CALinfo

A Digital Marketing Agency

Learn Digital Marketing Course

Everything is being Online.

Leave the traditional path, Join us to Scale Up your career with new Skills in Digital India.

Become a Certified Digital Marketing Professional

One Training Program

&

7+ Certifications

Only Qualifications won't give you jobs easily, Knowledge & Skills will.

Are you a fresher, a working professional or a business owner? Looking to learn digital marketing than you are at right Place

Opportunities After Course

- Digital Marketing Executive
- Social Media Analyst
- SEM Executive
- SEO Executive
- Content Marketing Executive
- Freelance Digital Marketer
- Blogger & Affiliate Marketing Executive

Google Partner

CALinfo

CAL info is the leading Digital Marketing Agency and Training Institute in Kurukshetra(HR), focused on quality & timely delivery of results. We follow the best smart strategies & always updated with latest ongoing trends and tools.

Our Exclusive Course Structure that makes us unique

- Single course, where you will gain the complete knowledge of Digital Marketing in depth with our customized **15+ Training Modules**
- 25% Theory Work and 75% Practical Work in every Course Module
- Expert Trainer from Digital Marketing Industry
- Training on Live Projects
- Interview & Placement Support

Course Curriculum

Boost Your Career with Digital Marketing Skills

SEO
PPC
EMAIL MARKETING
BLOG
CONTENT
SMM
WEB DESIGN
DIGITAL MARKETING

What You will Learn

1. **Basics of Digital Marketing**
2. **Website Planning & Editing**
3. **Search Engine Marketing / PPC**
4. **Search Engine Optimization (SEO)**
5. **Google Search Console and Analytics**
6. **Social Media Marketing**
7. **Mobile Marketing**
8. **Display & Youtube Marketing**
9. **Infographics**
10. **Content & Inbound Marketing**
11. **Email & SMS Marketing**
12. **Affiliate Marketing**
13. **Google Adsense**
14. **Online Reputation Management**
15. **MS Office & Case Studies**
16. **Marketing Strategies & Funnels**
17. **Client Services & Reporting**
18. **Lead Generation & Landing Page Optimization**
19. **Interview & Placement Support**

1

Basics

- What is Marketing
- What is Digital Marketing
- Fundamentals of Digital Marketing
- Why Digital Marketing
- Benefits of Digital Marketing Over Traditional Marketing
- Understanding the Digital Marketing Procedures
- Future Scope of Digital Marketing
- What you can do with Digital Marketing

2

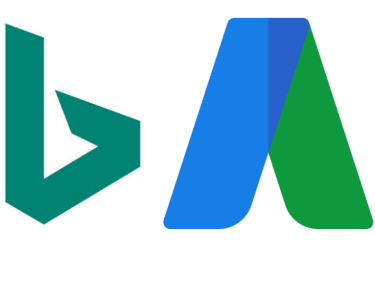
Website Planning & Development

- Introduction to Internet
- Understanding of IP and DNS
- Introduction to Domain Names
- Understanding of Website & Web Page
- Understanding of Web Hosting & DNS
- Types of Websites
- Website Planning
- What is Wordpress / CMS
- Introduction to Blogging.
- Wordpress Theme Customization.
- What are Plugins
- Menu Creation
- Web Page Creation
- Integration of Plugins & Widgets
- Content Creation & Many more..

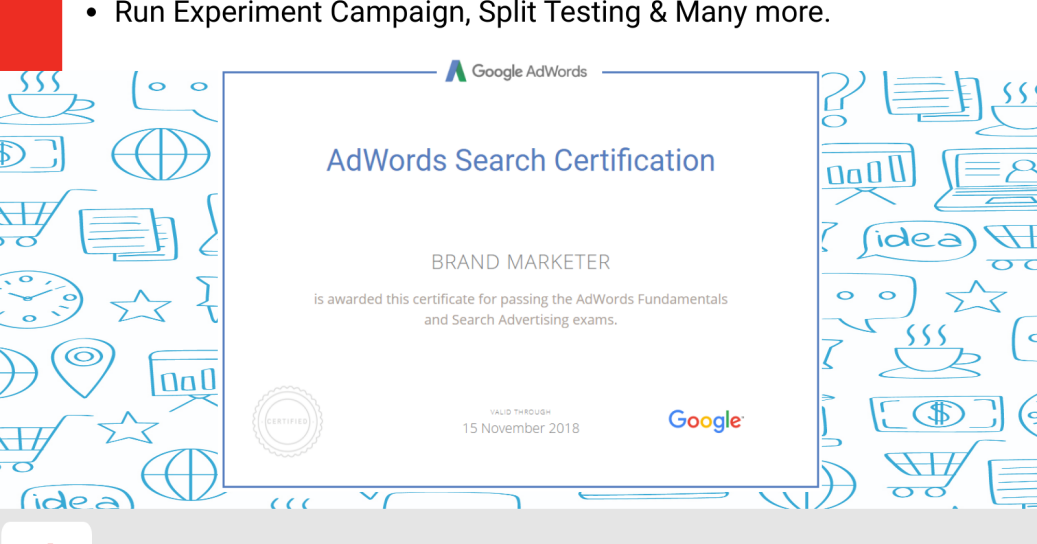
WordPress

3

Search Engine Marketing



- What is Search Engine Marketing
- PPC Advertising Platforms
- Introduction to Google Ads
- Introduction to Bing Ads Center
- Introduction to Google Ads Policy
- Benefits of Search Engine Marketing
- Understanding of Google Ads Account Structure
- Understanding the campaign structure & settings
- Setting up the Search campaigns in Ads
- Setup Budget & Bid Strategies
- Creating the Adgroups & Ads Copy
- Keywords Research & Use of Keyword Planner Tool
- Implementing the location targeting and Ads Scheduling
- Measuring the Campaign and Ads Performance
- Optimization of the Campaign
- Tracking the Conversion and CTR
- Setup the Remarketing Tag
- Setup the Remarketing Campaign
- Run Experiment Campaign, Split Testing & Many more.



Google AdWords

AdWords Search Certification

BRAND MARKETER

is awarded this certificate for passing the AdWords Fundamentals and Search Advertising exams.

15 November 2018

Google

4

Search Engine Optimization

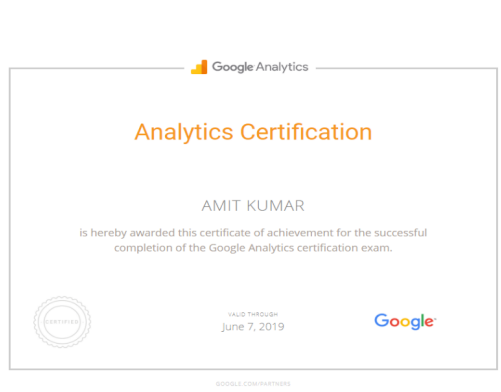
- What is Search Engine Optimization
- Introduction to SERP
- Search Engine Types & their working
- On-Page SEO
- Meta Title Tag
- Meta Description Tag
- Meta Keywords Tag
- Headings Tag
- Internal Hyperlinks
- Keywords Density
- Off Page SEO Strategies
- Back-Linking
- Directory Submission
- Social Media and Social Bookmarking
- Guest Posting
- Technical SEO & many more.

ONLINE MARKETING
S.E.O
Content
Lists
Links
Titles
Blogs
Sales

5

Google Search Console & Analytics

- What is Google Search Console
- Introduction to Search Console
- Submission of Website to GSC
- Properties in Search Console
- Sitemap Generation & update
- Understanding of Robots.txt
- Analyse the Search Traffic
- Understanding of Google Index
- Introduction to Google Crawlers
- Overview of Bing webmaster



Google Analytics

Analytics Certification

AMIT KUMAR

is hereby awarded this certificate of achievement for the successful completion of the Google Analytics certification exam.

June 7, 2019

Google

- Introduction to Google Analytics
- How to setup analytics account
- Understanding the Structure of Google Analytics
- Integration of Google Analytics code to website
- How to setup different Properties & Views in Analytics
- How to setup Goals in Analytics account
- Understanding of different Metrics in account
- Importance of Funnels and Goals
- Analysis of Different Reports i.e. Audience Report, Acquisition Reports, & Behavior Reports
- Linking of Google Ads & Analytics
- Conversion Tracking using Google Analytics
- Monitoring Traffic Source & Location
- Generating Ads Reports & Many more.

6

Social Media Marketing

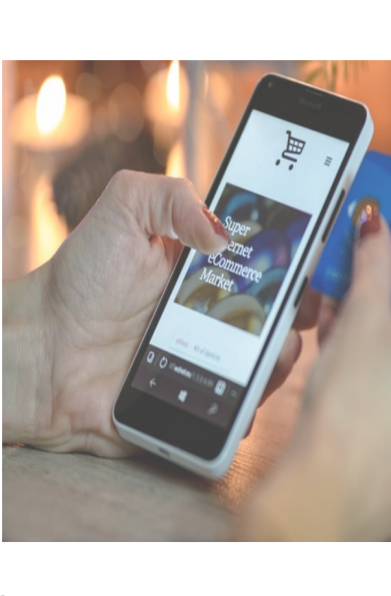
- Introduction to Social Media
- Social Media Marketing Platforms
- Why choose Social Media
- Difference between SEM and SMM
- Facebook Page Setup
- Increase the Customer Engagement & Fans Following
- Understanding of Facebook Advertising Policies
- Setup the Facebook Ads Account
- Understanding the types of campaign in Facebook
- Setup the campaign in Facebook
- Audience Selection on Social Media
- Placement & Bidding Strategies
- Ad Types in Facebook
- Facebook Adverts Optimization
- How to setup business Manager Account
- Introduction to LinkedIn Marketing
- LinkedIn Account Structure and Campaigns
- LinkedIn Advertising Policies & Optimization
- Introduction to Twitter Marketing
- Promoting the profile and Tweets
- Overview of Social Media Optimization
- Lead generation with Social Media & Many more.

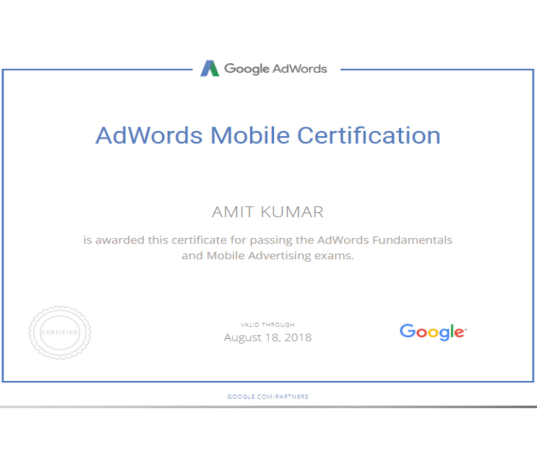
WhatsApp
Instagram
LinkedIn
Twitter
Facebook
Viber

7

Mobile Marketing

- Introduction to Mobile Marketing
- Understanding the Mobile user behavior
- Mobile Trends & Technology
- Drive Calls on Mobile
- Drive App Install Campaign
- Drive Local & Online Sales with Mobile
- Mobile Web Development overview
- Mobile web optimization
- Drive Awareness on mobile apps
- Drive App engagement campaign
- Mobile Bid Strategies & Adjustments
- Mobile Targeting & Remarketing
- Ad Extensions and Formats
- Display campaigns on Mobile
- Full Value of Mobile Applications
- Best Practices of Running Ads on Mobile
- App Conversion Tracking
- Call Tracking & Many more.





Google AdWords

AdWords Mobile Certification

AMIT KUMAR

is awarded this certificate for passing the AdWords Fundamentals and Mobile Advertising exams.

August 18, 2018

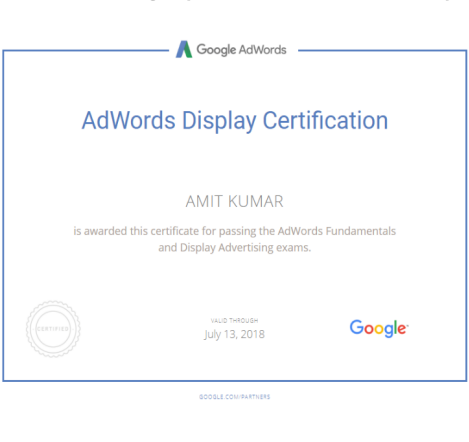
Google

8

Display Marketing

- What is Display Marketing
- What is Google Display Network
- Setting Up a display campaign
- Understanding the Important Metrics in Display Campaigns
- Using the Ads Ad gallery
- Bidding features on the Display Network
- Contextual Advertising
- Bidding strategies & Adjustments
- Targeting Options in Display Advertising
- Custom Ad scheduling
- Creating Banner Ads
- Rich Media Ads
- Responsive Ads
- Optimizing Display Ads
- Introduction to Video Campaigns
- Type of Video Ads Format
- Targeting and Bidding option in Video campaigns
- Setting up a True Video Campaign & Many more.

A Picture is worth a Thousand Words



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AdWords Display Certification

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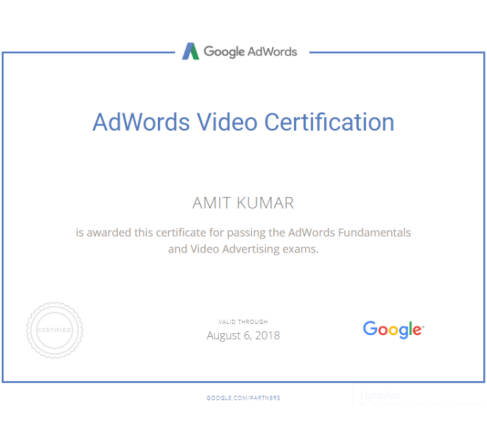
July 19, 2018

Google



Google AdWords

AdWords Video Certification

AMIT KUMAR

is awarded this certificate for passing the AdWords Fundamentals and Video Advertising exams.

August 8, 2018

Google

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Infographics

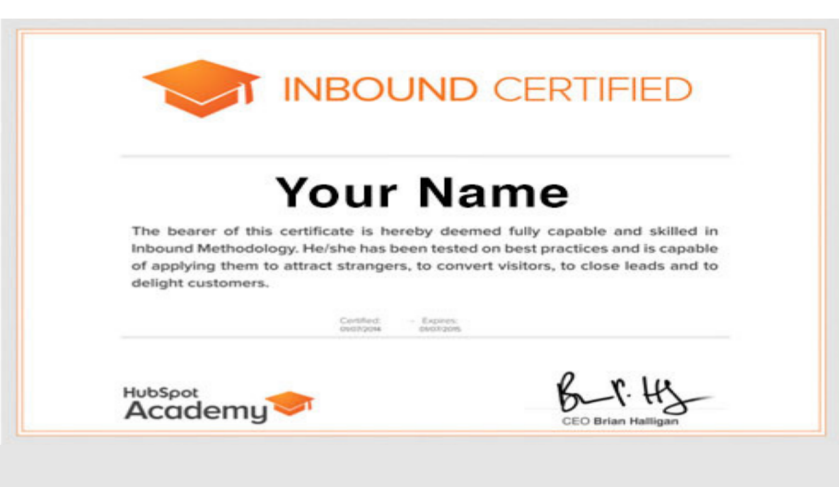
- Introduction to Infographics
- Benefits and usage of Infographics
- Tools to edit images
- Canva
- Piktochart
- Infographic Designing
- Creating Cover Photo
- Licence Free Images & Many more.

10

Content & Inbound Marketing

- What is Content Marketing
- Objectives of Content Marketing
- Keywords Research for Content
- Creating an Appealing Content
- SEO rich content
- Content Distribution
- Measuring ROI of Content
- Optimizing the content

- Introduction to Inbound Marketing
- Benefits Inbound Methodology
- Effective Inbound Strategies
- Call to Action Strategies
- Optimizing Websites
- Fundamentals of Blogging
- Landing Page Optimization
- Sales Process Inbound & Many more.



INBOUND CERTIFIED

Your Name

The bearer of this certificate is hereby deemed fully capable and skilled in Inbound Methodology. He/she has been tested on best practices and is capable of applying them to attract strangers, to convert visitors, to close leads and to delight customers.

HubSpot Academy

CEO Brian Halligan

11

Email & SMS Marketing

- Introduction to Email Marketing
- Creating email marketing plan
- How HTML email works
- Creating Email Broadcast List
- Designing and coding
- Avoiding spam filters
- Testing your email designs
- Email Campaign Setup
- Automation in Email Marketing
- Reporting & A/B Testings
- Personalisation in Email Marketing
- Measuring performance of Email Campaigns
- Introduction to SMS Marketing
- Benefits & use of SMS Marketing

Email Marketing

12

Blogging & Affiliate Marketing

- Introduction to Blogging
- Choosing a Blogging Niche
- Setup the Blogs on Your Platform
- What are the Authority Blogs
- Marketing of Blog
- Benefits of Blogging
- Performance Measurement of Blogs & Many more.

WordPress

Affiliate Marketing

- Introduction to Affiliate Marketing
- 3 A's of Affiliate Marketing
- What is the Affiliate Network
- How to Sign up for Affiliate Network
- Affiliate Marketing Management
- Campaigns in Affiliate Marketing
- List of Affiliate Networks in World

13

Google Adsense

- What is AdSense
- Understandings of Google Adsense
- How to Get Adsense Account Approvals
- Policies for Adsense Approvals
- Tricks to get Adsense Account Approved
- Understanding the Interface of Adsense
- Selection of Ad types in Adsense
- Placing Ads on blogs
- Adsense integration into Websites & Many more.

14

Online Reputation Management

- Intro to Online Reputation Management(ORM)
- Need of ORM
- Understandings of ORM Stages
- ORM Principles
- Is ORM is same as SEO
- Influence of Online Reputation Management

Bewerten Sie uns auf Google
I ♥ SOCIAL MEDIA facebook
#Notizen
facebook

15

MS Office & Case Studies

- Fundamentals of MS Office
- MS Word
- MS Excel
- Report Generations & Templates

Study about how big brands have takes their marketing in the changing trends towards consumer thinking about online market.

Research on famous digital marketing strategies implemented by successful digital marketers.

16

Marketing Strategies & Funnels

Let's Talk on Strategies & Best online Marketing Practices

17

Client Services & Reporting

Client Servicing is the arrangement of administration to clients.

The view of accomplishment of such associations is reliant on workers "who can modify themselves to the identity of the visitor

Data you collect with advertising should be analyzed and The Process of Reporting and How to generate reports with various Tools? & Many more.

18

Lead Generation

- What is Leads or Acquisition?
- Methods to generate leads
- Strategies to Convert Leads into Business

Landing Pages

- Purpose of Landing Page
- Landing Page Designs
- Optimization of Landing Page.

19

Job Placement Support

360° Placement Support
Reference & Company Experience Letter
Mock Interview and Q&A
CV & Cover Letter Design

Start Your CAREER in Digital Marketing with CALinfo.

Enroll Now!

CALinfo

A Digital Marketing Agency

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