

# **Advanced Certification in Digital Marketing**



**MIRACLE  
TECHNOLABS**

**ISO 9001:2015 Certified company**



**[www.miracletechnolabs.com](http://www.miracletechnolabs.com)**

# About Miracle Technolabs

**Miracle** is a most trusted digital marketing training & certification provider which helps learners transform their careers and get future-ready. We cater to all individuals with customized programs to suit their requirements and foster a fun learning culture.

**3+**

Years of Experience

**153+**

Social Media Campaigns

**95%**

Repeated Clients

**50+**

Google & FB Reviews



**MR. Mohammed Modi**

Founder & CEO

# Why Digital Marketing ?



Digital Marketers are in heavy demand across all industries right now, with one study recently showing that roughly 70% of hiring managers say they're having a hard time filling Digital marketing Positions.

That problem will only increase as businesses get increasingly wise to the benefits they could reap from investing in digital marketing. Hubspot's 2021 state of marketing report found that more than 70% of companies are now investing in content marketing and social media marketing, and more than half are putting more money in search engine optimization



# What is Our Mission?

Our mission is to close the global Digital Marketing skill gap by providing students, freshers, working professionals and organizations with cutting-edge digital marketing training.

Established in 2018, Miracle has worked with 200 instructors from the most innovative companies to develop end-to-end digital education that has empowered more than 1,35,000 individuals.



# Why Choose Us?



**9 factors that make us the best option  
for your digital marketing.**

- You Talk, We Listen
- We Value Integrity
- We Create Outstanding Designs
- We create High Impact campaign
- We know FB, Insta & Google Algorithms
- We know SEO
- We Quantify Our & Yours Success
- We Deliver On Time
- Our Rates are Cost-Effective

# Course Highlights



## Expert Faculty

Learn from experts who have actually worked in the digital marketing industry.



## Super Sessions

Learn from experiences of Industry professionals from leading Brands & Agencies



## 1-on-1 Mentoring Sessions

1-on-1 mentoring by dedicated faculty to solve personalised doubts



## Soft Skills

Get guidance on much needed presentation, interview & resume building skill



## Live Projects

Provide marketing solutions for real-world brand problems & present to industry experts



# What will you learn?

## Team 1

### Introduction to Digital Marketing

- The Digital Landscape in India
- Elements & Platforms in the Digital Mix
- Doing a Brand Audit basis what you have learnt
- How to define the Target Audience
- Creating Buyer Persona
- Case Studie

### Search Engine Optimization (SEO)

- What is SEO
- How does SEO work?
- Building a simple WordPress website for SEO practice
- Keyword Research & Analysis
- On-page Optimization Techniques (meta tags, header tags, image tags, URLs, etc.)
- Off-page Optimization Techniques (Quora, Youtube, blogs, Web directories, etc.)
- Using Search Console for effective SEO
- How to do an SEO Audit for any Website (Ubersuggest, SEOptimizer, Yoast)

### Key Performance Marketing Jargons

- Various concepts used in Media Planning (Impressions, reach, frequency, clicks, etc.)
- Various deal types available (CPM, CPC, CPV, CPL etc).



## **Search Engine Marketing**

- Why use Google Ads
- Setting up Google Ads Account
- Choosing the Right Campaign Objectives
- Framing Search Ad copies & Ad extensions
- Maintaining High Quality Score
- Remarketing lists for search ads (RLSA)

## **Campaign Planning**

- Understanding the brand's objective
- Recognizing consumer pain points
- Defining campaign goals
- Dividing the campaign in phases
- Hero vs Hub vs Hygiene campaigns

## **E-Commerce Marketing**

- Understanding E-commerce
- Various E-commerce portals
- How to make a website using Shopify
- Product Keyword Research
- Uploading Products to Online Marketplaces





### **Content Strategy**

- Understanding the AIDA Model
- Creating Buyers Personas
- Understanding Consumer Journeys across platforms
- Understanding various Content Formats available
- Creating Content Buckets
- Creating Content Calenda

### **Content Writing**

- Writing content for Digital platforms
- Choosing the best hashtags
- Decoding Successful Campaigns
- A.I. based content writing tools

### **Learn Design with Canva**

- How to structure your design
- Specifications for Designing for any Digital Platforms
- Using Canva to build creative designs
- How to Design for Social Media Posts and Stories



# **Social Media**

## **Introduction to Twitter, Facebook, Instagram, Pinterest, LinkedIn, Snapchat**

### **Social Media**

- Difference between a Page and Account
- Setting up a Social Media Page
- Best Practices to follow on a Page
- Types of Trending Content on each Platform
- Do's & Don'ts of Posting
- How to Choose the Right Hashtags for your Content
- Case Studies

## **Brand Reputation Management**

- Importance of ORM
- Customer's Expectations towards receiving Prompt Responses
- How to Deal with a Crisis Situation?
- Creating Holding Statements
- Measuring Customer Sentiments
- Converting Unhappy Customers Sentiments to Neutral
- Converting Happy Customers into Brand Advocates
- What is Social Listening
- Tools for Social Listenin

## **Soft Skills**

- Resume Making
- Presentation Skills & Pitching Skills
- Career Guidance and Digital Agency Orientation
- Mentoring towards Final Project & Mega Campaign

# Influencer Marketing

- What is Influencer Marketing
- Choosing Influencers that match your Brand
- Setting Key Deliverables from the Influencers
- Macro v/s Micro Influencer
- Using Canva to build creative design
- How to Design for Social Media Posts and Stories



## Team 3

### Social Media (Paid)

#### Advanced modules on Facebook, Twitter, Instagram, LinkedIn Ads Social Media (Paid)

- How to set-up an Advertising Account
- Choosing the Right Campaign Objectives
- Choosing the Right Targeting
- Various Ad Placement & their Importance
- How to Design Social Media Ads

### Web Analytics

#### A. Google Analytics:

- How does Google Analytics work?
- Setting-up a Google Analytics Account
- Placing the tracking code on your site
- Setting Campaign Budgets & Bids
- Creating properties and views for Accurate Tracking
- Setting-up Conversion Tracking Goals & Events
- Reading GA data
- Taking business decisions basis GA data

## B. Social Analytics:

- Reading data through Facebook, Instagram & Twitter insights
- Tracking insights using tools
- Measuring ROI
- Optimization of Techniques to improve RO

## Final Project

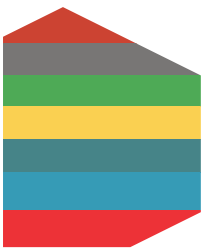
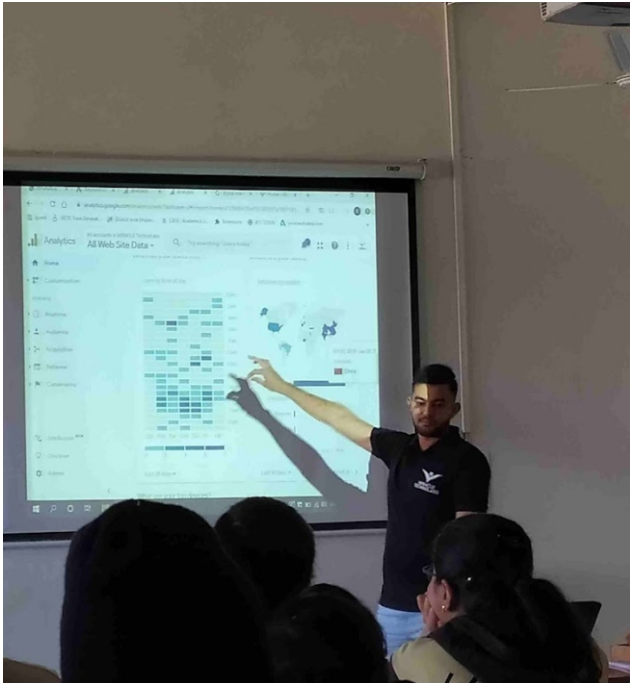
- Create an end-to-end Digital Marketing strategy for a real-world brand cumulating all the knowledge you have gained throughout the course



# Tools You'll Master



# Digital marketing seminar





# Course Fees

## Advanced Certification in Marketing

Course fees – 2500rs.

### Fee Payment Methods:

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- Phone Pe
- Gpay
- PayTMCASH
- NEFT
- Direct Bank Transfer

Note- For more details read our Terms & Conditions page





# Contact Us



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