

Certificate Course in Advanced Digital Marketing

Eligibility: Working Knowledge of Digital Marketing OR
Minimum 40 Hour Elementary course in Digital
Marketing from NIELIT Delhi

Duration: 4 Weeks (2 Hrs a day)

Start Date : 1st July 2020

Course Contents :

Facebook Marketing

- Introduction to Facebook Marketing
- How to create business Facebook page
- Connecting with new audiences and lower your Ads costs via Facebook Ads!
- Working with MASTER Facebook Ads Manager
- Implementing the Facebook Pixel and Advanced Tracking Strategies.
- Using the Advanced Features Available in Facebook Business Manager

YouTube Marketing

- Setting Up your YouTube Channel
- Creating Video and display ads format
- Targeting works with multiple targeting methods
- Using display ads formats to target Audience

Admission Process :

- Submit Application form online on link : <http://www.empanelment.nielit.in/>

Course Fee : ₹ 3000/- + GST** to be paid online at the time of Registration

Training Strategy :

- Mode of Training is Instructor-led live Online
- Interactive Query session.
- Soft copy of study material, Training PPT's & Projects Code
- Training certificate on completion will be Provided.

Requirement for the live online Training :

- Attendees must have a computer system/ Laptop with latest configuration with internet connection

