



MASTER'S COURSE IN DIGITAL MARKETING

Master Digital Marketing skills and take your career to the next level!



1.2 Million
Learners



1:1 Personalized
Mentorship



55% Average
Salary Hike

Master's Course in Digital Marketing

This master's course by Intellipaat will help you become an expert in the Digital Marketing domain. Learn from industry expert and work on real-time projects, case studies to master most in demand digital marketing skills like SEO, Paid Marketing, Analytics, etc. This course is designed by industry experts with the sole aim of making you job-ready.



Hottest **Job of 21st Century**



3 Million Job Postings

There is a global estimate of 3 million job postings for Digital Marketing roles by 2022



Skill Development

Digital Marketing professionals are equipped with various relevant skills fetching lucrative job offers



Growing Digital Marketing Industry

31% CAGR in the global Digital Marketing industry



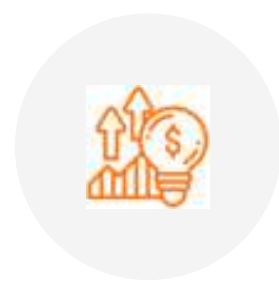
Future-oriented Career

Digital Marketing is a budding field; a head start will prove to be beneficial



Popular Degree

42% of Digital Marketing professionals have a Master's degree



High Demand

By 2022, India and US will face a demand-supply gap of 240,000 Digital Marketing professionals

Our **Credentials**



1.2 Million+

Aspiring Active Students



1,000+

Industry-expert Instructors



400+

Hiring Partners



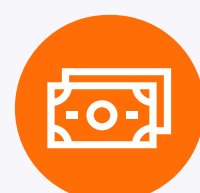
200+

Corporates Upskilled



55%

Average Salary Hike



155+

Countries' Learners

About Program

This Digital Marketing Master’s Course will train you in organic traffic growth, pay-per-click, web analytics, social media strategy, mobile advertising, content creation, email marketing, etc. This course will help you master essential Digital Marketing and help you land in your dream job.



Learning Format
Online



7 Months
Duration



Career Services
by Intellipaat



Intellipaat
Certification

Key Highlights

- ✓ 220 Hrs Instructor-led Training
- ✓ 12+ Courses
- ✓ Job Assistance
- ✓ 3 Guaranteed Interviews by Intellipaat
- ✓ 24*7 Support
- ✓ 14+ Projects
- ✓ Flexible Schedule
- ✓ Lifetime Free Upgradation
- ✓ 1:1 with Industry Mentors
- ✓ No-cost EMI Option

Program Pedagogy



Instructor-led Training
Get trained by top industry experts



24*7 Technical Support
Speak to Subject Matter Experts anytime and clarify your queries instantly.



Self-paced videos
Learn at your own pace with world-class content



Projects and Exercises
Get real-world experience through projects



Hackathons
Get a sense of how real projects are built



Peer Networking and Group Learning
Improve your professional network and learn from peers through our innovative Peer Chat tool.

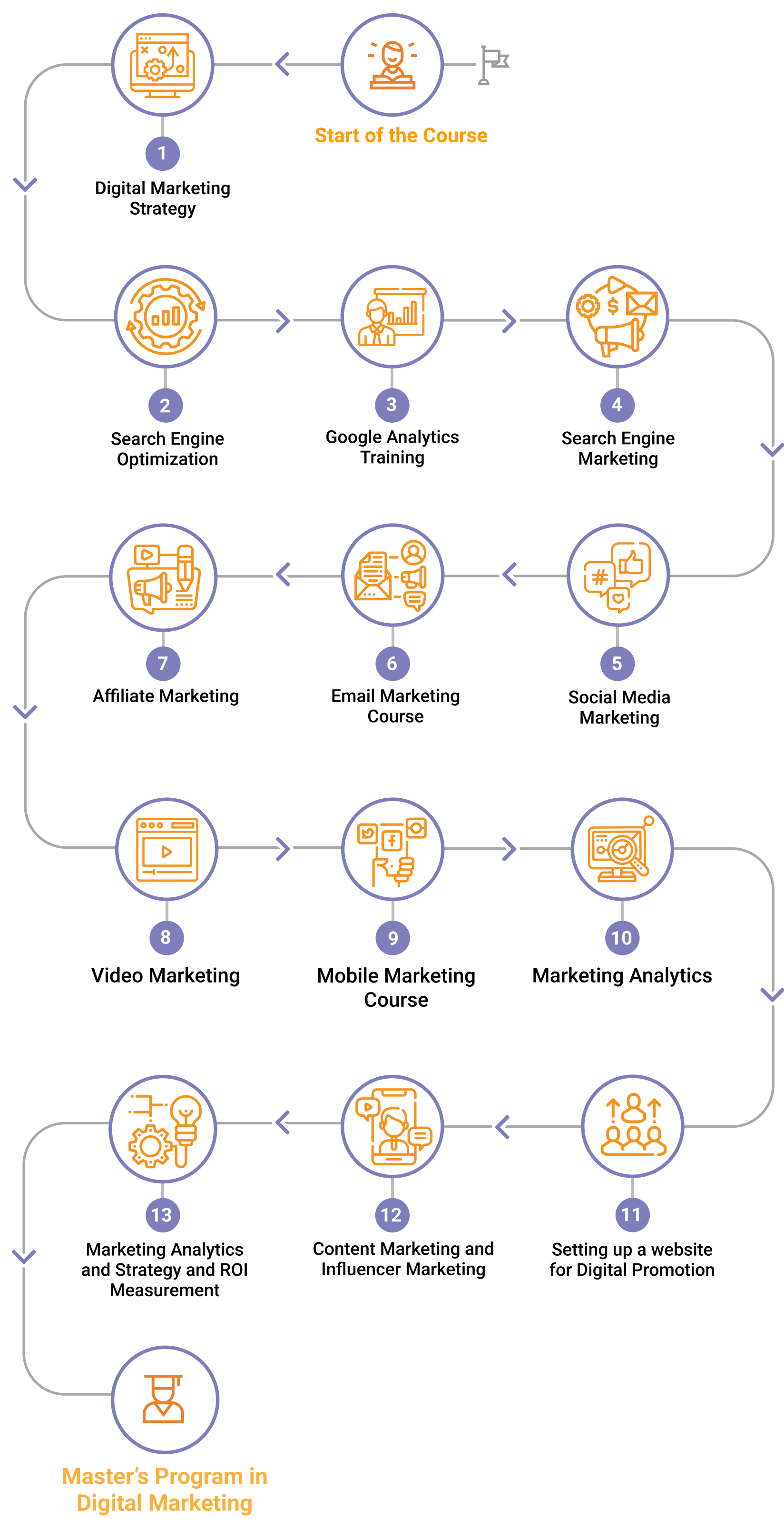


Gamified Learning
Get involved in group activities to solve real-world problems



1:1 Personalized Learning
Hands-on exercises, project work, quizzes, and capstone projects

Live Courses



Module 1

Digital Marketing Strategy

- Digital Marketing Strategy Overview and Creating Narratives
- Needs of Customers
- Market Research
- Marketing Calendar
- Management and Measurement of Analytics

Module 2

Search Engine Optimization

- Search Engine Landscape
- SEO Audit
- On-page Optimization
- On-page Optimization using WordPress Based Website – SEO Yoast
- Google Analytics and Google Webmaster
- Web SEO, SEO Profiler, and other SEO Tools
- Project – Off-page Optimization – Link Building
- Black Hat SEO Techniques to Avoid
- Online Reputation Management
- Algorithms and Google Updates

Module 3

Google Analytics Training

- Introduction to Google Analytics
- Google Analytics and Google Webmaster Tools
- Audit and Conversion Tracking
- Features of Google Analytics
- E-commerce and Tracking
- Mobile App Analytics
- Google Tag Management
- Google Analytics Setup – Effective Tips

Module 4

Search Engine Marketing

- Introduction to Search Engine Marketing
- Keyword Research
- Google AdWords
- Creating PPC Ad Campaigns
- Getting the best out of Google Ads
- Using Metrics to Analyze Campaigns
- Optimizing the PPC Ads
- Creating Targeted Ad Campaigns
- Display Ad Campaign Creation
- Google AdWords Express

- Reporting in PPC
- Remarketing Techniques

Module 5

Social Media Marketing

- Introduction to Social Media
- Social Media Planning and Strategy
- Social Media Channel Management
- Tools for Social Media Management and Social Media Reports and Measures
- Social Advertising

Module 6

Email Marketing Course

- Email Elements
- Email Service Providers
- Email Lists
- Email Laws and Regulations
- Measurements of an Email Campaign

Module 7

Affiliate Marketing

- Affiliate Marketing

Module 8

Video Marketing

- Video Marketing

Module 9

Mobile Marketing Course

- Introduction to Mobile Marketing
- Mobile Services and Products
- Incentives and Promotions
- Integration with Marketing Mix
- Mobile Advertising
- Mobile Analysis
- Rules and Regulations

Module 10

Marketing Analytics

- Measure the impact of Marketing Communications through Marketing Metrics
- Descriptive Analytics and Visualizations
- Predictive Analytics
- Campaign Analytics for Mass Customization

Module 11

Setting up a Website for Digital Promotion

- Create a WordPress blog and write content about the product that you want to promote
- Create Google Analytics and Google Webmaster Accounts
- How to use Google Tag Manager?
- Add Conversion Pixels for Tracking Traffic
- Promote on Multiple Sites
- Latest Digital Marketing Trends

Module 12

Content Marketing and Influencer Marketing

- What is Content Marketing, and what are its objectives?
- Different Types of Content Marketing
- Write blogs and content and promoting it on different platforms
- Create engaging videos and promote them
- What is Influencer Marketing?
- How to reach to influencers and engage them?

Module 13

Marketing Analytics and Strategy and ROI Measurement

- Understanding Google Analytics and Visitors Traffic Matrices
- Understanding Visitor Behavior using Multiple Metrics
- Slicing and Dicing Data
- Understanding Growth Patterns
- How to build Marketing Strategy by seeing Traffic Patterns?
- Channel Performance
- Setting Goals
- Creating Reports and Dashboards
- Measuring ROI as an Integrated Approach and Strategy Creation

Skills to Master

- SEO
- SERPs
- Yoast
- Real-time Analytics
- Web Analytics
- Google Analytics
- Social Media Marketing
- Mobile Marketing
- Branding
- Facebook & Instagram Advertisements
- Preparing a Communication Plan
- Video Marketing
- Search Engine Marketing
- On-page Optimization
- Web Page and Blog Post Optimization
- Domain and Archive Tools
- Email Marketing
- Digital Marketing Strategy
- Content Marketing
- Marketing Analytics
- Product Positioning
- Pricing Strategy
- Predictive Analytics
- Applied Analytics

Tools to Master



Projects cover the following industries:



Retail



Social Media



Supply Chain



Entrepreneurship



E-commerce



Banking



Healthcare



Insurance

Beginner

Create Social Media Strategies

As the Digital Marketing Executive of an e-commerce organization, you need to effectively create impressive and profit-oriented marketing strategies to reach out to the targeted audience and generate maximum possible leads.

Beginner

Improve Customer Satisfaction

Learners are presented with cases where, being a professional in a Digital Marketing agency, you must come up with unique strategies that will improve customer frequency and increase business productivity and efficiency.

Beginner

Off-Page Optimization – Link Building

In this project, which is based on Off-Page optimization techniques, the learners are required to work on link building, directory submission, social bookmarking, guest blogging, and also social media links among others.

Beginner

Google Analytics Project

This Google Analytics Project requires the learners to successfully navigate to the numerous business reports that are available in Google Analytics. The project has been included to provide practical know-how of the tool.

Intermediate

Create Instagram Advertisements

Create, measure, run, along with tracking various advertisements on Instagram by publishing ads on the platform to generate maximum possible leads. Further, analyze these ads to understand what works for the organization.

Intermediate

Social Media Marketing Optimization

Optimize Social Media Marketing tactics which are also used in the organization by refreshing and mixing up strategies for various popular social media platforms including the likes of LinkedIn, Instagram, Facebook, etc.

Intermediate

Develop an E-Mail Marketing Campaign

To develop an E-Mail marketing campaign, use Mailchimp to build a personalized email for the company as part of the business marketing campaign. Also, create an interactive email that catches the attention of users and engages them.

Advance

Manage Email Lists

Use email marketing and online marketing techniques to effectively engage and convert the maximum possible leads and customers. Also, develop strategic email marketing lists in order to run the targeted business campaigns.

Advance

Optimization of Mobile Transactions

Learners are presented with cases where, being a marketing intern, you must prepare the web page and emails for mobile users, along with creating an advertisement for mobile phones, and optimize mobile transactions.

Advance

Build a Mobile Marketing Strategy

As a Digital Marketing professional of an e-commerce organization, create innovative mobile marketing strategies to attract more customers to the organization.



Umesh Krishna

Director-Marketing head Swiggy

He heads a team spanning from insights and brands to media managers and drives the central branding and leads the media. An IIM-Kozhikode alumni, he is experienced in developing top-notch communications strategies.



Pinaki Chakraborty

General Manager, Search and Content, Schneider Electric

Leading a global search experience team at Schneider Electric, Pinaki carries extensive experience in social media programmatic RTB, web analytics and content strategy alongside handling the digital transformation.



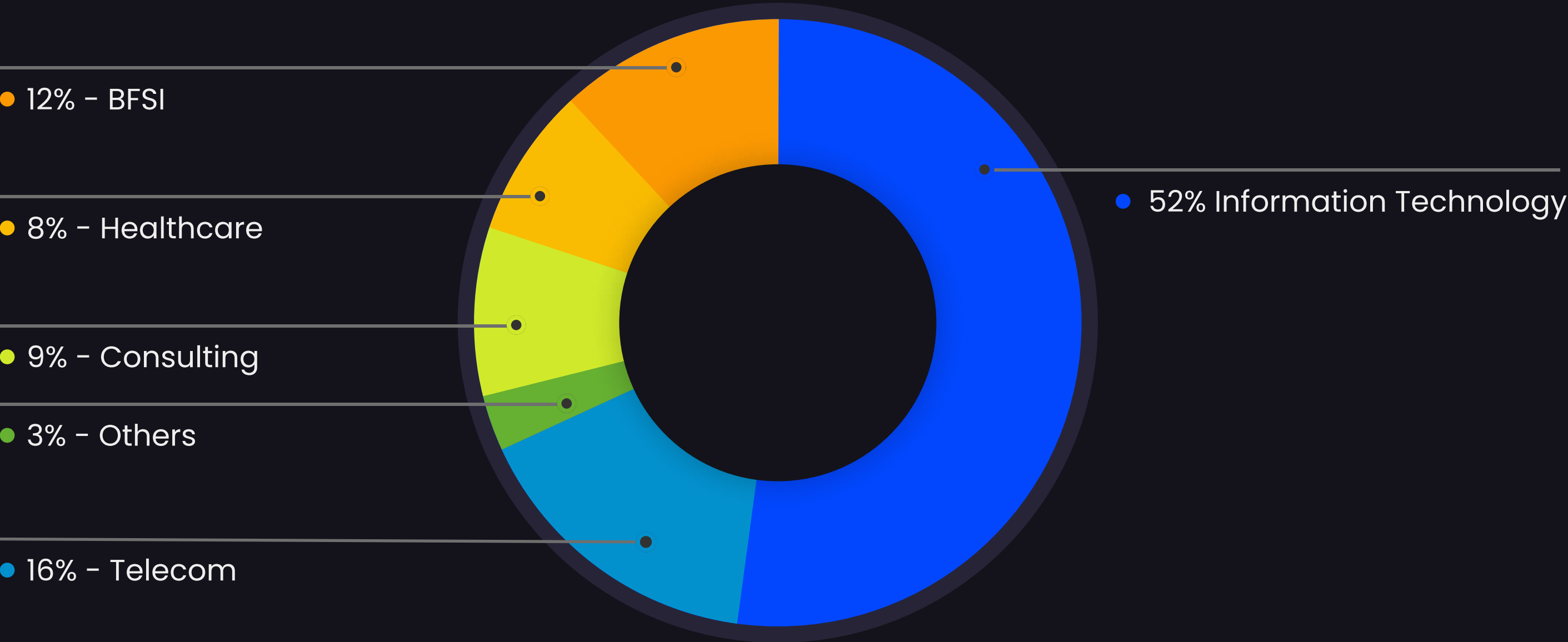
Nirav Parmar

Marketing Manager, Paytm

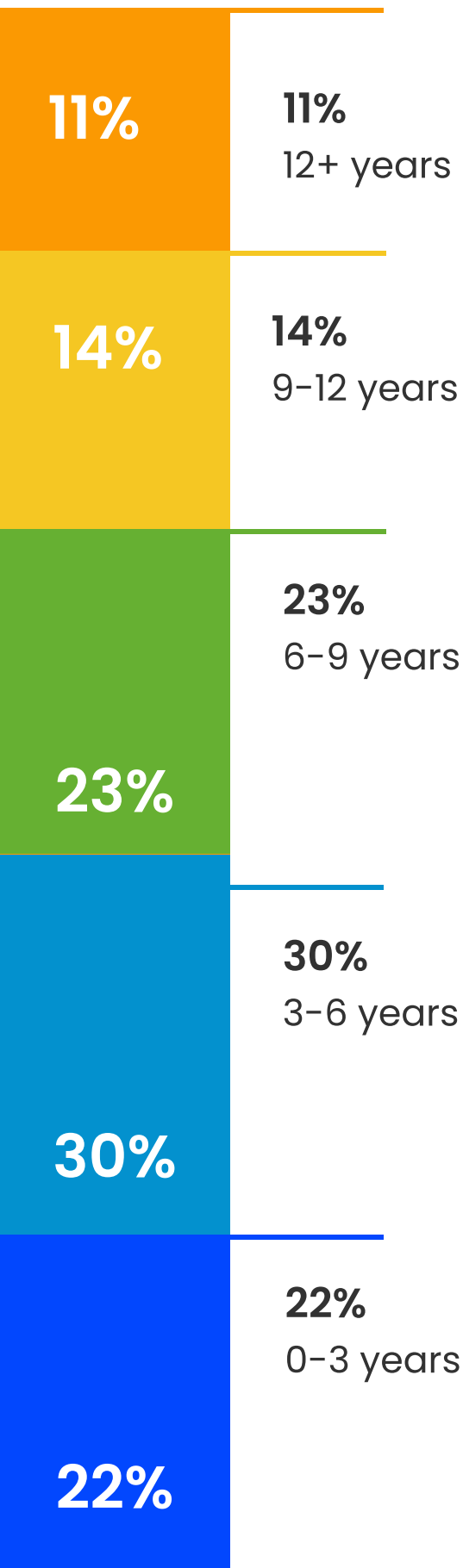
He is an IIM Ahmedabad alumnus with a vast experience in consumer-focused digital marketing. Currently associated with Paytm, Nirav oversees Performance Marketing, Customer Segmentation, Marketing Campaigning and Innovation.

Meet the **Batch**

Industries Our Learners Come From



Work **Experience**



Some of their current employers include

Glimpse of our Successful Transitions

**Trustpilot**

4.6 

**sitejabber**

4.5 

**MOUTHSHUT.COM**

4.38 

Career Transitions



Yogesh Kumar
Senior Software Engineer

From
Associate Consultant

To
Sr. Software Engineer





Poojitha Pasthan
Sr. Software Engineer

From
Assistant Manager

To
Sr. Software Engineer





Er. Sushil Kuvind
Software Engineer

From
Developer

To
Software Engineer





Rittick Dey
Information Technology Executive

From
US IT Recruiter

To
Information Technology Executive



Intellipaat Career Services



500+
Webinars



600+
Job Shares



400+
Hiring Partners



55%
Avg. Salary Hike

What Makes Us **Tick**



Career-oriented Sessions

Attend 25+ career-oriented sessions by industry mentors and plan your career trajectory



Profile Building

Craft a Digital Marketing resume and LinkedIn profile and make an impression on top employers



Mock Interview Preparation

Prepare with mock interviews including most asked questions by top employers



1:1 Mentoring Sessions

Get 1:1 guidance at every step in your career transition to Digital Marketing



Assured Interviews

Get job interviews with 400+ hiring partners including promising startups and top MNCs



Dedicated Job Portal Access

Get exclusive access to 200 job postings per month on Intellipaat's job portal



Job Fairs

Job fairs are conducted regularly to introduce learners to major organizations



Hackathons

Work in teams and get exclusive access to hackathons

Learner **Reviews**



Lakshmy Venkatram
SEO Account Manager at GroupM

Thanks to Intellipaat for such wonderful training. Good trainers and rich content along with real-world assignments and projects. All the topics were well taught. Would like to recommend Intellipaat to all.



Dawsiri Somboonsil
Marketing Manager at S&S Investment LLC

I am very impressed by Intellipaat's projects, assignments, and self-paced videos. It offered everything that I needed to learn. Be it a fresher or experienced professional, anyone can learn from this course easily!



Sandesh Madannavar
Content Analyst at India Outsource Technologies

This is the best learning platform for an online digital marketing course. The course structure is designed such that anyone can master the concepts. I am very impressed with the training and would recommend it to all.

```
modifier_ob.select=1
bpy.context.scene.objects.active = modifier_ob
print("Selected" + str(modifier_ob)) # modifier ob is
#mirror_ob.select = 0
#bpy.context.selected_objects[0]
```

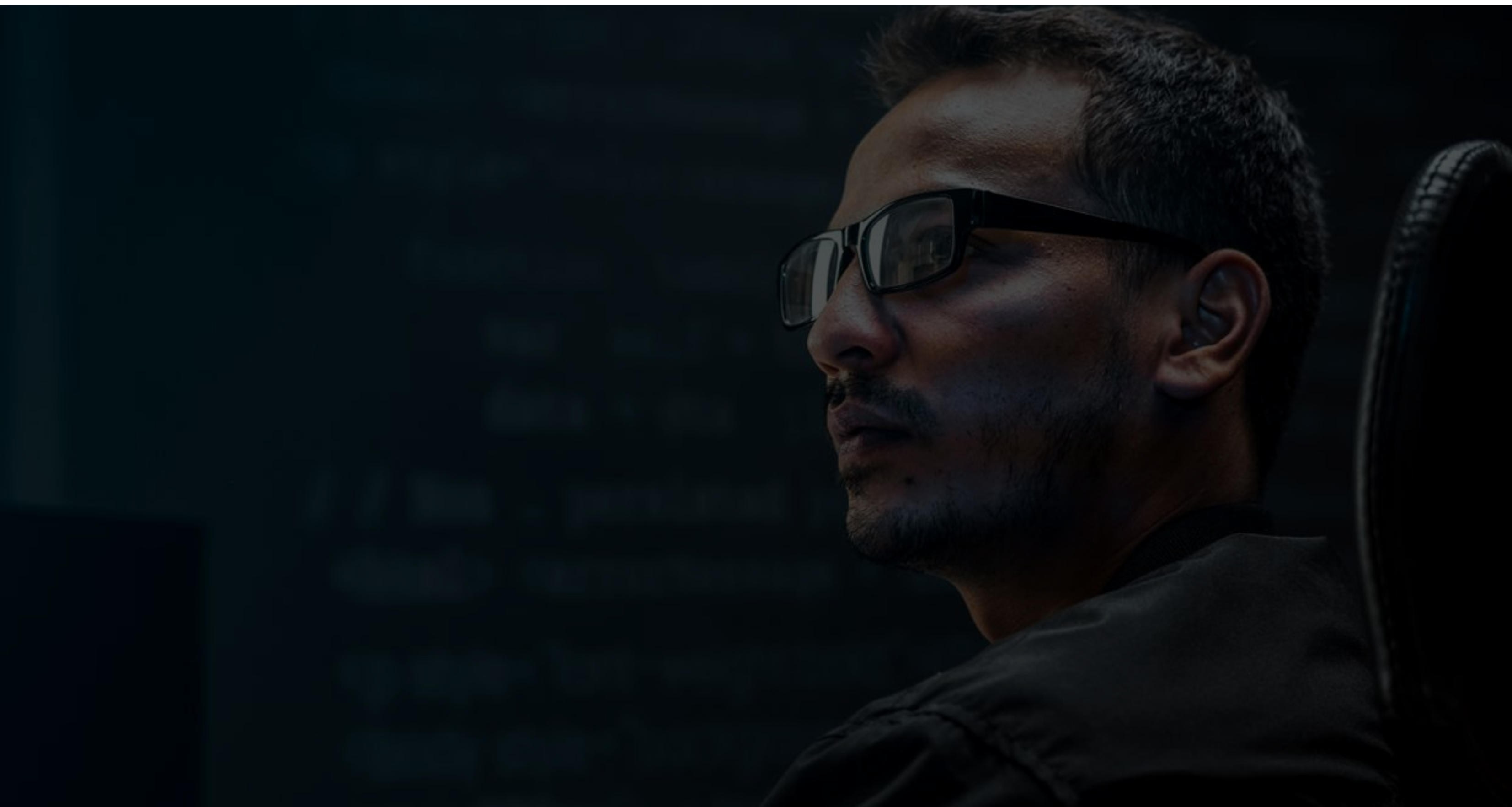


About IntelliPaat

IntelliPaat is one of the leading online training providers with more than 1.2 million learners in over 155 countries. We are on a mission to democratize education as we believe that everyone has the right to quality education.

We create courses in collaboration with top universities and MNCs for employability like IIT Madras, University of Essex, University of Liverpool, IIT Roorkee, IIT Guwahati, SPJIMR, IBM, Microsoft, etc.

Our courses are delivered by SMEs & our pedagogy enables quick learning of difficult topics. 24/7 technical support & career services help learners to jump-start their careers.



1.2 Million Learners & 200+ corporates across 155+ countries
upskilling on Intellipaath platform



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