



## Bonus Benefits



### Certification Programs

Receive a Verifiable Certificate upon course completion.



### Networking Opportunities

Connect with professionals in the digital marketing industry. Exclusive access to industry events and webinars.



### Job Placement Assistance

Access to our network of partner companies for job opportunities. Resume building and interview preparation support.



100%\*  
JOB  
OFFER

Welcome to iPlace Technologies Digital Marketing Institute,  
Where Innovation Meets Education.  
Our comprehensive courses are designed to equip you with the skills and knowledge needed to thrive in the dynamic world of digital marketing.

## Who Can Join?

### Aspiring Marketers

Individuals looking to start a career in digital marketing. Marketing professionals seeking to enhance their skills

### Entrepreneurs and Business Owners

Gain insights to promote your business effectively online. Learn strategies to increase brand visibility and customer engagement.

### Career Changers

Explore a dynamic field with diverse career opportunities. Acquire in-demand skills for a successful career transition

www.iplacetechnologies.com

Join Us  
f | i | @iplacetechnologies



# DIGITAL MARKETING

- Basic in Digital Marketing
- Advance in Digital Marketing with AI
- Master in Digital Marketing with AI

## Unique Propositions



### Industry-Driven Curriculum

Developed by experts in collaboration with industry leaders. Reflects the latest trends and best practices in digital marketing.



### Hands-On Learning

Gain practical experience through real-world projects. Work on live campaigns to apply theoretical knowledge.



### Personalized Mentorship

Dedicated mentors to guide you through the learning journey. Get individualized feedback and support to enhance your skills.

શીખો

Google Ads

Social Media Ads

Search Engine Optimization

YouTube Advertising

પોતાની વેબસાઇટ બનાવી એના પર વર્ક કરો

આજે જ મુલાકાત લો..

Powered By :

iPlace Consultancy

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બાબક ગ્રેજ્યુએટ ના થાય તો સ્કીલ ડેવલપમેન્ટનો કોર્સ કરાવજો :  
વડાપ્રધાન શ્રી નરેન્દ્ર મોદી  
ડિજિટલ માર્કેટિંગ એક સ્કીલ ડેવલપમેન્ટનો કોર્સ છે.

Surat's No. 1 Digital Marketing Institute



# DIGITAL MARKETING

[ડિજિટલ માર્કેટિંગ ની સ્કીલ ડેવલપ કરી તમારું ભવિષ્ય ઉજવળ બનાવો]

## Advantages of Choosing iPlace Technologies

- Expert Faculty**  
Learn from industry experts with extensive experience. Access to a faculty committed to your success.
- State-of-the-Art Facilities**  
Modern classrooms equipped with the latest technology. Interactive learning environment for optimal engagement.
- Continuous Learning Support**  
Regular workshops, webinars, and updates to keep you informed. Alumni network for ongoing collaboration and support.

Empower Your Future. Master Digital Marketing with iPlace Technologies

## પ્રવેશ લીધો તો નોકરી પાકી..

કમાઓ ૩ લાખ થી ₹૬ લાખ [PA]\*

### Course Content

#### 1. Canva Design

- Logo Design
- Banner Design
- Social Media Post
- Thumbnail design

#### 2. WordPress Website

- WordPress Introduction
- Domain
- Hosting
- LocalHost
- WordPress Installation
- Theme Selection
- Plugin Selection
- E-Commerce Setup
- WooCommerce Setup
- Product Management
- Payment Gateway

#### 3. Search Engine Optimization

- Search Engine Optimization Introduction
- Benefits of Search Engine Optimization
- On-Page SEO
- Off-Page SEO
- Technical SEO
- Local SEO
- Types of SEO
- Google Algorithms
- Search Engine
- Search Console

#### 4. Search Engine Marketing

- Search Engine for Marketing
- Benefits of SEM
- Tools for SEM

#### 5. Google Ads

- Google Keyword Planner
- Google Ads Overview
- Google Analytics
- Google Tag Manager

#### 6. Social Media Optimization

- Facebook
- Instagram
- Twitter
- LinkedIn
- Pinterest
- Reddit
- Medium
- Imgur
- Quora
- Scoop.it
- Tumblr

#### 7. Social Media Marketing

- Facebook Business
- Instagram Business
- Twitter Business
- LinkedIn Business
- Quora Business
- App Marketing
- App Optimization

#### 8. Ecommerce Management

- Flipkart Portal
- Amazon Portal
- Meesho Portal
- WhatsApp Marketing

#### 9. Extras

- Affiliate Marketing
- Referral Marketing



**Why Every Student Of Digital Marketing Want To Join iPlace Technologie.?**

- 100% Placement
- International Company Internship
- Live Project Work
- 10 years of experienced faculty.



600+ GUJARAT BEST COMPANIES

