

VX



Mastro Lee

Engineering & Management Consultants

Digital Marketing Training Proposal

MASTROLEE ENGINEERING & MANAGEMENT CONSULTANTS

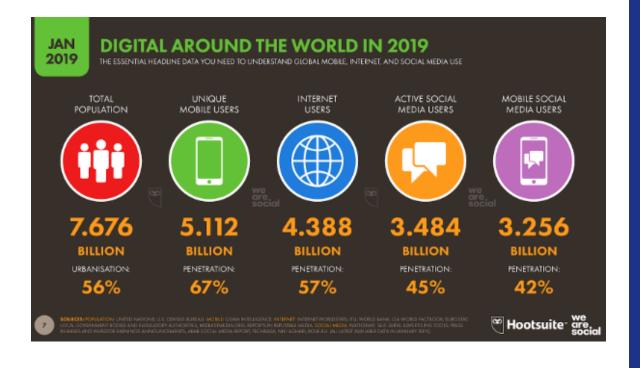
3RD FLOOR , MARUTHI TOWERS, GOVERMENT HOSPITAL(OPP), COIMBATORE-641001 WWW.MASTROLEE.COM CONTACT: 9952509581 9092094550

Introduction

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



IMPORTANCE OF DIGITAL MARKETING



D2 Sales Concepts

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





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.

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Q	Search reports and help	Google Analytics	Home						
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	Last 7 days 🕶 REALTIME REPORT 🗲								
		How do you acqu	uire users?						
۵	ADMIN	Traffic Channel	Source / Med	ium Referrals					
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Of Social Media

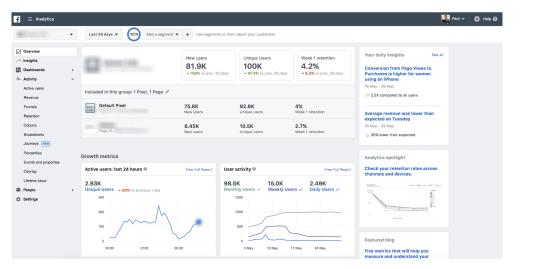
Social Media Analytics from basics to advanced techniques Facebook ads with A/B testing.

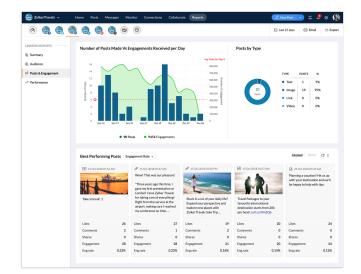


Facebook Insights and Analytics

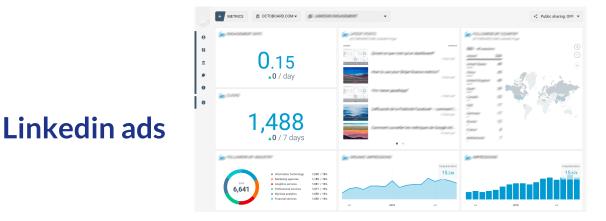
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	Have a project you're workin	Public	65 0	3	2	May 12, 2017 at 7:18am				
	One of my favorite	Public	144	2	2	May 10, 2017 at 7:12pm				
	Are you using images for	Public	76	9	2	May 3, 2017 at 3:47pm				

Ads Manager for FB & Insta





Zoho Social Analytics



Semrush Dashboard

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		TRAFFIC	2.8M 🚳 🕫	RAFFIC		290M TOTAL BACKLINK	s	25 37% ADS		
Keyword Research	SEMrush rank	16	Keywords	1.	50%	Referring Domains	278К	Publishers	36 -54%	
Tools	, Keywords Traffic Cost	5.7M +19% \$47.8M +37%	Traffic Cost	\$1.	8M -73%	Reffering IPs	127K			
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Observation Case Studies

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

- 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.

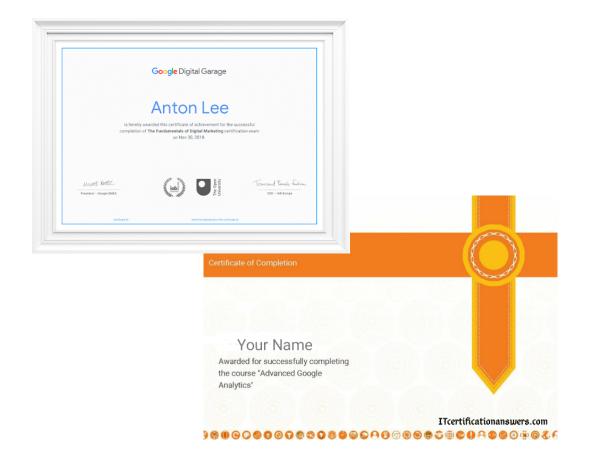


INTERNSHIP (WITH STIPEND) OR FREELANCE PROJECTS WILL BE GIVEN TO ALL THE STUDENT AT THE END OF TRAINING

OB Certifications

International Certification

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



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.



