Skill Mentors academy

Key Program Details

Course duration
9 Weeks, 2 days/week,
6 hours/day.

Evaluation
Primarily evaluted based on your project work.

Exit Profile
Digital Marketer

Placement
On successful completion placement assistance is offered based on your assessment.

Learn *Today,*
Lead *tomorrow.*

- Placement assistance
- Hands-on training
- Project based learning
- International certification

About Skill Mentors Academy

Leading the best training institutes in computer courses training, Skill Mentors Academy offers a wide range of courses which promises the best learning experience and in fact, practically real-time experiences to make confident in the course you take up.

Our industry specialists will guide you from the start of the course and will make you confident enough to take the path on your own. We Promise you an aspiring career in the course you choose to learn.

Contact us

🌐 www.skillmentors.in

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Chennai - 600 094
Landmark: MMDA Bus Depot.

Learn Today, Lead tomorrow

Your search for becoming a
DIGITAL MARKETER
ends here.

An Educational initative by

About Digital Marketing

Digital marketing entails marketing of products or services using digital technologies, mainly using the Internet, but also including mobile phones, display advertising, and many other digital mediums. Our course in digital marketing ensures that our students are well equipped with the nuances of marketing and sales on a digital platform through giving them hands-on

Scope of Digital Marketing

In this internet driven world, Digital Marketing is the key for all brands to market and sell their products and services. Recognizing the importance of digital marketing, brands are getting super active to focus on digital marketing and hence the digital marketing skills are in a serious demand. Our practical Digital Marketing training will enhance your skill to achieve excellence in your career.

Project Based Learning

Our Program will enable you to implement the preceding objectives through a project based learning methodology. The learning and working experience will make you excited. The students are expected to spend 60% of their time on project work during the program. The projects that would be used during the upcoming batch are:-

Social Media Marketing

You will be developing social media accounts for a brand and develop strategies and campaigns in social media. Through this you will be learning proper brand strategization and to market brands and give them the deserving recognition in social media. Through this you will be learning proper brand strategization and to market brands and give them the deserving recognition in social media.

» Facebook paid ad campaigns
» Facebook business manager
» Instagram promotions
» LinkedIn B2B promotion

Search Engine Optimisation

SEO is the most effective form of Digital Marketing in today's world. Many big brands rely on SEO for lead generation. Analyse keywords for a brand and optimise a website of a brand to generate more traffic through Google search engine searches. In this course, you will be learning the following tools and skills.

» Google analytics
» Website analysis using tools
» On - page SEO
» Off - page SEO
» Meta tags / description optimisation
» Link building strategies
» Content development

Key Modules

- Basics of marketing
- Choosing the target audience
- Insights of Digital Marketing
- Social Media business accounts
- Digital Marketing campaigns
- Blogging
- Keywords optimisation

Platforms & Tools

Social Media

Tools

Google Trends

Google Analytics

Google Ads