



SOCIAL MEDIA MINDS



WE ARE A DIVISION OF DMTI SOFTPRO
DIGITAL MARKETING TRAINING INSTITUTE



Seminar by Faculty- Founder DMTI

Batch Conducted at Dadar - Matunga Rd West

Address : B/2, Vimal Udyog Bhavan, 1st Flr, Nr BPL Mobile Off,
Opp. STARCITY Cinema (Movie Time), Nr Yashwant Natak Mandir,
5 Min Walk from Matunga Rd West Stn, 15 Min from Dadar West Stn,
Mumbai- 400016.

Mobile : 9833900110 / 9833900440

Phone : 24222726 / 24301112 / 24222730 www.socialmediaminds.in



Social Media Marketing + Content Writing + Marketing with Digital Marketing Strategies

This exhaustive course makes you a master in Social Media Marketing,
Content Creation includes an integral part of Digital & Social Media Strategies

BEST
VALUE

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15 Modules

A **Unique Course - Never before**, a course which covers Digital strategies with Content Writing Management & Social Media Marketing.

“ The Integrated Social Media, Content Management & Digital Strategies Course ”

This exhaustive course not only makes you a master in Social Media marketing **but also covers** Content Creation and Management Course, an integral part of a Digital & Social Media Expert.

1. SOCIAL MEDIA MARKETING DIPLOMA
 2. CONTENT WRITING DIPLOMA
 3. CONTENT MARKETING
 4. DIGITAL MARKETING STRATEGIES
 5. SEO COPYWRITING
- MUCH MORE.

4/5 Day Full Time Course

10am to 3pm

Small Batch of Only 6 Seats

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ALL INCLUSIVE
☑ 24 Hours
☑ 3 Certificates
☑ 15 Modules
☑ Content Writing Diploma
☑ Social Media Marketing Diploma
☑ Digital Marketing Strategies
☑ 3 Printed Books
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Modules

Social Media, Content Marketing Digital Marketing Strategies (15 Modules)

Course Contents - 15 Modules include:-

Details & Topics Covered :

- 1. Social Media Optimization** - Essentials & Advanced.
- 2. Facebook Marketing PPC** - Creating Ads, Campaigns, Promotions, Re-marketing.
- 3. FB Engagement** - FB Marketing & Engagement hooks, pitches & tools.
- 4. YouTube Marketing PPC** - Advertising, Promoting, Video SEO, Creator Studio.
- 5. Viral Content Marketing**
The Psychology, Types & behavior of Viral Marketing.
- 6. Content Writing** - Processes & Principles, Story Telling Techniques, Practical Worksheets..etc.
- 7. WordPress Blogging**
Writing for Blogs, Monetizing your blog, ORM.
- 8. LEAD Magnets** - Digital Strategies, Compel & Convert Strategy. Scarcity & Urge analysis.
- 9. HEADLINES & CTR**
Increase Click through Rate with Magnetic headlines.
- 10. Email Marketing** - Templates, Tracking, Reporting, Integration & Converting.
- 11. SEO COPYWRITING** - Search Engine Optimization, Keyword Research, On Page Optz ..etc.
- 12. Content Marketing** - Distributing, Promoting.
- 13. LANDING Page Techniques** - Website Design Layouts – for Lead Generation and higher traffic to website.
- 14. Twitter & Snapchat** - Managing Ads, Hashtags, Trends, Do's and Don'ts of Snapchat Marketing..etc.
- 15. LinkedIn Ads** - Campaign, Marketing Strategies.etc.
- 16. List Building** - Squeeze Page for Maximum Conversions
- 17. Lead Generation** - How To Create Your 'Bribe' Offer
- 18. Design Graphics** - Create your Graphics for Social Media.



Original Fees : Rs. 25,200 (GST Included)

15 Module Diploma

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Fees Includes

3 Sets of Printed Notes & Books

- a) Complete book on Social Media
- b) Digital Strategies Unleashed
- c) Content Writing & Marketing

3 Certificates issued

1. Social Media Certification
2. Content Marketing
3. CDMP - Exam & Certificate



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4/5 Day Full Time Course

10am to 3.00pm

Limited Seats

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Social Media Marketing

SOCIAL MEDIA MARKETING COURSE teaches you how to advertise, promote and manage your social media campaigns. Social media course teaches you to identify your target audience, create engaging and share-worthy content and finally integrate your social media with all other aspects of your online presence.

Definition Of Social Media Optimization

TYPES OF SOCIAL MEDIA - Key terms to understand - How Social Media influences audience & Google, Integrating social media into your website and blogs, How to choose right social media for your business/brand.

Facebook Marketing

Facebook allows you to connect, communicate and educate your prospected audience in an individualized way which is not possible with websites and blogs."

Facebook is still growing rapidly, so businesses and marketers like to add Facebook into their advertising strategies to target customers and promote their brands.

Most marketers are involved with Facebook and 83% of them says that Facebook is really crucial for businesses.

Why you should definitely use Facebook for business.
How your business can get the most out of Facebook.

- Facebook Pages
- Facebook Groups
- Facebook Apps
- Facebook Events
- Facebook Ads
- Facebook Audiences
- Facebook Pixels
- Facebook Automation Tools

MARKETING ON FACEBOOK

- Using twitter for business /brands
- FACEBOOK Marketing
- Creating facebook pages
- How to promote facebook pages
- How to advertise on facebook (PPC)
- Creating FAN-Page for Business
- How to boost post with PPC
- Setting up Campaigns
- Video Ads in Facebook - PPC
- Targeting the Right Audience
- In-page Analytics / **FACEBOOK Analytics**



FACEBOOK has **1.49 Billion** monthly active users, an increase of 13% year over year

Facebook has **1.25 billion mobile users**, and **798 million mobile daily active users**. This means about 65 percent of Facebook's members use the service daily, and 64 percent of its mobile members use it daily.

4.5 billion Likes are generated daily, meaning **there are 3.1 million likes every minute**.

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Social Media Marketing

Youtube Marketing

YouTube is the most favored video sharing social media platform. It was created in 2005 by Steve Chen, Chad Hurley and Jawed Karim.

In 2006 YouTube was acquired by Google. It has transformed the overall outlook of television advertisement and other video networks with an overwhelming influence.

YouTube is crucial for businesses and marketers, because it has a huge database of users. Hence, you get the chance to broaden your brand message extensively. According to Alexa Rank, it is the most visited website, after Google and Facebook.

More than 1 billion unique viewers visit YouTube every month. YouTube is a zero cost video hosting site which permits its registered users to watch, upload, share and store video, as well as subscribe to channels.

Why you should definitely use **YouTube** for business.
How your business can get the most out of **YouTube**

- YouTube Channel
- YouTube Creator Studio
- YouTube Upload
- YouTube Analytics
- YouTube Editor
- YouTube SEO
- YouTube Ads

4 Day Full Time Course

10am to 4.30pm

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YouTube FACTS is the 2nd largest search engine and the 3rd most visited website worldwide, behind only Google and Facebook respectively.

Average time spent on **YouTube** per mobile session is 40 minutes.

4 billion videos are viewed worldwide in a day

You Tube Marketing

Advertise your videos

To advertise your brand, you can utilize the tools available directly from YouTube. Include a call to action to motivate viewers to comment, like and share among their network. Add a video on your website and a blog. Share YouTube video links with your current customers. Use SEO strategies to get listed in Google, Yahoo, and Bing. Advertising assists you in increasing the sales of your business.

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Twitter Marketing

TWITTER is an information network made up of 140-character messages called Tweets. It's an easy way to discover the latest news related to subjects you care about.

- How to increase your Followers
- Find and follow others
- Connecting your mobile
- BUILD A VOICE: Retweet, reply, react
- MENTION: Include others in your content
- GET FANCY: Explore advanced features
- Successfully marketing Campaigns on Twitter
- Followers Target, Lucky Hashtag, Retweet To Win
- Hashtag & Link Tweeting,
- Promoted Account, and Promoted Tweets



4 Day Full Time Course
10am to 4.30pm
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Limited 9 Seats only

Linkedin Marketing

LinkedIn is the largest business oriented social platform, which was established in 2003. Its prime objective is to permit existing users to create a network with those they know professionally. It is particularly utilized to exchange ideas, information, and opportunities.

1.3 million Small business owners are on **LinkedIn** to gain new customers, enhance online presence for their business, generate leads and build their brand awareness. **LinkedIn ads** can also assist you to get potential customers with a minimum budget of \$10.

LinkedIn is a social media network that is specifically developed for businesses professionals. It permits you to connect with other users and exchange or share business related information around your networks.

- LinkedIn SlideShare
- LinkedIn Ads



Slideshare

Marketing On Slideshare : - Set up your business account on Slideshare, Create slide that reflect your business, Engage with your audience, Promote Slides to share and Download

SlideShare is a directory of categorised presentations and documents so the opportunity for your work to found, read and shared is 'built in' (as they say). However as with any form of marketing the more you put in the more you can expect in return for your efforts



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slideshare Present Yourself



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Search Engine Optimization

Search Engine Optimization **course** includes: Keyword Research, On-Page and Off Page Optimization, Link Building, Keyword Strategy.

IMPORTANCE OF SEO MARKETING

- Types of Internet Marketing Methods
- How the search engine works ?
- Understanding the SERP
- Using Search Operators
- Google Search Engine Architecture
- Search Engine Algorithms
- Google Algorithm Updates

KEYWORDS RESEARCH AND ANALYSIS

- Introduction to Keyword Research
- Business Analysis
- Types of Keywords
- Keyword Research Methodology
- Keywords Analysis Tools
- Competition Analysis
- Preparing a Keyword List for Project

ON-PAGE OPTIMIZATION (ONSITE)

- Basics of Website Designing / Development
- Usability and User Experience in Website
- Onsite Optimization Basics
- Importance of Domain Names
- Website Structure & Navigation Optimiz
- Filename Optimization
- Title Tag Optimization
- Meta Tags Optimization
- Headers Optimization
- SEO Content Writing
- Internal Link Strategy

IMAGE TAG OPTIMIZATION

ALT Tags, Filenames, Footer Optimization

Copywriting SEO

Copywriting Techniques for Website
Placement of Keywords Text & Size
Colour importance, CTA Placements
Keyword stuffing, Keyword Headlines

EMAIL Marketing

Course will cover how to use tools, templates, implementation and tracking in order to achieve the best possible Email Marketing results.

EMAIL MARKETING **Electronic marketing is directly marketing** a commercial message to a group of people using email & Creative Newsletters with Various Themes!. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It involves using email to send ads, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness.

Best Email Marketing practices

Learn to attract the defined target audiences and establish their information needs. Learn How to use bulk emails..etc.

Email Marketing Campaigns

Design, build and create an email template for communication with your audience as well manage your email marketing campaign to get leads.

Email Template Design

Learn to use designs and solutions to improve email success. Training will help you bring your message to life and increase your target audience engagement with your brand.

Tracking & Reporting

Receive granular reporting on the key aspects of your campaign such as who clicked through your email to your site, where they clicked and who converted.



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Pinterest Marketing

Pinterest has long been popular as a tool for 'window shopping'. When users are looking through other brand boards because they're looking for ideas for wedding decorations, things to wear or things to decorate their house with, they will often then follow the links to buy the products, or later look up the product.

As a brand, your objective is to be 'one of those brands' that people follow and to use this as a prime opportunity to show off your products, your services and your website so that you get more visitors and more business.

Introduction – Why is **Pinterest** So Powerful

Pinterest: The Basics

Marketing With **Pinterest**

Building Your Brand

How Marketers Use **Pinterest**

Features for Marketers

Pinterest Business Accounts

The **Pinterest** Interface in Detail

The Home-Feed, Finding Pins

Your Boards and Pins

Your Pinterest Marketing Strategy

The Holy Grail of Brand Engagement

How to Grow Your Following

Pinterest Marketing Techniques

Using Rich Pins, Widgets

Contests. Chrome Plugin

Going Mobile With Pinterest: Using the Apps

How are Businesses Actually Using Pinterest?



MARKETING WITH
Pinterest

4 Day Full Time Course
10am to 4.30pm

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Limited 9 Seats only

Landing Page Techniques

Elements of Landing Pages

Creating Stunning Landing Pages WordPress Themes & Plugins

Landing Page Optmz.

Creting Incentives - Lead pages, collecting information

How to turn Visitors into Customers

Tipping them over to Conversions.



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Content Marketing & Planning

Infographics CONTENT MARKETING are a visually compelling communication medium that done well can communicate complex data in Why Include Infographics in your Content Marketing Strategy? Cause most of the Infographics tend to get viral and help in search engine ranking . An infographic that is linked and compelling by its nature will drive traffic to your website band blog as people "share" and "click".

A visual format that is potentially viral. They take deep data and present it in a visual shorthand. "Infographics" is one efficient way of combining the best of text, images and design to represent complex data that tells a story that begs to be shared. Content Marketing, Represent Complex Data, Marketing Trend is Best Marketing Trend for 2017

Viral Marketing

1. WHY DO people share ?
2. What makes a Content Viral ?
3. How to create Content that gets shared
4. Top 5 Types of Content that go Ga.Ga.Ga
5. Psychology of Viral Marketing
6. Case Studies of Viral mind

4/5 Day Full Time Course

10am to 3.30pm

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Limited 9 Seats only

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List Building techniques

Introduction To Your List Building Tools

How To Design Your Squeeze Page For Maximum Conversions

Split Testing Your Squeeze Pages

Setting Up Your Broadcast Schedule

Launching Your List Building Campaign

List Building Resources

A Swipe File - Conclusion

Creating a Blog in Wordpress

USING WORDPRESS FOR CREATING A BLOG

Responsive BLOG Themes which is Mobile, Tablet & Desktop Compatible.

Add Categories, Posts and Comments.

Easily build a blog on WordPress

Customizable, Mobile-ready designs and themes

With hosting and support from Wordpress.

Digital Strategies

Digital Marketing Strategy

Start your own Digital Marketing Agency. Learn to pitch to clients & convert them.

- 1, How to Start a Digital Marketing Agency
2. How to Pitch to your clients, prove Digital Marketing is superior
3. Where do I get my clients from, places and areas to look for?
4. Target Oriented Marketing - Impress with Analytics
5. Approach and Strategies to Convert Your prospective clients
6. Business Extensions with Upsell & Selling multiple products



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Social Media Marketing

Instagram Marketing

What is Instagram

Instagram is Actually Pretty Big

Instagram Marketing

The Objective

Creating Amazing Content for Instagram ☎ 9833900110/9833900440

How to Take Amazing Photos

Adding Filters

Advanced Photo Editing

Videos for Instagram

Using Tags

Growing Your Following

Your Target Audience-Know them

Integrating Instagram With Your Website

Instagram and Other Social Media

Getting People Involved

Influencer Marketing

How Are Businesses Actually Using Instagram?

How Companies Are Using Instagram Influencer Marketing

Local Marketing with Instagram

Analyzing Your Instagram Marketing



Instagram

4/5 Day Full Time Course

10am to 3.30pm

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Limited 9 Seats only

Google + Plus

GOOGLE +

There are now over 1 billion with Google+ enabled accounts

It has reached 450+ million monthly active users

Google+ is growing at 33% per annum.

When you consider that Google+ has only been around for a few years, then it is a success on many levels.

GOOGLE PLUS FOR BUSINESS

- Creating Business Page
- Manage settings & admin for Google+ Page
- Learn Marketing tools for online marketers
- Get followers on Google+



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SOCIAL Media + CONTENT Writing + Digital Strategies

ADVANCE Social & Content Marketing Diploma

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**Social Media, Content Writing & Management
Digital Marketing Strategies (15 Modules)**

4 Day Full Time Course

10am to 3.00pm

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Early Bird Offer

Learn Top 5 Digital Marketing Tools

Learn the Tools you need to get your online business up & running

#1 TOOL Learn SOCIAL MEDIA MANAGEMENT SYSTEM for brand management

#2 TOOL LEARN an Image Manipulation Program

#3 TOOL Create Professional looking Newsletters & MAIL Responders

#4 TOOL Make beautiful Videos using your photos & videos using Special Effects

#5 TOOL Learn a LEAD Generation Tool - to get more Conversions

NEW

Freelancing your Career

1. Where to get Freelancing Work from?
2. Finding Clients, Various Online Platforms
3. Forums, Find Jobs Using Websites

“Tell me more...”

Give me some more details”

Ok.. read on

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