



**KEYLINE
ACADEMY**
Building a Digital Career

TRAINING FOR A BETTER CAREER

Learn the fundamental principles of digital marketing and become a certified digital marketing specialist in SEO, PPC, SMM, Analytics and many more.



www.keylines.net/academy

DIGITAL MARKETING COURSE

3+1 MONTHS COURSE

2 classes per week – 2.30 hrs each. Extra classes will be scheduled as per requirement.

Class starts from 1st of May

First Batch timing: 11am – 1.30pm / 3pm – 5.30pm.

COURSE FEE:

₹ 30,000/- (10,000/- x 3 months) or ₹ 25,500/- one time.

One month on the job training

Internship certificate

Interview schedule and placement assistance

KEY BENEFITS OF JOINING THIS COURSE:

- ◇ Job Assistance
- ◇ Live Projects
- ◇ 1 month Internship Program
- ◇ Globally acknowledged certification
- ◇ Practical & Theory Classes
- ◇ Experienced faculty with years of industry exposure
- ◇ Learn Digital Marketing Tools
- ◇ Training on Analytics, Basic idea of Project Management tools & Live Chat Automation Tools
- ◇ Complimentary access to global webinars by Google, SEMrush, Search Engine Land, Brian Dean (Founder of Backlinks)

COURSE HIGHLIGHT

◇ Introduction to Digital Marketing:

An overview of the key concepts, trends, and tools in digital marketing.

◇ Website Design and Optimization:

Learn tools and strategies to design and optimize websites for search engines, user experience, and conversions.

◇ Search Engine Optimization (SEO):

Techniques and strategies to improve website rankings and visibility in search engines.

◇ Pay-per-Click Advertising (PPC):

Understand to create, manage, and optimize PPC campaigns on Google Ads and other platforms.

◇ Content Marketing:

Explore to create and promote engaging, relevant, and valuable content to attract and retain a defined audience

◇ Social Media Marketing:

Learn to leverage social media platforms to build brand awareness, engage with customers, and drive conversions.

◇ Email Marketing:

Tools and techniques to design and execute email campaigns that drive engagement and conversions.

◇ Analytics and Data-driven Marketing:

Sharpen your skills to measure and analyse digital marketing performance using tools like Google Analytics and data-driven insights.

◇ Mobile Marketing:

Understand the basics to optimize digital marketing for mobile devices and create effective mobile campaigns.

◇ E-commerce and Conversion Optimization:

Explore to create effective e-commerce strategies and optimize conversions through A/B testing, user testing, and user experience optimization.

◇ Digital Marketing Strategy and Planning:

Learn to develop a comprehensive digital marketing strategy and plan for a business or organization.

WHO SHOULD TAKE THIS COURSE?

Our 3+1 month's digital marketing course is suitable for those seriously looking to start a career in digital marketing. Our course will provide you with the knowledge and skills you need to succeed.



CAREER OPPORTUNITIES:

DIGITAL MARKETING
EXECUTIVE

SOCIAL MEDIA
EXECUTIVE

SEO/PPC
EXECUTIVE

CONTENT MARKETING
SPECIALIST

EMAIL MARKETING
SPECIALIST

WEB ANALYTICS
SPECIALIST

DIGITAL MARKETING
ANALYST

DIGITAL MARKETING
CONSULTANT

DIGITAL MARKETING
EXECUTIVE

ABOUT KEYLINE ACADEMY

Keylines Digitech is a 20+ years old digital marketing agency and has competency in various application domains. We have won a number of prestigious projects in different fields like multimedia presentation, software development, digital marketing, digital designing and web enabled designs. Our priority has always been to deliver quality work and services to our valuable clients.

Unlock your potential by joining our digital academy as **Keyline Academy** is providing a comprehensive job oriented digital marketing course with their 20 years of industry experience to help you get a job in the field of digital marketing. In our digital marketing course you will get to learn latest techniques and strategies of digital marketing that you can easily apply in your professional life.



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