

Practical And Job Oriented

DIPLLOMA IN **DIGITAL** MARKETING

100%

Placement
Assistance

15+

World Class
Certifications

10+

Live Projects
for E-portfolio

Live **Online or Offline** coaching

Digital Partners

Google
Partner

facebook

GoDaddy

WODO

About **Econstruct**

Started in 2010, **Econstruct is a leading design consultancy and training institute of bangalore.** We are pioneers in developing on-job practical training programs to produce certified world class digital marketers and civil engineers. Econstruct aims to redefine the education system and provide the youth with an opportunity to get their qualifications recognized, gain experience working on live current projects to apply their learnings and be career ready.



10+ Years
of Experience



20,000+
Students Trained



8000+
students placed



4.0 Rating
on Google

Course **Overview**

A 100% practical digital marketing course designed for career success and global skill recognition.



Diploma duration

4 Months



Learning mode

Online or Offline
Classroom



Certifications

15 Globally
Recognized



Live projects

10+ Projects



Level

Basic To
Advanced



Eligibility

Anyone with a
Zeal to Learn

With **40 lakh new jobs** created by 2025 **Digital marketing** is emerging as a future proof **high paying career option.**

Course **Highlight**

What makes Econstruct Diploma in Digital Marketing Unique ?



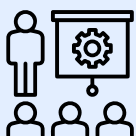
Practical teaching

70% of the course is hands-on workexperience



Job assistance

We train and assist you 100% in securing a notable placement



Live projects

Work on 10+ projects to gain real world experience



Certifications

15+ Globally recognised certifications from google, linkedin and microsoft



Tools & Softwares

Master 25+ digital marketing tools



Certified instructors

Google certified and award winning experienced faculty



Internship

Optional 2 months internship



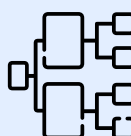
Case study

Crack case studies of brands like google, Zomato, swiggy, Oyo & many others



Assignments

Work on more than 20 assignments - learn by doing it



Modules

20 specializations accepted and recognized by top 15000+ companies

Career **Support**

We believe that a great career starts with great skills. After our extensive training, you will have the skills and knowledge on digital marketing which gives you an edge when it comes to starting your own career choice.

- **E-PORTFOLIO BUILDING**

Detailed e documentation of projects to showcase your expertise

- **INTERNSHIP LETTER**

Remove fresher tag with professional internship letter

- **RESUME REVAMP**

Design your resume to attract more job offers

- **JOB PORTAL LISTING**

Profile optimization to stand-out from other candidates

- **LINKEDIN PROFILE**

Best practices and optimization for more visibility

- **INTERVIEW PREPARATION**

Mock interviews and best practises to crack interviews

- **SOFT SKILLS TRAINING & PERSONALITY DEVELOPMENT**

Communication, body language and team building

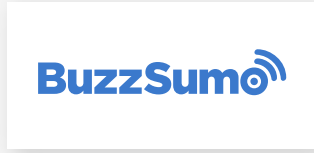
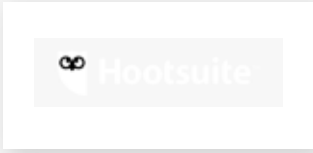
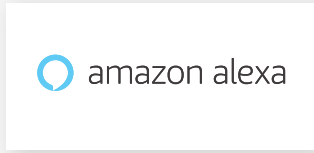
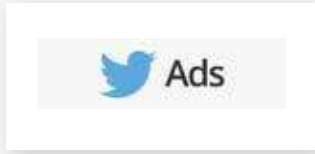
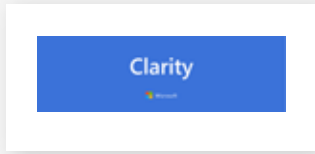
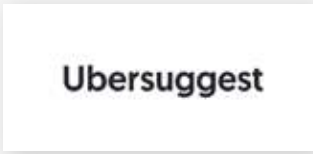


Certifications

We assist you in preparing for internationally recognized certificates from the biggest names in the business like Google, LinkedIn, HubSpot, and others.



Tools



Hands on **Live Project Experience**

Say goodbye to boring theory focused learning 70% of the course is hands-on work experience

Hands-on projects are challenging assignments wherein you get to learn real world applications of Digital Marketing.



1.Competition study

Identify what competition is doing better. See what type of ADs competition is running and keywords that are getting high traffic.



2.Website design and development

Plan, design, develop and launch your own mobile responsive website with real dynamic features. Track live data / traffic to understand user behavior.



3.Run live google and facebook ADs

Learn how to post an AD at the top of google search results with extensions. Plan and launch your facebook ADs with a full funnel approach.



4.Create a content strategy for a shoe brand

Create end to end content plans to reach, engage and convert target audience on search, social media and website.



5.Develop a digital marketing plan for a software product.

Strategize and develop digital marketing plan for a software product focusing on target persona, content requirements, social media plan and search engine optimization.



6.Customer targeting strategy for D2C food brand

Identify and define target audience for an upcoming D2C food brand with well defined personas, search behavior and buying intent.

Testimonials

Akhila, Bangalore

I wanted a course that would help me to launch internet marketing campaigns from scratch, and this was delivered. The faculty is extremely supportive and patient, and you can expect to learn everything about SEO, Google AdWords, and Facebook Ads.

Ashwiji Thallam, Bangalore

Best decision of my life to choose Econstruct for learning digital marketing. They have a practical based curriculum, which is very useful for the current scenario. If you are someone like me who hates theory and boring lectures then You will love this course. Very well explained concepts and faculties are super supportive.

Arvind, Kochi

If not for econstruct i would be sitting in a boring call center job. Teaching and faculty is top notch, you will love every class from suhas and shyam sir they made me fall in love with digital marketing and branding. Career guidance and interview training is something everyone in our batch benefited from.

Rakshith Raju, Mumbai

Thank you econstruct for this amazing course and placement assistance. Even though my communication skills were not that great they helped me to face interviews with full confidence. Course is jam packed with everything you need to succeed in a digital marketing career.

Nishanth, Hyderabad

Trainers were amazing. They have this unique way of teaching with lots of examples which helps an average person like me to understand core technical concepts. Overall this course is worth going for if you want to start a career in digital marketing

Usha takur, Jaipur

Amazing experience, this course not only teaches digital marketing, they taught me how to use these skills as a freelancer to earn money, how to blog and use social media ads to drive traffic. I feel after this course anyone can make a living without even getting a job. Thank you econstruct for designing this course.

PROGRAM CURRICULUM

Our Course Curriculum is Designed by

50+ INDUSTRY EXPERTS

Designed & Developed According to Latest Industry Requirements



Our Skill Diploma is a Combination of 4 Courses in One Program. One Who Master these 4 Courses in One Program will be a

COMPLETE DIGITAL MARKETER

LEARN WHAT IS **ACTUALLY REQUIRED IN THE INDUSTRY**

CURRICULUM

20 specialization modules accepted and recognized by **top 15000+** corporate houses of India.

01 Introduction

- Marketing principles
- Fundamentals of Digital Marketing
- Digital Marketing Vs Traditional Marketing
- Digital Marketing Channels
- Digital Marketing Scope & Career
- DM campaign objectives

03 Marketing Principles And Concepts

- Fundamentals of branding
- Marketing Principles & Concepts
- Consumer Psychology & Customer Journey
- Conducting Market & competition Research
- Sales funnel and Customer journey

05 Website Development And Launch

- Introduction To WordPress
- Installing Themes and Plugins
- Creating & Designing Web Pages
- Mobile and speed optimizations
- Managing wordpress backend

07 Content marketing

- Types of content & Content Marketing Strategy
- Developing and distributing Content
- Importance Quality, Scaling and repurposing
- Content strategy for branded SEO
- Content marketing case studies (BP in control)

02 How Does The Internet Work

- What are search engines
- How does online businesses work
- Diving deep into internet terminologies
- How does the Google algorithm work
- Importance of google algorithm

04 Website Planning And Creation

- Introduction To Domain & Hosting
- How can website solve business problems
- Website design best practices
- Audit performance, health and security
- Build wireframes and site map

06 Keyword and trend research

- What are keywords & type of keywords
- Google Keyword planner tool
- Finding high quality keywords
- Google trend analysis and reporting
- Implementing keyword demand on real business

08 Search engine optimization

- Conducting and understanding SEO audit
- SEO terminologies deep dive and importance
- Off page, on page and technical SEO
- Header tags, meta tags and alt tags
- Using semrush and keyword tool
- GMB setup and Local SEO best practices

CURRICULUM

09 Rank Your Website On Top Of Google (Seo Execution)

- Install and configure yoast / rank math plugin
- Research, create and optimize content for SEO
- What are backlinks and how to get high quality links
- Understanding url structure and crawl behavior
- How to structure blog content for higher ranking
- Why should Brands Invest in Blogs?

11 Google Search ADs

- Create and setup google adwords account
- Understanding different bidding types
- Keyword planning for search Ads
- Creating converting Search Ad copies
- Conversion setup and testing

13 Organic Social Media Marketing

- Create social media handles
- Social media strategy and research
- Understanding channel preferences
- Design social media calendar and grids
- Social Media Automation and tools used
- Schedule Post & Connect Social Channels
- Facebook business page optimization
- Instagram business account optimization
- LinkedIn business page & account optimization

15 LinkedIn ADs

- Campaign manager setup
- Targeting options and best practices
- Campaign objectives and AD types
- Use case scenarios of AD content
- List of industries suited for LinkedIn ADs

10 Google analytics, KPI's and Microsoft clarity

- Install and configure analytics and clarity
- Traffic, acquisition, behavior and goals tracking
- Important KPIs and its significance
- Using microsoft clarity to understand user behavior
- Create reports and dashboards on google analytics

12 Google Display Ads

- When to use display Ads ?
- Best practices to run display Ads
- AD asset type and best copy practice
- Measuring, monitoring and optimizing the campaign

14 Facebook and instagram Ads

- Setting up business manager and Ad Account
- Account structure - Campaign, ADset and Ads
- Deep dive into campaign objectives and use case
- Targeting options in facebook and instagram Ads
- Design ADs for different placements
- Integrate meta pixel and configure standard events
- Ad content funnel approach
- Best campaign practices

16 Retargeting Advertising

Importance of retargeting Ads

How to capture user data using codes

Create custom and lookalike audience

17 App Marketing

- Introduction to App marketing
- Campaign objectives and bidding strategies
- Different Ad content types and best practices

CURRICULUM

18 Influencer marketing

- Importance, trends and growth potential
- Identifying right influencer with data and hashtags
- Influencer types and marketing strategies
- How to plan and execute influencer campaigns
- Measuring and tracking campaign performance

20 Online reputation management

- Importance of reviews and its impact
- Introduction to social listening
- How to respond and appeal negative reviews
- Creating positive content to eliminate negative reviews
- How to get positive reviews and testimonials
- Recognising potential threat using data analytics

➤ BONUS

- Resume revamping
- Mock interview
- E-portfolio creation
- LinkedIn profile optimization
- Resume revamping
- Job portal listing assistance
- Interview Preparation
- Soft skills training
- Our promise

19 Youtube Marketing

- Different types of youtube Ads
- Best AD content and targeting practices
- Youtube channel optimization
- Youtube SEO and ranking factors
- Monetization and sponsor opportunities

21 International Freelancing

- How does freelancing work ?
- How to setup your portfolio
- Various platforms to get freelancing clients
- Secret technique to get more client
- How to pitch and quote




Outcome of this program

- Become a digital marketing expert with the ability to run live campaigns across various digital channels and will be 100% job ready.
- Equipped with all essential skills required for a successful digital marketing career.
- Ability to strategize and execute 360 digital marketing campaigns of any business.
- Start your career as a freelancer and be your own boss – Work with clients across the glob


DIPLLOMA IN DIGITAL MARKETING

REGISTER NOW



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