Victorrious Digiital

V DIGITAL **B** DIGITAL

100% Practical Trainning in Digital Marketing

About Victorious

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 par 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

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 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

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 pro le on Instagram**

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
- 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

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

You Tube Promotion

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

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 Trageting

- 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
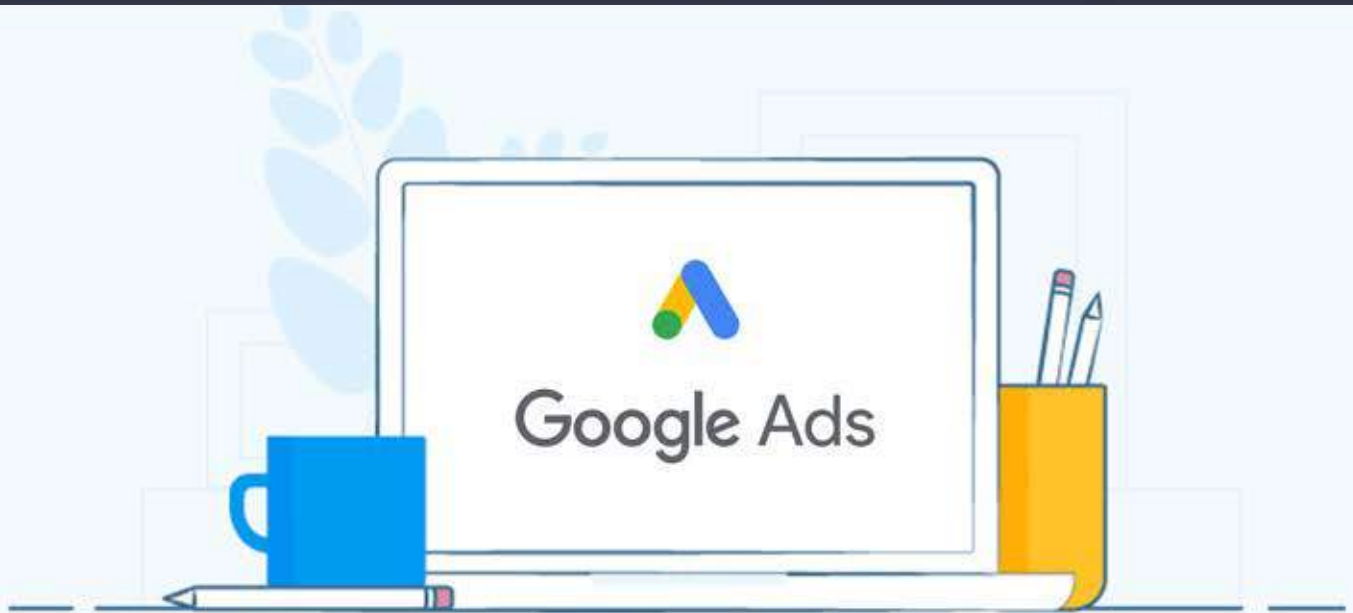
Google Ads

- **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 Genration 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 & wensite
- 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 Victorious Digital 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?
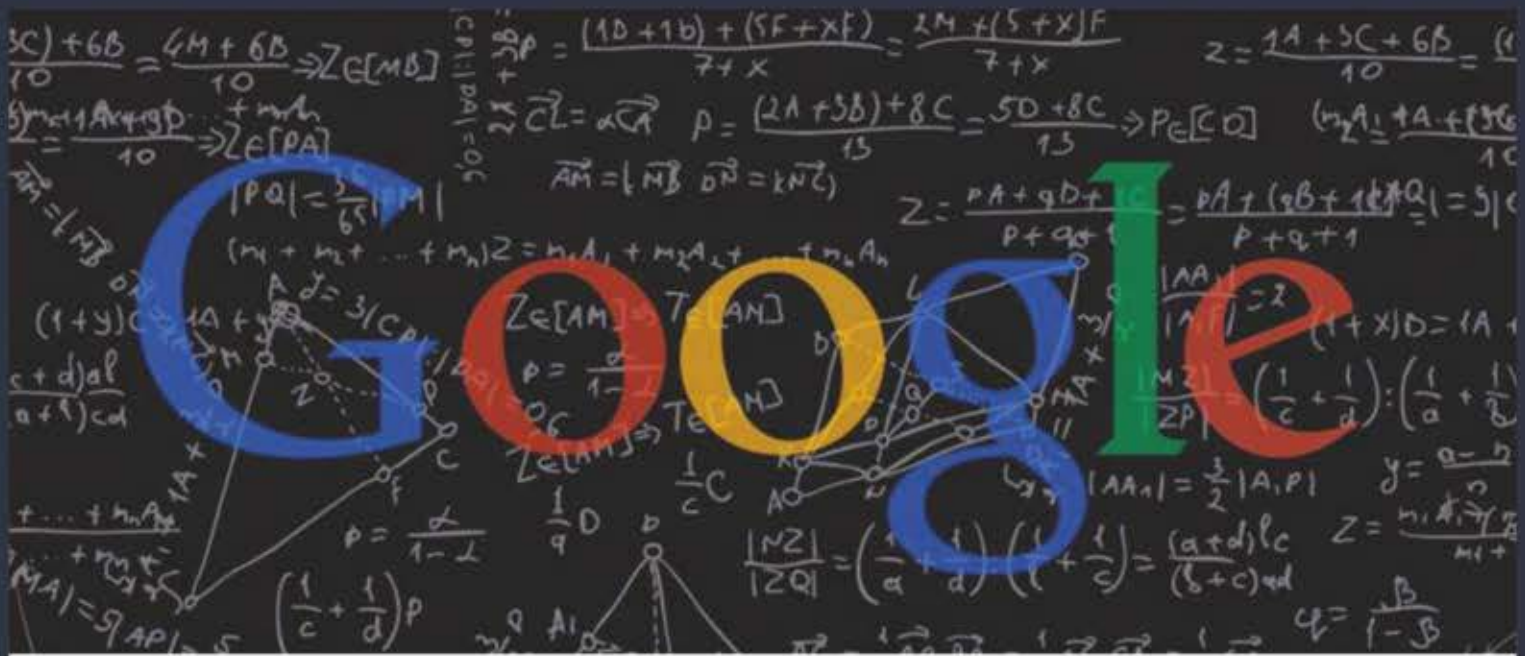
Google Algorithm

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
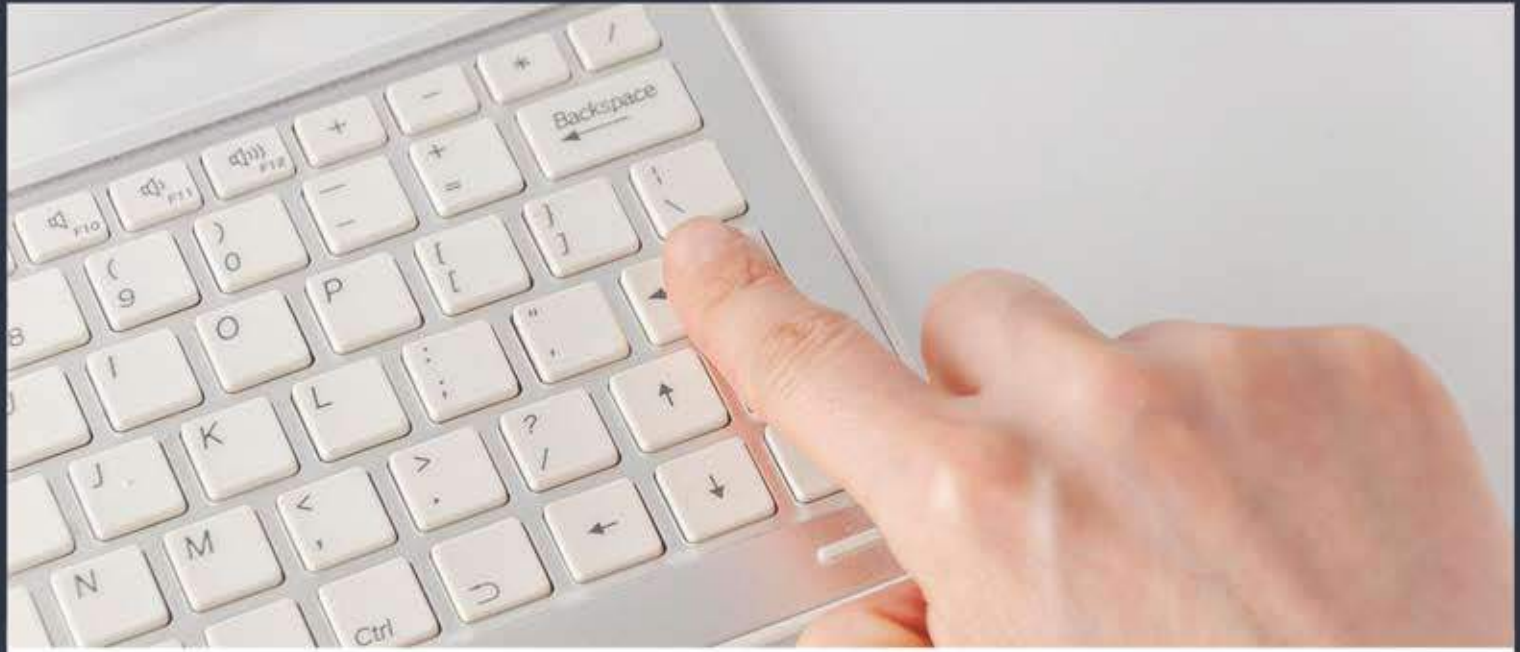
Keyword Research

- 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 i 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
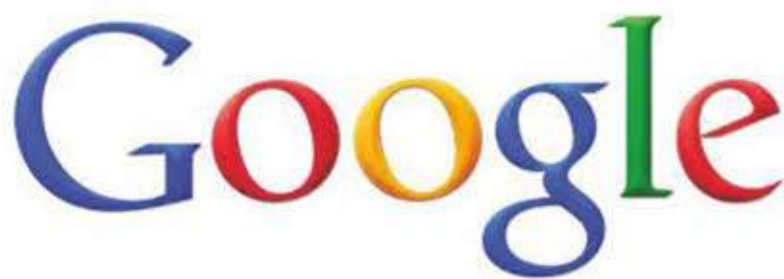
Google Webmaster Tool

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 Too
- 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

- Plagarism Checker

- SEMrush Tools

- PA/DA Checker

- MoZ Toolbar

- many more
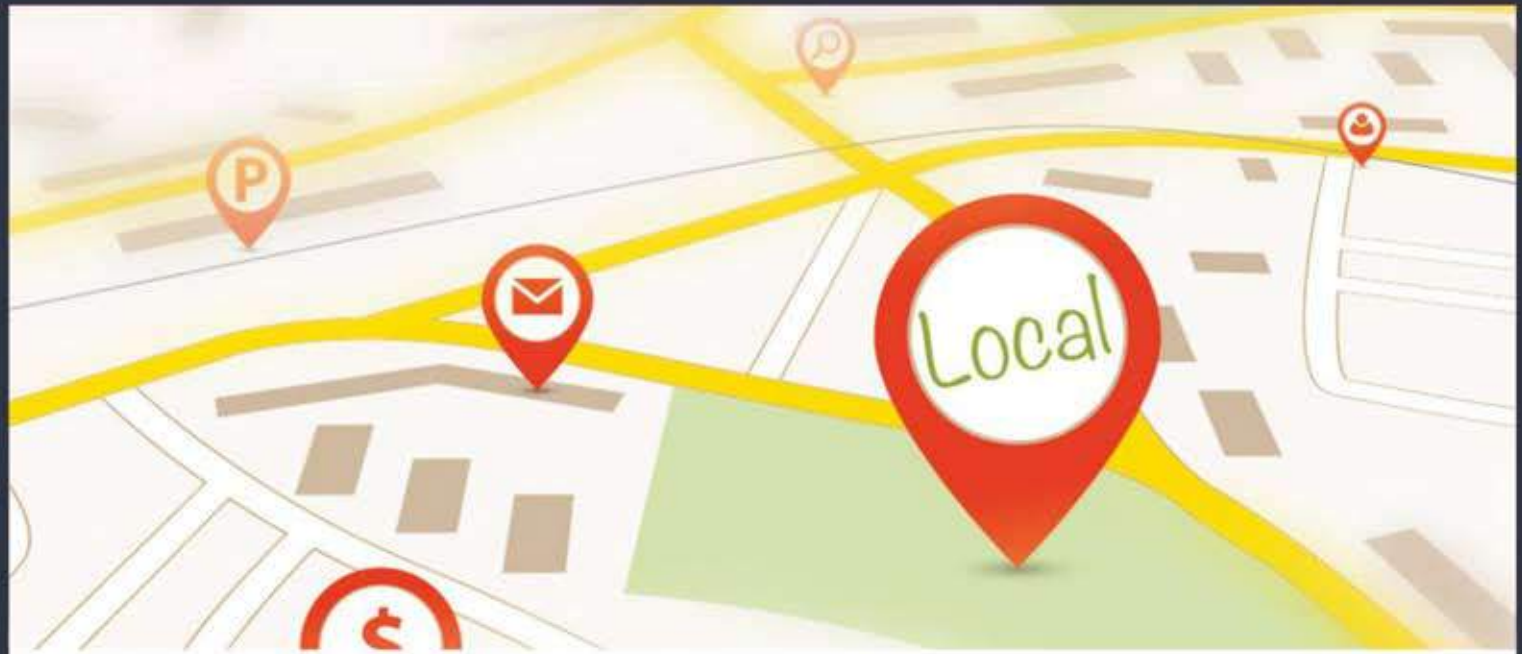
Local SEO

- **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**

Graphics Designing Basic

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 af liate 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 ef cient ways to grow a business.

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

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

- 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

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

With tie-ups with best companies in the market, we strive place our students and keep on updating with current openings.

75% Practical & 25% Theory

Complete practical training for every module of digital marketing from the industry experts along with theory.

Google Adwords & Analytics Certification

Acquire the highest level of certification in Search Engine Advertising with the expert

Assured Internship

Assured internship in provided with certification as well as eligible students are given a chance to work on live projects.

Affordable Fees In Digital Industry

Most affordable fees compared current market for 9 certifications covered under one course.

Flexible Batch Timing

Variable batch timings are available so that every candidate can attend the classes according to their convenience.

Friendly And Cooperative Staff

A friendly and cooperative staff of industry experts and teachers give their 100% to help students in every case.

We Always Have Our Doors Open

Even after the course completion, if the students have doubts, they can come anytime and attend the necessary sessions.

Certificates

Congratulations!
Your Name Here

Completed
Google Ads Display Certification
on November 8, 2018

1. Google Ads Display Certification

Congratulations!
Your Name Here

Completed
Google Ads Search Certification
on November 8, 2018

2. Google Ads Search Certification

Congratulations!
Your Name Here

Completed
Google Ads Mobile Certification
on November 8, 2018

3. Google Ads Mobile Certification

Congratulations!
Your Name Here

Completed
Google Ads Video Certification
on November 8, 2018

4. Google Ads Video Certification

Congratulations!
Your Name Here

Completed
Programmatic Certification
on November 8, 2018

5. Programmatic Certification

Congratulations!
Your Name Here

Completed
Digital Scale Certification
on November 8, 2018

6. Digital Scale Certification

Congratulations!
Your Name Here

Completed
Shopping Ads Certification
on November 8, 2018

7. Shopping Ads Certification

Congratulations!
Your Name Here

Completed
Google Analytics Certification
on November 8, 2018

8. Google Analytics Certification

Congratulations!
Your Name Here

Completed
Google My Business Certification
on November 8, 2018

9. Google My Business Certification

Certificates

Congratulations!

Your Name Here

Completed

Google Ads Mobile Certification

on November 8, 2018

Completion ID 24100000   Expires November 8, 2019

Google

10. Google Ads Mobile Certification

VD VICTORIOUS DIGITAL

Internship Certificate

Date: 7 Nov 2018

To Whomsoever it may concern

This is to certify that Your Name worked as an Intern with Victorious Digital from 03-09-2018 to 02-11-2018.

He/She was working with us as Digital Marketing Executive. His tenure was very fruitful for the company and he was excellent during his tenure as an intern in the company

He would be an asset to the organization with which he is associated in future.

Sincerely

Atul Sharma,
Director
Victorious Digital

11. Internship Certificate

✉ EMAIL MARKETING CERTIFIED

Your Name Here

The bearer of this certificate is hereby deemed knowledgeable of using email marketing as a sustainable channel to close leads and delight customers. He/she has been tested on best practices that focus on anti-spam compliance, high-converting email sends, mobile optimization and using established metrics to test, optimize, and improve their email marketing.

HubSpot Academy

CEO Brian Halligan

12. Email Marketing Certificate

📄 CONTENT MARKETING CERTIFIED

Your Name Here

The bearer of this certificate is hereby deemed fully capable and skilled in content marketing. He/she has been tested on best practices and is capable of applying them to long term content planning, content creation, promotion, and analysis, and increasing results through growth marketing.

HubSpot Academy

CEO Brian Halligan

13. Content Marketing Certificate

🎓 INBOUND CERTIFIED

Your Name Here

The bearer of this certificate is hereby deemed fully capable and skilled in Inbound Methodology. He/she has been tested on best practices and is capable of applying them to attract strangers, to convert visitors, to close leads and to delight customers.

HubSpot Academy

CEO Brian Halligan

14. Inbound Marketing Certificate

VD VICTORIOUS DIGITAL

CERTIFICATE
OF COMPLETION

This is to certify that Mr. / Miss.

has successfully completed.His / Her

in duration   His / Her performance is the best.

Date :   Place :

Faculty   Director

Reg. No. 1631000310687274

15. Victorious Digital Certificate

Placed Student

Hussain Motiwala — IBM	Pooja More — wipro
Bhushan Patil — MANAPPURAM FINANCE LIMITED	Sudhir Pawar — Justdial
Pratik Pathak — RBtech	Richa Sethi — Startupwala
Krishna — Futurista Technologies Ltd.	Pragya Gupta — ProDigital
Sujata Satpute — VinSyst Technologies	Sonal Phulambrikar — MARKETSANDMARKETS
Rashmi Saraf — ABSOLUTE REPORTS	Pravin Jagdhane — SOCINOVA

Victorrious Digiital

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Place Enquiry

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