



Hyderabad Institute of Training and Development

सत्यमेव जयते
GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT
& ENTREPRENEURSHIP



International Diploma in Digital Marketing & Automation with AI tools



 5.0 ★★★★★  +91 8976170688  www.hitd.in



Why Digital Marketing?



Overview:

Digital marketing is a comprehensive online strategy for businesses, covering website optimization, SEO, social media marketing, content creation, email campaigns, PPC advertising, and data-driven analytics.

Key Benefits

High Demand Jobs: Abundant opportunities in social media, SEO, and more.

Universal Applicability: Valuable for any career path, from finance to entrepreneurship.

Hands-On Learning: Practical, real-world experience for immediate application.

Entrepreneurial Edge: Essential for online promotion and building successful businesses.

Stay Ahead of Trends: Ever-evolving skills to navigate the latest digital technologies.

Fuel Creativity: Encourages inventive thinking in design and content creation.

Data-Driven Decision-Making: Develops analytical skills for informed, strategic choices.

Global Reach: Learn to create a global online presence and build a diverse network.

Flexibility and Remote Work: Jobs offer flexibility and remote opportunities for work-life balance.

Continuous Learning: Adaptability to the dynamic demands of the digital landscape.

Benefits:

Global Reach: Break geographical barriers and target diverse audiences.

Cost-Effectiveness: Affordable solutions, especially for smaller businesses.

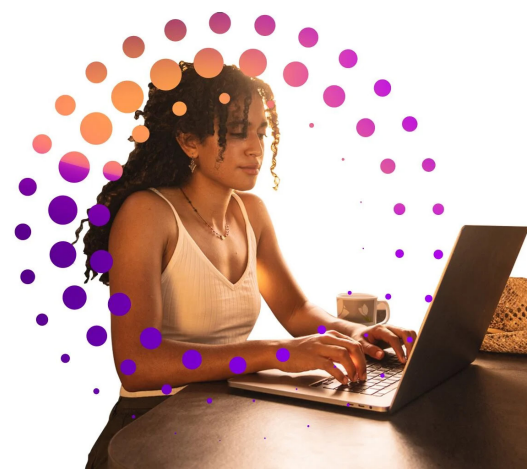
Targeted Advertising: Precise targeting for increased conversions.

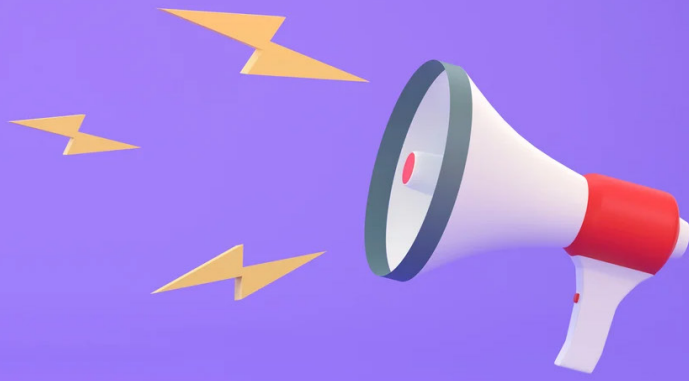
Real-Time Engagement: Instant interaction with customers through various channels.

Measurable Results: Data-driven approach for measuring and optimizing success.

Conclusion:

Digital marketing is a gateway to diverse opportunities, offering a skill set that's not just relevant but crucial for success in the modern professional landscape.



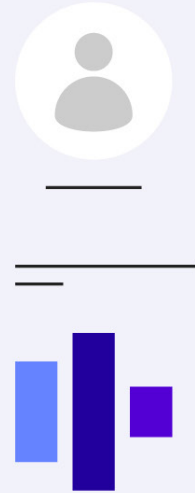
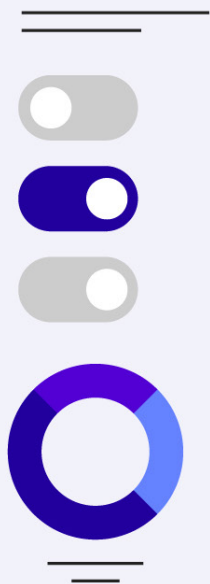


What you will Learn?

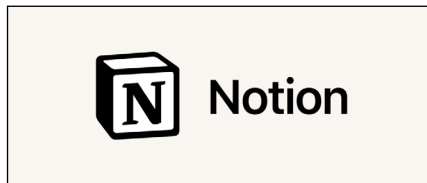
M1: Introduction to Digital Marketing
M2: Building a Digital Marketing Strategy
M3: Creating a Brand and Online Presence
M4: Website Design and Development
M5: Search Engine Optimization (SEO)
M6: Content Marketing and Blogging
M7: Social Media Marketing
M8: Email Marketing
M9: Pay-Per-Click (PPC) Advertising
M10: Display and Video Advertising
M11: Affiliate Marketing
M12: Influencer Marketing

M13: Social Media Analytics and Insights
M14: Google Analytics and Web Analytics
M15: Digital Marketing Tools and Resources
M16: Mobile Marketing
M17: Online Advertising Budgeting and Planning
M18: Social Media Management and Scheduling
M19: Conversion Rate Optimization (CRO) Analytics
M20: Marketing Automation Analytics
M21: Social Media Listening and Sentiment Analysis
M22: Data Privacy and Ethics in Digital Marketing
M23: Digital Marketing Analytics and Reporting
M24: Advanced Digital Marketing Strategies
M25: Emerging Technologies in Digital Marketing





Tools you will Learn



and Many more...

Certificates you will Earn



and 15+ certifications along with LAPT Diploma

No.1 in Placements Record

Guranteed scholarships upto 70%

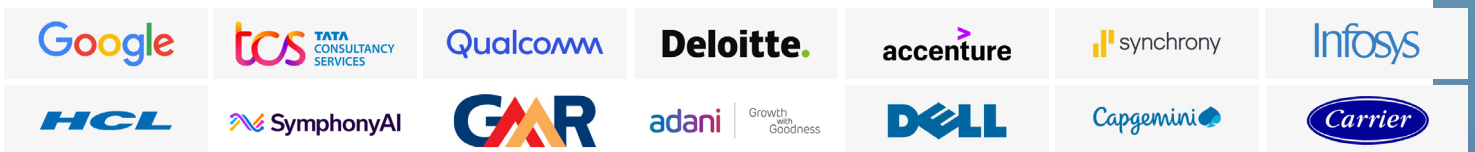


5,000+ Students Placed

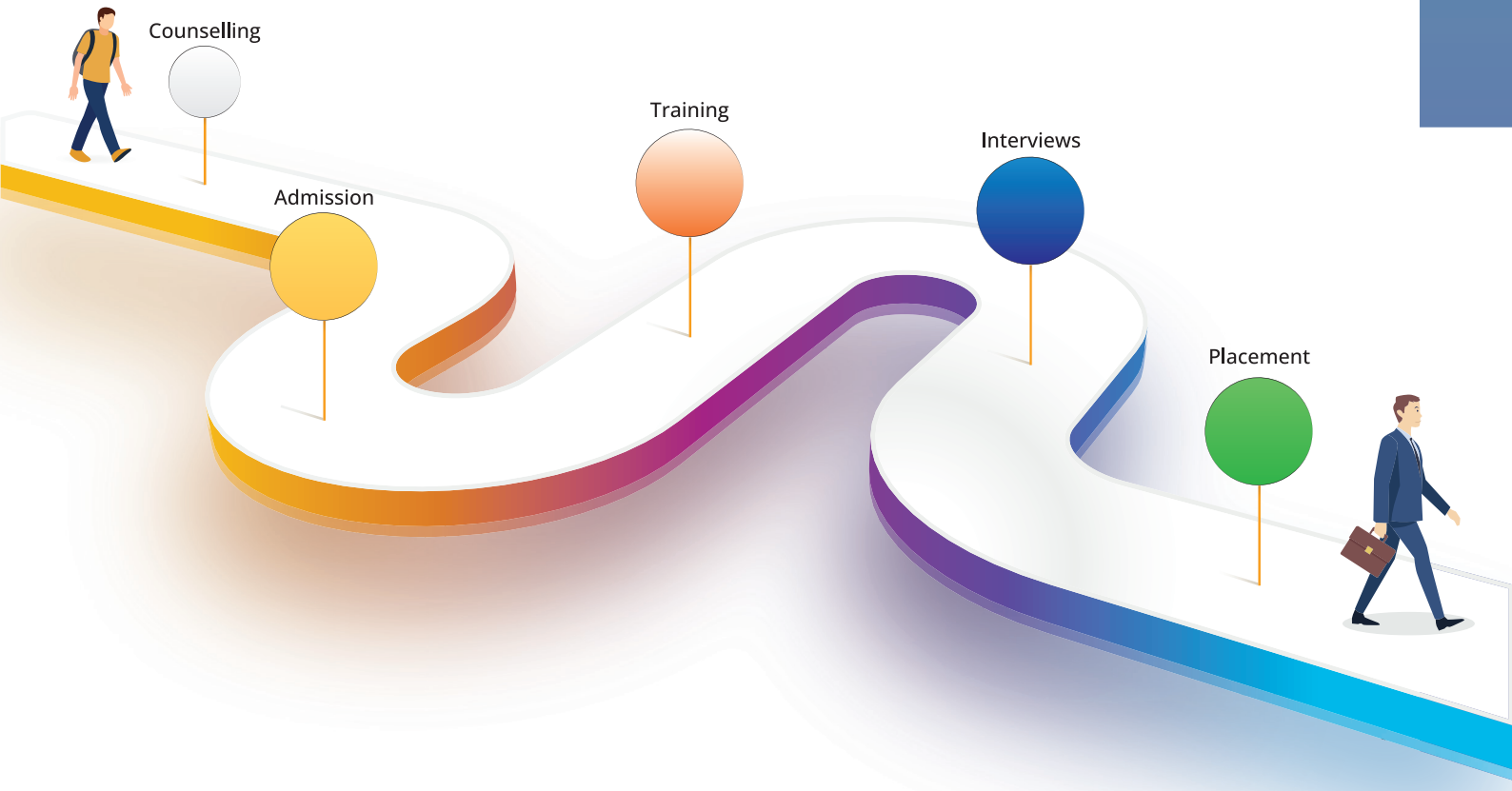
Our Alumnus

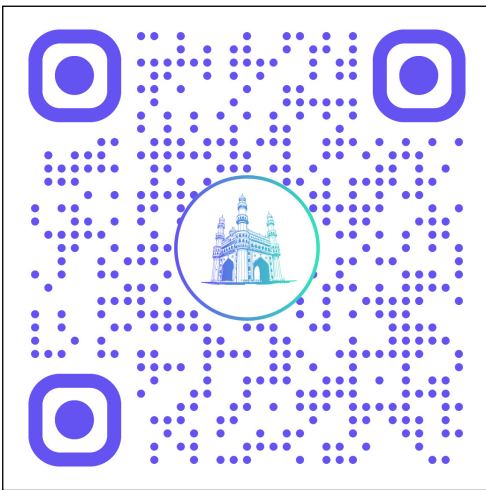


Our Recruiters

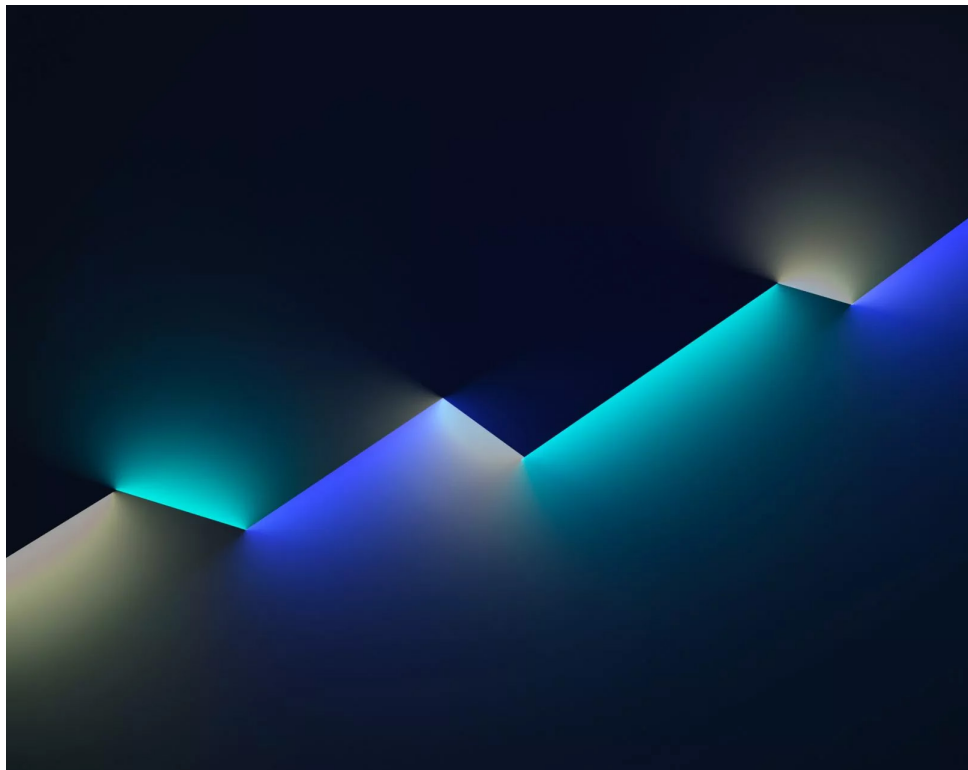


Your Journey





APPLY NOW!



Himayat Nagar

3rd floor 301, Santana Enclave,
Opp Tanishq Showroom,
Liberty x roads, Himayat Nagar

Begumpet

Level 4, Gumidelli Towers,
1-10-39 to 44, Old Patigadda,
Prakash Nagar, Begumpet

Banjara Hills

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