

# DIGITAL MARKETING

## CODE WORLD



Back in 2008, a question crossed our minds. What is the one thing the next generation of students and professionals would need the most?

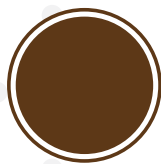
Our first and only answer was skill-based learning. This became the founding reason behind the birth of Delhicourses.in, an institute dedicated to providing skill-based education at an affordable price. Our digital marketing course continues to be ranked at the top consistently for the last decade.

Since our inception, we have trained interested students, professionals, entrepreneurs, and seasoned business executives in Digital Marketing, Cyber Security, Share Market, and Cloud Computing. Our trainers have years of experience in professional life as well as teaching. A common thread we try to follow is maintaining the onus on practical learning.

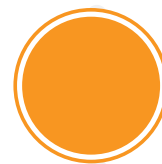
Our mission is solely to make quality skill-based education at an affordable price.



**TRAINEE**



**BATCHES**



**RATING**



# ADVANCE DIGITAL MARKETING COURSE CONTENT

**15 TOPICS , 60 MODULES , 100 + PLATFORM**

## **PHASE 01 - PLATFORM CREATION**

- Web Designing (Wordpress, CMS, etc)
- Graphic Designing
- Content Writing
- Video Creation

## **PHASE 02 - MARKETING**

- Promotion on Search Engines
- Promotion on Social Media
- Promotion on Email
- Promotion on Mobile
- Funnel Creation and Re-marketing
- Growth hacking
- Influence marketing
- Pericopes marketing
- ORM
- Analytics

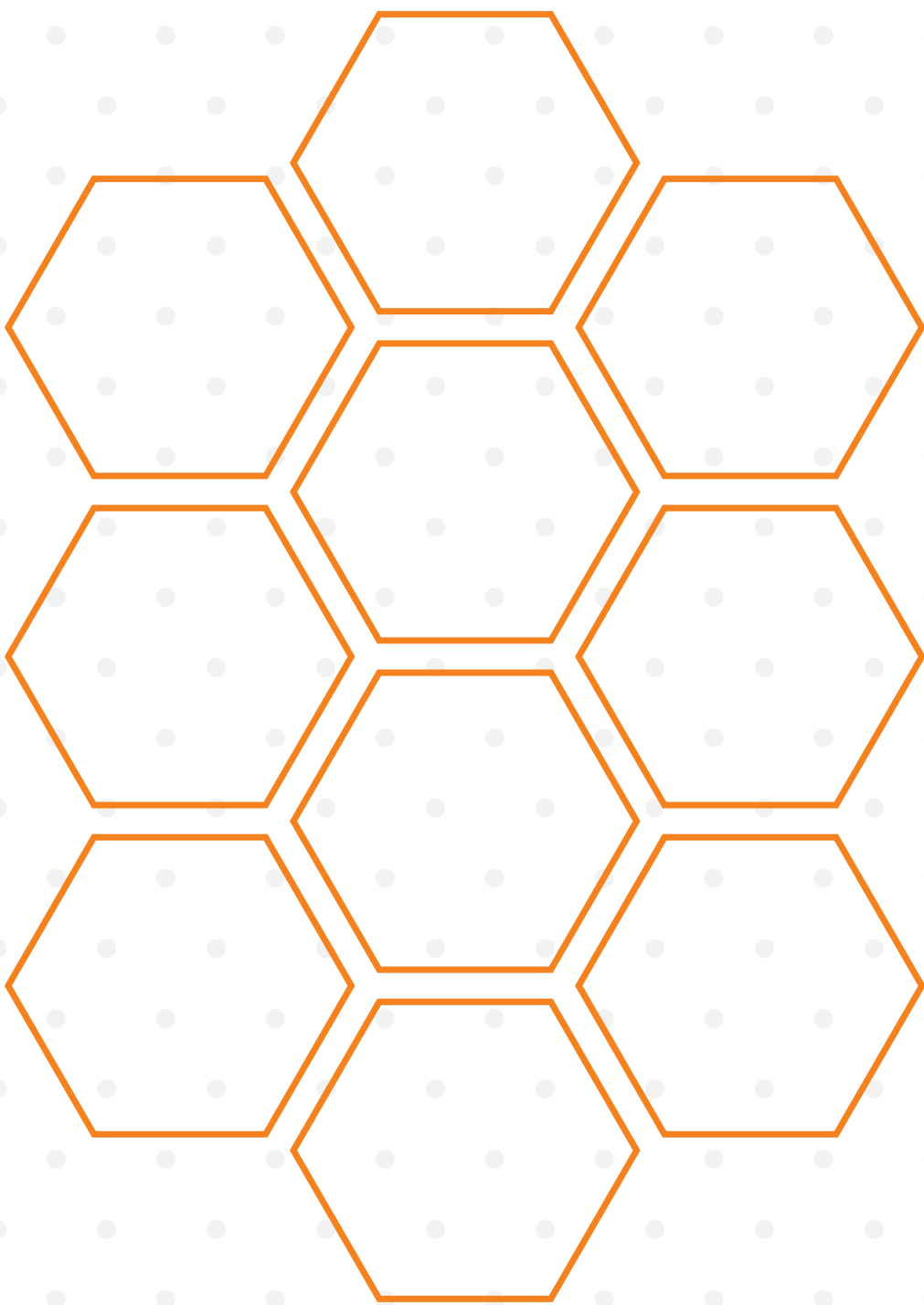
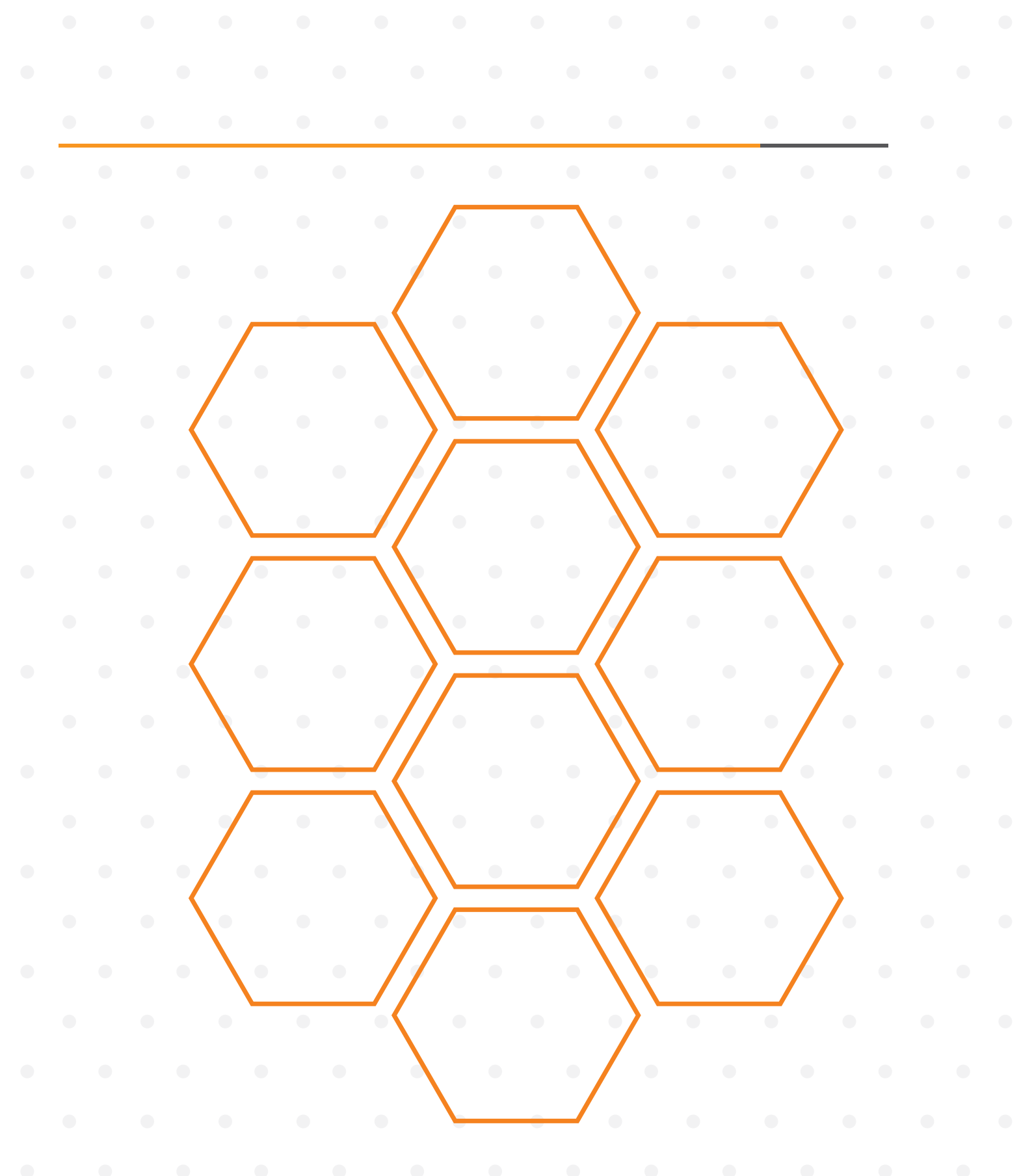
# ADVANCE DIGITAL MARKETING COURSE CONTENT

**15 TOPICS , 60 MODULES , 100 + PLATFORM**

## **PHASE 03 - CAREER OPPORTUNITIES**

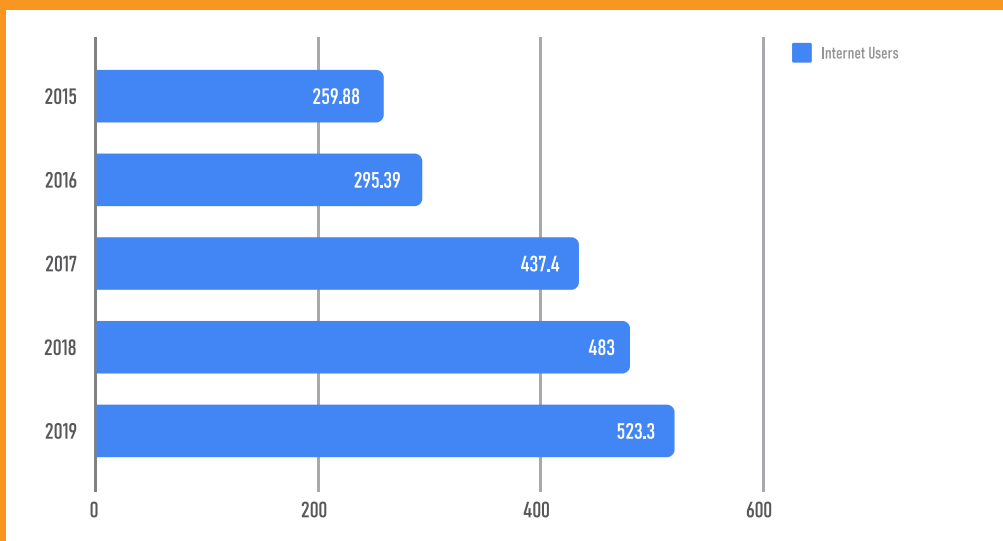
- Job
- Business
- Blogging (Google Adsense & Affiliate)
- Vlogging (Google Adsense & Affiliate)
- Freelancer



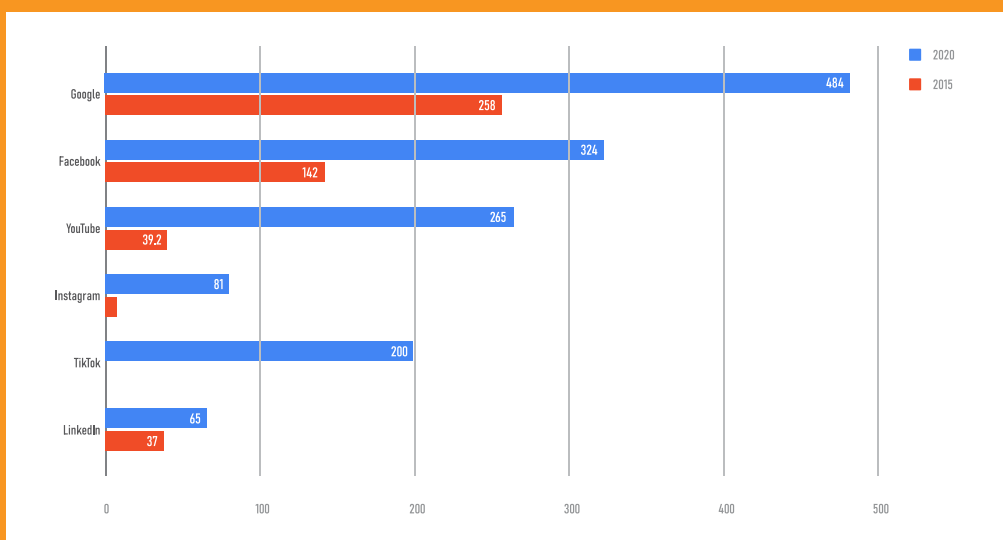


You HAVE to focus on digital marketing. Why? Because time is running out and this chance won't come back again. Look at points below

Internet Users in India (in millions)



How do Indians use the internet? (in millions)



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- Every company, from the smallest startup to the largest brand, needs digital marketers today
  - Out of almost 10,000 tech startups in India, only 31 are unicorns. Why? The best startup companies like Flipkart, Swiggy, and more have focused on digital marketing for outreach
  - Even political parties use digital marketing. The NDA government led by BJP came into power by becoming the first party to make use of digital marketing. BJP spent a total of 25 crores in the 2014 campaign. Other parties like AAP and Congress have also begun hiring digital marketers
  - All the YouTubers and Instagram celebrities you see every day found success by learning digital marketing
  - Unlike other courses like MBA and B. Tech which take 2-4 years to finish, you can learn digital marketing within a few months
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