

DIGITAL MARKETING PROFESSIONAL TRAINING PROGRAM



100% Job Guaranteed
Program



Average Salary
4.5 LPA



Training Mode
Offline

BENEFITS OF DIGITAL MARKETING



Make An Impact !!

- Learn how to create your own website
- How to make money online
- Enhance your skill to upgrade your career
- How to generate potential leads
- Learn different platforms for making money as Freelancer

**“JOIN THE
MOMENTUM..
GO DIGITAL
GO GLOBAL”**

01

FUNDAMENTALS OF DIGITAL MARKETING

- What is Digital Marketing
- Understanding Marketing Process
- Why Digital Marketing Wins Over Customary Marketing?
- Understanding Digital Marketing Process

02

SET UP A WEBSITE

Advance

- Introduction to WordPress
- What is Domain & Hosting
- Dashboard Overview
- Installing and activating themes
- What are plugins?
- Installing and managing plugins
- Creating Pages and Posts
- Uploading and optimizing images and videos
- Adding pages, posts, and custom links to menus
- Final checks (mobile responsiveness, speed, SEO)



03

EMAIL MARKETING

- Introduction to Email Marketing
- Benefits and ROI of email marketing
- Email Marketing Platforms
- Building an Email List
- Automation and Drip Campaigns
- Analyzing Email Performance

04

SEARCH ENGINE OPTIMIZATION (SEO)

- Introduction to SEO
- What is SEO and why is it important?
- Keyword Research
- Types of keywords: short-tail, long-tail, LSI
- On-Page SEO
- Optimizing title tags, meta descriptions, and headers
- Technical SEO
- Off-Page SEO
- Analytics and Reporting
- Advanced SEO Techniques
- E-Commerce SEO
- Common SEO Mistakes to Avoid

05

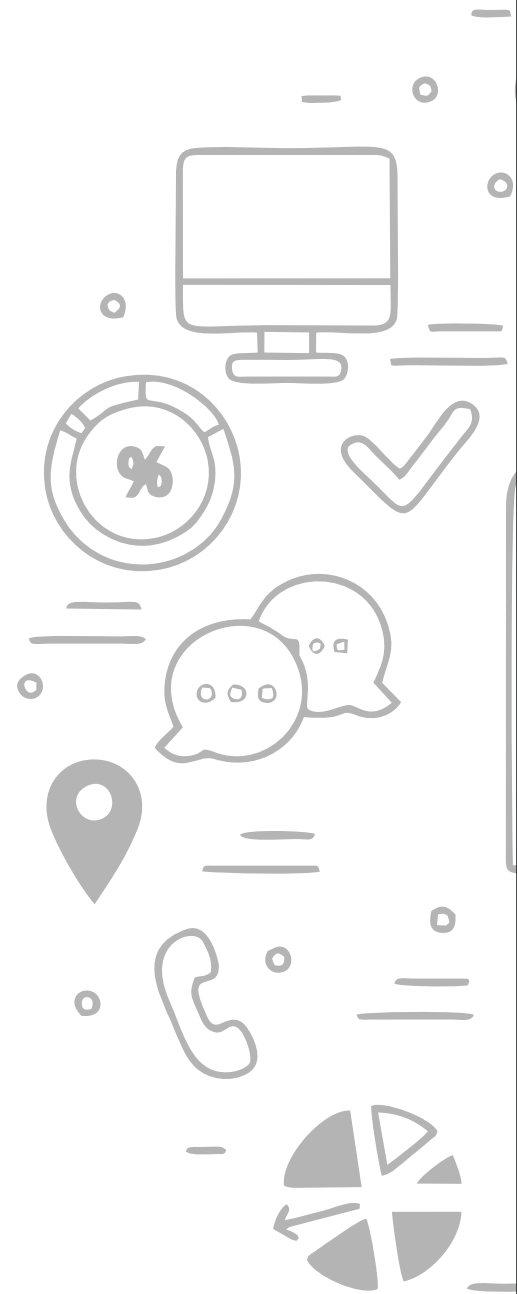
DIGITAL MARKETING CHANNELS

Search Engine Advertising Platform

- Google Ads

Social Media Advertising Platforms

- Facebook Ads
- Instagram Ads
- LinkedIn Ads
- Twitter Ads
- Pinterest Ads
- Youtube Ads
- Quora Marketing
- LinkedIn Marketing
- Instagram Marketing



06

DROP SHIPPING

Advance

- Introduction to Drop shipping
- Finding a Niche
- Researching Products
- Setting Up Your Drop shipping Store (Shopify, WooCommerce)
- Setting Up Product Listings
- Marketing Your Drop shipping Store
- Scaling Your Drop shipping Business

07

E-COMMERCE MARKETING

- What is E-Commerce
- Top E-Commerce Sites and wide
- E-Commerce Situation in India
- How to do SEO for an E-Commerce site?

08

SOCIAL MEDIA OPTIMIZATION (SMO)

- Introduction to Social Media Optimization
- Understanding Social Media Platforms
- Profile Optimization
- Content Strategy and Planning

09

SOCIAL MEDIA MARKETING (SMM)

- What is social media marketing?
- The role of SMM in digital marketing

- Benefits of social media for businesses and individuals
- Overview of major social media platforms (Facebook, Instagram, Twitter, LinkedIn, etc.)

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DIGITAL MARKETING FREELANCING

- Introduction to Freelancing
- Identifying Your Niche and Services
- Building a Personal Brand as a Freelancer
- Setting Up Your Freelance Business
- Finding Freelance Work
- Marketing Yourself as a Freelancer

Freelancing Platforms

- Upwork
- Fiverr
- Freelancer

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LIVE PRACTICAL PROJECTS

Advance

- Learn how to generate more leads to find new customers
- How to create a high converting landing page
- How to write follow up emails
- Generating Leads Through Facebook and Instagram

Project Work

- **Project 1:** Business Corporate Website with WordPress
- **Project 2:** Professional Blog Website with WordPress
- **Project 3:** E-Commerce website with WordPress
- **Project 4:** A real estate website with WordPress

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DIGITAL MARKETING INTERVIEW PREPRATION

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DIGITAL MARKETING IN-DEPTH

- ChatGPT with Ai-tools
- Branding
- Content Marketing
- Sales Psychology
- Content Marketing Machine

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GRAPHIC DESIGNING

Advance

PHOTO EDITING

- Photoshop
- CorelDRAW
- Canva

VIDEO EDITING

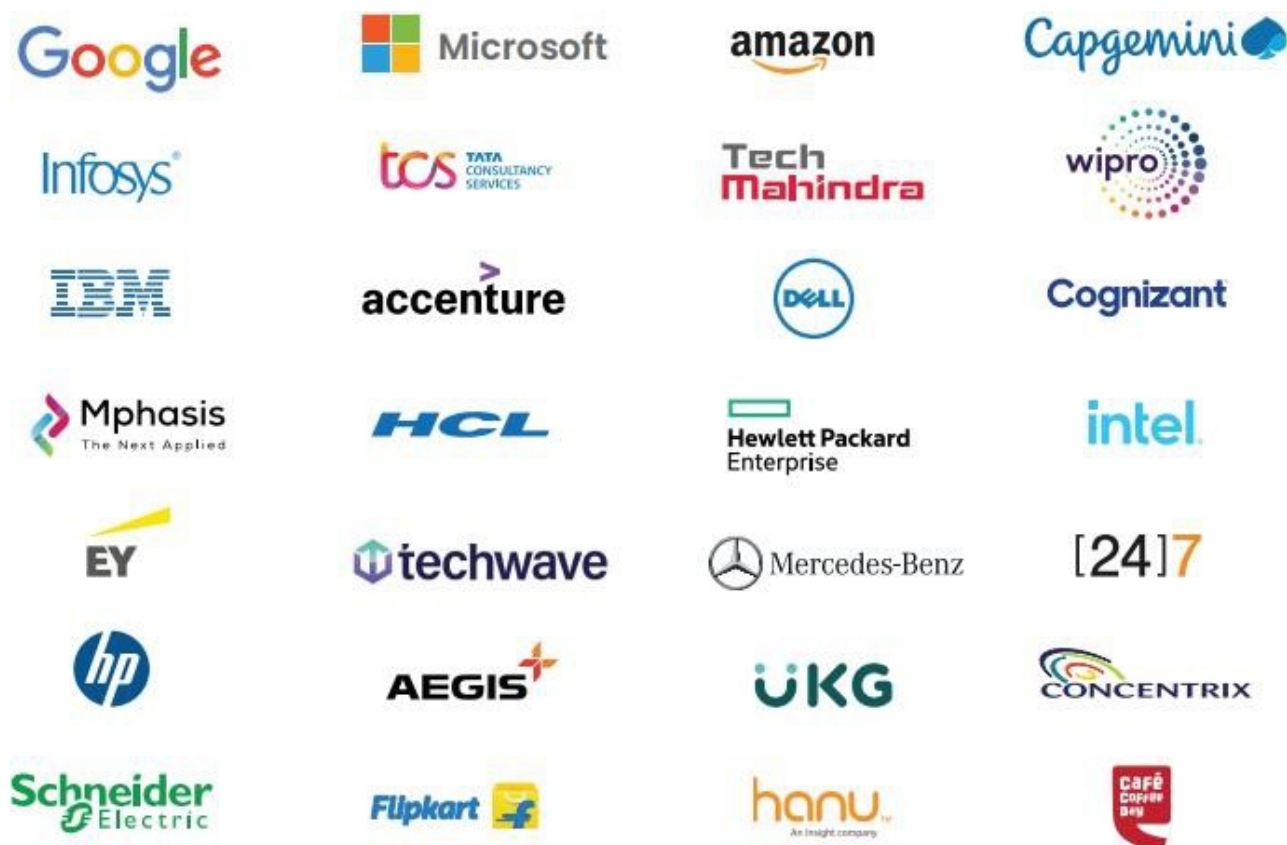
- Adobe Premiere Pro
- Adobe After Effect
- Filmora

INSIDE STORY OF DIGITAL MARKETING

Roman Technologies goes beyond traditional lectures by offering real-time, hands-on experience. You'll build your own website, integrate digital marketing tools like Google Ads, PPC, and landing pages, and run actual campaigns. Our program covers the latest in social media marketing, allowing you to reach millions on Facebook, Instagram, LinkedIn, and Twitter at a fraction of the cost of traditional methods like events and print ads. This practical approach ensures you gain the skills to effectively generate leads and grow your business online.

Armoring you with the latest digital marketing tools, we just do not offer you a certification but a hand-on experience on live project and entering you into a practical world of similar subjects.

OUR ALUMNI WORKS AT



CERTIFICATION PARTNERS

