

# DIGITAL MARKETING

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Digital Marketing Course by  
Shama, Digital Marketing Expert

Your **Digital** Career Guide



Introduction

# Welcome to HG Institute

H.G Institute is an trusted training institute located at Belgaum. Started by Shama Mulla a digital marketing expert and marketing consultant with more than a decade of experience.

The digital era is changing how we work, interact, and do business. If you don't want to be left behind, you need to stay up-to-date with all things digital.



Learn the latest trends in  
digital marketing

Your **Digital** Career Guide



Introduction

# Digital Marketing

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Digital marketer are in great demand you can have great career at marketing company. You'll be able to earn an above-average salary, and you may even find yourself enjoying your work more than you ever thought possible.

We offer the best training in digital marketing and help you become a certified professional with industry-recognized certifications.



# DIGITAL MARKETING

Your [Digital](#) Career Guide







Introduction

# What You Can Achieve After Completion of Course?

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- Build Professional Websites
- Make Money Online
- Genrate leads from Social Media.
- Grow any business
- Join Digital Marketing Company

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 **HG INSTITUTE**

Introduction

# Digital Marketing Course Content

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- Fundamentals of Marketing
- Digital
- Basic Website Development
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Optimization (SMO)
- Social Media Marketing (SMM)
- Intro to affiliate Marketing
- EmailMarketing

Ready to take  
the next step?

# Digital Marketing Modules

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Introduction of Digital Marketing



Email Marketing



Google Analytics



Lead Generation



Creating Ads



Online Ads



Google AdSense



Facebook Ads



Landing Page Creation



Instagram Ads & Posts



Social Media Marketing



Search Engine Optimisation



Google AdWords



Pay Per Click



Blogging

Introduction

# We Make Sure You Get the Best?

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- Complete training basics to advance level
- Guaranteed Internships After Course
- Generate leads from Social Media.
- Certification
- Expert Trainers



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