

SMO



About Us

Edustrom is an initiative of CSK Technologies OPC Pvt. Ltd, established in the year 2015 , headquartered at Delhi. The main activity of Edustrom is providing training on Information Technology, which is delivered to its audience all over the Country via Computer Based Training Programs, Onsite Training Programs and Company Owned learning centers. We are a fast growing group of Individual ,expertise in IT Training & Placement.

Our Aim

We aim to impart practical knowledge on Digital Marketing to the budding technical workforce of the country. As we know that Marketing is the need of the day, and people with such skills are very much in demand. We moto to bridge the demand and supply gap of Professional and Knowledgeable Digital Marketer.

Course Content

➤ About Course

This course packs with the several aspects of the new digital marketing environment, including digital marketing analytics, SEO, SMM.

➤ Syllabus

SMO

 7 Days

Learning Objective: In this module you'll get to know using Social Media World to create a strong customer base for your online business.

Topics:

- SMO Overview
- Brand Engagement
- Facebook & Twitter Advertising
- LinkedIn Advertising
- Instagram Marketing
- Google Plus Marketing & Community
- Pinterest Marketing

SMM

 5 Days

Learning Objective: In this module you'll learn how to use social media to gain organic traffic to your website.

Topics:

- Intro to Social Media
 - How to get referral traffic from social media sites?
 - Other Sources of Organic traffic
 - Running ads on social media sites
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Email Marketing

 5 Days

Learning Objective: In this module you'll get to know the importance of Email Marketing & How it can be used to improve Sales of a business.

Topics:

- Intro to Email Marketing
- Email Marketing Cycle
- Building Email List
- Creating A Lead Magnet
- Setting up Squeeze Page
- Tackling Spam
- Effective Content Strategies
- Tips to Improve Conversion

Affiliate marketing

 5 Days

Learning Objective: In this module you'll learn how to increase traffic to your website through Affiliate Marketing Techniques.

Topics:

- Introduction to Affiliate marketing
- How Affiliate Marketing Works
- Major Affiliate Marketing Channels
- How to set up and run Affiliate Marketing
- Making money from Affiliate Marketing as Blogger

➤ Our Training Approach

We are not limited to any number of classes or day to complete the whole course, so basically time duration depends on batch strength and their learning skills. However the average course duration is 2.5 months.

Training Features

- Course proceeds as per student learning skills and catching power.
- Course repeat facility for all students for FREE.
- Theory and Practical classes held with every session.
- Per class 1-2 hours session.
- Students will be given adequate time to revise and practice the concepts learned in class.
- This Training Program covers Presentations, Real life Case Studies, Extensive Live Practical Demonstrations. An Experienced Faculty with a minimum experience of 3 Years will be available to provide you training and in order to help you start a career in Web Development.
- In this training program, students will get Assignments & Practical as homework which will help them to explore the already learned concepts & to guide them towards a path for research and development on each domain
- Focused on practical solutions to real-world development problems.

Why Edustrom ??

- Course repeat facility for all students for FREE.
- We are honest with our training and placement commitment.
- We have our own IT Job portal.

Job Opportunities

- Web Developer
- Software Developer
- Online Application Engineer
- PHP/MySQL Coder
- Work as a Freelancer
- Mobile Application Developer

Why Laravel?

- A Highly Efficient PHP Framework with MVC Support
- Flexible and easy to customize
- Authorization Technique support
- Command line support by artisan & Middleware support
- Routing System easy to handle

Course Fee

Amount: Rs.14,000

Note: Students are required to bring their Laptop for Practical Classes.

Our Other Courses



Graphic Design



Web Design



My SQL



Laravel



Java



Android



iOS

php

PHP

Contact Us



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