

# START YOUR CAREER IN DIGITAL MARKETING

# "we help you to make your career in DIGITAL MARKETING."

6394532736 www.techwalkway.com



# Why choose Techwalkway as your

**Digital Marketing learning destination.** 

Techwalkway offers the most rebust and advanced courses in Digital Marketing. We keep our students at the center of our curriculum, activities and teaching-learning processes. Our dedicated approach to providing our students with the most partical training is what makes us stand out among all Digital Marketing institute. Our team of experienced Digital Marketers further makes us the best Digital Marketing training institute. Moreover, we strive hard to make our students fincncially independent with our "Earn while Learn" concept and provide them with complete placement support.

4

Entrepreneurship

Opportunities

Low-cost

Entry

Why should you take up a Digital Marketing course?

Caree

Growth

Demand

Lucrative

Salaries



# **Job Opportunities in Digital Marketing.**

The Pendemic has introduced us to a digital revolution. Every small and big business entity is taking the digital path to grow its business. The only mantra today is "Go Digital to be Sustainable". With this enormously increasing demand across the Globe, there is huge surge for skilled Digital Marketers. Digital Marketing has become the most lucrative career choice as it can provide you with a high-paying job along with a platform to sit in the comfort of home while conveniently handling national / international clients as FREELANCER. With Techwalkway, we help you get the best **Digital Marketing Training & Certifications** which would lead you to grab the highest paying Digital Marketing Jobs. Candidaates who are certified under **Techwalkway can get placed in following** job profiles.

- Digital Marketing Strategist
- Social Media Marketing Strategist
- SEO Analyst
- Content Marketer
- Search Engine Marketing Expert



# **Benefits of joining Techwalkway**

#### Techwalkway's unique training methodology :

We at Techwalkway, not only focus on 'teaching' you but have immense faith in 'sensory training'. Learning is the center of our activities. Also the core of our curriculum is driven by Agency style, project based training.

#### **Internship Intergrated Course :**

Every student at Techwalkway is encouraged to complete an in-course internship as a part of their training. This internship training helps our students to get well-paying jobs immediately after the course completion.

#### **100% placement assistance :**

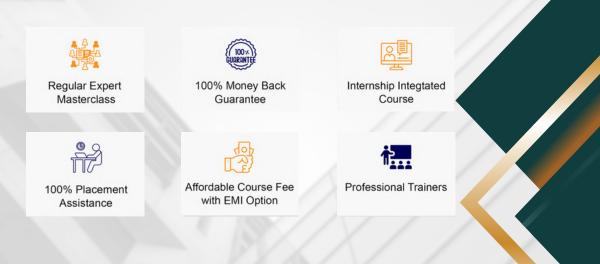
What makes our students the first choice of recruiters is the overall development. We prepare our students for all the things they needed for a top-tier Digital Marketing job. From starting of the course, along with the Digital Marketing training, we also focus on improving communication skills, Interview handeling skills, Personality development through many activities.



# **PPDM Course Details**

#### Professional Program in Digital Marketing Course Details :

The course content of PPDM is curated by industry professionals with rich background in Digital Marketing. Our PPDM course is aligned with industry recruitments. Digital marketing skills are in great demand with better career and business opportunities. Present, Digital Marketing has become a must-have skills for various professional roles in the industry. Our core team has vast experience of 10+ years in nurturing students and helping them build their career.





# **Certificates**

We are proud to offer a range of highly valued certifications to help students to stand out in crowd. Our offerings include a premium certificate in Digital Marketing JP Group of Education, Experience letter and certificate from Techwalkway (Digital Marketing Agency), NIELIT certificate, a government of India enterprise along with Course completion certificate from Techwalkway.

In addition to abouve mentioned certificates, our students will also have the opportunity to earn certificates from some of the well-respected companies in the industry, including Google, Hubspot and Semrush. These additional credentials can help our students stand out in a competitive, job market and demonstrate their mastery of the latest digital marketing tools and techniques.







SEMRUSH Google HubSpot

TECHÍWAY

### 60+ modules to be covered in course.

- Introduction to Digital Marketing
- Market research using google form
- Introduction to Graphic Designing
- Video creation and editing
- Introduction to WWW and Website Designing
- Expertise different website builder
- E-commerce website designing
- Expertising landing pages
- Creating landing pages
- Email marketing
- Introduction to email marketing channel
- Introduction to SEO
- On Page SEO
- Off Page SEO
- Local SEO
- Technical SEO
- Google search console
- Google Analytics
- Bing Webmaster Tool
- Mobile Marketing
- Introduction to Social Media Marketing
- Facebook Marketing
- Linkedin Marketing
- Twitter Marketing
- Youtube Marketing
- Introduction to Search engine marketing
- Google search ads setup
- Quora marketing

- Advance Graphic designing using Photoshop
- Advance Graphic Designing using Illustrator
- Advance social media marketing
- Facebook marketing
- Social media retargeting
- Linkedin Advertising
- Instagram Marketing
- Instagram Advertising
- Printrest marketing
- Quora Paid Ads
- Influencer marketing
- Advance Search Engine Marketing
- Advance Google Ads creation
- Google Remarketing
- Bing Ads
- Online Display Advertising
- Google Tag Manager
- Google Data Studio
- E-commerce Onboarding
- Introduction to Blogging
- Google Adsence
- Affiliate Marketing
- Cost per Action Marketing
- Freelancing
- Content Marketing
- Online Reputation management
- Growth hack fundamentals
- Enterpreneurship Development
- Personality Development
- Communication Skills
- Interview handling skills

#### RISE HIGH IN YOUR CAREER WITH OUR PPDM COURSE.



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	Give Acco Your Bus Make It A	iness And	To d	Name Name Email Email Mobile Numb Mossage Message		
Google	Best digital marketing agency		× 🌢 đ	C Q Tools		<b>• •</b>
	Your business on at. 201 customer references Edit profile Read reviews Call products Edit services Finish your ad : Just a few more customers Just a few more customers Lat a few more customers	Google	Profile strength Colorida point Performance Advert Ask for revie Set up booking ! Let customers book appointments and classes directly from your profile		Techwalkway - Digital Marke Agency Vou manage this Business Profile @ Address: Street Number 5, Swaraj Colony, CWI Pradsah 210001 Market Opens 9 am Tue + Profile Colony 9 am Tue + Profile Colony 9 am Tue +	m
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