

# The Future Begins Here!



## Our Courses

- ◆ Digital Marketing
- ◆ Graphic Designing
- ◆ Video Editing
- ◆ E-Accounting
- ◆ Advance Excel
- ◆ Basic Computer Course
- ◆ English Spoken
- ◆ ADCA, DIT, DCA,
- ◆ DTP



**Get in touch**

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**info@dmte.in | www.dmte.in**

**U-197 2nd Floor, Laxmi Nagar, Delhi - 110092**



# DMTE Pvt. Ltd

## **Digital Marketing Training Expert**

Digital Marketing Training Expert, Also Known As Dmte Works For The Sake Of The Youth And People Who Are Keen To Have An Eye On Such Platforms Where They Can Explore Good Things In Their Life. We Provide Good Practical Knowledge As Well As We Focus To Give Students And Candidates Corporate Exposure. Dmte Has A Vision To Serve The Best Services And Dmte Is One Of The Leading Institutions Of All. The Institute Has Been Successful In Providing What It Commits For, In The Field Of Imparting 100% Practical Based Technical Education. The Core Intent Of Dmte Is To Promote Professional Study Of Courses Like Digital Marketing, Graphic Designing, Advance Excel, English Improvement Programs, Ccc Etc. Nationwide. Dmte Aims To Provide Quality Education With Advanced Programs Rewarding Students To Think In A Creative Way And Eventually It Creates Well Groomed Professionals.

The main motive of starting up and launching. Dmte Pvt. Ltd. Is to provide quality of education and practical based study while training individuals. Helping them to achieve their goals and targets under the guidance of our trained quality experts.



*OUR TARGET*



*OUR BELIEVE*

We believe in exploring the main intent of our institution which is to serve you with best practical based training strategy which basically helps aspirants, individuals, job seekers, marketing experts, managers, organization heads, business men, entrepreneurs etc. We work on live projects.

We are looking to share or impart our best knowledge and skills with all our aspirants so as they can contribute in their erstwhile organization with a buzz. We also dream to garnish them with quality practical based training which is a made by the Dmte with huge purpose of full-fill your dream of becoming succeed.



*OUR DREAM*

# Features

1 Year Free Membership  
with Course



Free Demo Session



100% Practical Training



Back Up Sessions For  
Missed Classes



100% Placement Assistants



4.5/5 Rating By Our Students



Qualified And Experienced Trainer  
(with Over 8 To 10 Year Of Experience)



24\*7 Center Support



Interview Cracking Preparation  
And Resume Building



Small Batches For  
Individual Attention

**DMTE PVT. LTD.**  
Digital Marketing Training Experts



# Digital Marketing



# Digital Marketing

## Module 1 - Digital Marketing Introduction

- ✧ What Is Digital Marketing And Its Benefits?
- ✧ Why It's Important For Student's Owner And Housewives

## Module 2 - Profile and E-Commerce Website Creation

- ✧ Word Press Install & Design With Elementor
- ✧ Create Page, Post, Appreance
- ✧ Understand Plugin & Theme Installation
- ✧ Magento And Shopify

## Module 3 - Search Engine Optimization

- ✧ Keyword Search
- ✧ Global Ranking
- ✧ On Page & Off Page
- ✧ Backlink Creation
- ✧ Do Follow & No Follow Backlink

## Modules 4 - Social Media Marketing & SMO

- ✧ Creating Account On Social Sites
- ✧ Facebook, Linkedin, Twitter, Instagram
- ✧ Pinterest, Quora, Reddit
- ✧ Lead Generation From Social Sites
- ✧ Understand Funnels And Hierarchy

## Module - 5 Google Adwords/Ads

- ✧ Intro Of Google Ads
- ✧ Create Search , Display , Video , Shopping,
- ✧ Understanding PPC
- ✧ Understand CTR , CPC , CPA, CPM

## Module - 6 Affiliate Marketing & Seller Account

- ✧ Understand Affiliate Programs And Websites
- ✧ Merchant Account & Seller Account On Amazon, Flipkart, Meesho And Myntra
- ✧ How To Earn From Affiliate Marketing
- ✧ Find And Sale Niche Products

## Module - 7 Blogging

- ✧ How To Start Blogging
- ✧ Earn From Blogging
- ✧ Increase CTR

## Module - 8 Content Marketing

- ✧ How To Write Relevant Content
- ✧ Write Quality Content
- ✧ How To Check Duplicate Content

## Module - 9 Freelancing

- ✧ How To Grab Live Project
- ✧ How To Earn As a Freelancer
- ✧ How To Earn By Doing Freelancing
- ✧ How To Find Client

## Module - 10 Google Products

- ✧ Google Adsense
- ✧ Google Analytics
- ✧ Google Tag Manager
- ✧ Google My Business
- ✧ Google Merchant Centre
- ✧ Google Search Console

## Module - 11 Online Reputation Management

- ✧ Google Alert
- ✧ Locobuzz And Many More

## Module - 12 Email Marketing

- ✧ Understanding E-mail Marketing
- ✧ Generate Leads From Email
- ✧ Mail Chimps And Outlook
- ✧ Convertful

## Module - 13 Tools We used

- ✧ Canva
- ✧ Ashraf
- ✧ Semrush
- ✧ Moz

## Module -14 Microsoft Bing

- ✧ Bing Places
- ✧ Bing News
- ✧ Bing Webmaster Tool
- ✧ Bing Images
- ✧ MS Bot





# Career in Digital Marketing

If you are wondering about your career you must be thinking of doing a professional course and degree as per your comfort. So here we do have some small suggestion for you all that can help you to enhance your knowledge and wonderful experiences with new industry. Digital Marketing is one of the best professional course where you can make your career easily with easy simple steps. After having this skill you can find a better job with high salary package. Also with good opportunity for earn from your home and online. This skill will give you confidence to start your own business with approved and applied strategy.

## What Does Digital Marketing Do?

- 1 - They promote any kind of business.
- 2 - They help to generate your business leads.
- 3 - Also find your customer and used to build ORM.
- 4 - Digital marketer take your business on high level.
- 5 - They make advertisement for your business.

## Job Opportunities For Digital Marketer

Digital Marketing Manager  
Search Engine Optimizer  
Social Media Marketer  
Content Marketer  
Email Marketer  
Content Creator  
SEO Specialist for Voice Assistants  
Automation Expert  
Paid Media Specialist  
Web Developer





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