Leads with Content Marketing
- How Marketing Automation Helps Nurture Leads

## ✦ Lead Generation

- Lead Generation Framework
- Landing Page Designing
- Lead Sourcing
- Lead Sourcing Platforms
- Creating Funnel

# 14

# CONTENT MARKETING



## ✦ Content Marketing

- Introduction to Content Marketing
- Definition of Content Marketing
- Goals of Content Marketing
- Content Marketing Strategy
- Need of Content Marketing
- Content Marketing Management
- Social Content Marketing

## ✦ Blogging Guide

- What is Blog
- Business Blogging Guide
- Business Blogging Success
- Needs of Business Blogging
- Lead Generation

# MAKE MONEY ONLINE

# 15



## ✦ Blog Designing and Promotion

- Blog Customization
- Content Posting
- SEO Friendly URL Structuring
- Schema Mark Up Implementation

## ✦ Google AdSense

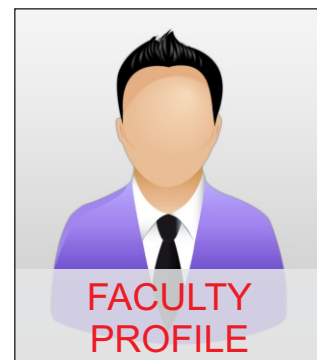
## ✦ Affiliate Marketing

- **Parties Involved in Affiliate Marketing**
- Promotional Strategy
- Commission Structure
- Deep Linking
- Affiliate Network
- Click Bank Affiliate
- Offer Vault Offer grabbing
- **Visitors Generation**
  - Shopping Ads Creation
  - Inventory Creation
  - Campaign Level Settings and Adjustments
  - Location Targeting
  - Cost Per Click Bidding Strategy
  - Manual Bidding
  - Automatic Bidding
  - Advanced Bid Strategies Enhanced CPC

- Cost Per Acquisition Bidding
- ◆ What is Ad Extensions
- ◆ Understanding Ad Extensions
- ◆ Ad Groups
- ◆ Ad Groups ideas
- ◆ **Keywords Match Type in Google Ads**
  - Searching Keywords
  - Adding Keywords
  - Understanding Keywords
  - Negative Keywords
- ◆ **Ad Writing Techniques**
  - Call to Actions
  - Ad Title
  - Ad Description
  - Display URL
  - Destination URL
- ◆ **Conversion Tracking Code**
  - What is Conversion Tracking Code
  - Importance of Conversion Tracking Code
  - How to Generate Conversion Tracking Code
  - How to Upload Conversion Tracking Code
  - Checking the Reports of Conversion Tracking

## 16

# INTERVIEW PREPARATION



## ◆ Interview Preparation

- Planning
- Dress code
- On the day drill
- Body Language & Building Rapport
- Research
- Resume Review
- Finding and communicating your USP
- Difficult Interview Questions
- Developing interview skills
- Expected Interview Questions
- Behavioral Interview Questions
- Psychometric tests in interview
- Anxiety & Self Confidence



# 17

# MOBILE MARKETING



## ✦ App Development

- Designing the App
- App customization
- App Registration on IOS and Play Store
- App Monetization

## ✦ Mobile Marketing

- Define the importance, history and future of the mobile marketing ecosystem, platforms, and best practices.
- Identify and leverage the when, where, and how of the mobile consumer context based on needs.
- Identify mobile web design and information priorities.
- Evaluate mobile advertising formats, media buys, analytics and campaign integration.
- Identify text message basics, wireless carrier requirements, campaign types, integration, activation, and measurement.

- Describe mobile engagement opportunities for QR codes, mobile commerce, and mobile giving including creation, placement and marketing imperatives.
- Evaluate the criteria to assess mobile applications by category for a defined mobile app audience.
- Define mobile and traditional marketing campaign integration, goals, and activation.
- Evaluate and explain mobile analytics including metrics, key performance indicators and benchmarks.
- Create and present a mobile marketing campaign plan that declares the appropriate strategy, tactics, and metrics.

# 18

# INFLUENCER MARKETING & QUORA MARKETING



## ◆ Quora Marketing

- Introduction to Quora
- Creating Profile
- Concept of Upvotes
- Creating Discussion
- Answering the Questions
- Becoming Personal Brand
- Quora Ads

- Tracking influence vs. custom campaigns; Influencer discovery vs. identification
- Vetting influencers vs. letting go of contro, Can influencer marketing be automated?

## ◆ Influencer Marketing

- Creating remarkable content is critical
- Interest in influencer marketing is spiking
- Definition of influencer marketing
- What is the value of influencer marketing?;  
How do you improve the odds of success?
- Challenges when engaging influencers
- Fewer journalists are the right influencers;  
Identifying the right influencers is hard
- Some engagement tactics may not work;  
Some engagement tactics only work once
- Measurement is key to bigger budgets;  
Measure key performance indicators (KPIs)
- Can influencer marketing be automated?

19

# SALES FUNNEL PRACTICE & LEAD SOURCING



## ◆ Sales Funnel Practice

- What is Sales Funnel
- Customer Journey
- Why do you need a sales funnel?
- Best practices for your sales funnel

## ◆ Lead Sourcing

- Google To Source Information
- Validate Email Ids
- Source Segmented Database
- Learn To Source Email Ids Of Anyone who represents a corporation
- Sourcing Softwares/apps/plugins



## ✦ Introduction

- What is Google Data Studio?
- Why Google Data Studio?
- Benefits of Data Studio
- Google Data Studio vs Sheets
- The Data Studio Home Screen

## ✦ Build Your First Report in Data Studio

- Create A Data Source / Connect Google Analytics
- Scorecards Introduction
- Creating ScoreCards for your Dashboard

## ✦ The Components of Reports Creating Area

- Toolbar
- Add a page
- Selection mode/undo/redo
- Types of data visualization
- Add a text/image/rectangle/circle
- Controllers
- The Editor
- Select Layout & Theme

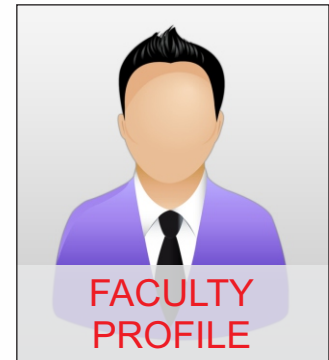
- Styling And Controlling Menu
- Sharing with Other Users

## ✦ Advanced Data Studio Tips

- Add New Dimensions And Metrics
- With Calculated Fields Setting A Default Date Range
- Group Multiple Reports
- Aligning Reports Inline
- How To Create A Widget In Data Studio

## ✦ Export Data Studio Reports

- Export a Single Chart/Table as CSV
- Export Whole Dashboard as PDF



## ✦ Freelancing Gigs

- Uses Of Freelancing Tools
- Freelancer
- Fiverr
- Upwork
- How To Create, Bid & Manage Account

## ✦ Drop Shipping

- Objectives Drop Shipping
- Product Research Methods
- How to Find the Right Product to Pick for Your Store
- Shopify Store Set ups, Adding Products to Store
- Driving Traffic to Your Store
- Retargeting
- Product Orders
- Supply
- Importing AliExpress/Wooplr products
- Oberlo Utilization
- Shopify Integration Process
- Drop shipping Hacks



# 22

# MEDIA PLANNING AND BUYING



## ◆ Media Planning and Buying

- Various functions of Media Planning in Advertising?
- Role of Media Planner
- Challenges in Media Planning
- Sources of Media Research
- The Media Planning Steps
- Media Scheduling
- Selecting Media Mix
- Factors considered while selecting a media mix
- Setting up the objectives
- Key tasks to draft an digital media plan
- Segmentation & targeting of the audience
- Best practice to execute the campaigns
- Multiple formats & appropriate for our targeted digital platforms

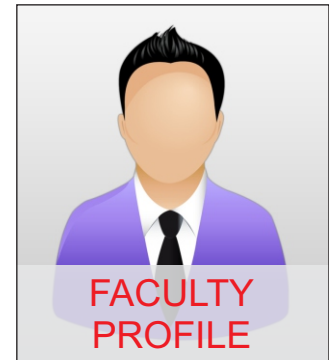
# PROGRAMMATIC MARKETING



## ✦ Programmatic Marketing

- What are We Selling
- How Are We Selling It?
- To Whom Are We Selling?
- At What Price?
- With Which Media?
- Case Study: Programmatic Marketing at Suzanne Dellal Center (Tel Aviv, Israel)
- Programmatic Marketing at Ciudad Cultural Konex (Buenos Aires, Argentina)2m
- Real-time bidding
- How Programmatic Advertising Works
- Types of Programmatic Advertising
- Advantages and Challenges

# GRAPHIC DESIGNING



## ✦ Introduction

- Overview to Photoshop Interface
- Photoshop tools
- Working with Panels and workspace
- Exploring Layer styles, effects and adjustment layers, Making Selections
- Working knowledge with operating system
- Prior knowledge of Photography is a must
- This is recommended for any passionate photographer or Website Designer (through WordPress) looking to improve the quality of their images and efficiency of their workflow

## ✦ Logo Designing

- Introduction to Vector Graphics
- What is Illustrative Design
- Explore Analog Tools
- Explore Illustrator Tools
- Creative Brief

- Word Association
- Mind Mapping
- Appropriate Style Selection
- Solid Creative Foundation

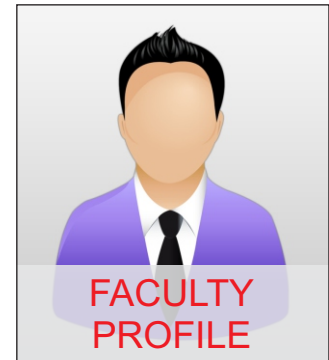
## ✦ Resolution and Resizing

- Image Resolutions and Resizing
- Reprography and Retouching
- Photo Retouching and Repairing
- Image Distortion and Colour Correction
- Working with colour and balancing
- Image Cropping
- Applying settings to multiple photos

## ✦ Digital Noise in Photoshop

- What is Digital Noise?
- Noise Reduction through filters and channels
- Image Sharpness Improvement
- Working with Smart Sharpen
- Removal of Distortion and Altering Perspective

# GRAPHIC DESIGNING



## ✦ Effects

- Blur Effects in Photoshop
- Working with Field and Iris Blur
- Applying Bokeh Effect
- Tilt and Shift
- Light, Shadow and Lens Flair
- Lighting and Shadow Effects
- Converting Day into Night
- Adding Movable Lens Flair

## ✦ Tools

- Image Enhancement
- Clone and Clone Pattern Stamp Tool
- Spot Healing Brush Tool
- Patch Tool
- How to remove wrinkles?
- Removing Background from an Image
- Enhancement of Lips, Eyes and Hair Colour
- Working with Level Adjustment Layer
- Managing Contrast Level

## ✦ Techniques

- Masking Techniques
- Resolving Colour Issues
- Adding a Border
- Creating Custom Borders
- Saving Custom Formats
- Aging an Image

## ✦ Projects in Photoshop

- Album Designing, Collage Making, Pencil Sketch Effect, Photo Enhancement, Text Effects,
- Retouching: Beauty Retouching/ Glamour Retouching, Restoration, Object Removal

25

# VIDEO EDITING



## ◆ Video Editing

- Video Editing With filmora 10
- Importing Footage, Including Video, Audio, And Still Images
- Creating Special Effects Using The Effects Menu
- Creating theme videos with Shapes, Objects, And Layers
- Adding And Animating Text / video texting
- Drawing Shapes
- Animating Shapes
- Creating And Using Masks And Track Mattes
- Using The Puppet Tools To Create Animated Characters And Effects
- Extracting And Removing Objects From Layer
- Exporting To Video



# FAQs

## Who should opt for this course?

The Premium & Certification Program is ideally suited for those who are passionate and dedicated towards making a long-term difference within the sector, thereby impacting potential careers and transforming lives. It is also highly recommended for professionals and aspiring/existing entrepreneurs who are involved in the measurement, analysis, forecasting as well as implementation of digital strategies.

Our Program in Digital Marketing module represents a general, holistic introduction to all the digital marketing disciplines, thereby empowering students to gain invaluable expertise, knowledge and insights within the parlance of marketing.

## Expectations from this course

Through interactive and lively mediums like case studies, live projects, talks and petite group conversations/debates, digital marketing students would get exposed to cutting-edge processes, modus operandi and procedures as well as tools for the purpose of elevating the organization's Digital Marketing and image-building attempts.

## Learning acquired via this course

The board of experts of Internet Marketing School have prepared this program after a lot of detailed calibration. They have placed plenty of emphasis on the latest trends as well as the performance-related facets of Digital Marketing. Furthermore, by devising revolutionary yet modern digital market tactics, students would be trained on how best to utilize this business acumen to surmount fierce competition and chalk out a workable, reliable and long term success strategy.

## Fee Policy

- Easy EMI available: We offer you the convenience of easy EMI (Easy Monthly Instalments). Using this option, you can avail our digital marketing courses and pay back in easy monthly instalments.
- Flexible payment options: New technology changes everything including payment options. The payment can be made via credit or debit card, cheque, cash, and online payments such as Paytm, PhonePe, Google Pay etc.
- 18% GST is applicable on all our courses.
- Fees will be non-refundable under any circumstances.

### **How Internet Marketing School can help Startup Entrepreneurs**

- Obtain invaluable skill and competence in operating digital businesses
- Reach a wider audience base using minimal resources and the right strategy
- Augmenting income by means of online digital marketing
- Create and improve your brand presence using social media
- Generating business leads by means of inbound marketing
- Lowering your advertising expenses significantly
- Catapulting the presence of your business

### **How Internet Marketing School can help Working Professionals**

- Mismatch in demand and supply of Digital Marketers resulting in better pay packages
- Grow multiple income streams apart from the regular 9-5 job
- Contribute in saving zeroes from the employing company's expense sheet
- Perform better at the job market with enhanced revenue generating skills
- Prepare for the 3 lacs + high paying job opportunities coming up in Digital Marketing

### **How Internet Marketing School can help Students**

- Practical classroom training leading to better grasp of subjects taught
- Industry case study after every module for real life problem tackling skills
- Improve your CV to get qualified for 3 lac job opportunities in coming years
- Earn decent incomes part time as a freelancer along with studies
- MBA days are gone!! Get ready for the new age Digital Marketing job scenario

### **Compelling advantages**

- 1) Greater visibility within the industry
- 2) Through practice and revision sessions that make you a real expert
- 3) Supervised and guided by industry-leading experts who are results driven
- 4) Have the flexibility of studying at your own pace even while juggling other activities
- 5) Organizations approaching you for a job instead of the other way round
- 6) Students can work into freelance as well



## MSME-TC CTR LUDHIANA

A-5, Focal Point Rd, Phase V, Focal Point, Ludhiana, Punjab 141010

M:



✉ \*\*\*\*@gmail.com

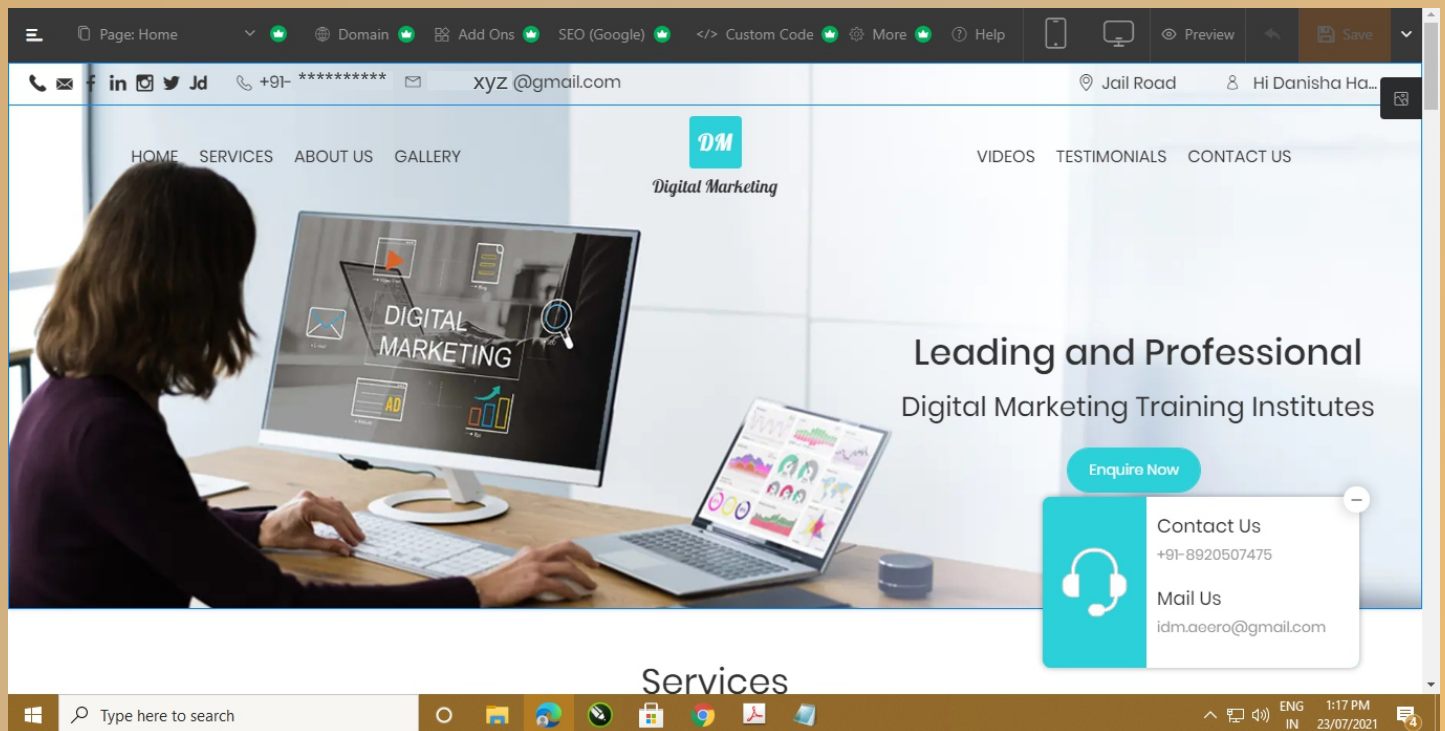
🌐 www.\*\*\*\*\*.com

# Demonstration for Websites

<https://www.digimark.myomni.in/>

Username: xyz

Password: yyyyyy



सं.सं: CTR/LDH/UPSKILLING/2021/

दिनांक: 00-00-0000



सत्यमेव जयते

सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय

MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

भारत सरकार

GOVERNMENT OF INDIA

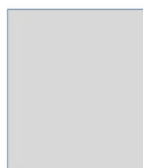
केन्द्रीय टूल रूम, लुधियाना

CENTRAL TOOL ROOM, LUDHIANA



केन्द्रीय टूल रूम

## Certificate in Mastering Digital Marketing



प्रमाणित किया जाता है कि श्री / श्रीमती / कुमारी ..... सुपुत्र / सुपुत्री / पत्नी श्री ..... ने सर्टिफिकेट इन मास्टरिंग डिजिटल मार्केटिंग के प्रशिक्षण कार्यक्रम में 00/00/0000 से 00/00/0000 तक भाग लेने के बाद मूल्यांकन परीक्षा उत्तीर्ण की है। इस कार्यक्रम कि अवधि 3 माह की है। यह कार्यक्रम ..... में कराया गया।

Awarded to Sh./Smt./Kumari ..... Son / Wife / Daughter of Sh. / Smt. .... having passed assessment test after attending a training program of **3 Months** from **00/00/0000** to **00/00/0000** in **Certificate in Mastering Digital Marketing** this program was conducted at .....

प्रबंधक प्रशिक्षण  
Manager Training



महाप्रबंधक  
General Manager

# CERTIFICATION PROVIDED BY GOVERNMENT OF INDIA.





Become a  
**GOOGLE & FACEBOOK**  
Certified Professional

## One Training Program 20 Certifications

- Google Ads Fundamental
- Display Advertising
- Video Advertising
- Search Advertising
- Mobile Advertising
- Shopping Advertising
- Google Analytics Individual Qualification (GAIQ)
- Google My Business
- Facebook Blueprint Certification\*
- Hubspot Content Marketing Certification
- Hubspot Inbound Marketing Certification
- Hubspot Email Marketing Certification
- Hubspot Social Media Certification
- Hubspot Contextual Marketing
- Hubspot Digital Advertising Certification
- Twitter Flight School
- Youtube Creator Academy Certification
- Google Data Studio
- Google AdMob
- Internet Marketing School Certification



\*conditions apply

To become Google Ads certified you need to clear Google Ads fundamental exams along with any one of the following Google Ads exams. IMS will help you to prepare and clear all these exams.  
**Search Advertising | Display Advertising | Video Advertising | Shopping Advertising | Mobile Advertising**  
 Along with this IMS will prepare and help you to clear Google Analytics Certification, HubSpot Certification.  
 You will also receive an industry-recognized IMS Certificate.

# Google

## CERTIFICATIONS



**GOOGLE CERTIFICATION  
WILL BE PROVIDED**