An ISO 9001 : 2008 Company

ROOMAN
TECHNOLOGIES

DIGITAL MARKETING

100% Job Guaranteed Program

Average Salary 4.5 LPA

Training Mode Offline

Learn with Industry Experts & Get your dream Job

DIGITAL MARKETING

DIGITAL MARKETING STRATEGY

1. Market Research
2. Set Up a Website
3. SEO (Search Engine Optimization)
4. SEM(Search Engine Marketing)
5. SMO
6. SMM
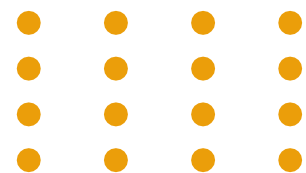7. Email Marketing
8. Google Analytics

DIGITAL MARKETING IN–DEPTH

1. ChatGPT with Ai–tools
2. Branding
3. Content Marketing
4. Sales Psychology
5. Copywriting
6. Drop shipping
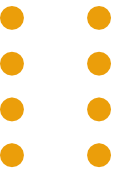
DIGITAL MARKETING CHANNELS

1. Google Ads
2. YouTube Ads
3. Facebook Ads
4. Facebook Marketing
5. Instagram Marketing
6. YouTube Marketing
7. Pinterest Marketing
8. LinkedIn Marketing
9. Quora Marketing
10. Twitter Marketing
11. Content Marketing Machine

DIGITAL MARKETING PROFESSIONAL

1. Digital Marketing Freelancing
2. WordPress Masterclass
3. Graphic designing

Word Press Website Designing

- Learn how to build beautiful, responsive WordPress websites and blogs using Elementor Page Builder

- Discover how to build your WordPress site 'locally' on your computer without having to buy a domain name or hosting,

- Learn how to migrate your 'local' website on your computer and push it 'live' onto your actual domain name with hosting

- Understand what a domain name is, how to buy one and how to use it for your next WordPress website

- Grasp all of the details of WordPress posts, pages and tags and understand the relationships with categories and parent/child pages

- Quickly develop beautiful websites, blogs and landing pages using Elementor Page Builder and the hundreds of pre-made website templates

- Learn all about domain hosting, from the budget-friendly to the lightening fast web servers to catapult your search engine rankings

- Introduction to search engine optmisations, including on-page and off- page optimisations to maximise your organic search traffic to your website
- Create effective custom menu's that allow your visitors and search engines to navigate your website and quickly find what they are searching for

- Understand what WordPress plugins and themes are, and how to install them for extra website functionality

- Protect your website from hackers and spammers and prevent brute-force attacks using Wordfence

- Create a professional, static homepage that will keep visitors returning time and time again

- Learn how you can quickly 'rinse and repeat' your WordPress site and Elementor theme templates so you can quickly build more websites and blogs

- Build websites and blogs that are optimised for speed that visitors and search engines are going to love you for

Project Work

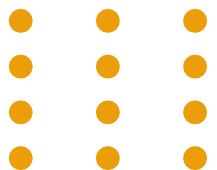Be able to start your own Word Press web design business

Project 1: Personal/resume Website with WordPress
Project 2: Business Corporate Websites with WordPress
Project 3: Professional Blog with WordPress
Project 4: eCommerce website with WordPress and PayPal for accepting payments
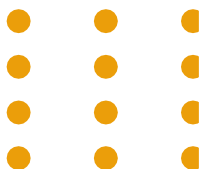Project 5: A real estate website with WordPress custom post types
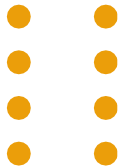
GRAPHIC DESIGNING

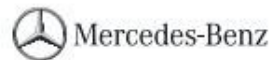## PHOTO EDITING

- Photoshop
- coreldraw
- canva

VIDEO EDITING

- Adobe after effect
- Adobe premiere pro
- Element 3d
- Filmora

Alumni Work at

Google | Microsoft | amazon | Capgemini

Infosys | tcs TATA CONSULTANCY SERVICES | Tech Mahindra | wipro

IBM | accenture | DELL | Cognizant

Mphasis The Next Applied | HCL | Hewlett Packard Enterprise | intel

EY | techwave | Mercedes-Benz | [24]7

hp | AEGIS | UKG | CONCENTRIX

Schneider Electric | Flipkart | hanu An Insight company | Café Coffee Day

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aws | Google | NASSCOM | RedHat

CISCO | Microsoft | OFFENSIVE security | vmware

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