



QualifyEd

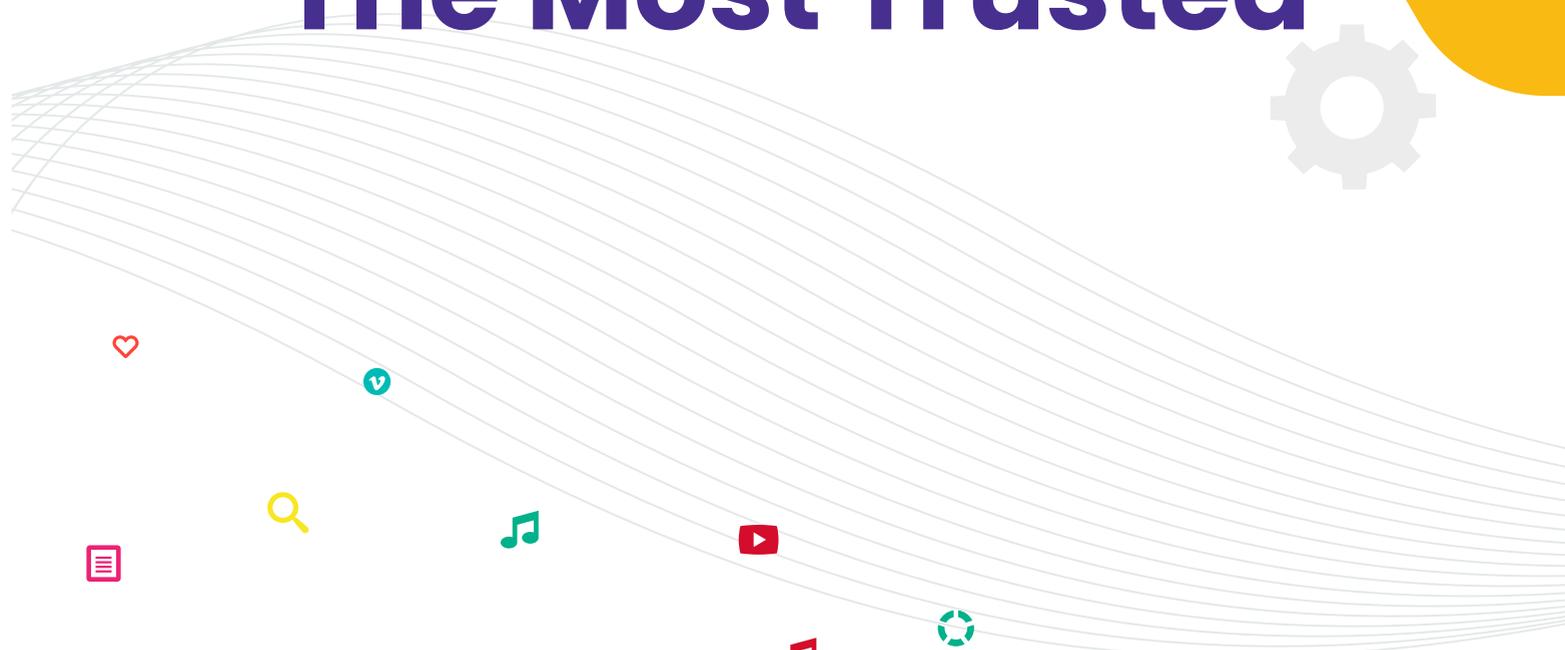


Become QualifyEd
in
Digital Marketing



QualifyEd

The Most Trusted



About QualifyEd

QualifyEd is a complete learning and placement solution which is highly efficient , adaptive , result oriented and engaging.

QualifyEd is a platform where users can learn , assess and explore different courses, enhance skills, get training and certificates and secure a score that leads them to get into their dream job smoothly.

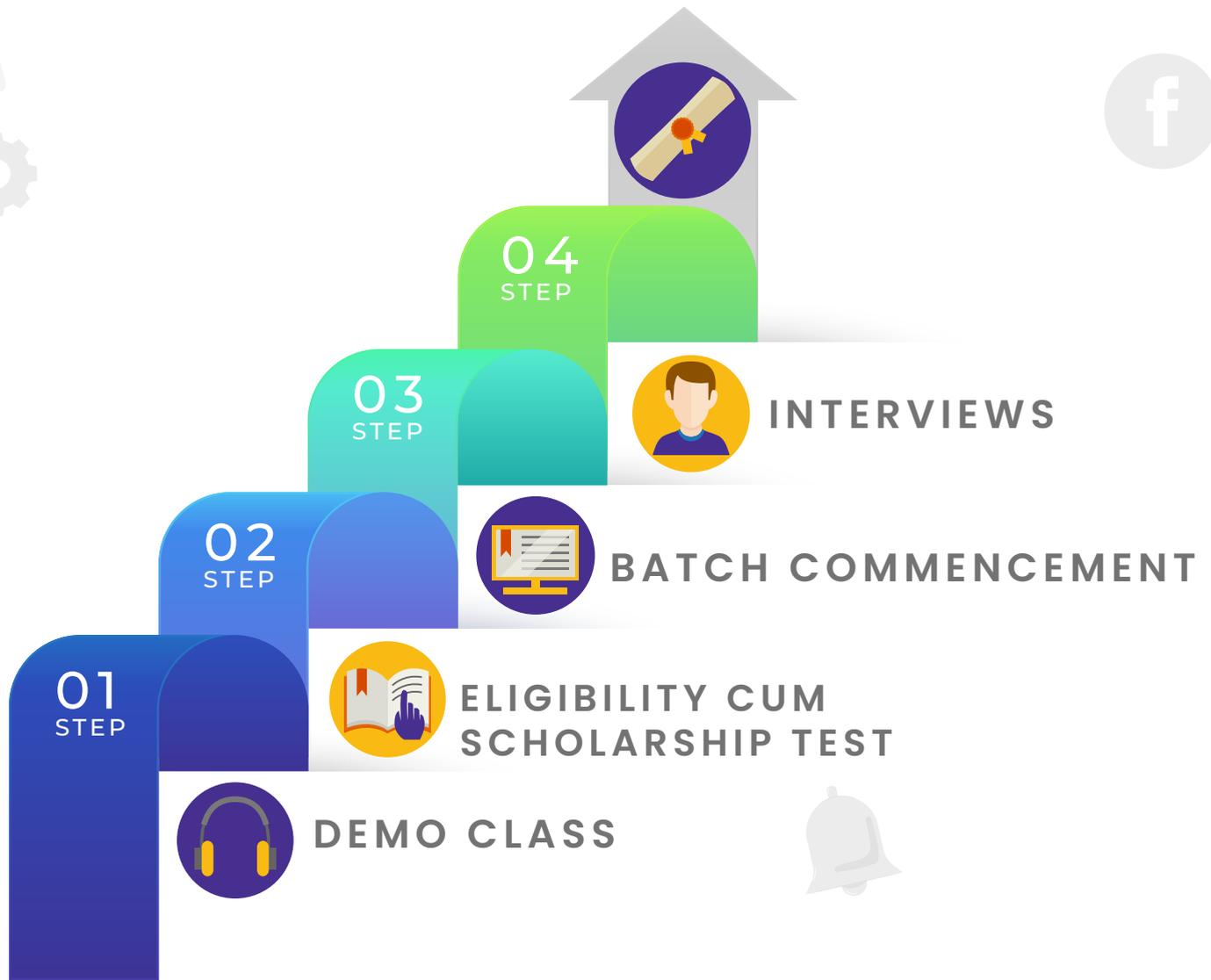
We also have a "Job Guarantee Program" where we teach you, train you guide you, make you job ready and assure you to get your dream job/career at your door. Don't worry we don't leave you till you get to the right place.

Key Points :

250+ Courses
120+ Certified Trainers
500+ Companies
1200+ Placements
100+ Abroad Placements
60+ Universities
4200+ Students Enrolled"



PLACEMENTS



Program Curriculum

Introduction to Digital Marketing

- Overview of digital marketing
- Evolution of digital marketing
- Key digital marketing concepts
- Digital marketing channels and platforms

Website Essentials

- Website fundamentals
- User experience (UX) design
- Website optimization for search engines (SEO)
- Content management systems (CMS)

Social Media Marketing

- Introduction to social media platforms
- Creating and optimizing social media profiles
- Content strategy for social media
- Social media advertising

Email Marketing

- Email marketing basics
- Building and segmenting email lists
- Creating effective email campaigns
- Email marketing tools and analytics

Content Marketing

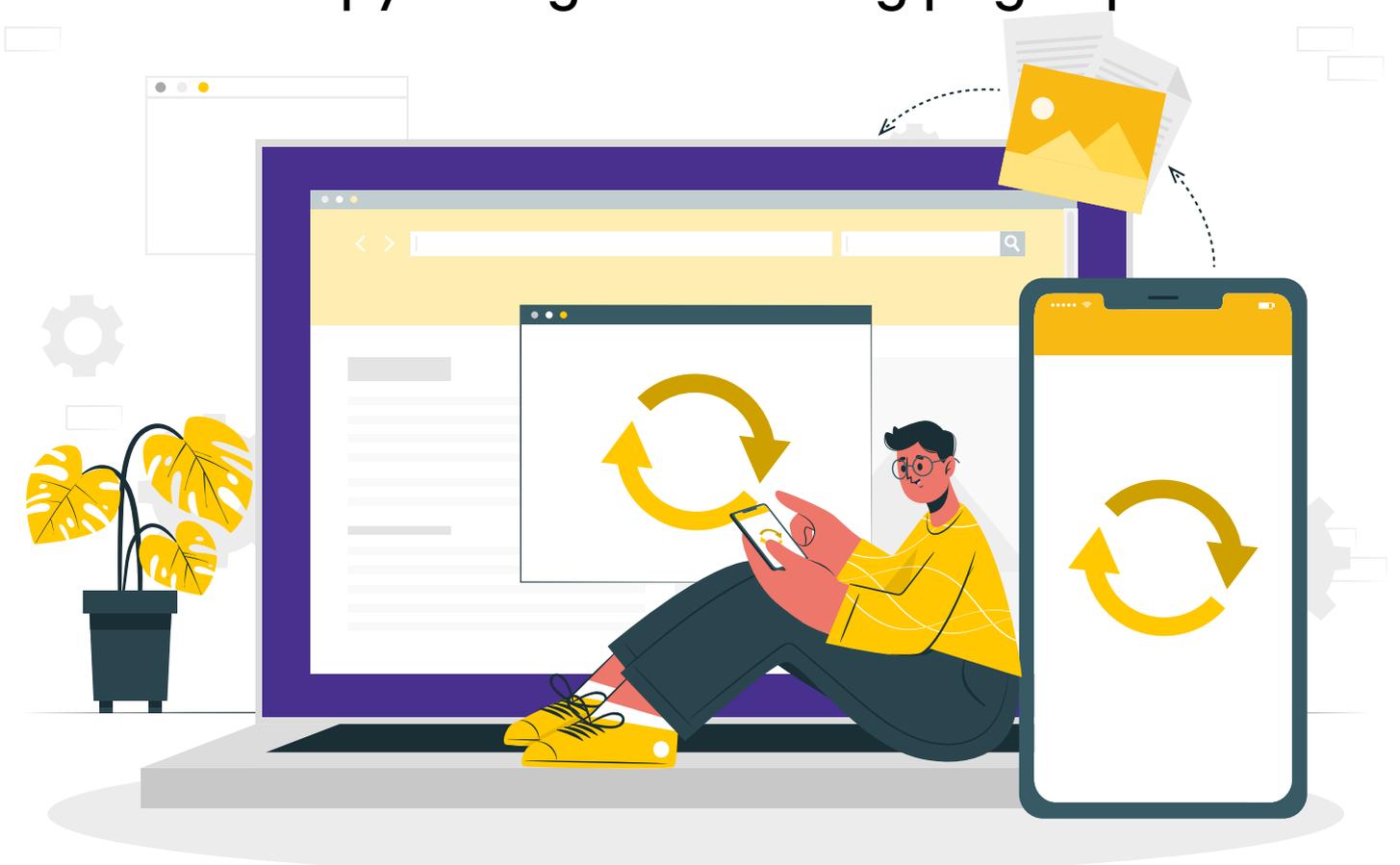
- Content marketing strategy
- Content creation and curation
- Blogging and content distribution
- Measuring content marketing success

Search Engine Optimization (SEO)

- On-page and off-page SEO
- Keyword research and analysis
- SEO tools and best practices
- SEO metrics and reporting

Pay-Per-Click (PPC) Advertising

- Introduction to PPC advertising
- Google Ads and Bing Ads
- Ad campaign setup and management
- Ad copywriting and landing page optimization



Social Media Advertising

- Facebook Ads
- Instagram Ads
- Twitter Ads
- LinkedIn Ads

Content Management

- Content management systems (CMS)
- Marketing automation tools
- Creating automated marketing workflows
- A/B testing and optimization

Analytics & Data-Driven Marketing

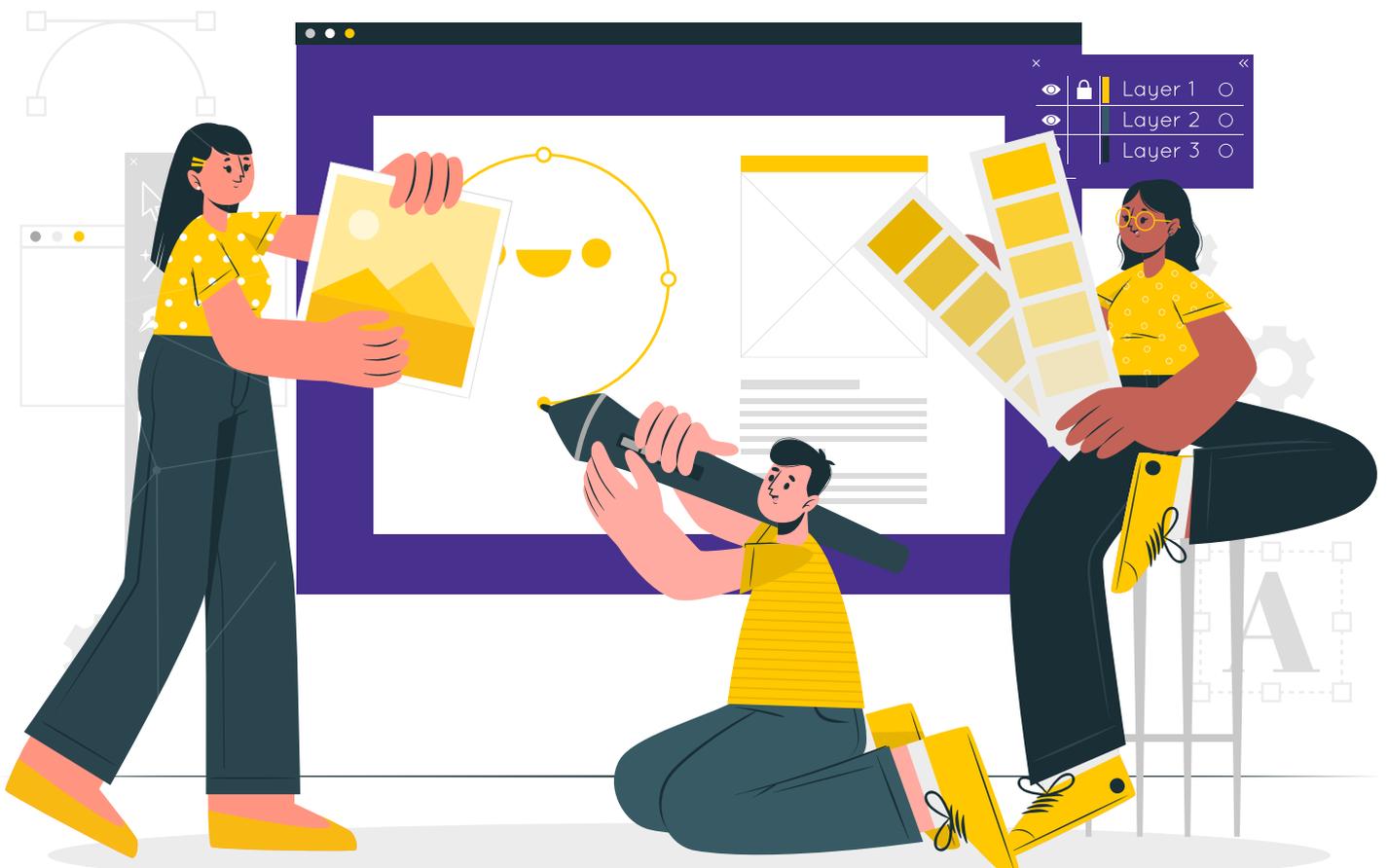
- Web analytics tools (Google Analytics)
- Social media analytics
- Measuring ROI and KPIs
- Data-driven decision-making

Mobile Marketing

- Mobile marketing strategies
- App marketing
- SMS and MMS marketing
- Location-based marketing

Final Projects and Presentations

- Students work on digital marketing projects
- In-class presentations of final projects



Industry & Emerging Technologies

- Emerging trends in digital marketing
- Artificial intelligence in marketing
- Voice search and smart speakers
- Augmented Reality and Virtual Reality

Legal and Ethical Considerations

- Privacy and data protection (GDPR, CCPA)
- Digital marketing ethics
- Social responsibility in digital marketing

Course Review & Exam





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LIVE CLASSES



24/7 DOUBT SOLVING



REAL TIME PROJECTS



1:1 MENTORSHIP



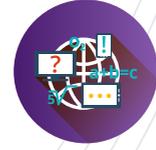
MOCK INTERVIEWS



FLEXIBLE BATCHES



QUALIFIED RESUME



SELF PACED LEARNING



QualifyEd

Hiring Companies

amazon

YouTube

Microsoft

lenovo

ORACLE

Google

twitter

Walmart

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Congratulations

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