

PRO++ SYLLABUS

**COMPREHENSIVE ANALYTICS
CERTIFICATIONS 50 HOURS**

**HANDS ON LEARNING USING DUMMY
CAMPAIGNS 20 HOURS**

Organic Campaigns and analytical reports

Paid Campaigns and analytical reports

Module with Hands On Learning

**ANALYTICS (ORGANIC & PAID) 20
HOURS**

Meta Analytics

Google Analytics

Generation of analytical reports

Optimisation based on correlation of
Analytical reports

Module with Hands On Learning

**Analytic Review and live discussion - 4
Hours**

Training for google analytics - 2 Hours

Google Certification test - 2 hours

Training for Semrush Analytic - 2 hours

Semrush Certification Test - 2 hours

CEDM EXAM 2 HOURS

**DIGITAL MARKETING TECHNIQUES - FOR
REAL TIME LEAD AND CUSTOMER
GENERATION
50 HOURS**

**GENERATION OF LEADS / REACH/
FOLLOWERS 16 HOURS**

Ad Centre of META BUSINESS SUITE

Ad Manager of META BUSINESS SUITE

PPC Marketing

Google Adwords & keywords

**How to put money value and no. of days into
the Ad Centre**

**Select your geographical location
(Specified)**

Optimised Demographics

**choose radius of campaign / Region/
location/ from business address**

Automatic location pickup

Uploading of ad post/ ad video/ ad reel

What is crousel & How to post in crousel

Pay money and start campaign

**Day to Day basis study of campaign
(statistical reports)**

**DIRECT DIGITAL MARKETING TECHNIQUES
14 HOURS**

Influencer Marketing

YouTube Marketing

Affiliate Marketing

Email Marketing

WhatsApp Marketing

IVR System Marketing

E-Commerce Marketing

SOFTWARE TOOLS 8 HOURS

SEO tool kit (www.seotooladda.com)

Screaming Frog Spider SEO

Rankmath/Yoast plugin in Word Press

AHREFS

Google Keyword Planner

Semrush

Campaign Manager Review with live discussion - 4

Training for Hubspot Marketing - 2 Hours

Hubspot Certification Test - 2 Hours

Training for EMI (Denmark) - 2 Hours

EMI Certification Test - 2 Hours

CEDM TEST - 2 Hours

EXTRA :-

**Detailed Resume creation with format tools
1 HOUR**

**Placement approach (ORIENTATION)
through HR Affiliates 1 HOUR**