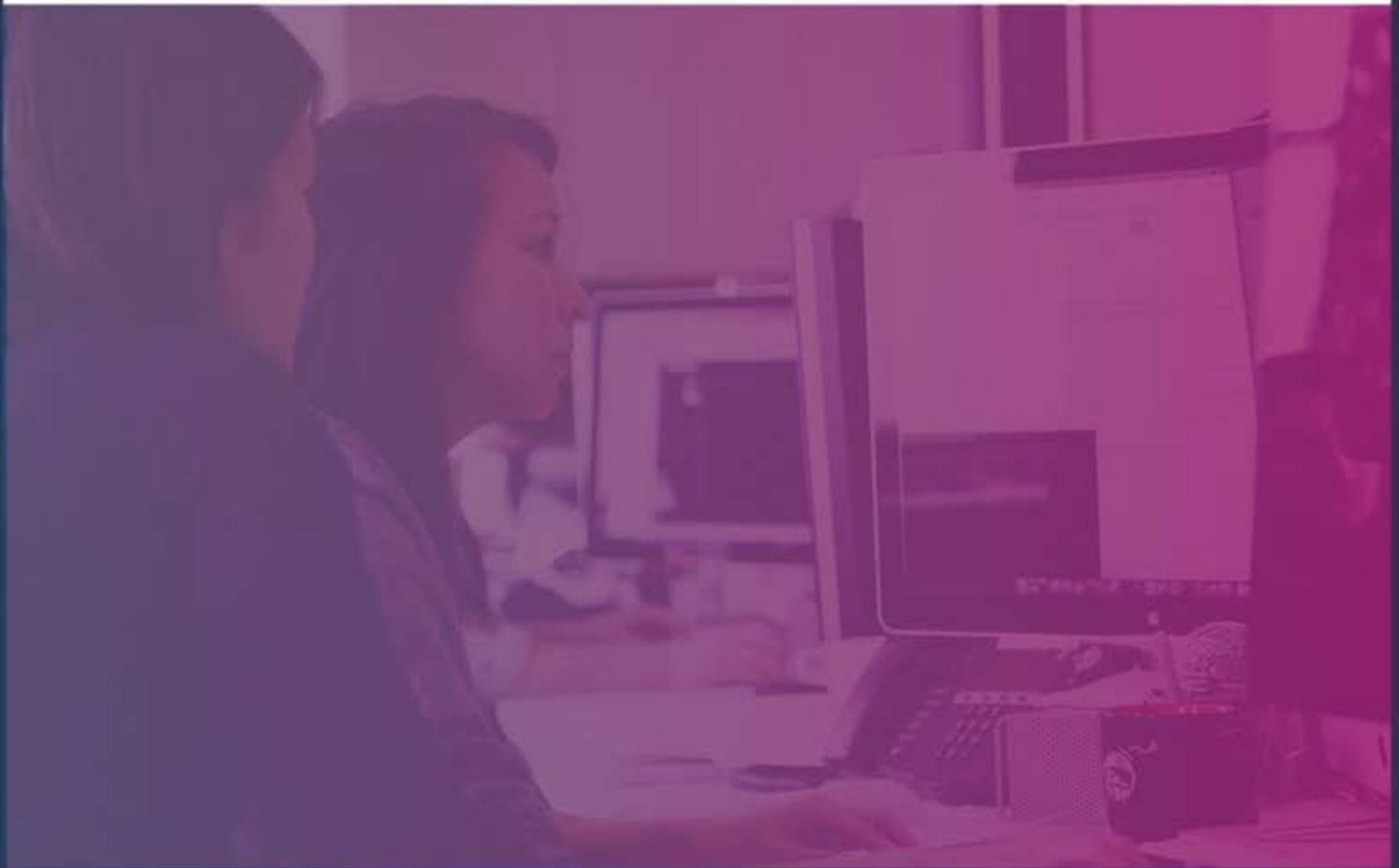




**Victorrious
Digiital**
V DIGITAL B DIGITAL



100% Practical Training In Digital Marketing



About Victorious Digital

Victorious Digital is a Digital Marketing Academy. We strive to impart quality education in the field of Digital Marketing. Digital marketing is one of the most dynamic and rapidly growing industries in India & worldwide. Over the years, digital marketing has evolved and it has become an integral part in any business's success.

In order to be on part with the varying trends and get the best out of this changing landscape, we have come up with Our unique training modules which will make you a Digital Marketing expert.

How Are We Different

How Are We Different The Uniqueness at Victorious Digital Academy is that we focus more on practical & hands on experience of the learner. We believe that once sufficient theory knowledge has been imparted it is the on job experience that gives a new dimension to the learning. To fulfill this, we have come up with a 100% practical training which covers thorough theory knowledge & adequate practice on the live projects.



Certified Teachers



Study Material



100% Job Assistance



Get Certificate

Courses Overview

Learn 42 modules of digital marketing in one course

We train you in 42 modules of Digital Marketing courses in Pune that impart deep knowledge on the subject.

After the completion of our digital marketing training course, we provide 100% job placement assistance to our students.



Digital Marketing Overview



Graphics Designing Basic



Content Marketing



Social Media Optimization - Part 1



Social Media Optimization - Part 2



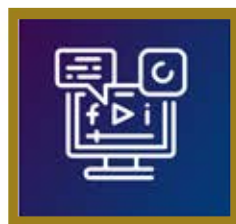
Facebook and Instagram Marketing



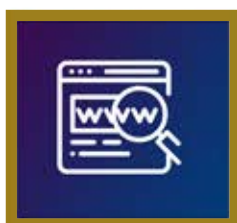
Twitter Marketing



LinkedIn Marketing



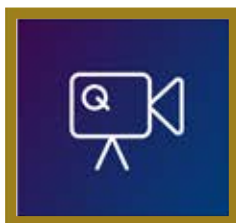
Social Media Automation



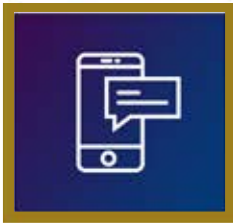
Search Engine Marketing / Google Ads



Online Display Marketing



Video Marketing



Mobile Marketing



Lead Generation in business



Email Marketing



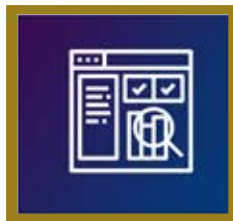
Domain & Hosting



Search Engine & Basics



Google Algorithm



website Analysis



Keyword Research



SEO On Page Activity



SEO off Page Activity



Things Not To Do In SEO



Google Webmaster Tool



Google Analytics Tool



Other SEO Tools



Local SEO



Google AdSense



Affiliate Marketing



ORM



Growth Hacking



Whatsapp Marketing



Internet Marketing Strategies



Freelancing



YouTube SEO



Remarketing & Conversion Tracking



App Store Optimization



Drop Shipping



Influence Marketing



Quora



DM Interview Questions & Answers



Personality Development, Resume Building & HR Interaction



Digital Marketing Overview

This is the first step into the **Digital Marketing Courses in Pune**, Where seekers will take their feet into digital world and get a glance about digital marketing; one will get to know reason and purpose behind booming of Internet marketing, Why **Online Marketing Courses** is buzzing around? All answers would be cleared after the session of **Digital Marketing Training** overview. We at **Victorious Digital Marketing Training Institute in Pune**, Our vision is to make a clear image of digital marketing in trainees mind.

- What is marketing?
- What is Digital Marketing?
- Why Digital Marketing?
- Scope of Digital Marketing
- Benefits of Digital Marketing
- Digital Marketing vs. Marketing
- Various Digital marketing platforms & Techniques
- Latest Digital Marketing Trends



Graphics Designing Basic



Graphics Designing Basic

- Introduction to Graphic Designing
- Types of Images
- How to make Images for Social Media?
- How to make Logo?
- Tools used for Graphic Designing

CONTENT MARKETING



Content Marketing

- Introduction to Content Marketing
- What Is Content Marketing
- Objective Of Content Marketing
- Content Marketing 7 Step Strategy Building Process
- 18 Types Of Content With Examples
- How To Write Great Compelling Content?
- Keyword Research For Content Ideas
- Optimizing Content For Search Engines
- What is Authority Blog?
- How To Market Your Content?



SMO Part - 1 - Social Media Optimization

- What is social media optimization?
- Reason of using social media?
- Benefits of social media optimization
- Various social media platforms
- Impact of using social media
- Increase the likes on fan page
- Edit information about page
- Fan page wall posting
- Types of posts
- Increase post engagements
- Understanding fan page setting
- Practical session 2

Facebook Promotion

- Facebook Introduction
- Facebook Account setup
- Understanding Facebook strategies
- Facebook group creation
- Facebook group promotion
- Facebook event management
- Practical Session 1
- Facebook fan page setup introduction
- Types of Facebook fan page
- Facebook profile pick creation
- Facebook cover photo creation

Instagram Promotion

- What is Instagram?
- Account creation of Instagram
- Branding & Promotion on Instagram
- Promotional strategies & tips on Instagram
- Using hash tags (#) on Instagram
- Advertising on Instagram
- Creating business profile on Instagram



SMO Part - 1 - Social Media Optimization

Twitter Promotion

- What is Twitter?
- Use of Twitter
- Benefits of Twitter
- Twitter profile creation
- Profile customization
- Post creation
- Content & image using on Twitter
- Increase followers
- Using #(Hash) tag
- Practical session



SMO Part - 2 - Social Media Optimization

LinkedIn Promotion

- What is linkedin?
- Importance of linkedin
- LinkedIn profile creation
- Company profile vs Individual profile
- Optimizing the profile
- Skills, Endorsements, Recommendations in linkedin
- LinkedIn group creation
- Finding jobs on linkedin
- Job post on linkedin
- Creating company profile
- Promoting company profile
- Increasing followers on linkedin page

Pinterest Promotion

- What is Pinterest?
- Dashboard Creation
- Customizing profile
- Boards in Pinterest
- Website promotion
- Image posting
- Pinterest integration in website

YouTube Promotion

- YouTube introduction
- Creating account & dashboard
- How to create channel?
- Profile updation
- Upload videos
- Video optimization
- Youtube analytics
- Video promotion terms & conditions



facebook marketing

Facebook Marketing

- Facebook Advertising
- Type of Advertising
- Facebook fan page promotion
- Boost post
- Awareness
- Consideration
- Conversion
- Traffic on website
- Practical Session



Twitter Marketing

- What is Twitter?
- Benefits Of Twitter
- How brands use Twitter?
- Twitter Advertising
- Types of Promotions
- Targeting Audience and Advance Targeting Audience
- Bidding Strategies
- Formats of Ads
- Tools used for Twitter Marketing
- Twitter Analytics



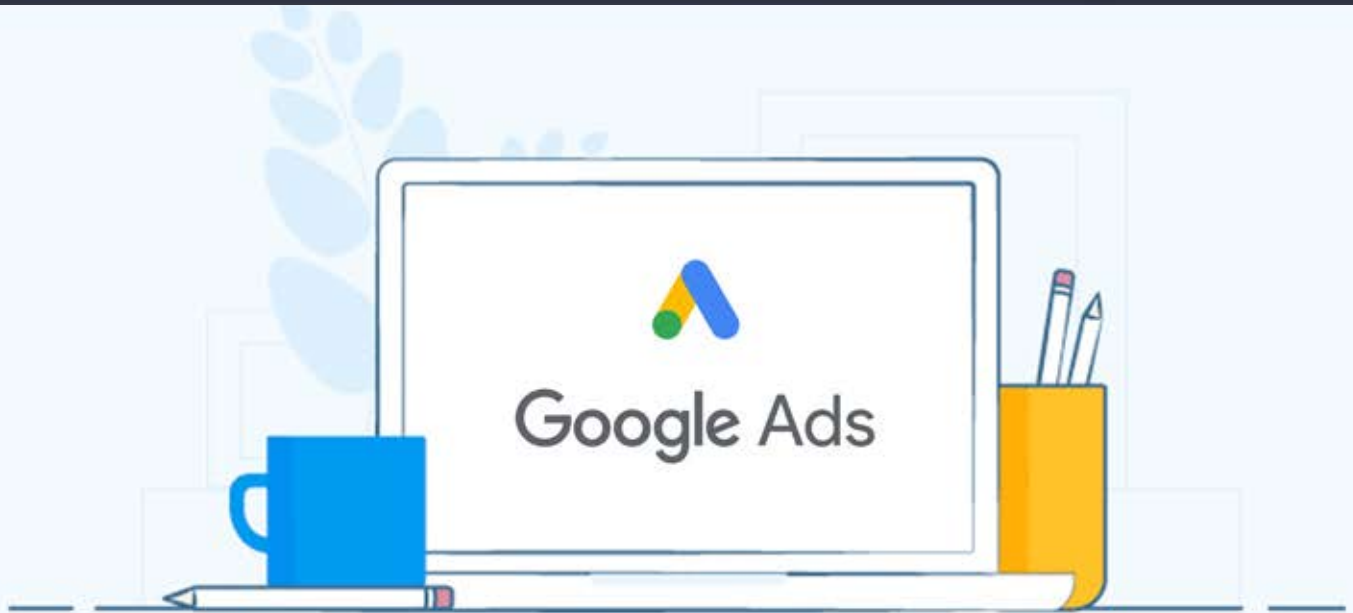
LinkedIn Marketing

- Advertising on LinkedIn
- Type of promotion
- Audience Targeting
- Bid Strategies
- Ad Format
- Ad Dimensions & rule



Social Media Automation

- What is social media automation?
- Why social media automation?
- Buffer
- Hoot-suit
- Social media account setup with tools
- Post creation & Promotion
- Performance analysis



Google Ads

- **What is Google Ads?**
- **Basics of Google Ads**
- **Google Ads Code Installation**
- **Different types of Ads**
- **Increasing Profit by Google Ads**
- **Tips for implementing Video, Images & Text**
- **Policy Review for Google Ads**



Online Display Advertising

- What is Display Advertising?
- How Display Ads Works
- Benefits of Display Advertising
- Display Advertising
- Banners ads
- Display Keywords
- Topics
- Placement
- Demographics
- Interest and Remarketing
- Display Network Filtrations
- Display Exclusions
- Display Options
- Below the Fold?
- How to Measure Display Advertising?



Video Marketing

- Why video marketing?
- Create campaign for video promotion
- Targeting Locations
- Bid Strategies
- Group Creation
- Ads Options
- Ad Formats
- Analysis Results



Mobile Marketing

- Basics of Mobile Marketing
- Understanding Mobile Devices
- Impact of Mobile Marketing in Social Media
- Mobile Marketing Analytics
- Mobile Apps Engagement
- Growth in Mobile Industry
- Promoting Site in Mobile Apps
- Benefits of Mobile Marketing
- Targeting Options in Mobile Apps
- Mobile Marketing Goals
- Mobile Ad Formats
- Reporting in Mobile Ads



Lead Generation For Business

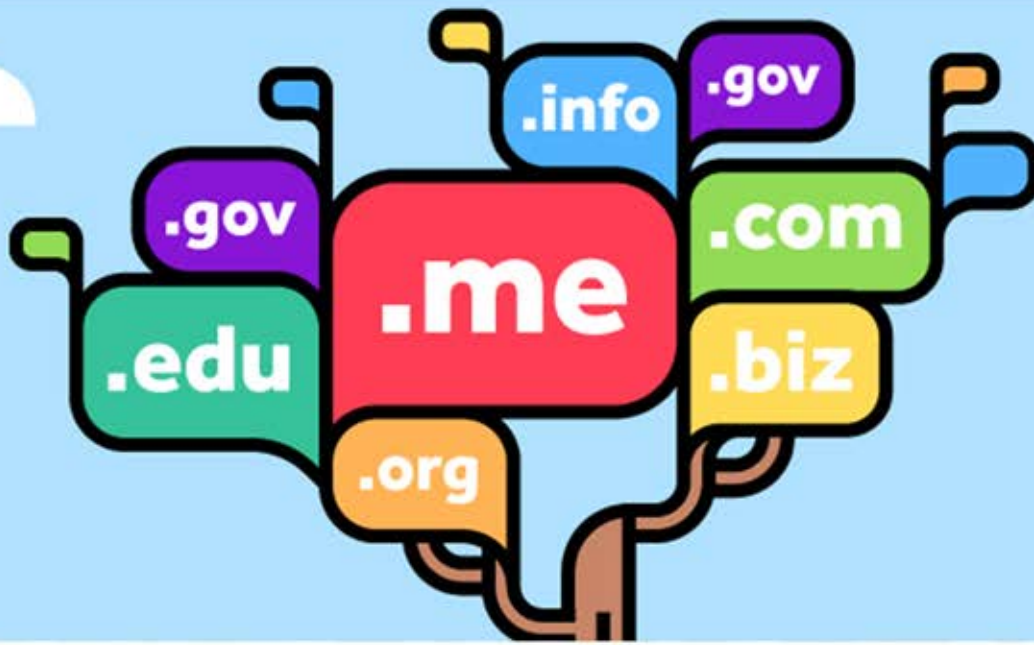
Learning Digital marketing or Internet marketing is promoting website and generate lots and lots of leads and convert our dreams into reality. Henceforth, with the help of this module 'Lead Generation for Business'

- Lead generation for business
- Importance of lead generation
- Understanding landing page url
- Difference between landing page & website
- A/B Testing
- Lead generation through Facebook
- Lead generation through Google Adword
- Lead generation through bulk mails
- Lead generation through SMS



Email Marketing

- **Email Marketing Fundamentals**
- **How Email Works**
- **Bulk Email Overview**
- **Bulk Emails Challenges**
- **Introduction To Email Marketing Software**
- **How To Create Email Campaigns?**
- **Email Analytics**
- **How To Set Up Lists?**
- **How To Write Effective Emails?**
- **How To Improve ROI With A/B Testing?**
- **Legal Constraints On Emails**



Domain & Hosting

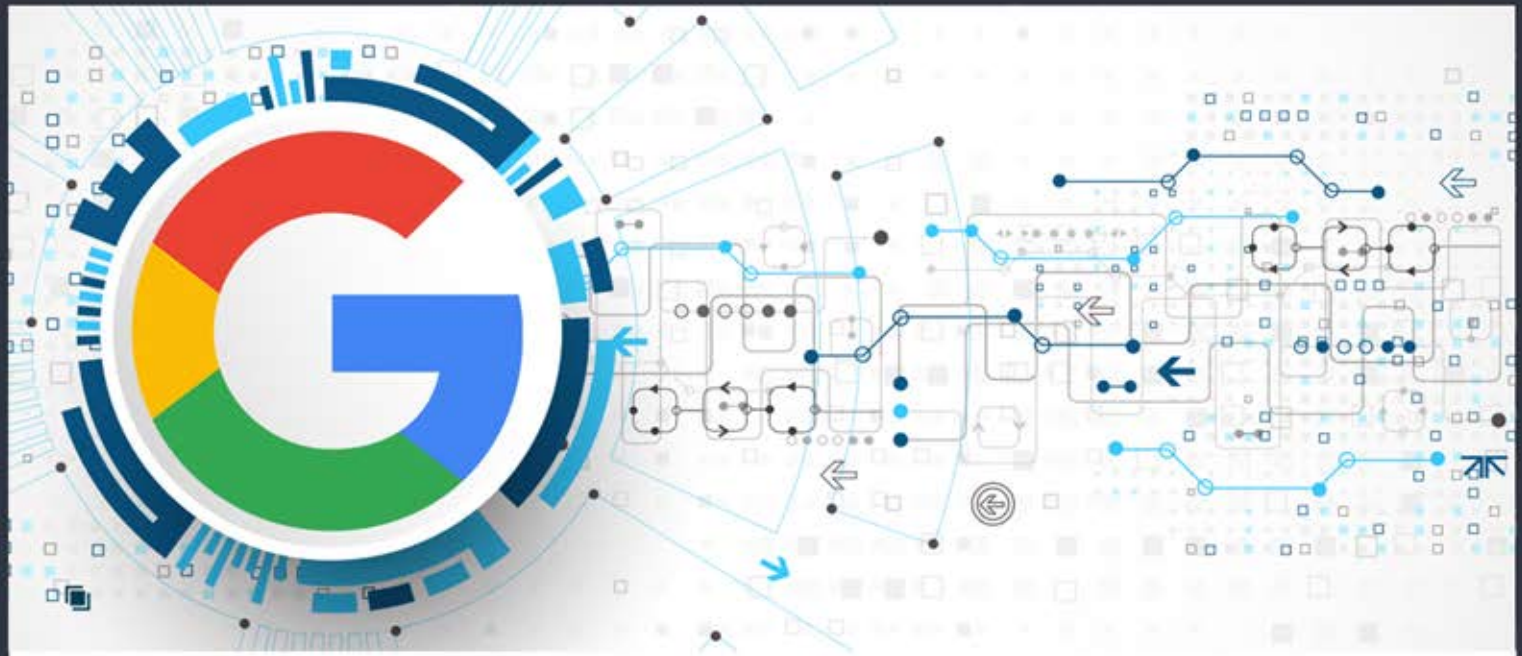
- Domain names and extensions
- What is web server and web hosting?
- How to book a domain?
- How to book a hosting?
- Example: Godaddy, Bigrock, Hostgator



Search Engine and It's Basic

Search engine and its basic is an important and vital part of digital marketing or online marketing. Before us moving ahead, we need to understand all basics of search engine like, how search engine works in order to maintain web rank in SERP's (search engine results page). What are the prerequisites before start digital marketing of any business? What are guidelines to maintain the same? Henceforth we at Victorrious Digiital designed this module to understand all basics of search engine.

- What is Search Engine?
- How Search Engine Works?
- Why Digital Marketing?
- Types of Search Engines
- What is crawling?
- What is Indexing?
- Cache Date
- How to check Cache Date?
- What is Spiders?



Google Algorithm

Google Algorithm is foremost part of digital marketing. Whether, you want to promote a business through internet media. Hence, one should follow all Google's guidelines and Algorithm as Google is a protagonist of all search engine. Thus, we designed this module to make our students understand all algorithms and follow parameters of Google.

- Google Panda
- Google Penguin
- Google Humming Bird
- Mobilegeddon (Google Mobile Friendly Update)
- Google EMD (Exact Match Domain)
- PR
- Google Pigeon
- Google Rank Brain
- Google Possum
- Google Fred



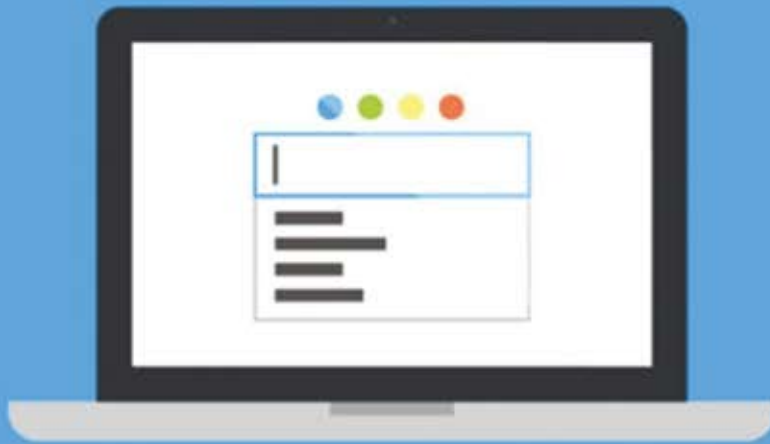
Website Analysis

- Website understanding
- Difference between Web and Internet
- Understanding Internet
- Domain names and extensions
- What is webserver and web hosting?
- Different Types of website
- Website wireframe and architecture
- Basics of developing and designing a website
- Usability & user experience of a website
- Why to say yes to responsive website



Keyword Research

- Introduction to Keyword research
- How and why to choose right keywords
- Different types of keywords
- How to do Keyword analysis
- Keywords density analysis
- What is keyword streaming?
- What is keyword frequency in SEO?
- What is keyword prominence?
- What is keyword proximity?
- Localized keywords research
- Tools for keyword research



On-Page SEO



SEO On Page Activity

- Introduction to On page optimization
- What is Title, Description and Keywords tags
- Difference between primary, secondary and tertiary tiles
- Length of titles, meta description and Snippets
- H1 to H6 Tags and their importance
- Important keywords in title, meta descriptions and content
- When and where keywords can be placed
- Difference between Internal links and External links
- Google SEO guidelines
- Broken link analysis
- Website architecture
- 301 & 302 Redirection
- Anchor Text
- Image tag optimization
- Content Optimization
- SEO friendly content
- URL Structure / Optimization
- Website structure & navigation menu optimization
- Robots.txt
- Canonical Tag
- 404 Implementation
- Difference between HTTP / HTTPS
- Different types of Sitemaps and their importance
- On page Analysis

Off-Page SEO



SEO Off Page Activity

- Search engines submissions
- Directory Submission
- Blog Submission
- Blog Posting & Commenting
- Article Submission
- Social Book-marking
- Free Classifieds
- Press Releases Submission
- Image Submission
- Documentation Sharing
- Forum Posting
- Video Sharing



Things Not To Do In SEO

- Black Hat SEO
- Try to avoid Grey Hat SEO
- Exact-match Anchor text
- Keyword Stuffing
- Spam comments
- Duplicate content and cloaking
- Doorway Page, bots, spam, Link Baiting
- Paid / spam blogging
- Unnatural links
- Domain and Keyword Cloaking
- Intrusive Interstitial Ads
- 3rd party "Paid" links
- Article spinners
- Automated link building
- Link and article directories
- Duplicate Content and Cloaking

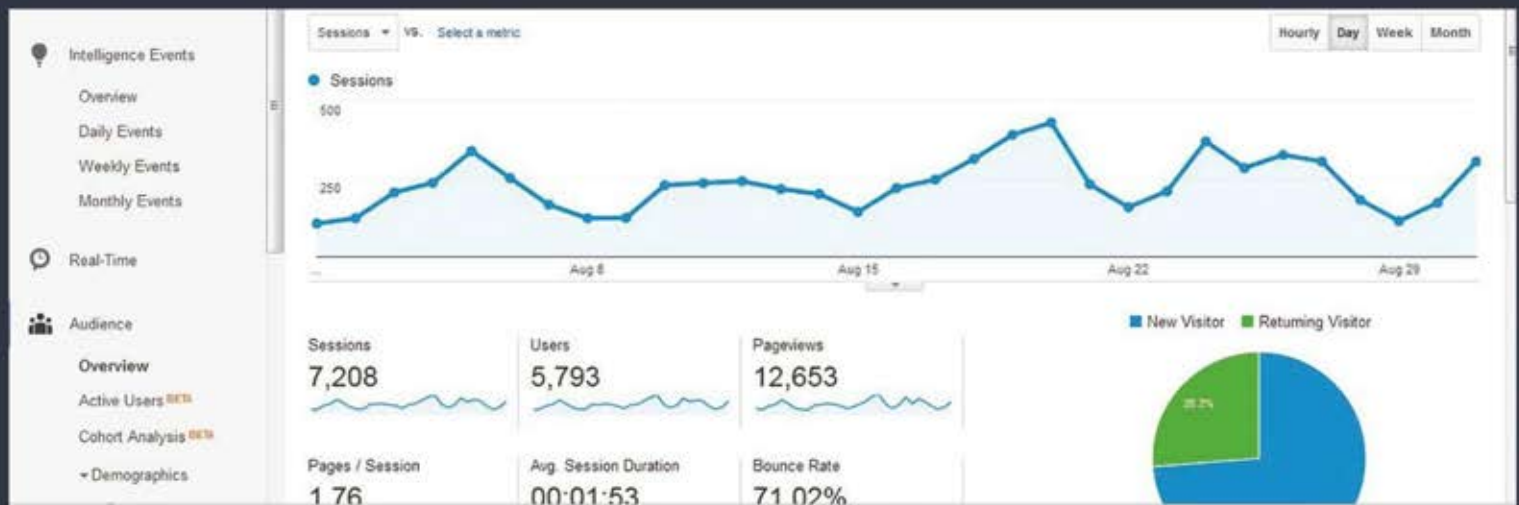


Webmaster Tools

Google Webmaster Tool

In this module of digital marketing we will teach you Google webmaster tool so that you would get aware how Google webmaster tool helps us to maintain our website in technical aspects and make us able to follow Google's guidelines, moreover we will get all insights and can figure out SEO point of view like internal & external link, sitemap update, robots.txt file creation and submission etc.

- Setup Google webmaster Tool
- Link Google webmaster tool with Website
- Creating Dashboard of Google webmaster Tool
- Understanding Search Appearance
- Structured Data
- Rich Cards
- Data Highlighter
- HTML Improvements
- Accelerated Mobile Pages
- Search Traffic
- Search Analytics
- Links to your Site
- URL Parameters
- Internal Links
- Manual Actions
- International Targeting
- Mobile Usability
- Google Index
- Index Status
- Blocked Resources
- Remove URLs
- Crawl
- Crawl Errors
- Crawl Stats
- Robots.txt Tester
- Sitemaps



Google Analytics

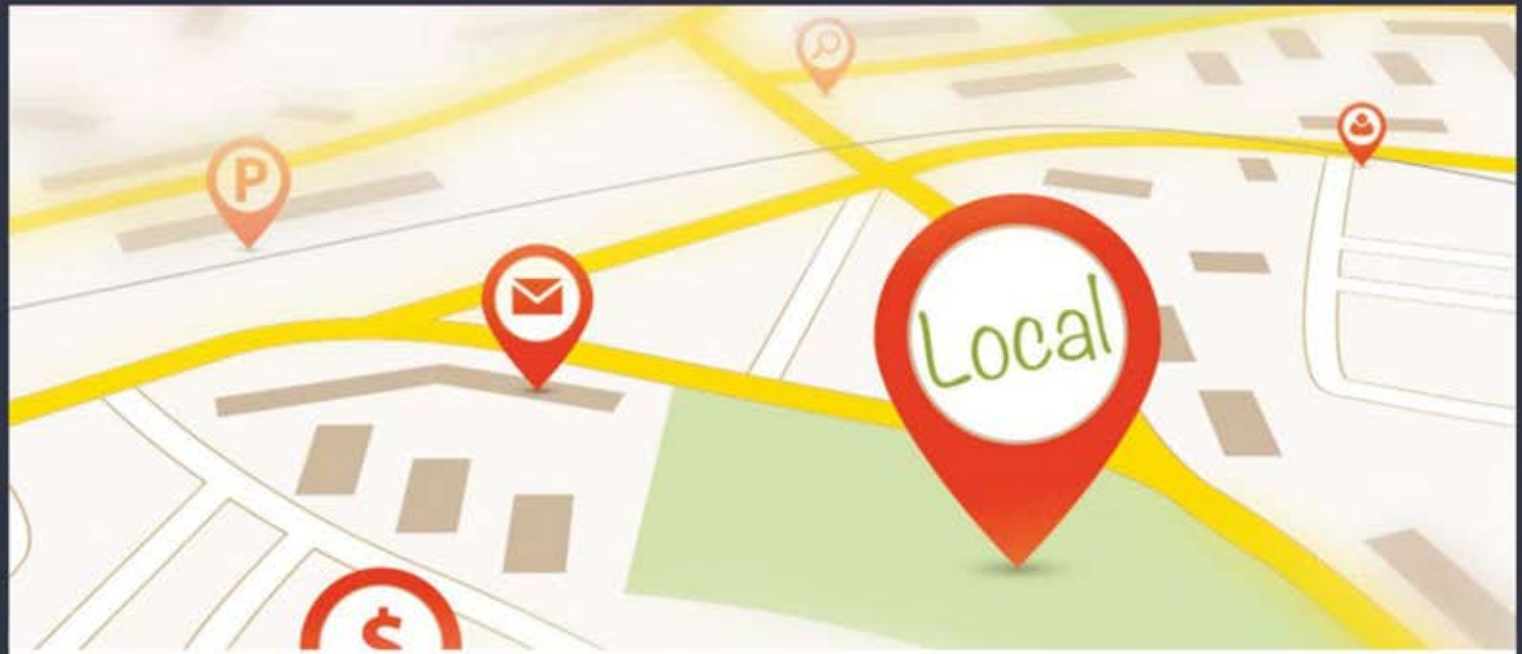
In this module of Digital marketing, one will understand how Google analytics tool works? How to create dashboard? How to link our website with Google analytics tool? How to track our website traffic through Google analytics tool? Similarly, many more things avail to learn during the session, As we at Victorious Digital provide hands on practical exposure to get experience and depth knowledge in the field of Internet marketing, we promise you to give deep and practical knowledge in Google analytics tool as well.

- What is Analytics?
- Importance of Analytics for Business
- Introduction to Google Analytics
- Installing Analytics code in site
- Analytics account structure
- Setup Google Analytics Account
- Settings in Analytics
- Understanding Bounce Rate?
- What is mean by Real Time in Analytics?
- What is Audience? How to check the statistics:
- Sessions
- Users
- Page views
- Page/ session
- Session Duration
- Bounce Rate
- New sessions
- What are Demographics in Google Analytics Account?
- What is Language in Google Analytics Account?
- What is System and Mobile in Google analytics in Account?
- How to check user flow in Google Analytics?
- How do you measure ACQUISITION?
- What is ACQUISITION in Google Analytics?
- How do you measure ACQUISITION?
- Search Console at a Glance in Analytics tool
- Understanding Goals and Conversions
- How to setup Goals?
- Different types of goals
- How to setup funnels in Goals



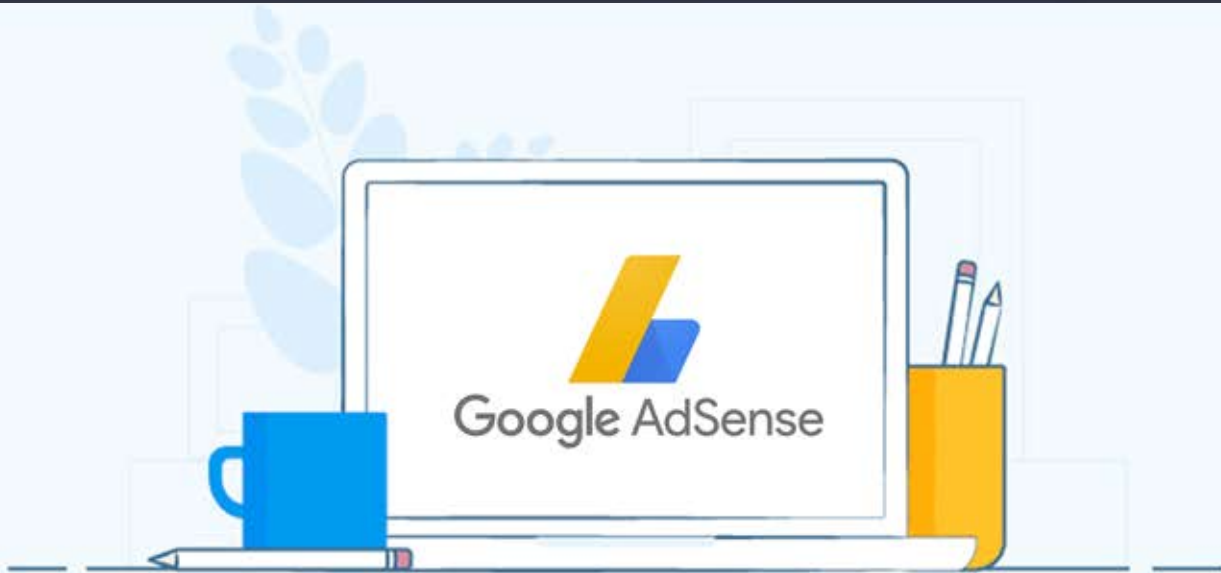
Other Seo Tools

- Grammar-Grammar Check
- Plagiarism Checker
- SEMRush Tools
- PA/DA Checker
- MoZ Toolbar
- many more



Local SEO

- What is Local SEO
- Importance of Local SEO
- Submission to Google My Business
- Completing the Profile
- Local SEO Ranking Signals
- Local SEO Negative Signals
- Citations and Local
- Submissions



Google AdSense

- **What is Google AdSense?**
- **Basics of Google AdSense**
- **AdSense Code Installation**
- **Different types of Ads**
- **Increasing Profit by Google AdSense**
- **Tips for implementing Video, Images & Text**
- **Policy Review for AdSense**



Affiliate marketing

- Affiliate marketing overview
 - Apply for affiliate marketing
 - Dashboard creation for affiliate marketing
 - Process of affiliate marketing
 - Branding & promotion through affiliate marketing
 - Top affiliate marketing networks
 - Affiliate marketing payment methods
- Reports & ROI



Online Reputation Management

- **What is ORM?**
- **Importance of ORM**
- **How to build online reputation?**
- **Importance of ORM in SEO**
- **Importance of ORM in SMO**
- **Review monitor sites & blogs**
- **Tools for ORM**



Growth Hacking

Growth hacking is a process of rapid experimentation across marketing funnel, product development, sales segments, and other areas of the business to identify the most efficient ways to grow a business.

- Basics of Growth Hacking
- Future of Growth Hacking
- Role of Growth Hacker
- Importance of Growth Hacker

WHATSAPP MARKETING



Whatsapp Marketing

- What is whatsapp marketing?
- Know why to use it for business?
- How to use it?
- Business Whatsapp
- One-One to Chat
- Group Chats
- Broadcast Messaging and Marketing
- Pros & Cons of those Tools
- Strategy to use while running Whatsapp marketing



Internet Marketing Strategies

- Website analysis for business
- SEO strategies
- SMO strategies
- SMM strategies
- SEM / Google Adword/ PPC / Pay Per Click strategies
- E-mail Marketing strategies
- Lead generation for business
- Local SEO Promotion
- Other marketing activities for business promotion
- Case study



Freelancing Project

- How to create freelancer account?
- How to build your profile
- How to select projects?
- How to set bid on projects?
- How to communicative with client?



Youtube SEO

- Introduction to YouTube
- Video Ranking Tools
- On -page & Off -Page SEO
- Structure your Videos to Sell
- Creation of Custom Thumbnails
- Special Offer
- Tools you need
- Optimize & Promote your video
- How to increase YouTube Seo?



Remarketing & Conversion Tracking

- What is **REMARKETING**?
- Benefits of Remarketing
- Strategy Of Remarketing
- Manual VS. Dynamic Remarketing
- Building List for Remarketing
- Remarketing Campaign
- Analysis of Remarketing Campaign
- What is **CONVERSION**?
- Importance of Conversion
- Conversion Tracking
- Importance of Conversion Tracking
- Implementation of Conversion Tracking
- Analysis of Conversion Tracking

APP STORE OPTIMIZATION



App Store Optimization

- What is App Store Optimization?
- How it help to business?
- ASO Goal & Strategy
- ASO best practices
- Know how to optimize your app in play store
- ASO factor



Drop Shipping

- What is Drop Shipping?
- Set up online ecommerce store
- Add product using oberlo
- Store Management



Influencer Marketing

- **What is Influence Marketing?**
- **Value of Influence Marketing**
- **Steps for an effective influence Markerting**
- **Case Study**

The Quora logo consists of the word "Quora" in a white, serif font, centered within a solid red rectangular background.

Quora

Your best source for knowledge.

Quora

- **What is Quora?**
- **Introduction to Quora**
- **How it differ from other platform?**
- **How it help for content writing & SEO?**
- **Quora Advertising**



Interview Questions and Answers

After completing Digital Marketing Courses from our institute we will assist to prepare for interview questions and answers with PPT presentations, group discussion. Also we provide assistance to build attractive resume for our students to get best interview calls from the companies.

Why Join Victorious Digital



100% Job Assessment

Tie-ups with best companies in the market. We strive to place our students and keep them updating with current openings. We also make them interview ready.



Industry Expert Trainer

Industry expert teachers give their 100% to help students in every case. Our staff is one of the best amongst all fully dedicated towards developing each student.



Live money spend on ad campaigns

During our classes we make students understand concepts by conducting live ad campaigns. Bidding strategies are covered in it.



Affordable Fees in Digital Industry

Most affordable fees compared to current market so all of them can grab the opportunity. It covers 10 certifications under one course. Fees are inclusive of GST.



Interview Question Answer preparation

Students are prepared for interview through presentations, assignments, live projects practical and mock interviews. Basic interview question answer sessions.



Google Adwords & Analytics Certification

Believing that certificates add weightage to your resume. We choose to be Google partners therefore, acquire the highest level of certification in Search Engine Advertising with the experts.



Student Feedback Sessions

After completion of every module, feedback is taken from students regarding the training, trainers, class environment and their doubts are cleared.



100% Practical Training

Complete practical training for every module of digital marketing from the industry experts along with theory. Knowing that practical knowledge plays an important role in digital promotion



Live Projects for Practical

Practical Knowledge is vital; therefore we mandatorily work on live projects. Live projects are also assigned individually to potential students



Google Webmaster Access

We provide live access to Google Webmaster so that students can learn its working and structure. Learn to remove technical & search engine errors. Check for website backlinks.

Why Join Victorious Digital



Flexible Batch Timing

Our batch timings are flexible enough and suitable for all kind of students. Variable batch timings are available so that every candidate can attend the classes according to their convenience



Friendly and Cooperative Staff

Industry expert teachers give their 100% to help students in every case. Our staff is one of the best amongst all fully dedicated towards developing each student.



Presentation on each module

After completion of every module students are asked to come up with a presentation to make their concepts clear and thorough.



Always Open Doors

We are not here just for the sake of teaching but to bring out the best in you. Even after the course completion, if the students have doubts, you can come anytime and attend the class.



Assured Internship

Assured internship is provided with certification as well as eligible students are given a chance to work on live projects. Internships are provided in the top companies in the market.



Grooming Sessions

Grooming sessions includes personality development, resume building. Communication skills, everything that is essential for an interview



Google Analytics access

We provide live access to Google analytics so that students can learn its working and structure.



Updated Tools

Complete practical training for every module of digital marketing from the industry experts along with theory. Knowing that practical knowledge plays an important role in digital promotion



Micro batch size

Our batch size is small and consists of 10 to 15 students so that every student gets attention. Fixed batch size



Google Webmaster Access

After completion of course, students are guided and examined through grooming sessions for placement interview.

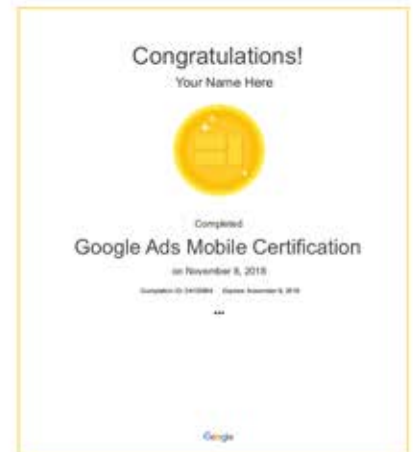
Certificates



1. Google Ads Display Certification



2. Google Ads Search Certification



3. Google Ads Mobile Certification



4. Google Ads Video Certification



5. Programmatic Certification



6. Digital Scale Certification



7. Shopping Ads Certification

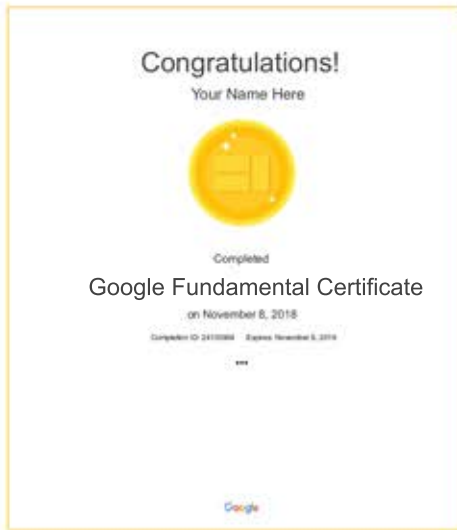


8. Google Analytics Certification



9. Google My Business Certification

Certificates



10. Google Ads Mobile Certification



11. Internship Certificate



12. Email Marketing Certificate



13. Content Marketing Certificate



14. Inbound Marketing Certificate



15. Victorious Digital

Placed Student



Hussain Motiwala



Pooja More



Bhushan Patil



Sudhir Pawar



Pratik Pathak



Richa Sethi



Krishna



Pragya Gupta



Sujata Satpute



Sonal Phulambrikar



Rashmi Saraf



Pravin Jagdhane





Roshani Ballal



Avinash



Sonali Salgare



Shubham Pakhare



Shristi Khandelwal



Shruti Pattewar



Shreya Goenka



Sanjivani



Shirin Mujawar



Samreen Bux



Shashi Pawar



Sanket





Avinash



Mandar Waghle



Rohit Jain



Rohit Ghadge



Rishi More



Pravin Jagdhane



Mahesh Kharate



Nishant Mehsare



Harshal Patil



Nilesh Sonar



Meghna Sahu



Ajay Deshmukh



AND MANY MORE



**Victorious
Digiital**
V DIGITAL B DIGITAL

Intrested ? Connect With Us



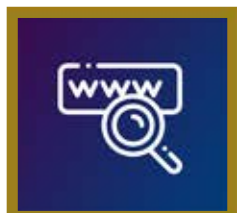
Location

102,24, 1st Floor, Princeton Plaza, Above Chitale Bandhu,
Near Garware Bridge, Deccan Gymkhana, Pune, Maharashtra 411004



Call Us

+919545022110



Place Enquiry

<https://www.victoriousdigital.in>