

Diploma Course in **Digital Marketing**

Grow your career with us! Come and experience the world of digital marketing.

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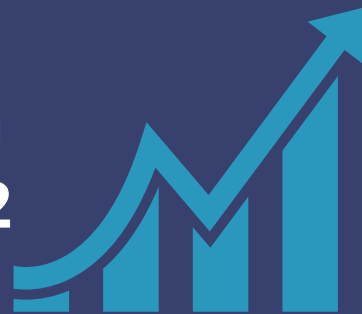


Top in-demand Skills of 21st Century



50,00,000 Digital Marketing Jobs
predicted by 2022

India to reach **1 billion**
Internet users by 2022



Over **\$150 billion** spent
on Digital Advertisement

Over **7.5 billion**
internet users predicted
by 2030



Our Winning Credentials



Most Trusted
Digital Marketing Institute
in Eastern India



7+ Years in the Industry



15+ Operational Location



11k+ Students Trained



450k+ Training Hours



Accodales



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Digital Marketing Institute
in Eastern India

YOURSTORY

siliconindia

THE KNOWLEDGE REVIEW™
Education. Innovation. Success

AMR Merit Awards &
Market Research



Learning Benefits at Aiuto



Learn From
Industry Experts



100%
Practical Mechanism



Training on
Live Projects



Varied and
updated Curriculum



16+ Certification
Support



100%
Placement Support



Who Should Attend the Program



Students

who are digitally inspired and willing to unlock opportunities in the field of Digital Marketing



The way they deliver is very practice, and study material and project they provided was very useful. Highly Recommended to the students like me.

Krutika Valki

Student - Guru Nanak Institute



Working Professionals

willing to upskill or skill themselves to have good career progression



It has been really a wonderful experience to learn from a renowned institution like Aiuto.

Anirban Basu

Marketing Head - Vine n Dine



Entrepreneur

Learn, how to reach and engage the potential customers via different digital channels



Aiuto is really a great place to learn Digital Marketing. Faculty is quite experienced. Great Learning Experience.

Vijeta Mohan

Owner - Netwa Solutions



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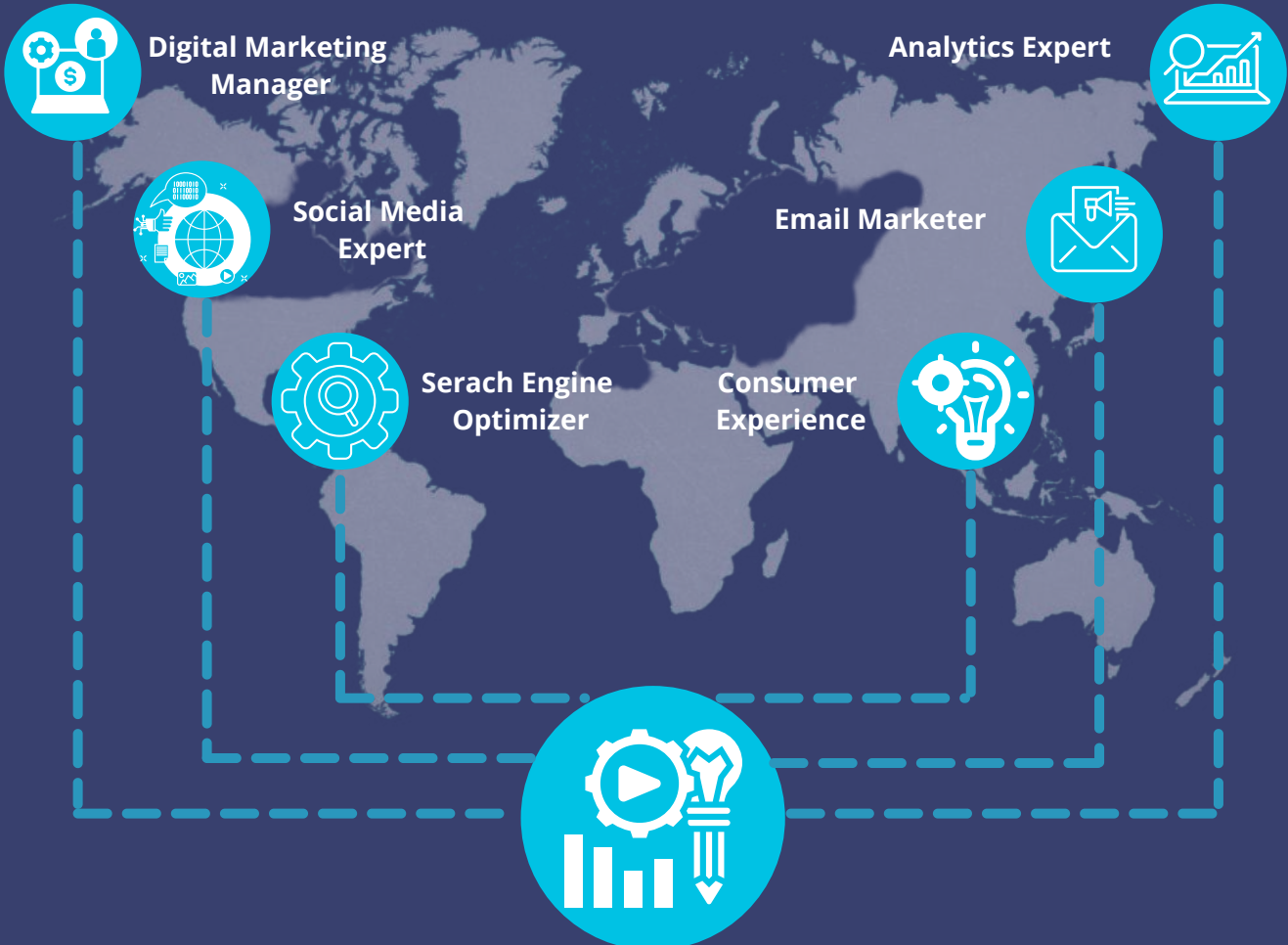
twitter

YouTube

HubSpot



Digital Marketing Job Roles





Digital Marketing Overview

- What is Digital Marketing
- Principles of Digital Marketing
- Developing Objectives
- Digital Research
- Cultural Research
- Connecting with the Customer



Digital Marketing Strategy

- Fundamentals
- Strategy Objectives & KPIs
- Digital Strategy Research
- Creative Strategy
- Consumer Behaviour
- Defining Digital Marketing Strategy



Search Engine Optimization

- SEO Fundamentals
- SEO & Business Objectives
- Keywords Audit and Analysis
- On Page Optimization
- Off Page Optimization
- SEO Content Plan
- Search Ranking
- SEO Performance



Social Media Marketing

- Key Social Platforms
- Setting up a Social Media Experience
- Growing & Engaging an Audience
- Social Media Campaigns
- Data-Driven Audience &
- Campaign Insights Platforms
- Planning and Implementing a multi channel Social Media Strategy



Paid Search using Google Ad

- Fundamentals of Paid Search
- Introduction to Google Adwords
- Creating, optimizing & Configuring Google Ads Account
- Keyword Research and Analysis
- Search Campaign Management
- Search Campaign Measurement
- Display Campaign creation and Management



Google Analytics

- Understanding & Configuring GA
- Different features & Matrix of GA
- Configuring Remarketing Campaign
- Monitoring Website Traffic
- Monitoring Bounce Rate
- Behaviour Pattern
- Conversion Tracking



Website Creation & Optimization

- Web Design and Website Optimization
- Websites Design Principles & Website Copy
- User-Centered Design
- Website Optimization
- Website Metrics
- Website Testing Tools



Email Marketing

- Email Marketing Fundamentals
- Tools and Strategy
- Email Design
- Email Campaigns
- Testing and Optimizing
- Marketing Automation



Display & Video Advertising

- Fundamentals of Display & Video Advertising
- YouTube
- Google Display Network
- Ad Formats
- Video Campaigns
- Measurement and Optimization



Mobile App Marketing

- An Introduction
- Mobile Marketing Strategy
- Mobile Marketing best practices
- App Store Optimization
- Mobile Marketing Analytics



Content Marketing

- Concepts & Strategy
- Using Content Research
- Content Marketing Plans
- Creating & Curating Content
- Publishing & Distributing Content
- Metrics & Performance
- Blogging



Affiliate Marketing

- Introduction to Affiliate Marketing
- Affiliate Marketing Platforms
- Different Affiliate Programs
- Content and Affiliate Relevancy



Aiuto's **Certified Professionals** work with some of the prestigious brands



Get Trained to fill these positions





Contact us



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Reviews on

Google

RATED



4.8/5