

# MAKE A CAREER IN DIGITAL MARKETING

## 2024

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**LIVE  
Projects**



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ARE  
HIRED!**







## ***What is Digital Marketing?***

“Digital marketing is the promotion of products or services using digital channels, such as search engines, social media, email, and websites. It leverages online platforms to reach and engage with targeted audiences. Strategies include SEO, content marketing, PPC, and social media advertising. Its effectiveness can be tracked and analyzed through various digital tools and metrics”.

## ***Advancing Your Career in Digital Marketing***

A career in digital marketing offers diverse opportunities in fields like SEO, content creation, and social media management. It requires a blend of creativity, analytical skills, and adaptability to keep up with evolving digital trends. Professionals can work in various industries, helping brands enhance their online presence and reach target audiences effectively. Continuous learning and staying updated with the latest digital tools and techniques are essential for success.



## ***Training Methodology***

- **Balancing theory and practice:** Our training sessions include both lectures and practical exercises where participants can apply what they learn.
- **Project Based Training:** Showcasing successful digital marketing campaigns from other companies to inspire participants.
- **Offering ongoing support:** Providing resources and opportunities for participants to ask questions and get help after the training is completed.

## ***Assured Placement:***

Candidates will be placed within 40 days, after completion of the training.

## ***Placement Criteria:***

Candidate should score 60% in the post-assessment (assessed by the Trainer or External Consultant), Which happens after the completion of the Training.

# Course Module - 40 days



- Introduction to Digital Marketing
- Search Engine Optimization (SEO)
- Pay-Per-Click Advertising (PPC)
- Content Marketing
- Social Media Marketing
- Email Marketing
- Web Analytics
- Influencer Marketing
- Conversion Rate Optimization (CRO)
- Affiliate Marketing
- Digital Marketing Tools
- Live Projects

**“Live projects provide hands-on experience, enabling students to apply theoretical knowledge to real-world scenarios. These projects often involve working with actual businesses or simulated environments to execute digital marketing strategies”**



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