



Mastro Lee
Engineering & Management Consultants



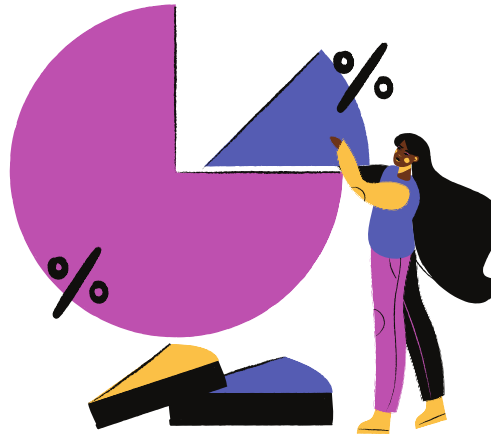
Digital Marketing Training Proposal

**MASTROLEE ENGINEERING &
MANAGEMENT CONSULTANTS**

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Introduction

Introduction to Fundamentals of Digital Marketing, Basics of Internet and Analytics

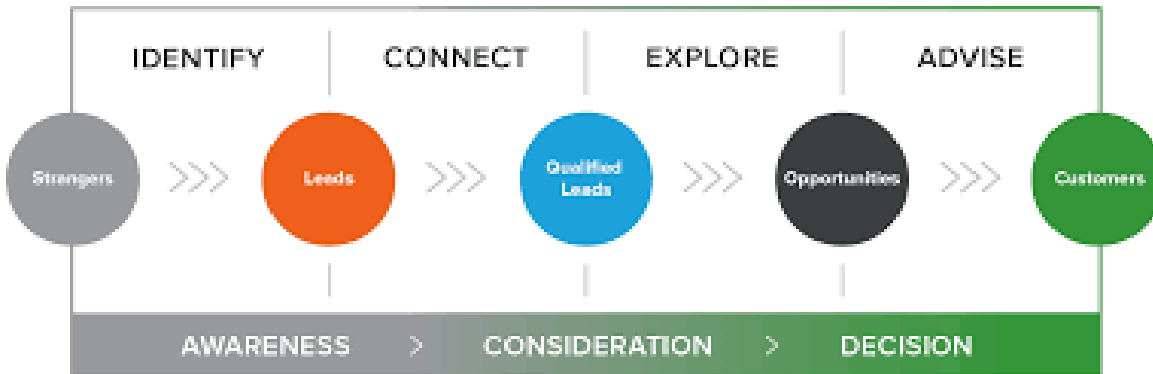


IMPORTANCE OF DIGITAL MARKETING



Sales Concepts

Sales and Marketing concepts, Content writing, Traditional vs Digital and Digital sales.



SALES JOURNEY

Awareness

Primary Tools: Content Marketing, Social Media, Paid Advertisements, SEO/SEM, Public Relations

Interest

Primary Tools: Landing Pages, E-books, Newsletter, Free Tools, Case Studies, Retargeting

Decision

Primary Tools: Sales Pages, Free Consultation, Trust Signals, Promotions, Free Trials, Demos, Email Marketing

Action

Primary Tools: Payment Systems, Shopping Cart, Reviews and Referrals



SALES FUNNEL

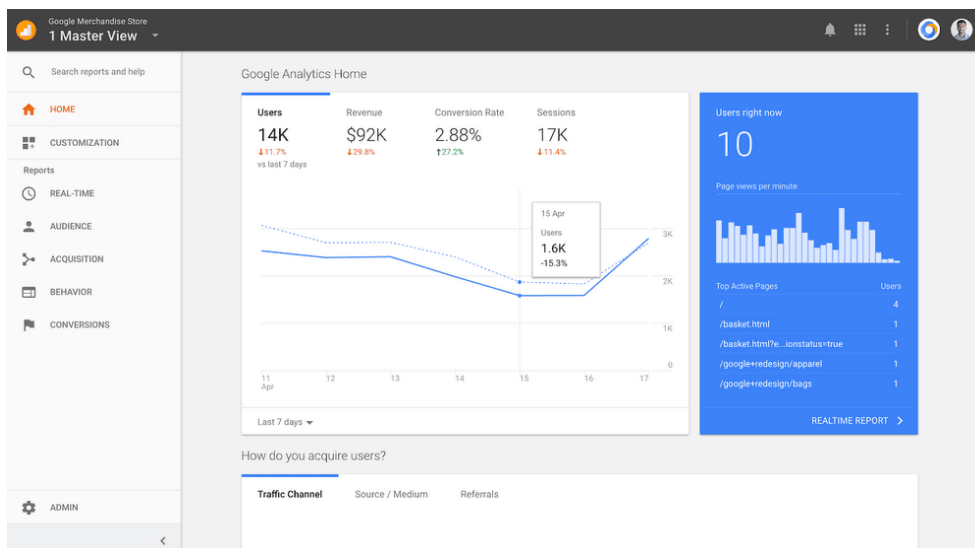


CUSTOMER JOURNEY

Introduction of Search engine optimisation,
Basics of SEO, On-page and Off-page SEO



Hands-on Experience on SEO for real companies capture data from the company website and process of converting the data in Google Analytics.



Social Media

Social Media Analytics from basics to advanced techniques Facebook ads with A/B testing.



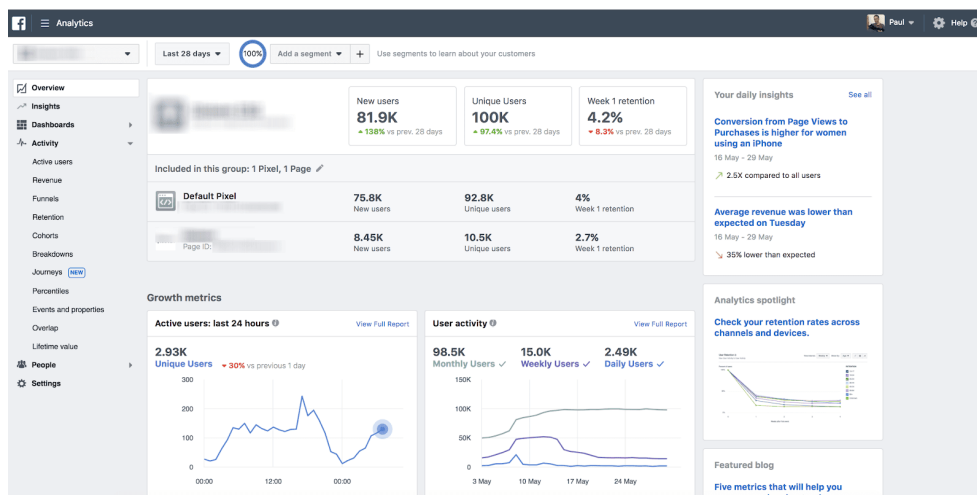
Facebook Insights and Analytics

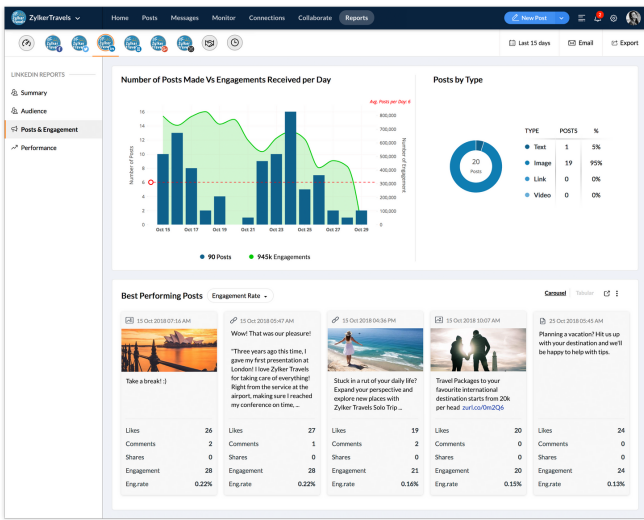
Published Posts + Create Post

Search... Actions

Posts	Privacy	Reach	Clicks/Actions	PPTP	Published
<input type="checkbox"/> This post has been doing...	Public	397	18	12	May 12, 2017 at 8:37am
<input type="checkbox"/> Have a project you're workin..	Public	65	3	2	May 12, 2017 at 7:18am
<input type="checkbox"/> One of my favorite...	Public	144	2	2	May 10, 2017 at 7:12pm
<input type="checkbox"/> Are you using images for...	Public	76	9	2	May 3, 2017 at 3:47pm

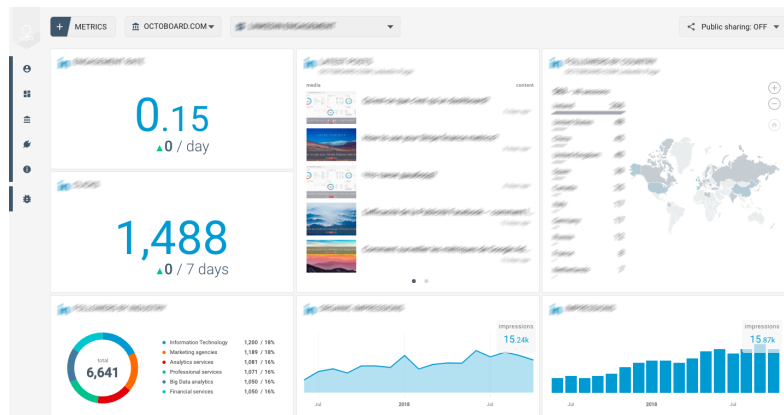
Ads Manager for FB & Insta



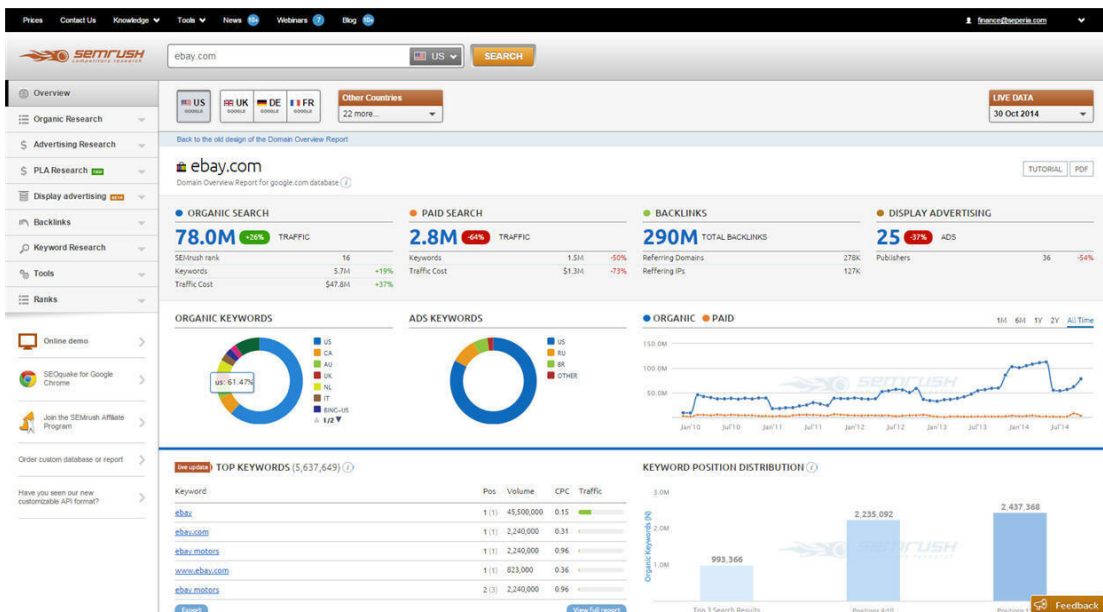


Zoho Social Analytics

LinkedIn ads



Semrush Dashboard



Case Studies

- More Insights on Marketing Analytics, Advanced Digital Automation Tools and its application in real business.
- Live case Studies on our Current Industrial Projects will be give for the students.

Live Projects

- Live projects on edutech companies will be given to the students that include both SEO and SMM.
- Live SEO projects of manufacturing industries will be given to students. which can be reported as a real time project.
- Internship or freelance Projects will be given to all the student at the end of training.

Sales Automation

- Sales automation through CRM, Project Management tools, Mails and Remarketing campaigns.
- Tools used to visualise data and the automated decision are carried through sales automation tools.



**INTERNSHIP (WITH STIPEND) OR
FREELANCE PROJECTS WILL BE
GIVEN TO ALL THE STUDENT AT
THE END OF TRAINING**

International Certification

- Facebook Blueprint
- Google Ads
- Google Display Advertising
- Google Search Advertising
- Google Analytics
- Hubspot Inbound Marketing



Certificate of Completion

- Your Name

Awarded for successfully completing
the course "Advanced Google
Analytics"

ITcertificationanswers.com



**CERTIFICATIONS WILL BE GIVEN
TO ALL THE STUDENT AT THE END
OF TRAINING**

FEE Structure

DIGITAL MARKETING STUDENT TRAINING FEE

Training Fee : Rs. 10,000/- Per Student
(including certification exam fees)

***Certified by TUV**



NOTE:

- Each student will be provided with a Real time Project.
- Post Examination the Certificates will be transferred through mail.

