



DIGITAL MARKETING AGENCY IN HYDERABAD



DIGITAL MARKETING ADVANCED COURSE

8 WEEKS | ONLINE | 30+ PRACTICE HOURS | CERTIFICATION

STUDENTS | WORKING PROFESSIONALS | FREELANCERS



ABOUT US

Established in the year 2022, we are one of the pre-eminent Marketing and Advertising agencies in town. Our Agency is known for its integration of Modern Marketing and Digital Transformation Management.

Magma Digital Solutions has served more than 30+ business industries in town, providing them with the best services. We believe in producing effective results and by skillful approach toward the problems or requirements that are needed by the client. Trust is the main ingredient that we focus on gaining whenever we take up a project or give a presentation to our client, cause trust makes people understand each other better and achieve goals together.

Learning is earning. As a team, we always educate ourselves about the transformations done in the industry of marketing. We always work smart and hard to stand tall among our competitors in the industry. We focus on designing the best planning and execution plans according to the industry.

WHY JOIN MAGMA DIGITAL SOLUTIONS ?



Training by Industry Experts



Case Studies and Assignments



Dedicated Student Mentor



Real time project Experience



Interview Preparation



100% Placement Opportunities



WHAT IS DIGITAL MARKETING?

Digital marketing refers to the use of online platforms, digital technologies, and the internet to promote products, services, or brands. It encompasses a wide range of strategies and tactics aimed at reaching and engaging customers through digital channels.

Digital Marketing helps you to promote your business' products and services through different streams of Specialization providing you with a huge reach and vast Customer Base.

WHY SHOULD YOU CHOOSE DIGITAL MARKETING AS CAREER ?



**GET A FULL-TIME OR PART-TIME
JOB AT AN ESTABLISHED
ORGANISATION**

BECOME A FREELANCER

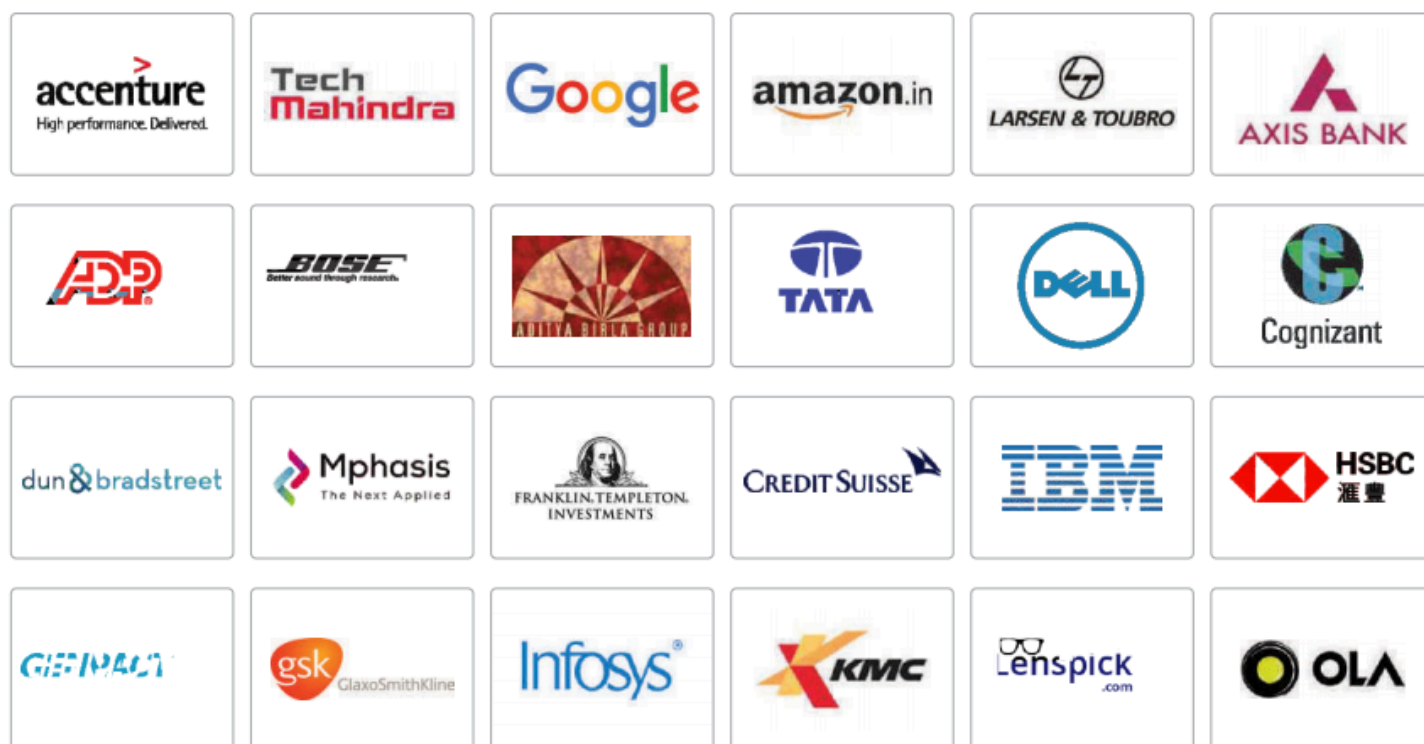


START YOUR OWN BUSINESS

**BECOME AN INFLUENCER, BLOGGER
OR VLOGGER**



COMPANIES HIRING DIGITAL MARKETERS

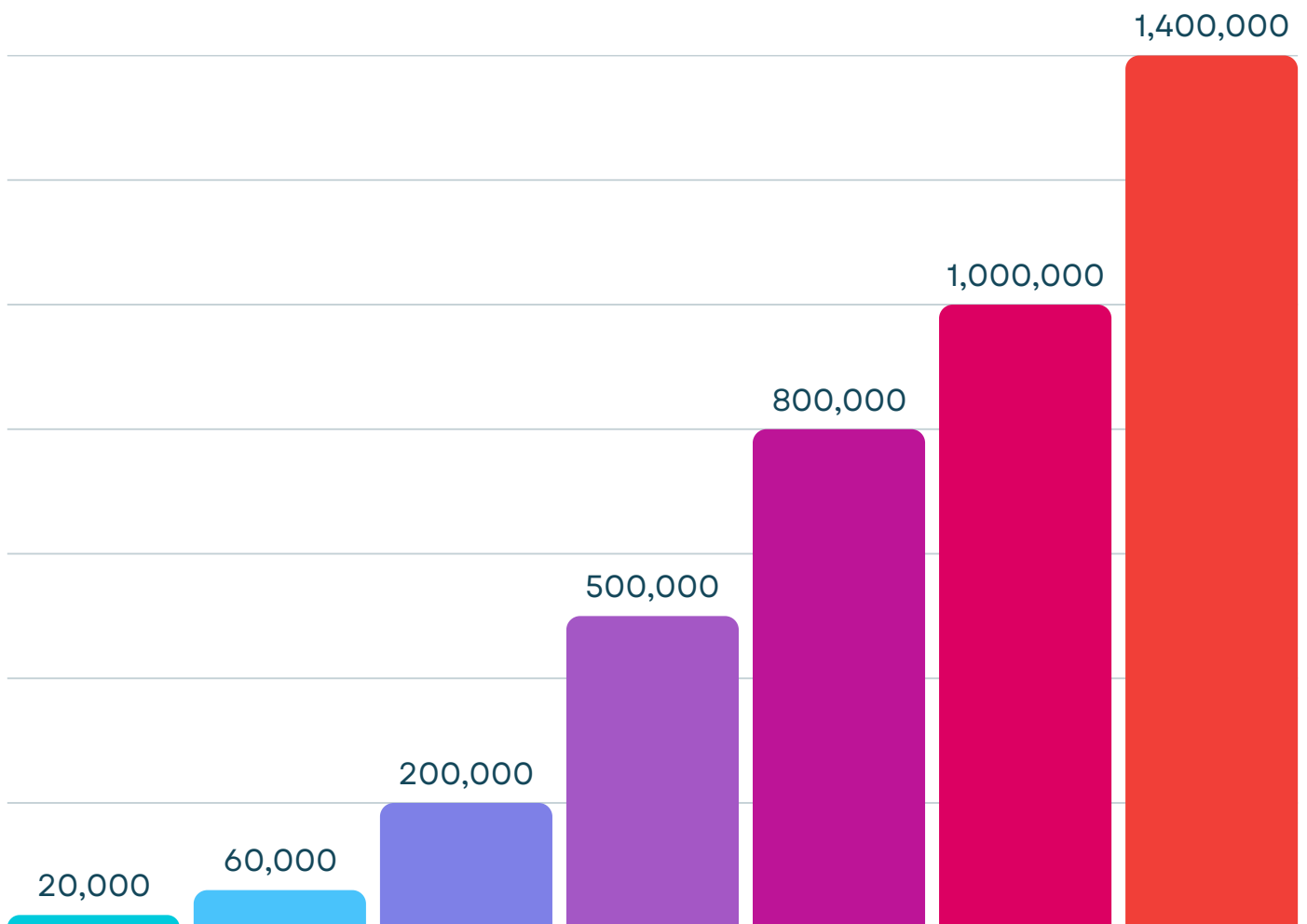
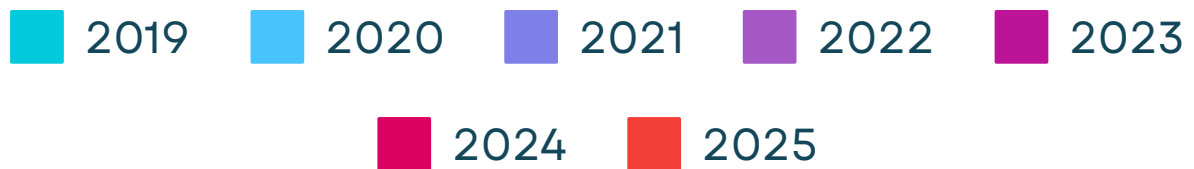


And Many More...

TOOLS COVERED IN THE COURSE



STATISTICS BY YEAR WISE JOBS IN INDIA



JOB PROFILES FOR DIGITAL MARKETING

SOCIAL MEDIA MARKETING

Social Media Marketing Analyst
Social Media Marketing Specialist
Social Media Strategist
Social Media Marketing Manager
Social Media Community Manager

SEARCH ENGINE OPTIMIZATION

Link Building Specialist
SEO Analyst
Technical SEO specialist
Group Head - SEO
SEO Group Account Manager
SEO Manager

CONTENT MARKETING

Content Writer/Copywriter
Chief Content Officer
Content Marketing Manager
Content Marketing Strategist
Graphic Designer

SEARCH ENGINE MARKETING

Process Associate
Digital Media Associate
Digital Media Specialist
Digital Media Senior Specialist
Campaign Manager
Account Manager

EMAIL MARKETING

Email Marketing Specialist
Email Marketing Manager
Email Campaign Analyst
Email Deliverability Specialist
Email Automation Specialist

OTHER DESIGNATIONS

Digital Strategist
Marketing Strategist
Community Manager
Copy writing Specialist
Brand Managing Specialist
Market Research Analyst

CURRICULUM

Introduction to Digital Marketing

- Introduction to digital marketing
- Overview of digital marketing channels(SEO, SEM, Social Media etc.,)
- Difference between Digital Marketing and Traditional Marketing
- Why Digital Marketing is important
- Components of Digital Marketing

Website Designing

- What is Domain and Hosting
- What is a Website and What is CMS
- Buying a Domain and Hosting
- cPanel and its features
- Website Development with WordPress
- WordPress Installation
- What is a theme
- Theme Installation
- What is a Plugin
- What is a Page Builder
- Creating Pages with WordPress
- Create a Subdomain
- Install WordPress
- Install Themes
- Create Pages
- Install Plugins
- Troubleshooting WordPress issues or errors

Search Engine Optimization

- What is SEO
- How search engine works
- Types of Keywords
- Keyword research and strategy
- Types of SEO
- On-page optimization
- Content Writing & Marketing
- Google Search Console - Analytics
- Technical SEO
- Server Side Optimization
- Off-page optimization

Search Engine Marketing

- Advantages of SEM
- Types of Network
- Types of Campaigns
- Ad Rank Formula
- Basics of Bidding
- Quality Score
- Keyword Research
- Keyword Match Types
- Types of Ads
- Types of Ad Extensions
- Auction System, Bidding Strategies
- Google Ads Campaign Simulation
- Google Ad Campaign Creation
- A/B testing
- Troubleshooting Real Time Scenarios
- Search / Display/ Video Campaign Set up

Social Media Marketing

- Introduction to Social Media Marketing
- Identify the Objectives
- Understanding Target Audience Behavior

A) Facebook Marketing

- Facebook as a Tool
- Organic Algorithm
- Facebook Business Assets
- Business Page Creation

B) Facebook Paid Advertisement

- Facebook Ads Manager
- Objectives
- Ad Placements
- Custom Audience / Lookalike Audience
- Detailed Targeting Audience Research
- Budgeting
- A/B Testing

C) Facebook Campaign Creation

- Ad Account Creation
- Campaign Level
- Ad Set Level
- Ad Copy Level
- Tracking – Facebook Pixels

D) Instagram Marketing

- Optimization Techniques
- Content Marketing
- Influencer Marketing
- Instagram Algorithm

F) LinkedIn Profile Optimization

- Personal Profile Optimization
- Creative Summary
- Ranking Optimization

G) LinkedIn Paid Marketing

- LinkedIn Business Pages
- Ad Account Creation
- Target Audience Research
- Campaign Creation

GA 4

- Understanding GA4's functions and features
- Setting up Google Analytics 4
- Creating custom events in GA4
- Exploring the pre-built reports in GA4

YouTube Marketing

- Understanding the YouTube architecture and Importance
- YouTube channel Creation
- YouTube Studio and Customization
- Learn how to upload and optimize YouTube content
- Video SEO and tools
- YouTube Shorts and its functionalities
- Monetization

Email Marketing

- what is Email Marketing
- Email Marketing Setup
- Benefits of email marketing
- Optimize your email Account
- Types of your email campaigns
- How to engage with your new subscribers
- Mail Chimp Tutorial
- Interview Q&A



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DIGITAL SOLUTIONS