





THE DIGITAL LEARNING



GET IN THE GAME

DIGITAL MARKETING INSTITUTE

Get Certified as a
Digital Marketing
Professional



 codeyaya.digital
 www.codeyaya.com

 +91 4936 295224
 +91 94008 57224

WHY DIGITAL MARKETING?

From almost 0% in 2005 to 40% in 2020, Digital has become an integral part of Marketing budgets and will soon overtake all other traditional channels of Marketing. With the demand for digital marketers outweighing the supply, professionals skilled in digital strategy, consumer behaviour, content distribution, and social media are in high demand. This program aims to bridge that gap and create industry-ready candidates



Digital marketing is pacing at a healthy 33.5% compound annual growth rate between now and 2022



India's Digital Marketing industry is expected to produce more than 2 million jobs by 2020



The average annual salary of a Mid-level Digital marketer in India is 8-30 LPA

WHO IS THIS PROGRAM FOR ?



Freshers looking to make a career in Digital Marketing



Entrepreneurs looking to get an in-depth understanding of Digital Marketing



Manager/ Executives looking to upgrade their skills in Digital Marketing

DIGITAL MARKETING COURSES WE OFFER!

DM Specialist, DM PRO

■ DM-SPECIALIST

CERTIFIED DIGITAL MARKETING SPECIALIST [3 Months]

Course Duration : 3 Months 100% Placement Support

■ DM-PRO

CERTIFIED DIGITAL MARKETING PROFESSIONAL
+ INTERNSHIP (6 Months)

Course Duration : 3 Months (Internship: 3 Months
@ Codeyaya Technologies Pvt. Ltd 100% Placement Support)



CERTIFICATES AWARDED BY

facebook

Google Ads

HubSpot

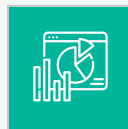
EDUCODEYAYA
THE DIGITAL LEARNING

LinkedIn

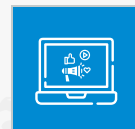
INTERNSHIP OPPORTUNITIES



Right Keyword strategy
for SEO



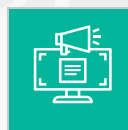
Risk analysis of a brand's
online presence



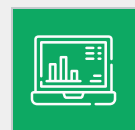
Campaign Plannin for
Popular Ad Tech Platforms



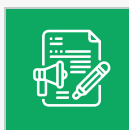
Preparation of complete
Digital strategy



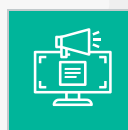
Evaluation of
Content & Ads



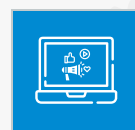
preparation of Digital
Outreach Plan



Creation of Social Media
Calender



Evaluation of 3.5
websites

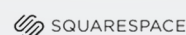
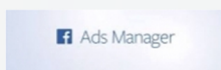
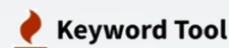


Assessment of Busi-
ness/Industry

YOU WILL MASTER

Consumer Segmentation | Consumer Marketing | Channel Marketing
Influencer Marketing | Performance Marketing | Affiliate Marketing
Web Analytics | Search Engine Marketing | Social Media Marketing
Online Reputation | Management | Mobile Marketing

TOOLS YOU WILL BE WORKING ON



GET IN THE GAME



OUR AWESOME CLIENTELE



SVFTE
Market services pvt ltd



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Sultan Bathery, Kerala 673592

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