

ADVIDE
TRAININGS

TRANSFORM YOU TO EXCELLENCE

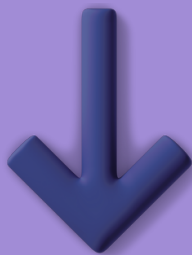


ADVANCE DIGITAL MARKETING COURSE (ADMC)

- ✓ Get A Job
- ✓ Start A Business
- ✓ Earn With Digital Marketing

ADVIDE TRAININGS

(TRANSFORM YOU TO EXCELLENCE)



JOIN NOW



24/156, Swarn Path, New Sanganer Road,
Mansarovar, Jaipur



WHY STUDY DIGITAL MARKETING

Whether You're a Student, A Job aspirant, A Housewife, or an Ambitious Dreamer. Digital Marketing will pave a way for You to make your Dreams turn into reality.



Expand Your
Business



Start an
E-Commerce Store



Be A Freelancing
Giant



Set up a Website
for Regular Passive
Income



Who Should Take THIS COURSE



Students



Professionals



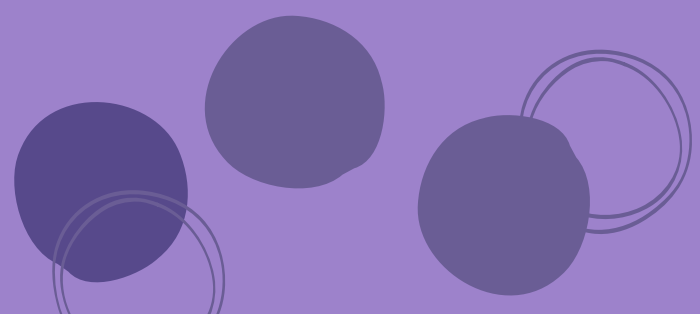
Business owner

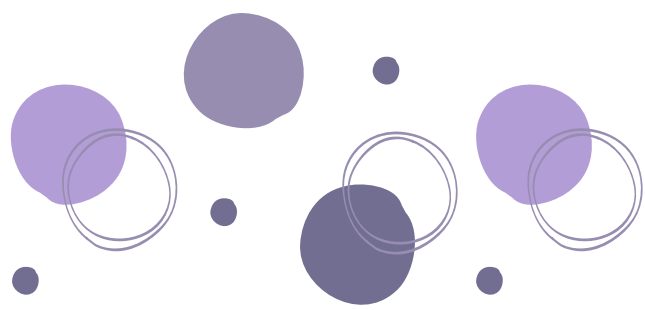


Entrepreneur



Anyone





Let's Begin



innovation

imagination

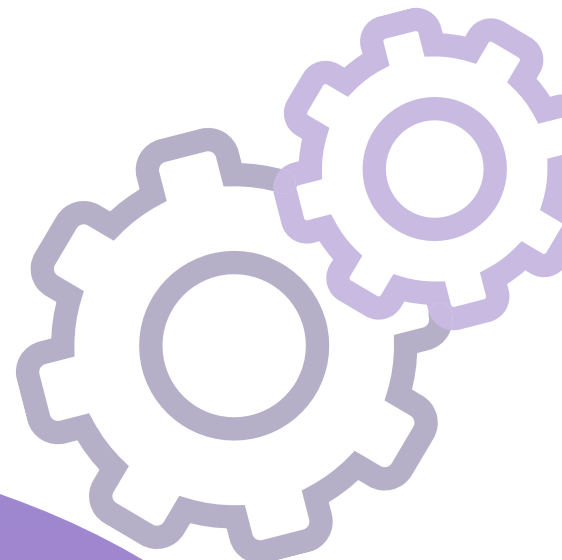
creativity

growth

achievements

brilliance

opportunities





About Advide Trainings

NO. 1 Digital marketing institute in jaipur

- **Advide Trainings is one of the best Institute for Digital Marketing Course in Jaipur . Our institute also offers internship along with the course which gives a good job after completion of the course which makes us the best digital marketing institute in Jaipur.**
- **Our Online Marketing Institute in Jaipur lays a path which drives you to the world of opportunities . Here you will get a chance to learn the skills that will be helpful for building a remarkable career in Digital Marketing.**
- **The Course we offer 100 % practical and helps you unlock the latest Digital Marketing Innovations and insightful internship with " Advide solutions " .**



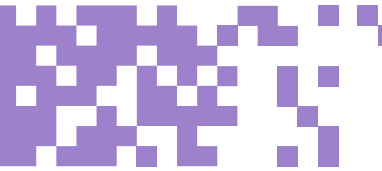


Become Professional in

Advide Trainings

Digital Marketing

With our Marketing Experts



3

Learning
Quadrants

39

Courses
Moduels

110

Learning
Hours

14

Professional
Certificates



+917891073610

Address : K. R Tower, Swarn Path Chouraha,
Bypass Road, Mansarovar



Become A Certified Professional

- ★ Don't waste your time in providing yourself, just let your certificates do the talking. These Recognized and Valuable certificates can fetch you better career opportunities .

Unlock



Certificates

Valued certificates with a training programme design by the experts

- ★ Don't miss the opportunity
Just Do it.



+917891073610



ADVIDE
TRAININGS



CERTIFICATES



9

Certificates



1

Certificate



3

Certificates

2

Certificates



ADVIDE
TRAININGS
TRANSFORM YOU TO EXCELLENCE



1

Certificate



Our innovations

What's
UNIQUE
About Advide

You won't just be A
Digital Marketer. You
will be an

Expert Professional

right after the training

“
No Boring
Lectures, 100 %
Practical Training
”

“
Master 30+
various Digital
Marketing Tools
”

“
Practical case
studies & exercise
after every module
”

“
Weekday batches
From : Monday to
Friday
”

“
Full Trainer
Support during
the entire : course
duration
”



Modules Have been divided into

3 QUADRANTS

1

DIGITAL MARKETING ESSENTIAL

Q1

This Quadrants causes you ponder the ideas and systems that are vital in Digital Marketing . Get skill in chipping away at different social stages and Google Algorithms ..

2

ADVANCE STRATEGY AND OPTIMIZATION

Q2

After you are knowledgeable with the essentials of Digital Marketing , this quadrant takes you to the development level . Open the development business rehearses and get a profound comprehension of enhancing discussion

3

MONEY MAKING TECHNIQUES

Q3

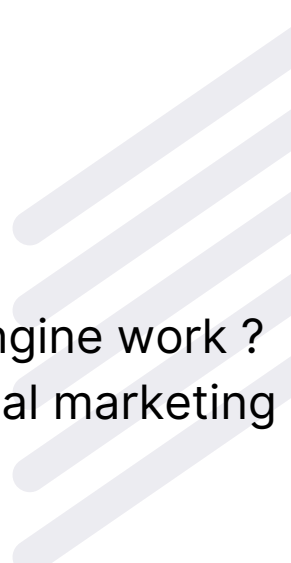
In the wake of stacking the whole information , figure out how to make millions from the picked up information . Gain from the specialists and become more acquainted with how to augment the ROI alongside investigating the universe of outsourcing



Here We Provide the Digital Marketing Course Syllabus

MODULE 1

Introduction of Digital Marketing

- What is marketing ?
 - What is digital marketing ?
 - Why are people going online ?
 - Key concepts of digital marketing
 - Benefits of digital marketing
 - How digital marketing evolved
 - What are inbound and outbound marketing ?
 - Understand the future of digital marketing
 - What is the Internet and how it works ?
 - How the internet evolved ?
 - What is a search engine ?
 - Types of search engine How does the search engine work ?
 - Ranking factors of google Tools required in digital marketing
 - What is advertising ?
 - What is online advertising ?
 - What is AdWords ?
 - Career scope in Digital Marketing
- 




MODULE 2

http://



Website Design Guidelines

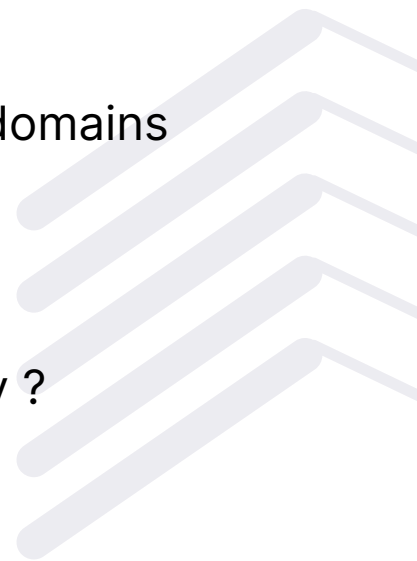
- What is the Website ?
 - What are the different types of websites ?
 - Web page vs website
 - Difference between blog vs website
 - Components of the website
 - Purpose of creating websites
 - How to build a web page ?
 - Web design vs web development
 - What makes a website user - friendly ?
 - Dynamic vs Static website
 - What are responsive websites ?
 - Build your own portfolio website
- 



MODULE 3

Domain Registration and Hosting

- What is domain & sub - domain name ?
- Parts of domain name
- How to choose a domain name ?
- What is the Protocol ?
- What is IP address
- What is web hosting ?
- What is Uptime Types of Web Hosting
- How to buy domain and hosting ?
- Costs of a domain name Buying and managing domains
- Importance of server security
- What is SSL certification ?
- When your site goes down what will happen ?
- What is the page authority and domain authority ?





MODULE 4



WORDPRESS

Wordpress Website Creation

- What is WordPress ?
- Understanding WordPress and it's functioning ?
- Features of WordPress
- Advantages and disadvantages of WordPress
- Sites built with WordPress .
- How to Install WordPress ?
- Editing the page and change the site title
- Add and edit a menu
- Blog page design
- Add social sharing buttons
- Working with dashboard
- What are Plugins and their uses ?
- What is the widget and how to use it
- Creation of Pages and Menus
- The importance of homepage
- Terms , Privacy , and Disclaimers
- Difference between Posts and Pages
- Adding a video to your website
- Integrating google analytics
- Adding a site to webmaster tools





MODULE 5

Search Engine Optimization Syllabus

- Introduction and Understanding of SEO ?
- How does Search Engine work ?
- Basics of SEO
- On - Page SEO vs Off - Page SEO
- What is the main purpose of using keywords in SEO ?
- Some important SEO tools
- What is link building and why does it matter ?
- What are backlinks ?
- What is an outbound link ?
- Difference between do - follow and no - follow links
- What are meta tags
- What is an anchor text ?
- What is robots.txt ?
- What is the landing page ?
- Latest updates in Google search algorithm
- What is Sitemap ?
- How is it important ?
- What is social networking ?
- What are google sitelinks ?
- What is google my business ?
- What is Alexa Ranking ?



MODULE 6

Keyword Research & Planning

- What are Keywords ?
- Types of Keywords
- Keyword - based on length
- History of Keyword Research
- Why is keyword research important ?
- LSI Keywords
- What is the keyword research process ?
- Understanding your target market
- What is Keyword Density , and does it matter ?
- Know what your people want
- How to use google keyword planner ?
- How to do the business analysis ?





MODULE 7

Content Writing

- What is content writing
- Introduction to the different types of Contents
- How to improve writing skills ?
- How to write SEO optimized content ?
- Use of proper Tags (h1 , h2 , h3)
- Attractive Title and Headings
- Anchor Texts
- How to count words
- Understanding your audience
- Write for users , not for google
- What makes good content ?

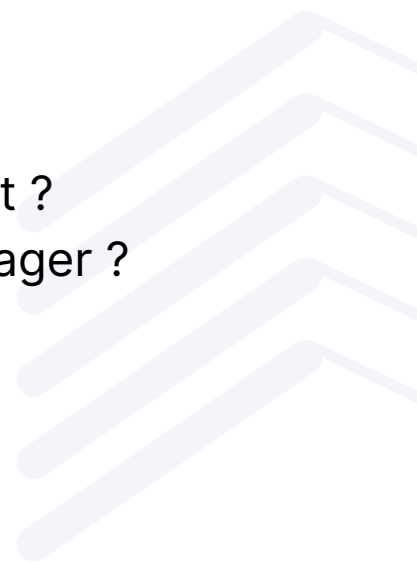




MODULE 8

Social Media Optimization Syllabus

- What is Social Media Optimization ?
- What is Social Media Marketing (SMM) ?
- Search Engine Optimization vs Social Media Optimization
- List of social media
- Importance of social media
- How Social Media Affects SEO ?
- How to promote business through SMO
- What is Viral Marketing
- Social media success tracking tools ?
- What type of social media content converts best ?
- What is the responsibility of a social media manager ?
- Top social media marketing tools to consider ?
- Some common social media mistakes





MODULE 9

Facebook Marketing Syllabus

- Facebook Insights
- Facebook Algorithms
- Ad Practices for Ad Content
- Facebook Targeting Options
- Retargeting or Facebook Exchange
- Facebook Page Management



MODULE 10

Twitter Marketing

- Introduction to Twitter Marketing
- Do's and Don'ts of Twitter Marketing
- Twitter Ads - Content & Targeting
- Influencer Marketing
- Power of Twitter and use of hash - tags
- Tools and Measurement





MODULE 11

LinkedIn marketing

- Introduction to LinkedIn
- How to Market
- Personal marketing
- Brand Marketing
- LinkedIn Ads
- LinkedIn Campaigns



MODULE 12

Instagram marketing

- Creating a Business Page
- Marketing Tools and Ads
- Influencer Marketing on Instagram
- Strategy How to Drive Engagement
- Switching Accounts
- Lead Generation through Instagram





MODULE 13

Quora Marketing

- Introduction to LinkedIn
- How to Market
- Personal marketing
- Brand Marketing
- LinkedIn Ads
- LinkedIn Campaigns



MODULE 14

True caller Marketing

- Introduction of True Caller
- True Caller Campaigns
- How to Create Ads
- Remarketing in True Caller





MODULE 15

Hotstar marketing

- Introduction of Hotstar
- Hotstar Campaigns
- How to Create Ads
- Custom Audience in Hotstar



MODULE 16

Pinterest marketing Syllabus

- Why use Pinterest for Business
- How to Setup a Pinterest Account for Business
- Analyze Work
- Spice up Your Strategy
- How to Create Popular Pins
- Images that Work





MODULE 17

YouTube Marketing Syllabus

- YouTube Channel Creation
- Video Creation, Uploading and Optimization
- Video Content and story line up
- Channel Monetization
- How to earn like a boss
- Case Study



MODULE 18

Social Media Automation

- How to Automate Social Media
- Tools to Automate Social Media
- What you Can and Can't Automate
- Automating Social Media Reporting and Analytics
- Find the best Time to share
- Rules of smart Social Media Automation





MODULE 19

Google Algorithms

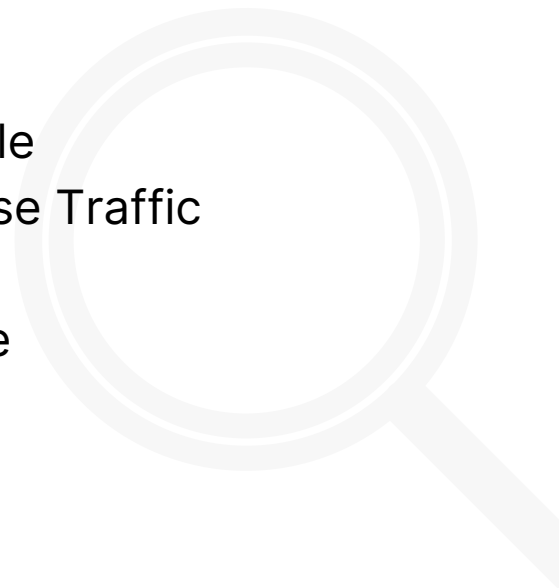
- Intro to Google Algorithms
- Type to Google Algorithms
- How Algorithms Work
- How to adjust Algorithms
- Check if You have been hit by Any of them
- Major Google Algorithm changes and Penalties



MODULE 20

Google Search Console

- Understanding of Google search Console
- Using Google Search Console to Increase Traffic
- Crawl states vs Crawl Error
- Removing Spam Backlinks from Website
- Index Pages in Google search Console





MODULE 21

Freelance Guidelines

- Freelance Overview
- Types of Freelancing Work
- Finding Clients : Freelance Website
- How to Grab freelancing Projects



MODULE 22

Google Analytics

- Introduction of Google Analytics
- Data Analysing with Google Analytics
- Checking User Behaviour
- Tracking Traffic from Different Source
- Using Analytics Date for Retargeting





MODULE 23

Google AdSense

- Money Making With AdSense
- Easy Steps for AdSense
- How to Approve AdSense Account
- Placing Ads to Website

MODULE 24

Google Ads Syllabus

- What is Google Ads?
- Ads Placement
- How to get approval for Google Ads?
- How to get Ads on your Blog / YouTube
- Content and traffic strategy
- Guidelines and requirements



MODULE 25

Amazon/Flipkart Marketing

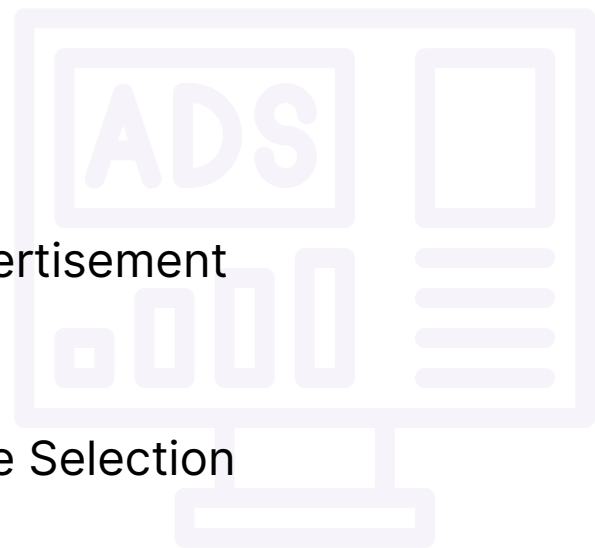
- Account Health Management
- Campaigning
- Sales Boost
- Review Management
- Aware about Amazon Policies
- Keyword Optimizing
- Create Bullet Points
- Inventory Price Check



MODULE 26

Online Display Advertising

- Marketing Objectives to Display Advertisement
- Display Ad Formats & Tools
- Audience Targeting
- Remarketing and Advanced Audience Selection
- Dynamic Display Ads
- Payment Modules





MODULE 27

E-commerce Marketing Syllabus

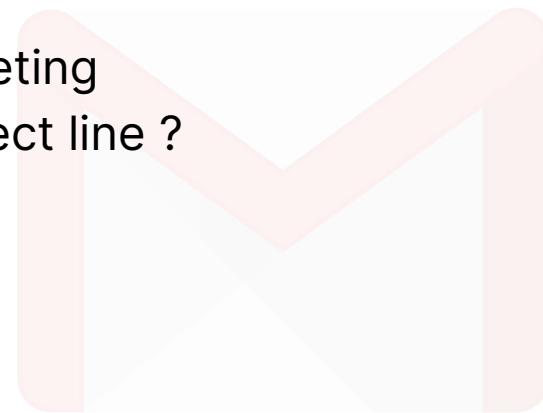
- What is Ecommerce Website
- E - Commerce Marketing concepts
- The online purchasing decision
- Top Motivators for Shopping Online
- Advantages of E - Commerce
- Use affiliate marketing for E - Commerce strategy



MODULE 28

Email Marketing

- Understanding & Benefits of Email Marketing
- How to write Effective content and subject line ?
- Why Email automation is required ?
- Designing an Effective Email Campaign
- Tracking Email Marketing Reports
- Email Guidelines





MODULE 29

SMS Marketing

- Introduction to SMS Marketing
- Why SMS Marketing
- Kind of SMS
- Promotional SMS
- Transactional SMS



MODULE 30

Mobile Marketing

- What is Mobile Marketing ?
- Methods of Mobile Marketing
- How to create a mobile website ?
- Why Focus on Smartphone Apps
- Advertising on Mobile App
- Importance and Future Scope





MODULE 31

App Store Optimization

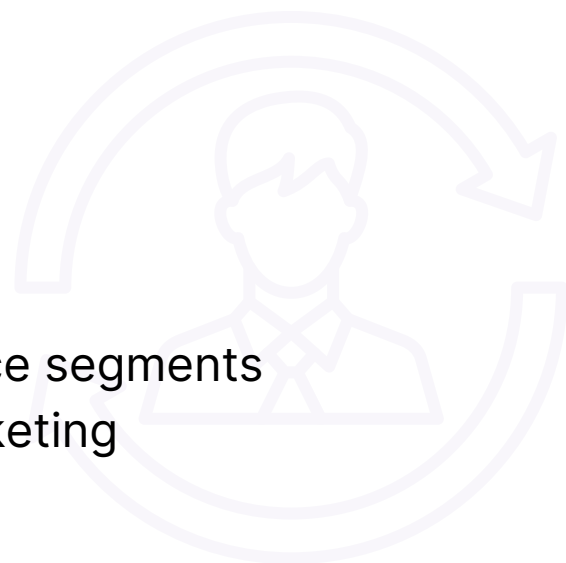
- Why it's important ?
- How is App SEO done ?
- Character Limit in Title and description
- Why rating and reviews are important factors
- Advertise your application



MODULE 32

Remarketing

- How do Remarketing Ads work ?
- How much does Remarketing Cost
- What is Remarketing Campaign
- How to target non - converting audience segments
- How to Boost Conversions with Remarketing
- Strategies for Better Remarketing





MODULE 33

Affiliate Marketing Syllabus

- An introduction to affiliate Marketing
- Types of Affiliate Programmes
- When do you use Affiliate Marketing ?
- Top Affiliate Earners in India
- Choose best affiliate networks
- Grow your Business with Affiliate Marketing ?



MODULE 34

Lead Generation

- Lead Capture
- Lead Magnets
- Landing Page Conversion Techniques
- Lead Scoring





MODULE 35

Money Making Secrets

- How do I make money successfully ?
- How entrepreneurs are making money ?
- How can you earn a lot of money ?
- Secret ways to make money online
- How to keep your business growing ?
- The average person can become a millionaire



MODULE 36

ORM

- Introduction of ORM
- Reputation Problems
- Eliminating Negative Website
- Consumer Complaint Sites





MODULE 37

Photo Editing

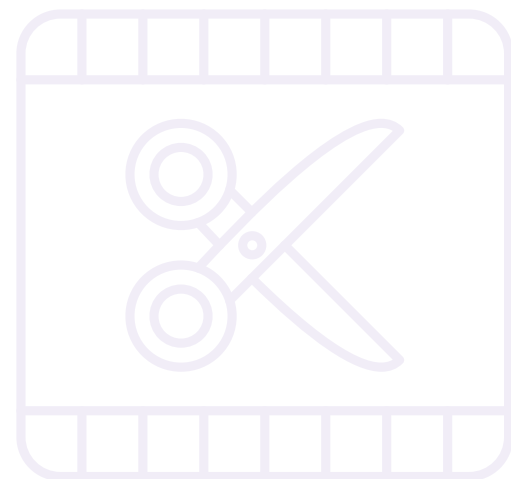
- Basic of Photoshop
- Editing Image
- Crating Creatives
- Basic of Canva
- Marking Ads with Canva & Hacks of Canva



MODULE 38

Video Marketing & Editing

- Basic of Video Marketing
- Hacks of Video Marketing
- Basic of Filmora & Final Cut Pro
- A - Z Video Editing

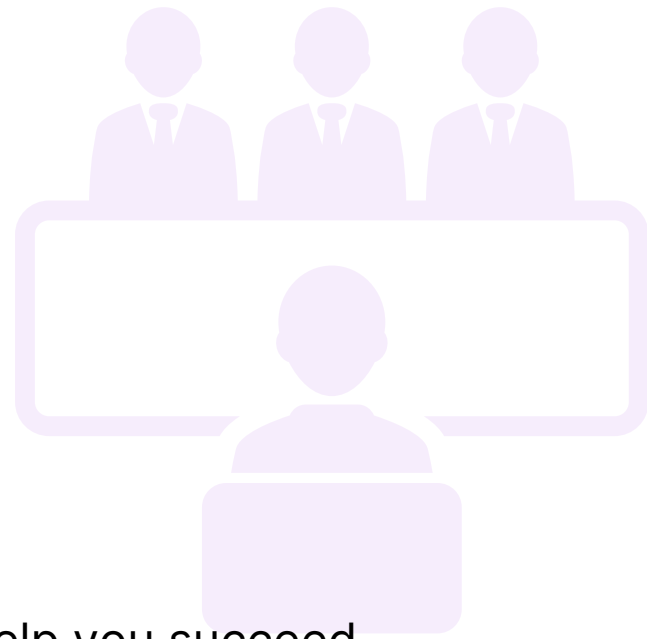




MODULE 39

Interview Preparation

- Interview Preparation Essentials
- Essential Tools and Resources to Help you succeed
- How to Crack Any Interview ?
- Industry Secrets
- Written Test Preparation
- Mock Interview Session



Wait there is more to it!



Missed a class?

Don't worry , our back - up classes will back up with the missed lectures



Have a Doubt?

2 hours doubt clearing session every month to thoroughly clear your concepts .



Google certified

14+ Certification including Google and facebook has one of the premium ones .



Practical Knowledge

We provide real time execution on the ongoing projects for a better practical approach .



Need flexible Batch?

We offer different batch timings and you may choose as per your convenience .



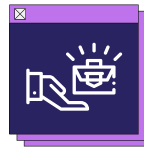
Training for All

Job seeker , Entrepreneur , business owner , no matter who you are , we will help you get crazy money - making opportunities .



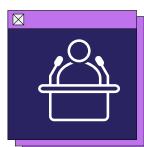
Earn Online

Learn how to multiply the followers and earn money easy online .



Get Job Ready

Resume Building and Interview Preparation .



110 Hours of Lectures

Grow business Online with Scratch
Freelance Digital Marketer



Let's Discuss the numbers

Most in-Demand jobs * in Digital Marketing

Job Profile	No. of jobs available at naukri.com	No. of jobs available at LinkedIn	No. of jobs available at indeed	No. of jobs available at shine.	Average salary (per annum)
Content Marketer	2132	7000+	55,150	5380	4,60,000
Digital Marketing Executive	2687	1000+	3410	6692	3.5 - 4 lacs
Email Marketing	6043	3000+	7761	6128	3.5 - 6 lacs
Social Media Marketing	15,958	17,369	49,845	5829	2 - 4 lacs
Search Engine Optimization	12,192	10,000+	7495	5902	2 - 4 lacs
Digital Marketing Manager	2337	5000+	3393	6633	7 - 12 lacs



A Student or A Job Seeker ?



Are the endless job interviews tiring you off ?

Cut through the long interview queue with your sharpened digital marketing skills .

Are you clueless about what you are lacking ?

Get trained with Advide and get hired for your update Digital skills .

Looking for A Job that pays you a decent pay ?

Take a step Today , for a bright career that you dream of .

A Working Professional?



Looking forward to switching towards a better Playing Job Profile ?

Get 100% salary hike with Digital Marketing with ADVIDE TRAININGS

Wish to Upgrade your Profile

Join us be a Master in Digital Marketing

Wish to take a break from 9-6 job and work from home

Master the art of Digital Marketing and be your own Boss!
Also earn like a Boss

A Business Owner?



Can't Increase your Sales ?

Go Online with ADVIDE and experience exponential Sales

Unable to target your prospects in the Right way ?

Get Your Business Online, Practice your Digital Marketing Skill and get more Leads, more Conversions and better recognition

Want to get a step ahead of your competitors ?

Find your competitors online and give them a fair competition on the same digital marketing platforms .

Entrepreneur?



Need more financial plan to set up your new business ?

Simply start it on the web , and contribute shrewdly with computerized promoting .

Low - financial plan for marketing ?

Contribute on your computerized showcasing aptitudes and expert web - based media . Those commercials will do something amazing for your startup .

Need to develop your business more extensive & quicker ?

Improve brand commitment by learning the craft of focusing on your possibilities and development follows from that point .

Still in Dilemma ?

You have reached this page ,
which means you are halfway there .

Just Set up ,


Take a Demo!



You are Never too old to
set another **goal** or to
dream a New dream .

Opportunities
Don't happen
You **Create** Them

Start Your **Carrear**
with us

 **+91-7891073610**

 **www.advidetrainings.com**

 **Info@advidetrainings.com**

 **K. R Tower, Swarn Path Chouraha,
Bypass Road, Mansarovar**

Way to Get In Touch

