

# Digital Marketing Course in Jaipur

## Kiyan Training Institute

### Course Overview

The Digital Marketing Course at Kiyan Training Institute is designed for students, job seekers, business owners, freelancers, and working professionals who want to build practical digital marketing skills. This course covers SEO, Social Media Marketing, Google Ads, Content Marketing, Email Marketing, Analytics, and real-time campaign management with live projects and practical assignments.

The training focuses on industry-oriented learning with hands-on practical exposure and career guidance to help students become job-ready digital marketing professionals.

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## Course Highlights

- Comprehensive Curriculum from Beginner to Advanced
  - Practical Training with Live Projects
  - Industry Expert Trainers
  - Real-time Campaign Management
  - Google Ads & SEO Practical Sessions
  - Certification After Course Completion
  - Internship Opportunities
  - 100% Placement Assistance
  - Small Batch Size for Personalized Attention
  - Online & Offline Training Available
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## Course Modules

### 1. Introduction to Digital Marketing

- Basics of Digital Marketing

- Traditional vs Digital Marketing
- Digital Marketing Channels
- Online Business Models
- Buyer Journey & Customer Funnel

## **2. Website Planning & WordPress**

- Domain & Hosting Setup
- WordPress Installation
- Website Structure Planning
- Landing Page Design
- Website Optimization Basics

## **3. Search Engine Optimization (SEO)**

### **On-Page SEO**

- Keyword Research
- Meta Tags Optimization
- SEO-Friendly URL Structure
- Image Optimization
- Internal Linking

### **Off-Page SEO**

- Backlink Building
- Directory Submission
- Social Bookmarking
- Guest Posting
- Forum Submission

### **Technical SEO**

- Website Speed Optimization
- Mobile SEO
- XML Sitemap
- Robots.txt
- Canonical Tags

### **Local SEO**

- Google Business Profile Optimization
- Local Citation Building

- Maps Ranking Techniques
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## **4. Social Media Marketing (SMM)**

- Facebook Marketing
  - Instagram Marketing
  - LinkedIn Marketing
  - Social Media Strategy
  - Content Planning
  - Social Media Branding
  - Paid Advertisement Campaigns
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## **5. Google Ads / PPC Training**

- Google Ads Introduction
  - Search Ads Campaign
  - Display Ads
  - Video Ads
  - Keyword Planning
  - Ad Copy Writing
  - Conversion Tracking
  - Campaign Optimization
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## **6. Content Marketing**

- Content Strategy
  - Blog Writing
  - SEO Content Writing
  - Video Content Marketing
  - Content Distribution Strategy
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## 7. Email Marketing

- Email Campaign Setup
  - Email Automation
  - Lead Generation
  - Email Templates
  - Funnel Marketing
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## 8. Analytics & Reporting

- Google Analytics
  - Google Search Console
  - Traffic Analysis
  - Conversion Tracking
  - Report Generation
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## 9. Affiliate Marketing

- Affiliate Marketing Basics
  - Affiliate Platforms
  - Product Promotion Strategy
  - Commission Models
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## 10. Influencer Marketing

- Influencer Research
  - Campaign Planning
  - Brand Collaboration
  - Influencer Outreach
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## **11. E-commerce Marketing**

- Amazon Marketing
  - Flipkart Marketing
  - Product Listing Optimization
  - E-commerce Advertising
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## **12. Online Reputation Management (ORM)**

- Brand Reputation Monitoring
  - Reviews Management
  - Negative Feedback Handling
  - Customer Engagement
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## **13. Marketing Automation & AI Tools**

- Automation Tools Introduction
  - AI in Digital Marketing
  - Chatbots
  - CRM Basics
  - Workflow Automation
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## **Live Projects & Practical Training**

Students will work on:

- Real-time SEO Projects
- Google Ads Campaigns
- Social Media Campaigns
- Website Optimization
- Lead Generation Projects
- Content Marketing Activities

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## What You Will Learn

- Website Optimization Techniques
- Search Engine Ranking Strategies
- Paid Advertising Campaign Management
- Social Media Branding
- Lead Generation Techniques
- Analytics & Performance Tracking
- Online Business Promotion Strategies

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## Career Opportunities

After completing the course, students can apply for:

- SEO Executive
- Digital Marketing Executive
- Social Media Manager
- PPC Expert
- Content Marketer
- Google Ads Specialist
- Email Marketing Executive
- Freelance Digital Marketer

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## Course Duration

- 3 Months / 6 Months Training Program

## Training Mode

- Online Training
- Offline Classroom Training

# Certification

Students receive an industry-recognized Digital Marketing Certificate after successful course completion and project submission.

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# Placement Assistance

- Resume Building
  - Interview Preparation
  - Internship Support
  - Job Assistance
  - Career Guidance Sessions
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# Why Choose Kiyon Training Institute

- Experienced Trainers
  - Practical Learning Approach
  - Latest Industry Curriculum
  - Affordable Course Fees
  - Career-Focused Training
  - Real-time Project Exposure
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# Institute Details

Kiyon Training Institute  
Vaishali Nagar, Jaipur, Rajasthan

Contact Number:  
+91 7014862210  
+91 7849879592

Website:  
<https://kiyantraininginstitute.in/digital-marketing-course-in-jaipur/>