DIGITAL RUBIX

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LEARN DIGITAL MARKETING IN 90 DAYS

Digital Rubix

MARKETING EXPERT

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About the program

More organizations continue to embrace the need for a stronger digital marketing strategy and the demand for digital marketing professionals are at an all time high. Sharpening your skills in this competitive field is a must to give your career a substantial advantage.

This Program in Digital Marketing is designed to help you master the key focus areas in digital marketing, including google PPC & social media marketing. Through this program you will be able to develop a set of in-demand digital marketing skills that can accelerate your career trajectory by helping you deliver outstanding results.

Whether you're looking for a new career in digital marketing or wish to improve your marketability to potential employers, this program is all you need to make you industry-ready. Acquire relevant skills through extensive hands-on practice with a wide range of projects that will enable you to launch and manage your digital marketing campaigns.

Train on the latest digital marketing tools, learn how they work, and how to apply them for maximum results — all through one comprehensive program. At the end of this program, you will work on a live project where you will apply the concepts and skills learned during the program and get all set to solve real-world marketing problems and gaps.

ABOUT US

"Ignoring online marketing is like opening a business but not telling anyone."

Our Story

Digital Rubix deals into technological marketing solutions meant to help the businesses in marketing their products to the right customer through mobile & internet, these solutions are customized as per the need of our clients. We are passionate and committed to our goal of delivering the best in the marketing field through creativity, innovation & technically superior products and services delivered with professionalism, dependability and efficiency.

We offer cutting-edge direct marketing and integrated marketing solutions to companies who want to acquire, retain and build relation with customers, distribution and sales channels.

We not only sell products but also provide complete execution support required for a successful marketing activity.

Our customer feedback and experience has enabled us to further impart digital marketing training to learners through rigorous and highly specialized training programs. We focus on latest technologies , platforms and processes that are changing the digital world . With servicing over 800 + clients , our team of professionals is equipped to help learners to achieve their career and business goals.

KEY FEATURES

- Online week end classes
- 100 Hours of applied learning
- Doubt clearing sessions
- Master classes from top Digital Rubix instructors
- Get mentored by industry experts
- Real life projects
- Case studies
- Online Sessions with industry practitioners
- Preparation for Google & FB certification
- Digital Rubix certification

Program Eligibility Criteria & Application Process

Who can apply ?

- Students
- Working professionals
- Self Employed individuals

Talk to an Admissions Counselor

We have a dedicated team of admissions counselors who are here to guide you in the application process and related matters. They are available to: Address questions related to the application , fee structure & help you better understand the program and answer your questions.

PROGRAM CONTENT
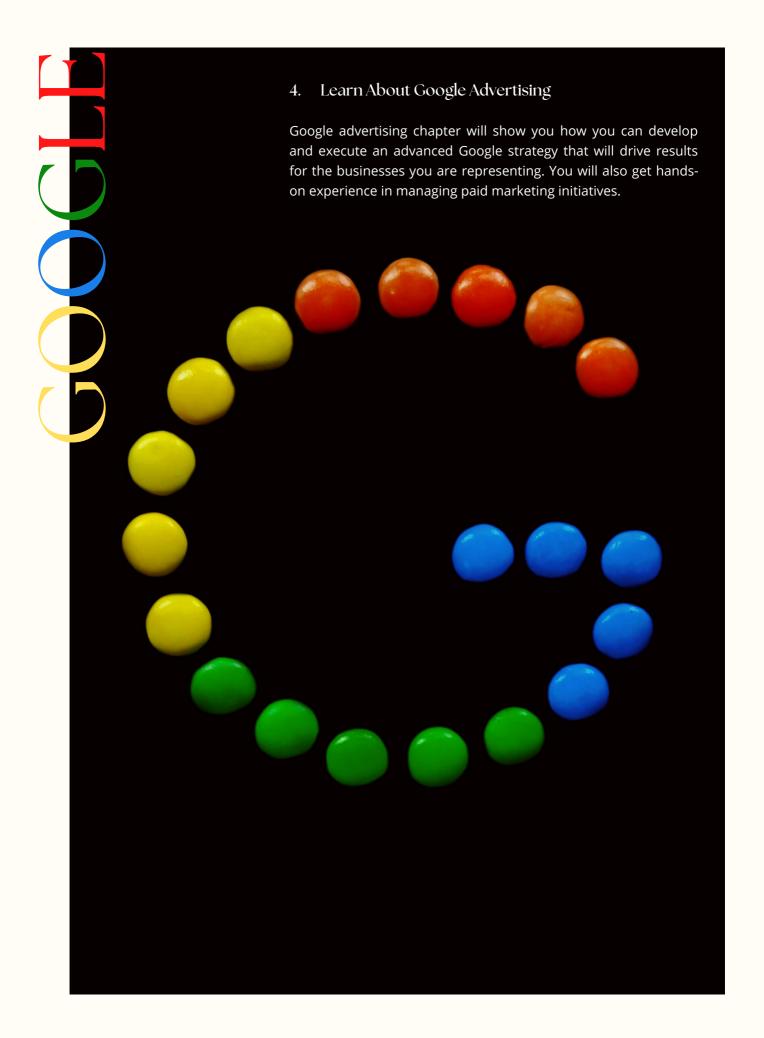
1. Introduction to Marketing

2. What is Digital Marketing ?

3. Traditional Marketing V/s Digital Marketing

Digital marketing is generally more cost-effective and can be more targeted, while traditional marketing can be more effective at reaching a larger audience. It's important to consider your budget and target market when deciding which type of marketing to use.

Above given chapters will help you in establishing the links and understanding the differences in traditional and digital marketing formats.

Learners will also be able to understand how & why digital marketing is changing and shaping up the marketing world.

4. Learn About Google Advertising

Google advertising chapter will show you how you can develop and execute an advanced Google strategy that will drive results for the businesses you are representing. You will also get hands-on experience in managing paid marketing initiatives.

Key Learning Objectives

- Understand various aspects of pay-per-click advertising
- Learn about multiple search engines and identify the impact of each search engine on a paid campaign
- Choose the appropriate keywords best-suited to fit the advertising model
- Identify various campaign settings and the pricing models involved in PPC

Chapter 01 – Introduction to Google PPC
Chapter 02 – How search engine functions
Chapter 03 – Search Ads and Keyword Targeting
Chapter 04 – Increasing Reach with Display Networks
Chapter 05 – How to reach your desired target audience
Chapter 06 – Marketing Goals & objectives from Google PPC campaign
Chapter 07 – Reporting and Tracking
Chapter 08 – Psychology of Search
Chapter 09 – Game of Keywords
Chapter 10 – Negative Keywords and Managing Search Terms
Chapter 11 – How to do Keyword Research
Chapter 12 – Creating performing Ads
Chapter 13 – Advanced Ad Features
Chapter 14 – Ad Testing
Chapter 15 – Ad Extensions
Chapter 16 – Campaign Types, Budget, and Reach
Chapter 17 – Location and Language Targeting
Chapter 18 – Introduction to Audience Types
Chapter 19 – How to Segment Data and Create Lists
Chapter 20 – Using Audience Lists to Reach Customers
Chapter 21 – Introduction to the Display Network
Chapter 22 – Display Targeting Options
Chapter 23 – Display Ad Formats
Chapter 24 – Bidding strategy
Chapter 25 – How to create Ad groups & Ad copies
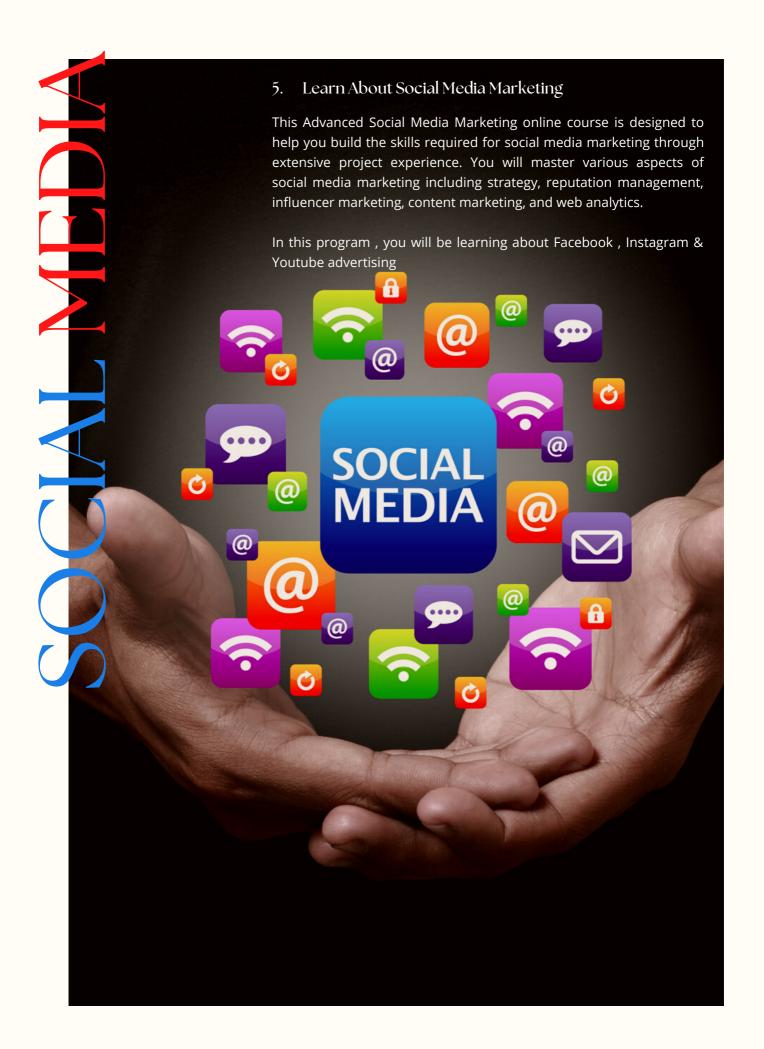**Chapter 26 –** Quality Score Diagnosis
Chapter 27 – Creating Your Account
Chapter 28 – Managing Your Account
Chapter 29 – Shopping and Video Campaigns
Chapter 30 – Automation and Other Tools
Chapter 31 – Work on live projects

5. Learn About Social Media Marketing

This Advanced Social Media Marketing online course is designed to help you build the skills required for social media marketing through extensive project experience. You will master various aspects of social media marketing including strategy, reputation management, influencer marketing, content marketing, and web analytics.

In this program , you will be learning about Facebook , Instagram & Youtube advertising

Key Learning Objectives

- Learn foundational and advanced social media marketing strategies
- Learning about Facebook , Instagram & Youtube advertising
- Post designing through canva
- Understand multiple ways to promote your business using social media marketing
- Build your own social media marketing channels and campaign
- Creation & implementation of effective social media marketing

Chapter 01 – Introduction to Social Media **(Facebook , Instagram & Youtube)**
Chapter 02 – Social Media Management Tools
Chapter 03 – Social Media Strategy and Planning
Chapter 04 – Social Media Channel Management
Chapter 05 – Social Media Measurement and Reporting
Chapter 06 – Social Advertising
Chapter 07 – Visual Social Media
Chapter 08 – Understanding and Sparking Social Sharing
Chapter 09 – Influencer Marketing and Online Reputation Management
Chapter 10 – Importance of Reels
Chapter 11 – Introduction to Canva
Chapter 12 – How to create posts
Chapter 13 – How to create reels
Chapter 14 – How to create videos
Chapter 15 – Content creation strategies
Chapter 16 – How to run paid campaigns
Chapter 17 – How to increase likes & followers
Chapter 18 – Work on live projects

Program Content / Social Media

Keep in touch

CONTACT US

DIGITAL MARKETING

SEO

CONTENT

STRATEGY

BUDGET

TRENDS

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Social Media

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