

# Fundamentals of Digital Marketing

Through this course, you will gain a high-level understanding of Search Engine Optimization (SEO), Social Media Marketing, Pay Per Click Advertising (PPC), Conversion Optimization, Content Marketing and Mobile Marketing, enabling you to take informed decisions and strategize your online marketing efforts. This course is suitable for all business roles from fresh recruits to function heads and business owners and is the stepping stone to begin your digital marketing learning journey.

## Who should attend?

This course is ideal for Fresh graduates, Business owners, Web Designers, Web Marketers, and Professionals in their early careers as Marketing Professionals. Anyone who is interested to know about Digital Marketing and make a career in Digital Marketing.

# Benefits

Understand the digital media, its power and potential, Discover and internalize online marketing jargons & Basic understanding of SEO, PPC, Social Media and Content Marketing

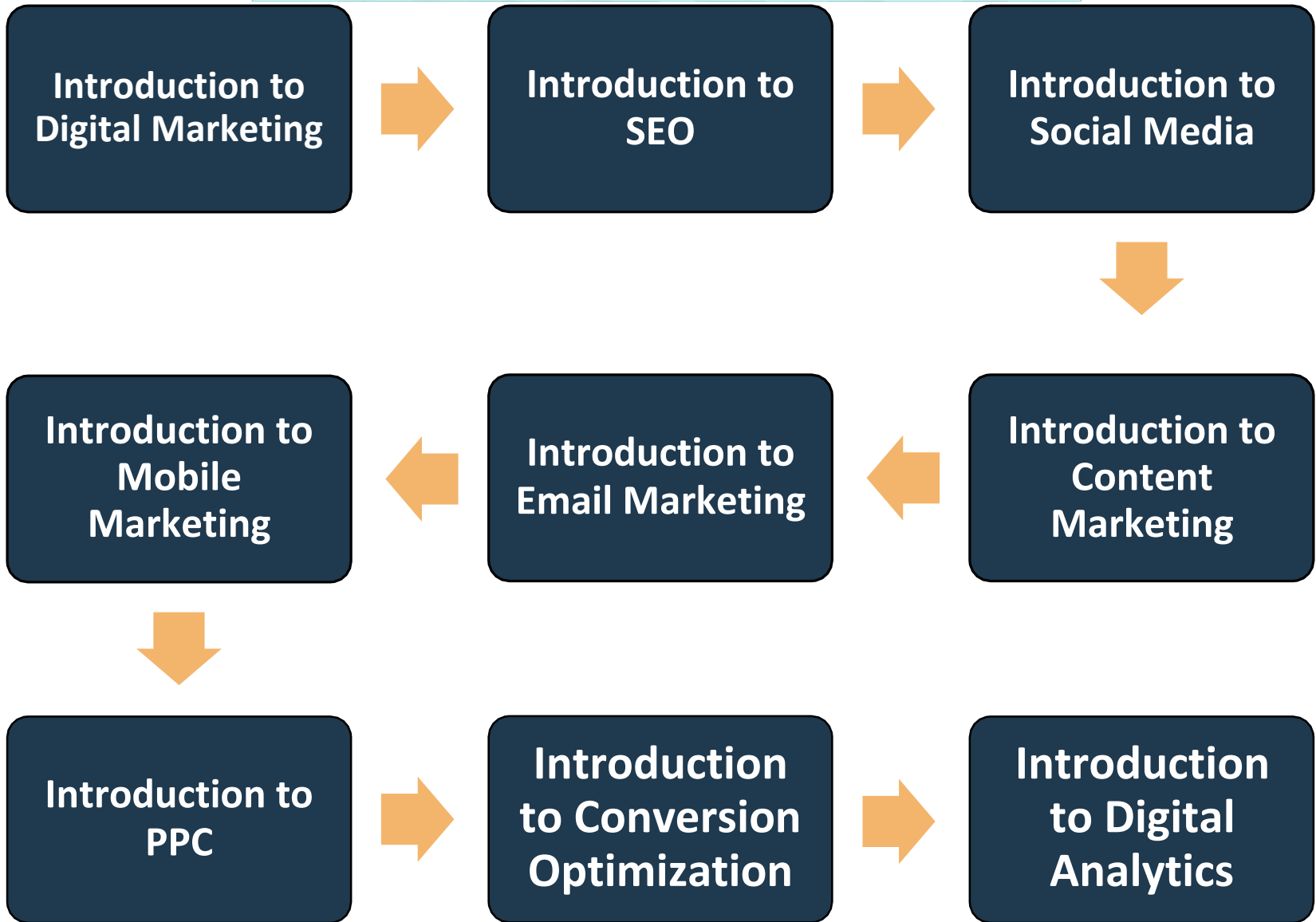
Gain the context to take business decisions involving digital media and online marketing & Get ready to deep dive into advanced online marketing topics

Get introduced to Digital Marketing and acquire a high-level understanding of its various facts. Learn how multiple digital channels can support your organization's business goals

This course will be handled by experienced trainers who not only have immense knowledge but also a lot of practical exposure to the subject being taught.

4P Advisory Services

# Course Outline



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**Introduction to Marketing  
Automation**



**Introduction to  
Programmatic Buying**



**Digital Marketing Strategy**

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# Prerequisites for the EXAM

None

## Exam Details

Internal exams will be conducted (Mandatory). The exam format may vary.

- Number of questions: 20 (Multiple choice)
- Exam duration : 30 minutes
- Pass Mark : 65% (13 out of 20 with 1 point for each correct answer)

The Trainer/facilitator may also choose to evaluate the participants during the program at the class room.



**JOIN NOW!**

>>Contact: [info@4pa.in](mailto:info@4pa.in)