

Branding with
SURENDRA



FULL STACK Digital Marketing

WITH 24+ PAID AI
TOOLS TRAINING

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ABOUT US

Digital Gannet Institute is dedicated to empowering students, professionals, and entrepreneurs through top-notch Digital Marketing training and consulting services. Our venture commenced its consulting journey in 2016 catering to a global clientele of B2B partners. Building on this success, in 2017, we introduced our comprehensive training program aimed at enabling learners to elevate their careers and master the most cutting-edge digital marketing techniques for assured success.

The driving force behind offering this course stems from the digital revolution and the exponential growth of internet usage worldwide. Traditional marketing and hard-sell tactics have become obsolete. Today's consumers prefer conducting thorough online research before making purchasing decisions. Consequently, businesses, regardless of size, are actively seeking to establish their online presence. The surge in demand for digital marketing has led to a significant need for skilled professionals in this field.

the job prospects exceedingly promising. Moreover, entrepreneurs leading startups are eager to acquire digital marketing expertise to enhance their existing marketing strategies.



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WHAT DO WE OFFER?

PROFESSIONAL DIGITAL MARKETING TRAINING



An advanced Digital Marketing certification course designed to propel students, professionals, and entrepreneurs to the next echelon of their career journey.

CORPORATE TRAININGS



Our training program involves on-site visits to corporate offices, delivering tailored Professional Digital Marketing Training. This initiative aims to elevate a brand's in-house marketing team by enhancing their skills and implementing cutting-edge methods directly into their business strategies.

CONSULTING



Additionally, we provide consulting services for startups and brands of all sizes—whether small, medium, or large—who seek to outsource their digital marketing needs to our expert team.



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WHY CHOOSE US



- ▶ 5 Interviews in the First Month
- ▶ 3 Months Internship
- ▶ Internship with Certification
- ▶ 100% Placement Assistance
- ▶ One Month Job Support
- ▶ Mock Interviews
- ▶ Exams After Each Module
- ▶ 24+ Paid Tools Access
- ▶ Resume Building and Interview Questions
- ▶ Recorded Video Classes on Updates Syllabus

3500+
JOB
PLACEMENT

DETAILED COURSE CURRICULUM

- SEO/Programmatic SEO
- Google Ads
- Performance Marketing
- SMO
- SMM(FB, Insta, Quora, Linkedin, Youtube, GMB, Twitter)
- Chat Gpt Training
- Google Search Console
- Google Analytics 4
- Email Marketing
- Blogging
- Adsense
- YouTube SEO
- Lead Generation CRM Tools
- Real Estate Organic Lead Generation through Scrapping Tools*
- Google Tag Manager
- Mobile Marketing
- 360 Degree Digital Marketing
- Freelance Training with Proposal Preparation
- Content Writing and Marketing
- Whatsapp Marketing



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ONLINE REPUTATION MARKETING

- What is online reputation marketing?
- How to find negative reviews in online?
- How to engage with customers?
- Tools used in ORM
- ORM case studies



WEBSITE DESIGN (WORDPRESS)

- Domain Purchase
- Hosting purchase
- How to install website platforms?
- Different types of website platforms?
- Theme setup
- Plugin setup
- Widget creation

- Page Creation
- Menu Creation
- Layout Design
- Importance of Settings
- Integration of Coding
- Search Engine Submission



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SEARCH ENGINE OPTIMIZATION



- What is SEO?
- How Search Engines works?
- Operators in SEO.
- Google Algorithms/updates.
- Types of Keywords in SEO.
- Website Designing.
- Business Analysis in SEO.
- Keyword Analysis in SEO.
- Importance of LSI Keywords.
- Google Webmaster tool.



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SEARCH ENGINE OPTIMIZATION

ON PAGE SEO

- URL Optimization
- Meta Tag Title Optimization
- Breadcrumbs Optimization
- Image optimization /ALT tags
- 301 b- 302 redirection
- H1 – H6 tags
- Content Optimization
- Canonical Linking Optimization
- Anchor links
- Use of Like Box/ Follow Box
- HTML XML Site maps.
- Importance of social Media buttons
- Video Optimization
- Footer Optimization.
- Server Optimization
- Robots.txt
- Non www to www conversion.
- Text to Html Ratio.
- Keyword density optimization.
- Loading Speed Optimization.

OFF PAGE SEO

- What is BACKLINK?
- Why BACKLINK is important?
- How to get a BACKLINK?
- Do follow I No follow backlinks.
- What is GOGGLE PR
- Search engine submission
- Directory submission
- Article writing and submission
- Press release
- Blog commenting
- Classified posting
- Forum posting
- Business listing
- Social bookmarking
- Social networking Video submission
- Info graphic submission
- Slide Submission
- Quora I Yahoo I Answers.com submission



S SEARCH
E ENGINE
M MARKETING



- The logo for Google Premier Partner. It features the word "Google" in its multi-colored font, followed by "Partner" in a large, grey, sans-serif font. To the left of "Google" is a red vertical bar with the word "PREMIER" in white, uppercase letters. Below the main text, it says "Specialized in:" followed by five icons and their corresponding ad types: a blue and green "A" for Search ads, a smartphone for Mobile ads, a red play button for Video ads, a blue bar chart for Display ads, and a blue shopping bag for Shopping ads.



SEARCH ENGINE MARKETING



CREATION CAMPAIGN

- Types of Campaigns.
- Location targeting.
- Device 8- Network targeting.
- Budget 8- Bid strategy.
- Ad extension targeting.
- Language targeting.
- Importance of frequency capping.
- Delivery methods.
- Ad rotation 8- Data targeting.
- Filter Creation.
- Manage columns.

AD GROUP TARGETING

- Creation of Ad copies.
- Types of Ad copies (text, display, video, shopping, banner, apps)
- How to choose Final URL.
- Understand 'Google analytics URL Builder'.
- Difference between Final URL 8- landing page URL?
- Choosing Right keywords to place.
- Limits of Ad copies 8- keywords.
- Optimize Good Quality Score (10/10).
- Use of top movers?



CONVERSION 8- REMARKETING

1. What is Conversion 8- Remarketing?
2. Importance of C 8- R?
3. How to setup C 8- R?
4. Types of Conversion setup.
5. Types of Remarketing setup.
6. Where to upload C 8- R cookies?
7. What is A.M.O ?
8. Importance of attribution Models in conversion.
9. Display campaign creation.
10. Shopping campaign creation.
11. Universal App Promotion.
12. Video Ad Creation.
13. Gmail Sponsor promotion.
14. Use of Display Network.
15. How to find out Competitors.
16. Importance of keyword 8- display planner tools.
17. Importance of ad preview 8 diagnosis.



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SEARCH ENGINE MARKETING



REPORTS

1. How to create report structure.
2. Submission reports to company.
3. Campaign reports creation.

ADWORDS EDITORS

1. What is A.E
2. Importance of A.E
3. How to upload Bulk Campaigns.
4. How to edit bulk campaigns.
5. How to setup new campaigns



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- [illegible]

Facebook

1. Company Page Creation.
2. Page layout design.
3. Importance of different postings.
4. Edge rank algorithm.
5. Push b- Pull strategy for branding.
6. 80/20 rule in social media.
7. Importance of Hashtags in posting?
8. Facebook tools.
9. How to improve likes, shares, Comments?
10. Engagement Rate.
11. Importance of likes in facebook.
12. Flow to create a contest, quiz.
13. Adshop section (or) How to place products in facebook.
14. Facebook Insights.
15. Group Creation.
16. How to sell products in facebook?
17. Custom tab creation.
18. How to link other social platform with Facebook?
19. Facebook analytics.
20. Competition analytics.



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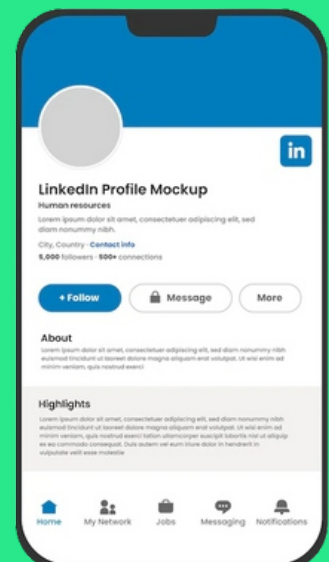
INSTAGRAM MASTERY



- What is Instagram?
- How to create an Instagram account?
- How to create an Instagram Business Account
- How to optimize Instagram BIO?
- Size guide for Instagram posts.
- Designing and posting a post in Instagram
- How to use hashtags for maximum results
- How to increase followers
- How to create 30 days' post in 1 Day

LINKEDIN OPTIMIZATION

- What is LinkedIn?
- How to use LinkedIn for business?
- How to hire using LinkedIn?
- How to get hired using LinkedIn?
- LinkedIn Groups
- LinkedIn Page Creation



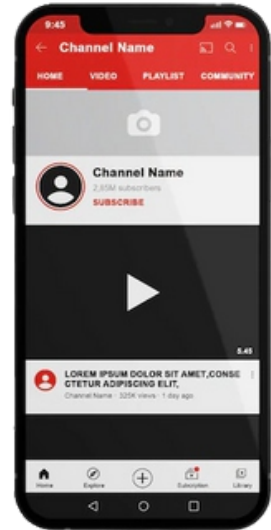
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YOUTUBE OPTIMIZATION

- What is a Youtube Channel?
- How to create a Youtube Channel?
- Adding a Youtube Banner
- Monetizing videos
- Doing video SEO
- Creating a 1 min video and
- Uploading it on Youtube



PINTEREST OPTIMIZATION



- What is Pinterest?
- How can we use it for business?
- Post & cover creation
- Posting articles
- Optimizing Bio

TWITTER OPTIMIZATION

- Why Twitter is necessary for business?
- How to create a twitter profile
- Post size / Cover / Profile image guidelines
- Twitter bio optimization
- Designing a post and posting
- Using GIF in posts
- Identifying trending hashtags
- Case study



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SOCIAL MEDIA MARKETING

- Importance of Social Media Ads.
- Comparisons between Adwords & Social media ads.
- Location & language setting.
- Custom Audience targeting in Facebook, Twitter, LinkedIn.
- Remarketing in Facebook, Twitter, LinkedIn.
- Audience targeting in Facebook, Twitter, LinkedIn.
- Details targeting in Facebook, Twitter, LinkedIn.
- Demographic targeting in Facebook, Twitter, LinkedIn.
- Types of ads in Facebook, Twitter, LinkedIn.
- Keyword types in twitter.
- Understanding Adgroups in Facebook, Twitter, LinkedIn.
- Bidding b- Budget setup in Facebook, Twitter, LinkedIn.
- Sponsored posts, stories, events, likes in Facebook, Twitter, LinkedIn.
- Creation of Adcopies/creatives?
- Placement targeting in Facebook, Twitter, LinkedIn.
- Learn how to target, college, field of study, qualification in Facebook, Twitter, LinkedIn.



GOOGLE SEARCH CONSOLE



- What is Google Webmaster tool/search console?
- How to submit a website to search engine.
- Importance of webmaster dashboard.
- Site settings.
- Use of Geographic settings.
- How to link Google webmaster tool with Google analytics.

SEARCH APPEARANCE

- What is structured Data?
- Use of rich cards.
- How to Highlight an Event/Data.
- HTML improvements.
- Use of AMP.

SEARCH TRAFFIC

- Search Analytics.
- Links to your site.
- Internal Links.
- Manual Actions.
- International Targeting.
- Mobile Usability.

CRAWL

- Crawl Errors.
- Crawl Statistics.
- Fetch as Google.
- Robot.txt tester.
- Sitemaps.

INDEX

- Index Status.
- Blocked Resources.
- Remove URL's.





EMAIL MARKETING

- Importance of Email. marketing in business.
- What is E-Mail marketing?
- Why to choose E-Mail marketing for business?
- Different types of E-Mails?
- How to write an E-Mail?
- Email. template design parameters?
- Types of popular E-Mail Software's.
- Calculate right time 8- day to send E-Mails?
- How to send the mails into inbox?
- How to find Spam words and not to be used in templates?
- Email reporting metrics.
- Open rate b- click rate calculation?
- A/B testing campaign?
- Types of bounce Emails?
- Paid tools in E-Mail marketing.
- List creation in E-Mail marketing.
- Difference between Email & GSP?



SOCIAL MEDIA ANALYTICS TOOLS

- Importance of SMAT?
- Creating Groups in SMAT?

- Importance of SMAT?
- Creating steams in SMAT?

GOOGLE ANALYTICS 4



- Understanding Google analytics.
- How to link website to Google analytics account?
- How to link GWT to GAT?
- Difference between GWT b- GAT
- Importance of IP Exclusion and How to Exclude Multiple IP's?
- How to Link Adwords with Analytics?
- How to create funnels in Analytics?
- How to create a Goals?

UNDERSTAND IMPORTANT METRICS

- User
- Session
- Bounce rate
- Visits
- Page views
- Page/ Sessions
- Page views /unique page views.

AUDIENCE

- Active users
- Cohort analysis
- Demographics
- Behavior
- Interests
- Technology
- Mobile
- Benchmark
- User flow



360 DEGREE IMPLEMENTATION

- Business Analysis
- Case study
- SWOT analysis
- Target & Budget analysis.
- Choosing right platform for Business.
- Setting up strategy for a project.
- Project reports.



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AFFILIATE MARKETING

- What is Affiliate marketing?
- Why to choose Affiliate marketing?
- How it is important in Digital marketing?
- Difference between Google AdSense & Affiliate marketing?
- How to find (or) choose merchants?
- How to choose publisher (or) Affiliator?
- How Affiliate marketing works?
- Components present in Affiliate marketing?
- Importance of cookies in Affiliate marketing?
- Costing (or) pricing model?
- How to maintain Affiliators?
- How to increase brand, ROI, sales with Low investment?
- Tools for Affiliate marketing?
- Tools to find merchants b- affiliate.
- How to apply for Ecommerce Marketing?
- Limitation to apply for Affiliate Marketing.
- How to Install the cookies in Website?



WHO SHOULD PERUSE THIS COURSE?

- Students
- Marketing managers or executives
- Btech & MBA students
- Entrepreneurs
- Start-ups



TAKE AWAYS FROM COURSE



- Certificate from Web M
- Google Adword Certification help
- E-Books on Digital Marketing
- Latest news letters
- VIP Access to secret Facebook & WhatsApp group Discounts
- for future webinars and workshops Internship chance
- Placement assistance
- Personal support from faculty
- Discounts for low-income groups
- Discounts for referring friends



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FREQUENTLY ASKED QUESTIONS

WHO CAN PURSUE THIS COURSE?

Students, working professionals, entrepreneur's startups and individuals those who are interested and passionate about the internet and digital world.

WHO IS THE FACULTY?

Our trainers are highly educated and talented in the field of digital marketing who already hold Google & Facebook certification with work experience of overseas and domestic projects.

WHAT IS THE MINIMUM QUALIFICATION TO GET A JOB IN THIS FIELD?

Graduation completed in any stream.

WILL I GET PLACEMENT HELP?

Yes, we provide placement assistance.

WHAT ARE THE TIMINGS FOR CLASSES?

Classes will be held in weekends and timings will be given through SMS.

CAN I GET INTERNSHIP OPPORTUNITIES?

Yes, selected students will get an internship.

HOW THIS COURSE WILL HELP ENTREPRENEURS AND STARTUPS?

Young entrepreneurs and startups can get the maximum benefit from this course by learning and implementing new age marketing techniques to market their business to their target audience.

CAN I PAY IN INSTALLMENTS?

Yes, 2 Installments.

WHERE WILL BE THE JOB LOCATION IF I GET PLACED ?

Pan India



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STUDENTS HAIL FROM



Cognizant



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MEDIA
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Deloitte.



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