

DIGITAL MARKETING EXPERT

Get A Job Or Start Your Business

ACIL is an Best computer training institute, based in Gurgaon, the IT hub of NCR.
ACIL has designed a comprehensive and in-depth training programs, keeping in mind the changing trends and demands of the industry



Basics of Marketing

Introduction to Marketing

Marketing Mix

B2B vs B2c Marketing

Getting Started with the Branding

Online Market Research

What is Digital Marketing

Growth of Online Marketing

Online Marketing Channels

Types of Campiagns

Element of Digital Marketing Stategy

Graphic Designing

Graphic Design

Designing Online Document

Marketing Kits

Video Marketing Fundamental

What is Video Marketing

Importance of Video Marketing

Types of Online Videos

Creating Videos Live

Professional Blogging

What is Blogging

Blogging Best Practics

Live setting of blog

Google Analytics

What is Google Analytics

Reports

Tracking

SMO for Business

Social Media Introduction

Explore Different Network

Optimize FB Pages

Optimize Twitter

Optimize Linkedin

SEO

What is SEO

Keyword Selection and Mapping

Content Optimization

ON Page, Off Page and Local SEO

Online and Google Advert

Paid Marketing

Direct Ads

Search Ads

PPC Advertising

Search Campaign

Email Marketing

Importance of Email Marketing

How to write effective emails

Email Strategy & Marketing Tools

Email reporting and Analysis

Web Planning & Creation

Domain and Hosting

Customize and Upload HTML Page

WP Website Creation

SEO Webmaster and Analytics Setup

Wordpress & Magento

Lead Generation & Automation

What is Lead Generation

Lead Journey Funnel

Pillars of Lead Generation

Create and Convert Landing Pages

Automation Tools of Marketing

Advanced Web Analytics

Advanced Segments Filter & Reports

Create Custom URL's

Google Tag Manager

Organic Paid Campaign Audit

CRO

Conversion Rate Optimization & Importance A/B & Multi Variant Testing Analytics Heat Map Analytics

Advanced Content Marketing

What is Inbound Marketing

Content Marketing

Generate Content Ideas for Business

Content Writing and its Promotion

Growth Hacking Fundamentals

Introduction of Growth Hacking Growth Funnel & Tactics

Growth Hacking Tools & Case Studies

Advanced Search Optimization

Webmaster Audits

Setting Structure Data on Website

Creating Website Audit Reports

E-Commerce SEO

Penelty Analyis and Control

Content Outreach Practical

SocialMedia Strategy & Management

SocialMedia Calender Development

Calender Based Post Development

Social Media Posting Tools

Social Media Community Building

Social Media Monitoring

Online Reputation Management

Mobile Marketing

Mobile Landscape in India

SMS & Whatup Marketing

Mobile Website Optimization

App Store Optimization Fundamentals

Advanced Search Advertising

Dynamic Ads

Call only Campaigns

Conversion Tracking Setup

Live Campaign Analysis

Advanced Bid Management

Bing Ads

Google Display Network

Introduction to Google Display Network

Google Display Panner Tool

Launching Display Campaign

Display Campaign Best Practics

App Install Campaign

Social Media Advertising

Introduction to Social Media Ads

Facebook and Instagram Ads

Twiter Ads

Linkedin Ads

Remarketing and Recall Ads

Cookie vs Data Based Remarketing

Search Remarketing Ads

Display Remarketing Ads

FB Remarketing Ads

Advanced Remarketing Ads

Video Advertising

Introduction to Video Ads

Video Ads on Facebook

Video Ads on Adwords

Video Advertising on Case Studies

Online Media Buying

Advanced Online Buying Options

Create Online Media Buying Strategy

Reserch Assignment

Shopping Ads

Google Merchant Centre Overview

Creating a Shopping Ad Campaign

Dynamic Remarketing Ads

Shopping Campaign Best Practics

Online Money Making

Different Option to Generate Money Online

How to Search you Niche

Making Money with Youtube

Earning with Google Adsense

Affiliate Marketing

Domain Flippings

Selling Digital Marketing Services

How to Improve Personal Profiles

How to Find Project Online

Grab Freelancing Projects

Client Servicing

Ecommerceand Marketplace Selling

Introduction to Ecommerce Website

Selling Product with Wordpres and Magento

Setting up SAAS Store

Marketplace Selling

Interview Preperation

Selection of Right Role

Process for Right Job

Interview Preperation, Question, Do's and

Don't



EMAIL Marketer

AFFILIATE Marketer



SEARCH ENGINE **Specialist**

ONLINE ADVERTISING Specialist



SOCIAL MEDIA Marketer



DIGITAL ACCOUNT Manager

DIGITAL CAMPAIGN **Planner**

ONLINE REPUTATION Manager

OPTIONS FOR YOU ADWORDS Specialist

ONLINE Enterpreneur

CAREER

MARKETPLACE Manager **WEB CONTENT** Manager

ONLINE LEADS Manager **ECOMMERCE Specialist**

Education • Training • Consultancy



WEB ANALYTICS Executive



You can



Increase Employability by 80%



Make money with Youtube & FB



Increase your Social Media Following



Grow Your Business Upto 3X



Earn Money Part Time



Start Your Own Agency



Sell Products Online





Technology driven course materials, covering wide range of subjects

Experienced and Dedicated faculty with several years of experience

Job oriented courses with focus on overall skill development

The best of training facilities Training on live projects

Fully Air- conditioned class rooms with non-stop internet connectivity

Flexible timings with appropriate guidance

Placement assistance