

Digital Marketing

About Us

InternsForge is the bridge that takes you from books to the on-field application of any and everything you want to learn. You should be trained to apply all your learnings in the real world right from the start. This not only makes your learning process a lot more fun but sets you apart from the dense competition through your exceptional skills from our holistic learning approach.



“We're not here to just teach;
we're here to transform”

30,000+ Students Turned Industry-Ready Professionals

4.5+ Star rating on Google from 325+ Happy customers

Have our presence in over 4000+ colleges including top IITs, IIMs, NITs, IIITs etc

Students from InternsForge are working in Top MNCs like IBM, Accenture, Innodata, Cognizant etc



DIGITAL MARKETING



What is Digital Marketing ??

Imagine having the power to showcase a brand to millions of potential customers around the globe with just a few clicks. That's the magic of digital marketing. It encompasses a vast array of strategies and tactics aimed at promoting products or services using digital technologies, such as the email, apps, social media, mobile devices, search engines, and more. From crafting compelling content for engaging with audiences on social platforms, to making any organization rank top on google search, digital marketing offers an unparalleled opportunity to make a meaningful impact in the digital landscape.

Scope of Digital Marketing ??

Congrats!! 🎉
You just made a great
choice



Did You Know ??

- The digital marketing career scope in the Indian internet industry alone is going to be **worth \$160 billion by 2025**, according to a Goldman Sachs report, which is three times its current value. Thus, the number multiplies at least by 3x when it's considered on a global scale. Almost every company is shifting their focus from traditional marketing to digital marketing. According to a survey by Forbes magazine, **82% of consumers** shop or **conduct research online**. Companies can
- reach almost **1 million customers via Instagram alone**, and more than **9 million businesses use Facebook to connect with consumers**.
- **68% of online experiences** begin with a search engine.
- **89% of businesses** rely on organic search as their most effective distribution channel.

Are We Really Different ??



‘This is NOT a Course, This is a Commitment’

The internet is full of online courses- free as well as paid, college students have access to top professors and high quality study materials.

Still our unemployment ratio continues to grow.

At the same time, the stress and worry faced by today's college students reach the sky!



“ Now it's time to leave all your worries up to us and experience a transformed way to learning ”



4 Gaps That We Fill for You

1 Learn From Your Idols

- **Learn from Your Idols Currently**

Working At Your Dream Jobs

You are already getting trained by top quality college professors, now time to cover the gap between theory and actual industry work. Get trained by professionals working at your dream jobs, get inspired, get guided, and get ready to reach your dreams.

- **Interactive-Live Classes**

90% of the students never finish the online courses they enroll in. Get ready of an entirely different experience, where you learn while interacting with your mentors in a motivational environment where you can't wait for the next session. Get Inspired! Get Going!



2 Filling the Communication Gap

- **Special Emphasis on Your English Communication Skills**

Even the most highly skilled professionals have reported not getting the job due to lack of effective English communication skills . Our focus will not only be to develop you industry-level skills but also efficient skills to present to the world everything you have learned confidently and fluently.

- **Group Discussion Sessions**

Learn with the strongest tools-Practice. We will consistently arrange group discussions sessions where you can practice to put your thoughts out their with professionalism and fluency.



3 Advanced Placement Preparation

• Advanced Interview Preparation Tools

Get FREE access to our advanced interview preparation tool where you can:

- Select the desired job role you want to interview for.
- Answer the interview questions.
- Get evaluation and feedback on your answers, tone, communication, expressions, confidence and everything the interviewer looks for.
- Work on your shortcomings and use the tool regularly till you securely land your dream job.



• Our Highly Efficient Job Portal

Get access to our own exemplary job portal which combines and brings for you all the latest job openings from each and every platform at together at one place.

• Advanced Resume Building Sessions

Learn what MNCs look for in their ideal resumes customized to your desired job role and explore the secrets that sets apart a resume from the dense crowd of job seekers.



4 Experience Working on Live Industry Level Projects

- **4 Live Industry Level Projects**

There is a humongous difference between learning from your classroom, books, notes vs. having industry experience where you know the current industry demands and are an expert at fulfilling those demands.

At InternsForge we make sure that your learning runs parallel to the applications of your learning, i.e right from the start till the end you are consistently applying everything you are learning in form of 4 main projects that are going on in the current industry



- **Projects Assigned and Guided by Industrial Mentors**

Since the purpose of this program is to get you industry ready. You will be assigned projects through your mentors who are working in the industry. You get to work on the projects that are highest in demand as per the industry requirements of the time you are taking the course.

You get consistent guidance from your mentors with additional doubt clearing sessions as per your demand for the smooth running of your projects.



ROADMAP

Introduction Webinar

Between 20 to 25th of the month, you will have your introduction webinar where you will get expert insights on the scope of the subject and your growth graph with the selected career.

During 3 Months of Intensive Training

During your training the following will be covered:

- 40+ hrs of interactive-live sessions with industry experts
- 4 Industry Level Projects
- Advanced Job Preparation

After 40+ Hrs. of Intensive Training

- Certificates that sets you apart
- Access to the most efficient job portal
- Access to the AI portal where you can practice for interview sessions.

Orientation Session

Within the first week of initial payment you will have your first orientation session where you will get an in-depth introduction to our process.

3 Months of Intensive Training

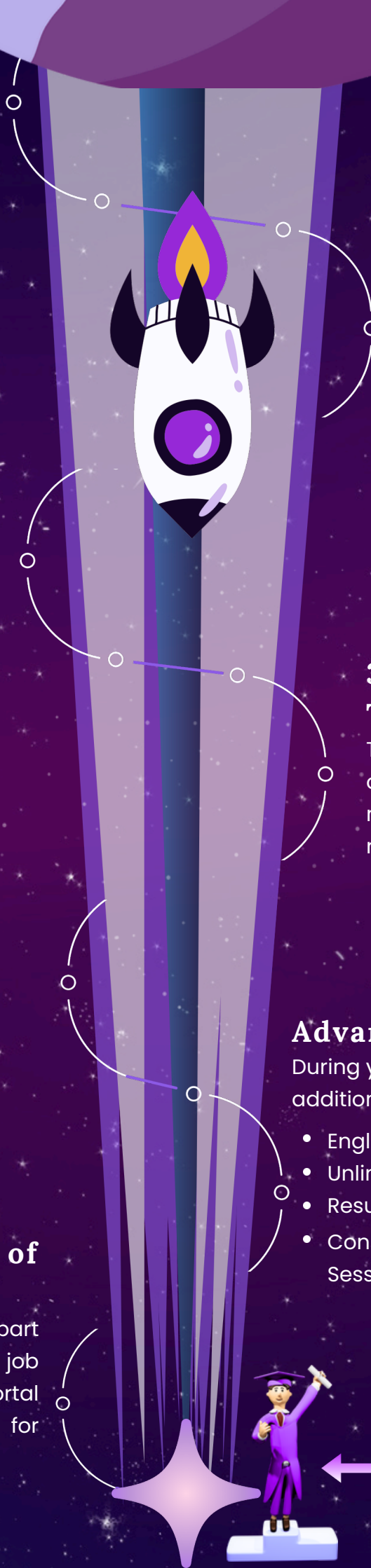
Then we will start your 40+ hrs of intensive training. Where we make sure you are industry-ready.

Advanced Job Preparation

During your training the following additional things will be covered:

- English Communication Training
- Unlimited Interview Practice
- Resume Building Training
- Constant Quiz & Questionnaire Sessions

“The best version of you all set to conquer your Dreams”



Curriculum

MODULE 1

Introduction to Digital Marketing:

- ***Digital Marketing Basics***
- ***Purpose of Marketing***
- ***Segmentation & 4Ps of***
- ***Marketing Marketing Funnel***



MODULE 2

Digital Branding & Website Building :

- ***Basics of Branding***
- ***Building a Brand Identity***
- ***Online Presence***
- ***Storytelling in Digital Branding***
- ***Domain & Hosting***
- ***Wordpress Website Building***



MODULE 3

Keyword Research :

- ***Keyword Types & Research Tools***
- ***Competitive Analysis***
- ***Keyword Mapping***



Curriculum

MODULE 4

Search Engine Optimization :

- **How Search Engines work On-**
- **Page Technical Off-Page Mobile &**
- **Local SEO Google Algorithm &**
- **Black Hat SEO Case Studies**



MODULE 5

Paid Advertising :

- ***Introduction to Google Ads***
- ***Types of Ad Campaigns***
- ***Ad Campaign Creation***
- ***Optimization & Reporting***
- ***Bidding Strategies & Terminologies***
- ***Case Studies***

MODULE 6

Analytics :

- ***Setting Up Analytics***
- ***Key Metrics and KPIs***
- ***Advanced Analytics Techniques***
- ***Custom Reports and Dashboards***



Curriculum

MODULE 7

Social Media Optimization :

- ***Profile Creation & Optimization***
- ***Hashtag Strategies***
- ***Content Calendar***
- ***Social Media Trends***
- ***Analytics & Measurement***



MODULE 8

Social Media Marketing :

- ***Social media for businesses***
- ***Facebook & Instagram Marketing***
- ***Types of Facebook Ads***
- ***Influencer Marketing***
- ***Campaign Measurement & Optimization***



MODULE 9

Email Marketing :

- ***Types of Email Marketing campaigns***
- ***Building email list Email Content***
- ***Creation Email marketing Tool***
- ***Analytics & Reporting***



Curriculum

MODULE 10

Affiliate Marketing :

- ***Affiliate Marketing Models***
- ***Affiliate Networks***
- ***Performance Tracking and Analytics***



MODULE 11

Online Reputation Management (ORM) :

- ***Understanding the basics of ORM***
- ***Building a Strong Online Presence***
- ***Tools for monitoring online mentions***

MODULE 12

Content Marketing :

- ***Content Planning***
- ***Blog Creation***
- ***Content Generation & Distribution***
- ***Content Marketing Tools***
- ***Case Studies***



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MODULE 13

Resume Building, Interview Preparation & Placement



THANK YOU



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