



EXPLORE MARTECH

Digital Marketing School & Services

Be a Pro in_____

DIGITAL MARKETING WITH EXPLORE MARTECH

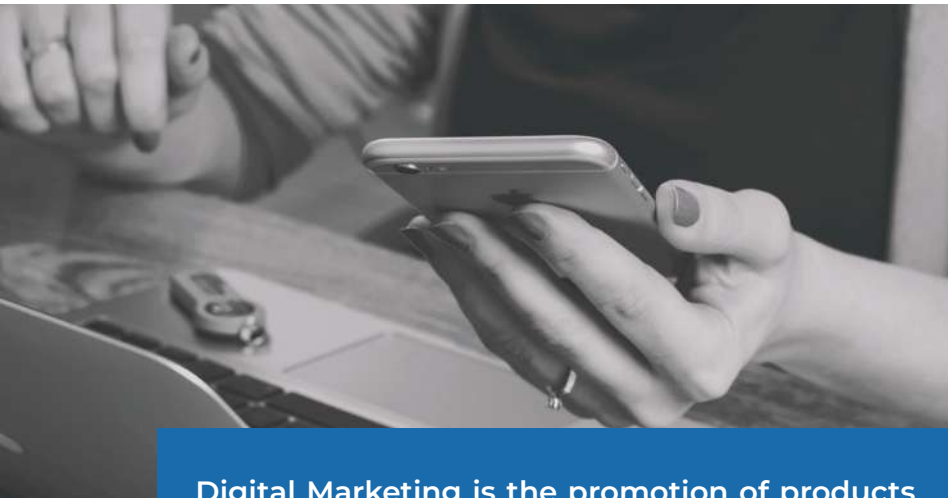
Skill चुनो, Successful बनो









www.exploremartech.com

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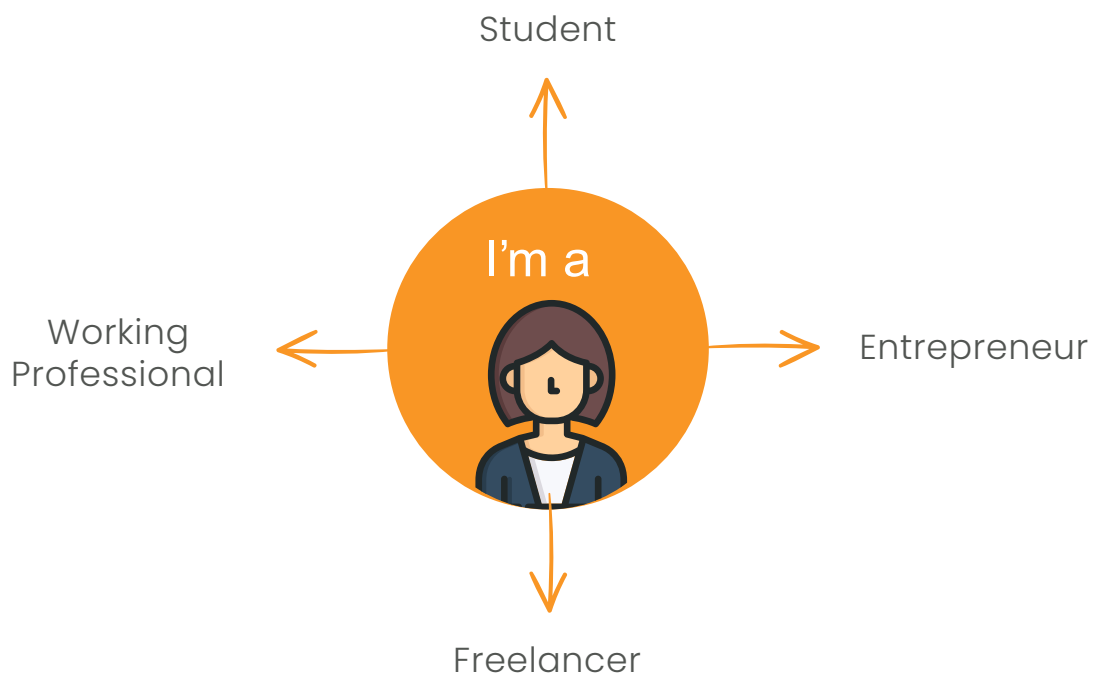
Understanding Digital Marketing



Digital Marketing is the promotion of products or brands via one or more forms of digital media and differs from traditional marketing in that it involves the use of channels and methods that enable an organization to analyze marketing campaigns and understand what is working and what isn't - typically in real time.

 Wider Reach	 Higher Engagement
 Flexible Approach	 Cost EEffective
 High ROI	 Measurable

Who Should Attend The Course?





Why Choose Explore Martech as your Digital Marketing Training Partner?



At Explore Martech, we take pride in offering end-to-end digital marketing training program to help you understand various tools and methodologies in the world of digital marketing.

Our state-of-the-art training centers at Mumbai & Navi Mumbai cover all aspects of online marketing including Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing (SMM), Email Marketing, Mobile Marketing, Web Chat Process, E-commerce, Drop Shipping & more.



200+ Students
Trained



Internship
Opportunities



Convenient
Learning Centers



100% Placement
Assistance



Live Practicals &
Campaigns
Exposure



7 Industry
Recognized
Certifications



1 Year FREE
Classroom
Training Access



Industry Best
Faculty with
10+ Years
of Experience



Flexible Batch
Timings



Education Loan
Facility with
0 Cost EM I Opt ion

1

Pay the course
fees in 6 easy
Installments

2

No security deposits,
No collaterals,
No hidden charges.

3

Learn more from
our counsellors -

Contact 92532-14501



Career Opportunities in Digital Marketing

The demand for digital marketing experts is increasing day by day. In next 5 years, all companies around the world, including India are expected to have an online business presence, making 'Digital Marketing' as one of the most popular and preferred career options available today. Below are the plethora of career options available for you after the course completion at Explore Martech.



**Work with a Creative
Ad Agency**



**Join a Big Corporate
Digital Marketing Team**



**Take up Freelancing Projects
& Earn Additional Income**



**Earn as a Professional
Digital Marketing Consultant**



**Set up your own E-commerce
& Drop Shipping business**



**Become an Expert Digital
Marketing Trainer**



**Start your own Digital
Marketing Firm**



**Be an influencer & earn
as a blogger**



Top 10 High-Paying Digital Marketing Specialist Roles

01 /



Digital Marketing Expert

02 /



SEO Specialist

03 /



**Social Media Campaign
Manager**

04 /



Affiliate Manager

05 /



Content Marketing Expert

06 /



Paid Media Specialist

07 /



E-commerce Manager

08 /



Email Marketing Expert

09 /



Web Analytics Executive

10 /



**Media Planning & Buying
Professional**

PROGRAMS OFFERED

30 Core Modules
with 130+ Topics Covered

About the Program



Core Modules Covered

01



Introduction on Digital Marketing

- ▶ Basic of Online Marketing.
- ▶ Search Engine Basics.
- ▶ Key points of internet marketing.
- ▶ Basic terms used in internet marketing.
- ▶ Effective platforms for promotions.
- ▶ Why people moving in digital marketing?
- ▶ How much business can you grab after using internet marketing techniques?
- ▶ Structure of online Marketing.
- ▶ Fundamentals of Google Algorithm.

02



Website Introduction & Creation

- ▶ Understanding the web and its functioning.
- ▶ Understanding need of website.
- ▶ Choosing Great Domains. Using CMS Panel and getting the hosting for website.
- ▶ Creating a professional and elegant website on wordpress.

03



Search Engine Optimization

- ▶ Introduction to SEO
- ▶ Search Engine Working
- ▶ Keyword Research & Planning
- ▶ On-Page SEO
- ▶ Off-Page SEO
- ▶ Link Building
- ▶ Tools for SEO
- ▶ Understanding Google Algorithm
- ▶ SEO Site Audit

04



Search Engine Marketing

- ▶ What is Google Adwords
- ▶ Google Ads Campaign
- ▶ Search Campaign
- ▶ Sale Campaign
- ▶ Banner and Search Ads
- ▶ Keyword Understanding
- ▶ Creating Successful Ads

05



Social Media Marketing

- ▶ Introduction to Social Media Marketing
- ▶ Facebook Marketing
- ▶ Facebook Campaign Creation
- ▶ Facebook for lead generation
- ▶ Facebook Pixel
- ▶ Instagram Marketing
- ▶ Instagram Promotion or ad Creation
- ▶ Youtube Introduction
- ▶ Understanding Youtube Algorithm
- ▶ Growing Youtube Channel
- ▶ LinkedIn Marketing
- ▶ Twitter Marketing
- ▶ Quora Marketing

06



Email Marketing

- ▶ Introduction to Email Marketing
- ▶ Creating newsletter for Emails
- ▶ Increasing open rate of Emails
- ▶ Sending Bulk Emails
- ▶ Using auto responder
- ▶ Email Marketing Tools



Core Modules Covered

07



Lead Generation

- ▶ Understanding the web and its functioning.
- ▶ Understanding need of website.
- ▶ Choosing Great Domains.
- ▶ Using CMS Panel and getting the hosting for website.
- ▶ Creating a professional and elegant website on wordpress.

08



E-Commerce Marketing

- ▶ Introduction E-Commerce Marketing
- ▶ E-Commerce Website SEO
- ▶ E-Commerce Sales through Facebook
- ▶ Creating Google Shopping ads for E-commerce Website
- ▶ Effective strategy plan for E-Commerce Website

09



Content Marketing

- ▶ Understanding Content Marketing
- ▶ How to use Omni-Channel Approach with Content Marketing
- ▶ Content Ideas
- ▶ Content Creation for Social Media
- ▶ Creating Content for website

10



Viral Marketing

- ▶ Understanding About Trends
- ▶ Searching Trends
- ▶ Creating Content to go Viral
- ▶ Using omni-Channel Approach

11



Video Marketing and Editing

- ▶ Basic of Video Marketing
- ▶ Hacks of Video Making
- ▶ Basic of Filmora / Final Cut
- ▶ A-Z Video Editing

12



Google Search Console

- ▶ Understanding Google Search Console
- ▶ Using Google Search Console to Increase Traffic
- ▶ Crawl Status Error
- ▶ Removing Spam backlinks for Website Index Pages in Google Search Engine

13



Google Analytics

- ▶ Introduction to Google Analytics
- ▶ Data Analysing with Google Analytics
- ▶ Checking User Behaviour
- ▶ Tracking Traffic from Different Sources
- ▶ Using Analytics data for Retargeting

14



Affiliate Marketing

- ▶ Concept of Affiliate Marketing
- ▶ How to Start earning with Affiliate Marketing
- ▶ Finding Potential Products for Affiliate Marketing
- ▶ Apply for Amazon Affiliate and Clickbank
- ▶ Difference B/W CPA & CPL



Core Modules Covered

15



AdSense

- ▶ Money Making with Google AdSense
- ▶ Easy Steps for Google AdSense
- ▶ How to Approve AdSense with Different Websites?
- ▶ Placing Ads to your Website

16



Freelancing

- ▶ Understanding About Freelancing
- ▶ Getting Work from Freelancer and Fiver
- ▶ Grabbing Freelancing Projects Easily

17



Photo Editing

- ▶ Basic of Adobe Photoshop
- ▶ Editing Images
- ▶ Creating Creatives
- ▶ Basic of Canva
- ▶ Making Ads with Canva & Hacks of Canva

18



Online Reputation Management

- ▶ Introduction of online Reputation
- ▶ Management.
- ▶ Reputation Problems
- ▶ Eliminating Negative Websites
- ▶ Consumer Complaint Sites

19



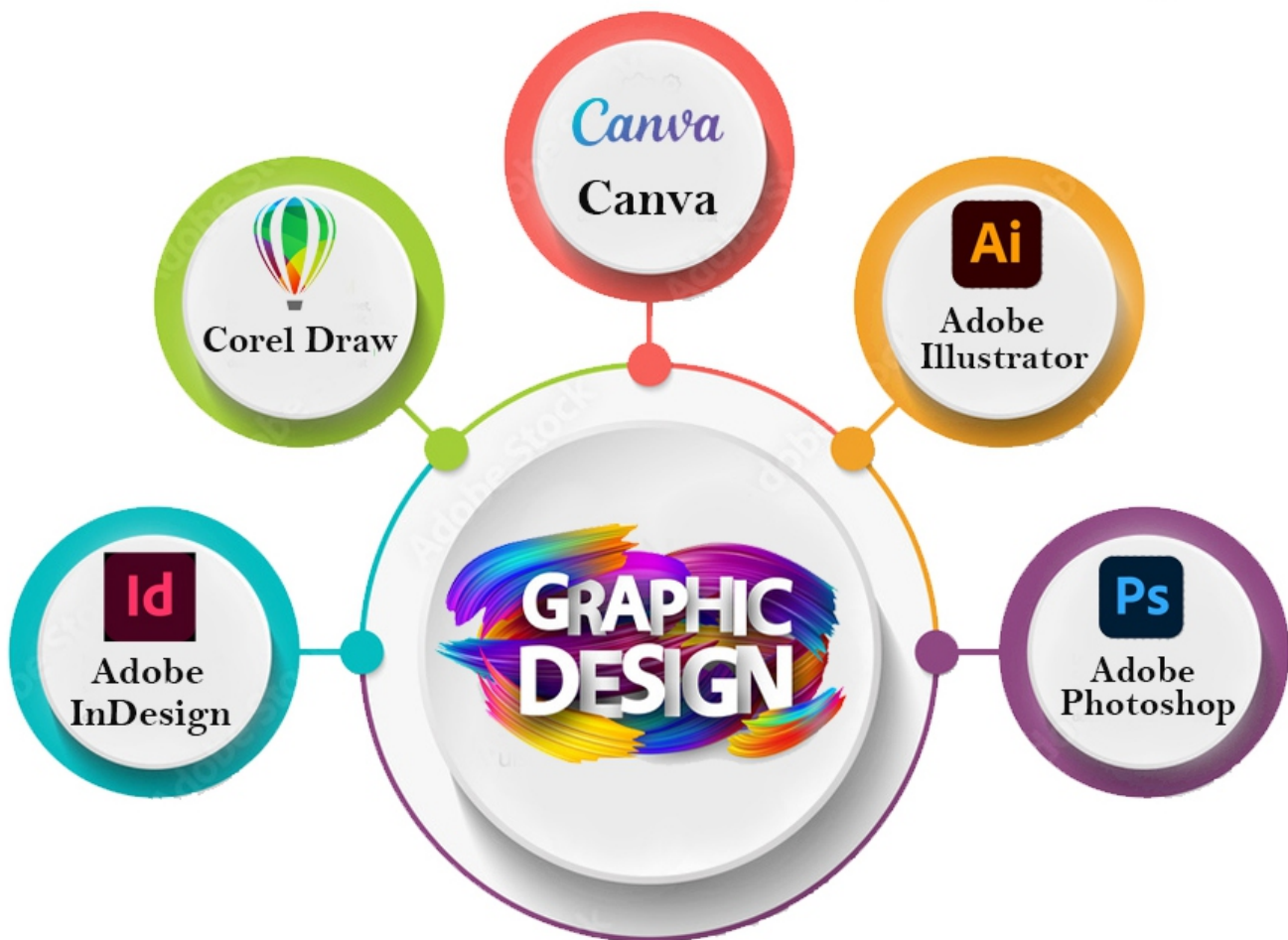
ChatGPT

Unlock the potential of AI-Driven Conversations. Learn to integrate, Customize & deploy ChatGPT for Various applications in this comprehensive course module



Core Modules
Covered

GRAPHIC DESIGNING COURSE



Design Software

Adobe Creative Suite: The course will likely focus on software like

Adobe Photoshop: For photo editing and manipulation.

Adobe Illustrator: For vector-based graphics and illustrations.

Adobe InDesign: For layout design and typography in print materials.

You may also learn about other tools like Canva, CorelDRAW, or Affinity Designer



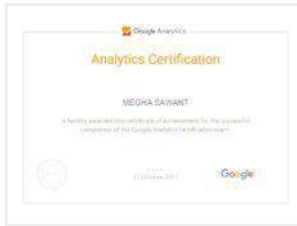
7 Industry Recognized Certifications



Google AdWords Search Certification



Google AdWords Display Certification



Google Analytics Certification



HubSpot Inbound Marketing Certification



HubSpot Email Marketing Certification



HubSpot Social Media Certification



Explore Martech Certification



Our Teaching Methodology



In depth Explanation of Concepts with Industry Case Studies & Examples



Practical Implementation using Digital Marketing Tools



Creating LIVE Campaigns to get actual Data



Analyzing Data and Optimize Campaigns to Improve its Performance

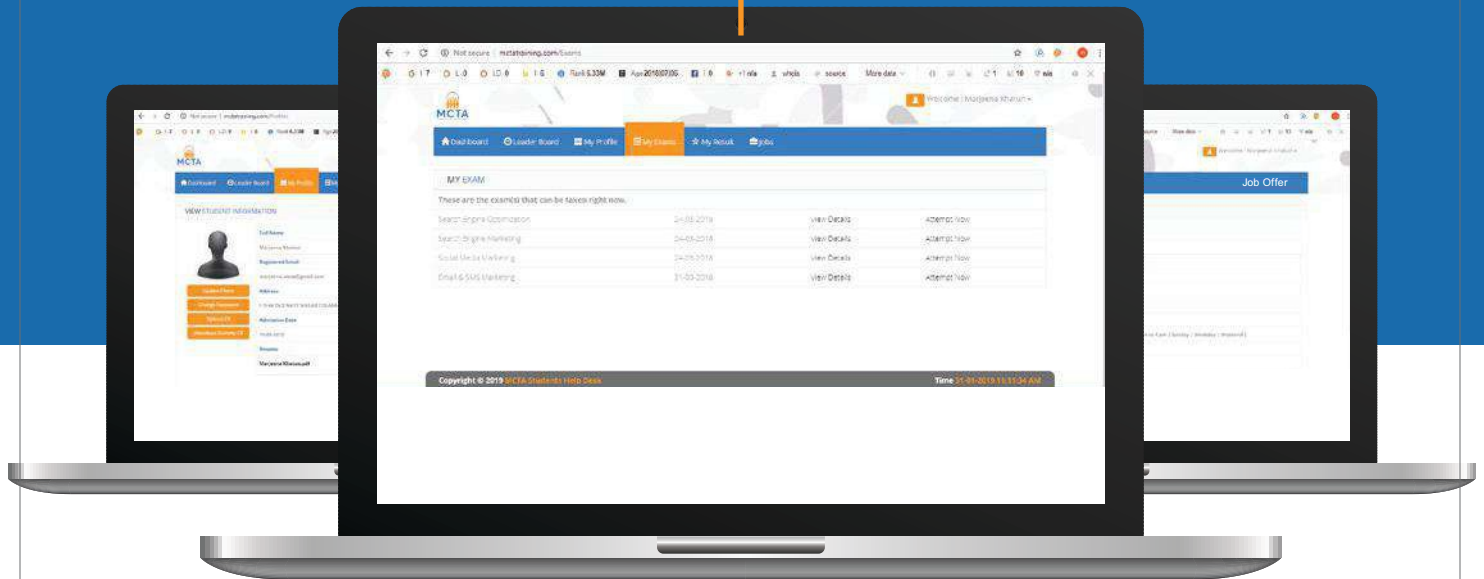


Complimentary Exam & Job Portal For Students

Student Profile

Exam Portal

Job Portal



At Explore Martech, we provide you with a complimentary exam & job portal where you can practically prepare for your digital marketing certifications & apply for jobs.

CAREER SUPPORT AT Explore Martech



Attractive
Resume Making



Access to Explore Martech
Job Portal



Interview Mocks by
Industry Experts



Interview Preparation
Workshop

The best digital marketing training institute in Vashi. Learning is made so easy with practical approach. The best thing about the MCTA institute is their quality training, which helps to train you for the digital industry in best ways. The faculty was highly skilled, experienced and very patient. Would highly recommend to all who looking to start their career in Digital Marketing.

- Shashi Vishwakarma
(Placed in Logic Serve Digital)

Awesome faculty and practical knowledge." MCTA provide nice and awesome faculty with awesome practical knowledge. They also provide placements as well and one year validity is the best part of this course.

- Aarti Jagdale

The counsellors at MCTA are very friendly. They give you proper guidance and 100% placement assistance. I myself have started working in an MNC through MCTA.

- Radhika Raghupathy

I am thankful to MCTA for helping me to build my career into Digital Marketing. They are not only committing for placement but also placing students in good reputed companies. I would highly recommend others MCTA digital marketing course.

- Ayesha Gani







EXPLORE MARTECH

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Start a Rewarding Career with

EXPLORE MARTECH DIGITAL MARKETING

Schedule a Counselling Session
With our expert