



# DELHI PROFESSIONAL COURSES ACADEMY



# DIGITAL MARKETING

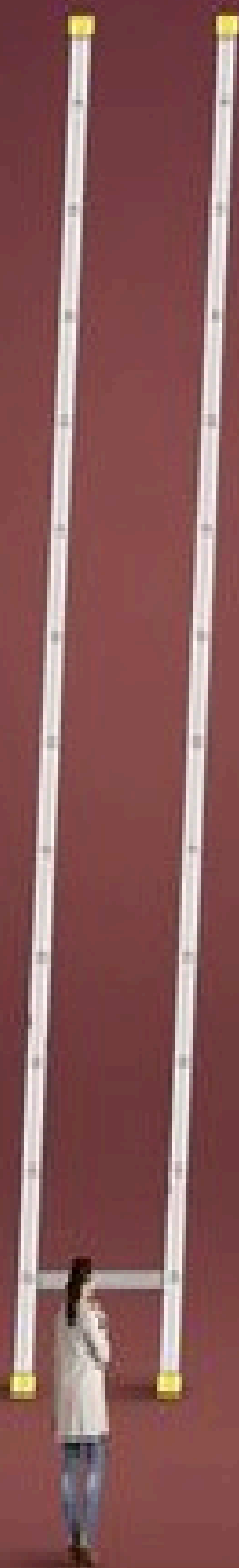
# "The Best Solution For Growing Your Business"



Marketers need  
to build digital  
relationships and  
reputation before  
closing a sale

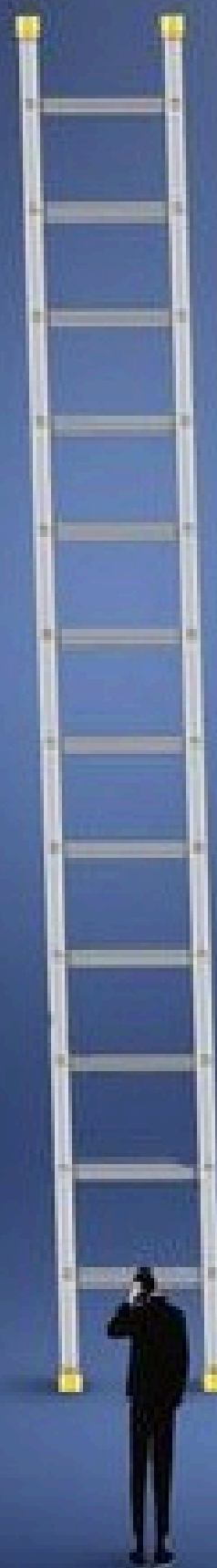
Chris Brogan

**SOMEONE HAS TO  
WORK HARDER**



**SAME  
RIGHTS,**

**SAME  
OPPORTUNITIES**



# Course Duration

## 6 months

Month 1-2:

Foundation of Digital Marketing

Month 3-4:

Advanced Digital Marketing  
Strategies

Month 5-6:

Strategic Planning and Application



# Module -1

## Foundation of Digital Marketing

### Week 1-2:

- Introduction to Digital Marketing  
Understanding digital

- marketing fundamentals.

Overview of digital marketing channels and their importance.



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# Introduction of Digital Marketing

## Week 1-2:

- Understanding digital marketing fundamentals.
- Overview of digital marketing channels and their importance.





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## Week 3-4:

- Website Optimization and SEO  
Basics of website design and usability.
- Introduction to search engine optimization (SEO) techniques



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# Content Marketing

Week 5-6:

- Creating compelling content for digital platforms.
- Developing a content strategy aligned with business goals.



# Module-II

Advanced Digital Marketing Strategies

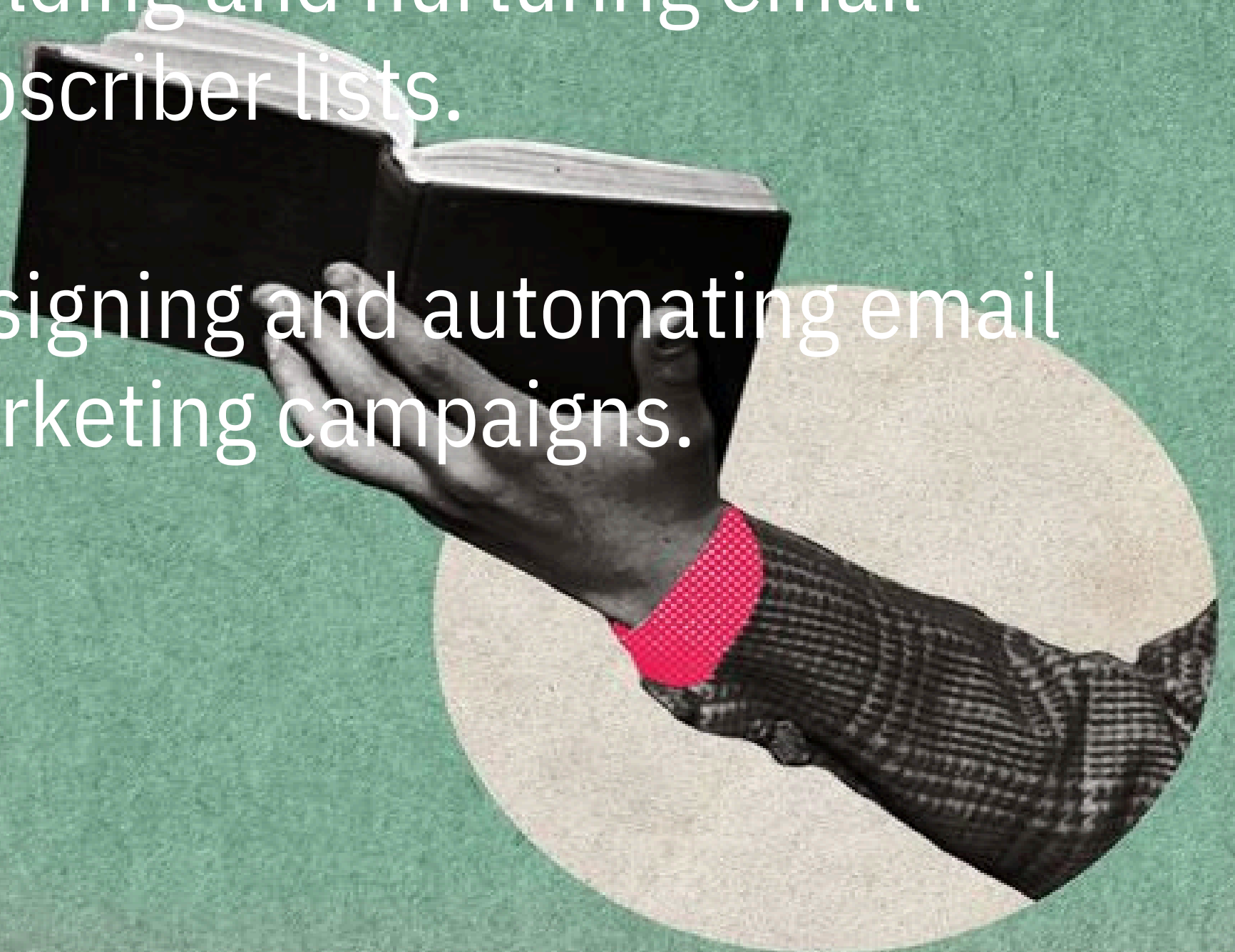
Week 7-8: Social Media  
Marketing



- Leveraging social media platforms for marketing purposes.
- Creating effective social media marketing campaigns.

# Week 9-10:

- Email Marketing and Automation  
Building and nurturing email subscriber lists.
- Designing and automating email marketing campaigns.







**DREAM  
THE  
IMPOSSIBLE  
DREAM.**

# Week 11-12:

Pay-Per-Click (PPC) Advertising  
and Analytics

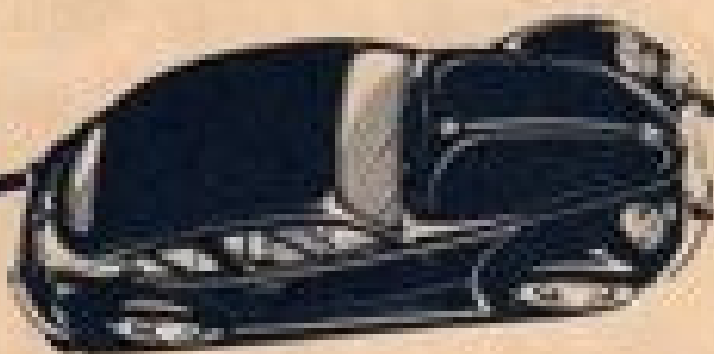
Introduction to PPC advertising  
platforms (Google Ads,  
Facebook Ads, etc.)

Setting up and optimizing PPC  
campaigns.

Introduction to web analytics  
tools and tracking campaign  
performance.



immer mehr und immer besser!



Produktion

1949 46.134 VW  
1950 90.038 VW  
1951 105.713 VW  
1952 134.013 VW  
1953 180.047 VW

730 VW pro Tag

Export

1949 7.138 VW  
1950 29.387 VW  
1951 35.742 VW  
1952 44.884 VW  
1953 68.136 VW

in 83 Länder der Erde

Volksmanagement GmbH

WWW.DPCA.INFO

# Module - III

## Strategic Planning and Application

### Week 13-14:

- Digital Marketing Strategy Development
- Developing comprehensive digital marketing strategies.
- Setting measurable goals and objectives.



We are  
Experts in  
Technology  
& Digital World



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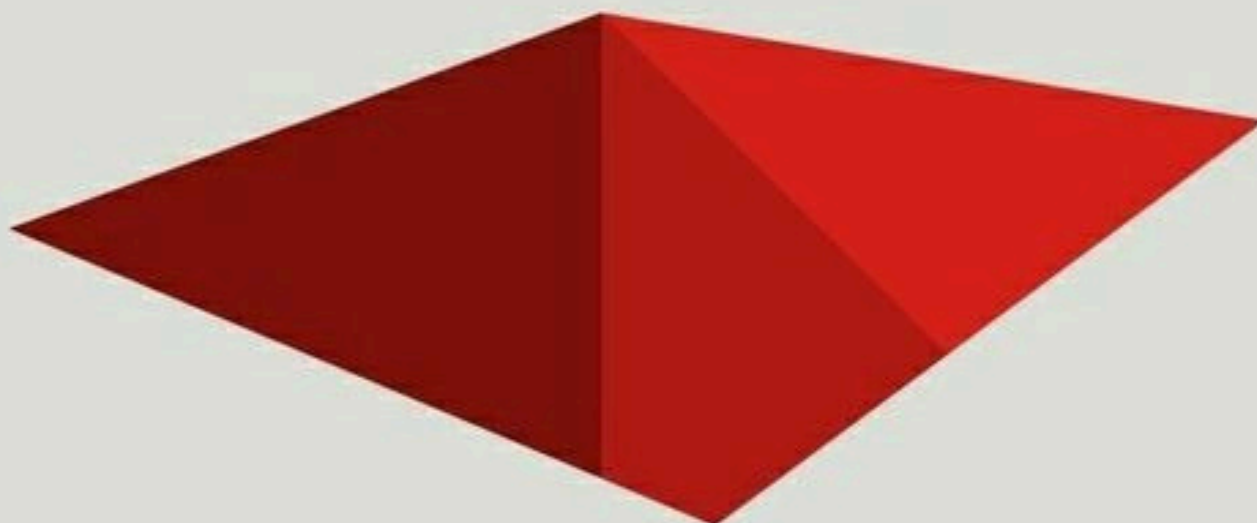
# Week 15-16:

## Advanced Analytics and Data Interpretation

- Analyzing and interpreting data to make informed marketing decisions.
- A/B testing and optimization strategies.



**WHEN IT  
COMES  
TO YOUR  
DREAMS,  
EVERY  
RISK IS  
WORTH IT.**





# Week 17-18:

## Emerging Trends in Digital Marketing

- Exploring the latest trends and innovations in digital marketing.
- Preparing for the future of digital marketing.

The Swell Season

Sept. 22, 2008 with 800 Callahan's Palace Theatre, Columbus, OH



# We Learn



# 100 % Job Placement



# OUR RECRUITER



**THANK YOU**

**CONTACT NOW -8882505290**

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