

Advance Diploma in Digital Marketing International Diploma USA

Who can do?

- Fresh Matriculations who would like to pursue a career in Digital Marketing.
- Already working class and are interested to switch over to Digital Marketing.
- Working Class wants to excel in terms of better position and compensation in their career.

This program is also beneficial for the organization's employee, who would like to get the maximum output from their employees.

**100,000+ Students
have been Trained**

since
1997

**Program is
offered by**

**3D EDUCATORS
INTL**
22 Years of
Excellence in
Training &
Development

**Invest in
People the
only Asset
that Appreciates**



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About the Program Designer & Instructor

The “Advanced Diploma of Digital Marketing” Program has been designed and will be conducted by Senior most consultants who having the huge and extensive experience in Search Engine Optimization, Search Engine Marketing and Social Media Marketing. They have worked with various large commercial organizations & worked for different departments. They also served foreign, International and Local media organization too.

The Trainers who are conducting this program are have on the position of the following:

- Senior SEOs and E-Commerce Managers
- Senior Production Manager
- Senior SEM
- Senior Social Media Marketers
- Consultants

Inauguration

The Training Program shall be inaugurated by a senior member of 3DEducators and President of 3D Group.

Program Structure

No of classes per week	01 Class
Duration of each class	02 – Hour

Other Learning Activities For Each Module

Classroom Assignments	04
Presentations by Trainees	01
Case Studies	02



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All the faculty members are from the practical oriented market; they have extensive corporate experience and deliver the remarkable output to the market.

They trainers are foreign qualified and having the degrees of Masters, International Certified.

As Consultant & Senior Trainers, the team of trainers from Digital Marketing side we at 3D Educators – Trainers & Consultants would not compromise on the faculty quality, where the trainers are also having the name in training & development sector and working in the renowned corporate sector of Pakistan.



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Program Syllabus

We are alive to witness a time when humankind is using computer technology to push the limits of knowledge and freedom. We connect in the digital underworld of the Internet. Information and services are available at our convenience, making human contact unnecessary.

The Internet provides people with options. People want immediate results, custom-tailored information, and the freedom to make decisions when they are ready. The Internet has become a way of life and the way of business. Don't let the web intimidate you -- make your web site the best.

Get onboard with 3deducators.com to make a place for yourself on the Net. With a plan, a little determination, and our solid strategies for Internet marketing, you will make it happen.

What you'll learn

Marketing on the Internet is an effective way to create a future for your company. To learn valuable strategies and information, hang out with us for a little while and we'll take you through the steps. In this site, you'll learn how to:



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Module One: (Search Engine Optimization)

- How to Develop E-Commerce Business on Web
- Build an online presence for your business
- Boost traffic to your web site
- Find out who your customers are
- Learn how to meet customer needs more efficiently
- Fundamentals of Search Marketing
- Keyword Research: Keyword Discovery Tools, Decision Making, Organic vs. PPC
- Keyword grouping
- Density of Keywords
- Appropriate Keywords
- Content Generation: Optimizing Pages, Writing Good Copy Using Keywords, How To Deal With Pages Moved Or Performing A Remodel, How To Deal With Large Sites & Difficult Programming



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Module One: (Search Engine Optimization)

- SEO Diagnostic audit: Web Site Architecture, Web Site Page Construction and External Influences
- Link Building: Internal Linking, Linking & Linking PR, How To Acquire Good Inbound Links
- The importance of quality links and a good linking strategy
- The importance of patience with Search Engine Optimization
- What not to do to avoid being penalized for search engine spam.
- What to do if you get banned by a search engine
- Developing a comprehensive strategy: Reporting, Web Analytics, Brand Reputation Monitoring
- And Many more SEO services explained by SEO specialist
- Concepts of Hats
- Onsite SEO Methodologies
- Offsite SEO Methodologies
- Google Robots, Crawlers & Spiders Behaviors

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Module Two: (Search Engine Marketing)

- Build an online presence for your business
- Boost traffic to your web site through AdSense and Adwords
- Find out who your customers are
- Learn how to meet customer needs more efficiently
- Fundamentals of Search Engine Marketing
- Keyword Research:
 - a) Keyword Discovery Tools,
 - b) Decision Making,
 - c) Organic vs PPC
 - d) PPA
 - e) Keyword grouping
 - f) Density of Keywords
 - g) Appropriate Keywords



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Module Two: (Search Engine Marketing)

- Google Adwords Model
- Google Adsense Model
- How to generate traffic through SEARCH ENGINE MARKETING
- Affiliate Marketing
- Full Affiliates Process Methodologies
- Half Affiliate Process Methodologies
- Matrix Affiliates
- Generation of Traffic through Adwords Campaign
- Specific Marketing Techniques
- How to hit your Target Market World wide
- Why to choose specific region
- How you realize the search engine is optimizing your website through Google Adsense and Adwords



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Module Three: (Social Media Marketing)

- Learn the strategies of Facebook Marketing
- Facebook Page Development, Working and Boosting Methods
- Twitter, LinkedIn Marketing Techniques
- Other Social Media Channels and partner technique
- Understanding the emerging landscape of Social Media
- Impact of Social media on customers
- How social media is impacting of marketing & businesses
- Application of Social Media
- Business Objective Achievements
- Know your target market
- Designing Social Media Communication Strategy and Plan
- Metrics of SM Effectiveness
- Guidelines for Social Media
- Best Practices in Social Media
- Do's and Don'ts for Social Media
- How to protect brand reputation online
- How to select media agency

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Module Four: (Infography & Video Production)

- Create attractive Infographics
- Learn Free and Paid online tool of Graphics Designing
- Make Logo of your website
- Design Landing page of your site
- Video Production
- By 2020, Video will be the future, Create HD video for your startups
- Learn how to convert pptx to mp4.
- Design Campaigns for you social media accounts.
- Competitors Strategy
- Find your costumer
- Build your strategy
- Target your audience
- Place right AD in front of right people
- Website Hosting
- Find right Hosting for your websites
- Select Domain name for Niche
- Maintain Load Time



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Module Four: (Infography & Video Production)

- Case Studies
- Understanding the usage of different Tools in social media
- Technical Assistance for usage of Tools of Social Media
- How to incorporate the different links of social media at your website
- Understand the technical codes related to social media

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TERMS & CONDITIONS

WITHDRAWAL FROM THE CERTIFICATION OR DIPLOMA

Students are not allowed to withdraw from the CERTIFICATION/DIPLOMA. If a student cannot continue the CERTIFICATION his/her fee will be forfeited.

CONDUCT AND DISCIPLINE

A disciplinary action, leading to rustication, will be taken against students whose conduct is found objectionable at any time during the course of study. Reference will be made to 3D Educators code of conduct.

EVALUATION AND GRADING

The performance of students is evaluated through continuous observation of a student's performance in the CERTIFICATION/DIPLOMA – class participation, submission of assignments, quizzes and exercises.

The student will be examined through three hourly exams conducted at the midterm and a final exam at the end of the program. Total marks for passing the CERTIFICATION/DIPLOMA will be 70 out of a total of 100.

Students who do not meet the attendance or any other eligibility criteria will not be allowed to appear in the final examination.

The following grading plan will be applicable for the CERTIFICATION/DIPLOMA:

A	B+	B	C+	C	F
87-100	81-86	72-80	66-71	60-65	Below 60

Students who are unable to appear for the final exam are required to submit a written application stating the reason for not appearing for the exam. 3D Educators reserves the right to approve or deny such applications. If approved, the student will be allowed to sit for the exam within one month. Failure to do so, the student will be resubmit the examination fee and sit the future schedule exam. Without passing of the exams no certification will be awarded.

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ONLINE LIVE CLASSES FACILITY AVAILABLE

- Instructor Led Training
- Real Time Presentations
- Interactive Classes
- Complete Notes and Other Stuff shall be provided through our Secure Student Login Member's Area
- For Online Live Classes, you may please download the Admission Form through our website <http://www.3deducators.com>. Fill it properly and attached the required document along with Picture and send back to info@3deducators.com with scanned fee submitted voucher in the bank.
- For Pakistan you may submit the fee at any MCB Branch with the title of "3D EDUCATORS-TRAINERS & CONSULTANTS".
- If you are outside Pakistan then you may transfer via Bank to Bank or any western union, Fast Track, Money Gram or else International Transfer Body.
- After Admission, if you don't have GMAIL Account then you are requested to kindly make one GMAIL Account and shared it info@3deducators.com. Then further correspondence shall be made by our institute official.
- Extra Bandwidth Charges shall be incurred.

DISTANCE NOT MATTER

You can join in the live classes Sessions of 3D EDUCATORS – TRAINERS & CONSULTANTS from anywhere of the world.

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PRECAUTIONARY MEASURES

- During Classes, you are requested to make sure that you are in isolated room, where no noise should be there except your voice.
- Kindly Switch Off your Cell Phone during the class, because it will disturb the quorum of class.
- If you have taken the admission in the course online lonely, then ethically it is recommended and suggested that you alone in the class.
- Recording of Lectures are not allowed at your end.

This world is emerging and growing in the 21st Century very rapidly because of latest and remarkable technologies and its advancement. Due to advancement of technology, we 3D EDUCATORS offer Live Interactive class sessions

3D EDUCATORS believe on Information Technology and its systems. Now you can also avail this facility at your home.

CONTACT US

021-34141329, 0333-2402474
021-34857148

info@3deducators.com
<http://www.3deducators.com>

Get the Admission Form

Download Form | 

**MANAGEMENT
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TRAINERS & CONSULTANTS**

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Final Certification Awarded By IMRTC-USA

CERTIFICATE OF EXCELLENCE

IMRTC USA Recognized
CERTIFICATION

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Trainers & Consultants

IMRTC
International Management
Research & Technology Consortium

This is to Certify That
Mr. Danny Jones Wales
*has successfully met the certification requirements as outlined in
IMRTC content and the policies adopted thereunder, hereby grants the certification of*
Diploma in Digital Marketing
Student ID: IM864532201
Date of Commencement: May 4, 2014
Date of Ending: July 4, 2014

IMRTC
International Management
Research & Technology Consortium

Cheryel Rhodes
Director Affiliations and Official Affairs

Principal of Institute

INTERNATIONAL MANAGEMENT RESEARCH & TECHNOLOGY CONSORTIUM
IMRTC - UNITED STATES OF AMERICA - <http://www.imrtc.org>

Chapter ID: AS2933770
Partnership ID: AS5588322_Pakistan
Verification@imrtc.org

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International Certificate of Authorization from IMRTC USA

CERTIFICATE OF AUTHORIZATION

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This is to Certify That IMRTC Authorized

3D EDUCATORS - TRAINERS & CONSULTANTS

*to work as Training & Research Partner in capacity of
PARTNER THROUGH PAKISTAN CHAPTER*

*for the scope of activity shown below in accordance with the applicable rules of
the IMRTC. The use of this certification and the authority granted by this
Certificate of Authorization are subject to the provision of agreement set
forth in the application.*

*The validity of this certificate is for Five Years from the date of Issuance
and will increase according to the performance
Issuance Date: 16 August 2017*

Cheryyel Rhodes

Director Affiliations and Official Affairs



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