

2016



Candent
DMS

[DIGITAL MARKETING TRAINING PROPOSAL]

We are in the market with the mission to educate people about Digital/Internet Marketing. Our motto is to let people know about the importance and use of Digital Marketing.

ENRICHING | EMPOWERING | ENLIGHTENING

What We Include in Our Training



- What is Digital/Internet Marketing?
- What Does It Include?
 - Web Designing
 - Internet Marketing (SEO)
 - Social Media Marketing
 - Affiliate Marketing
- Career with It/How to Make Money
- How to Open Your Own Company?
- How to Start?
- Whom the Courses Are For?

What is Digital Marketing?

Digital Marketing

Strategies Focused on Increasing The Reach & Visibility of Your Business.



Digital marketing is an umbrella term for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach and convert leads into customers and retain them. The key objective is to promote brands, build preference and increase sales through various digital marketing.

Internet Marketing



Internet marketing encompasses digital marketing services such as search engine optimization, display advertising, and email marketing; nonetheless, what about voice broadcasts, fax broadcasts, podcasting, wireless text messaging, mobile instant messaging, and mobile apps? The latter channels and services transcend the narrow definition of Internet marketing. Digital marketing refers to mobile marketing, digital telephony, and digital video recorders as well.

What Does It Include?

- **Web Designing** - Web design encompasses many different skills and disciplines in the production and maintenance of websites. The different areas of web design include web graphic design; interface design; authoring, including standardized code and proprietary software; user experience design; and search engine optimization.
 - **Internet Marketing (SEO)** - Internet marketing, or online marketing, refers to advertising and marketing efforts that use the Web and email to drive direct sales via electronic commerce, in addition to sales leads from Web sites or emails.
 - **Social Media Marketing** - Social Media Marketing is the process of gaining website traffic or attention through social media sites. Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it across their social networks.
 - **Affiliate Marketing**- Affiliate marketing is a type of performance-based marketing in which a business rewards one or more affiliates for each visitor or customer brought by the affiliate's own marketing efforts.
-

Career with DM/How to Make Money



Internet marketing is becoming exponentially important to just about every business entity that exists in the modern day world. However, pursuing a career in internet marketing can be surprisingly difficult given the ever-growing prevalence of it. Many colleges offer a course, or perhaps a handful of courses, related to internet marketing, but is that enough to impress a potential employer, especially when most employers are also looking for experience in the field? With more and more Indians using the Internet as a means of communicating, this new field of marketing is on a rise. Since it is a cost effective medium of spreading a message, it is very popular among the youth. As per a media report, today 500 million people access Internet regularly in India and that is jump of 600% in last six years. This will give you an idea about the scope of internet marketing.

How to Start?

Are you good in communicating your thoughts? Do you believe in the power of Internet? Can you think out of the box? If yes, then you should think of a career in Internet Marketing.

Best Internet Marketing Courses

We provide a structured Internet Marketing online courses that will help you understand the basic concepts of online marketing increase your organic traffic, make your paid campaigns more effective and state that you are an expert in the world of online business.

Learn internet marketing and become a Competent Internet Marketer or a Professional Internet Marketer with the certificate confirming your expertise.

The online courses include all stages and forms of up-to-date internet marketing, so you can master all the skills essential for promoting your online business step by step.

Learn SEO as a Professional

Learn how to use the best SEO practices to increase your traffic and thereby your profit. Our internet marketing courses offer you more than 50 detailed lessons that explain SEO process from keyword research, on-the-page optimization, link building to tracking your ranking positions. Each thematic set of lessons ends with a list of recommended resources and assessments that grade your success in studying.

Take Advantage of Social Media Marketing

Practice the latest techniques of social media marketing to promote your brand and attract loyal customers. With our internet marketing courses you will learn to use blogs and microblogs at full throttle, see what kind of social media optimization you need, monitor the effectiveness of your social media campaigns.

Start Your Own Professional SEO Company

Having learned the theory and practised it enough, you may want to render internet marketing services. That is why the last stage of the internet marketing online courses is devoted to starting and promoting your own professional SEO company. You will learn how to explore the niche, develop or adopt an approach, manage the projects, promote your business and advertise it online.

Whom The Courses Are For

Those who want to have a backup for their career and those who are interested to settle their career in IT field.



Any company, organization or individual who needs to drive more targeted traffic to their website will benefit from this training course. This includes marketing managers, marketing directors, business owners, online marketers, online advertisers, marketing consultants, new media consultants, webmasters, IT managers, in-house SEO analysts, and anyone working with search engines or in the search engine optimization and marketing industries. Our Standard SEO training is a full-blown, 360-degree view of SEO, and is packed full of fundamental SEO, technical information, and tried and true methodologies — plus an introduction of other web marketing disciplines and how they play into SEO.

Our Digital Marketing Training is a great and cost-effective solution for:

- Site owners and webmasters
- Professional web designers and web developers, web design schools and colleges
- SEO freelancers and internet marketing consultants
- Online advertising agencies and SEO companies
- Large companies that need a certified in-house SEO department

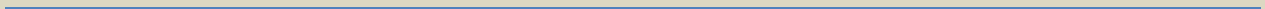
What you get with the Digital Marketing Training

- Quick access to cutting-edge learning content covering all fields of Internet Marketing.
- Learn by example and immediately apply your new knowledge to your own online projects.
- Take advantage of our practical approach to internet marketing spiced up with visual tutorials.
- Advance your internet marketing studies at your own pace.
- Become an internet marketing specialist.
- Perfect your knowledge and understanding of SEO / SEM processes by reuniting theory and practical knowledge.
- The ability to provide internet marketing services (from niche research to site structure and content optimization to performance monitoring) that your customers need badly.
- You can position yourself as an expert and build credibility thanks to your up-to-date, real world knowledge and PIM certificate (Professional Internet Marketer).
- Empower your Sales & Marketing Department activities with the latest strategies and methodology in internet marketing
- SEO fundamentals and key concepts
- Optimising engagement objects, e.g. images
- Increasing click through rate and engagement
- Local search
- SEO and social media
- Ranking Reports
- Page Analysis
- Website Anatomy

DIGITAL MARKETING TRAINING PROPOSAL

- Linking Strategies
- Siloing Concepts
- Site structure and key concepts
- Measuring success and other key SEO KPI's
- Personalized and behavioral search
- Analytics
- Future Of Search
- Best Practices

CANDIDENT DMS



Why Search Engine Optimization (SEO) is important for Business?

- **Reach of Search Engines:** With more than 1 billion monthly unique visitors, Google is the most visited online platform. There is no way you can ignore Search Engines in your Digital Marketing Campaigns.
- **Search Engine Generates Intent Oriented Traffic:** Search Engine allows business to target intent of online users through keywords which makes it very relevant for business objectives like Lead Generation, Online Reputation Management etc.
- **Organic results generate 15 times more clicks:** Whether you should care about organic results or paid results, actually it depends on the type of business. A research suggests that on search engines, users click on organic results on Google and Bing by a margin of 94% to 6%.
- **Long term returns for content investment:** Unlike Social Media where content shelf life is few hours, Content is optimized for Search Engines which continue to generate search traffic for years.

TRAINING FOR SUCCESS

"Board the Flight"

"Begin the Journey"

"Improve the Process"

"Be the Winner"

If you're ready to learn more, we are ready to offer an in-depth self-paced free course to help you in achieving your success goal.

**WE WILL LEAD YOU UNTIL YOU REACH
AT THE PEAK OF SUCCESS!**

ready to
enroll?

For More Visit: <http://candentseo.com>

To Enroll: <http://candentseo.com/contact-us/>

Mail us: info@candentseo.com

TRAINING BY:

RAJU KUMAR & PRAKASH CHANDRA