



# DIGITAL MARKETING SPECIALIZATION

PROFESSIONAL DIPLOMA

European International University-Paris



## DIGITAL MARKETING SPECIALIZATION

Mastering Digital Marketing SEM, SEO, Social Media & Beyond

EIU-PARIS PROFESSIONAL DIPLOMA CERTIFICATION

Digital marketing is a rapidly growing field that has revolutionized the way businesses promote their products and services.

In today's digital age, it's essential for businesses to have an online presence, and digital marketing offers a range of tools and techniques to help businesses reach their target audience, build brand awareness, and drive conversions.

In this introduction to digital marketing, we will explore the basics of digital marketing and the key strategies and techniques used to achieve success.

The Professional Diploma in Digital Marketing Specialization is a 100% online Premium Programme on Pedagog, approved and awarded by European International University-Paris. This Professional Diploma is an ideal investment for futuristic marketers who want to nurture their career in the fastest growing job-oriented field globally.

A Nationally recognized and Internationally accredited Diploma certificate from EIU-Paris adds to the value further evidencing your competitive advantage as a marketing expert, locally and internationally.

### Develop Future Ready Skills Today

MOST ORGANISATIONS ARE 'GOING DIGITAL' BUT NEARLY 50% LACK A DEFINED STRATEGY. THIS PROFESSIONAL PROGRAMME IS RIGHT FOR YOU



Pedagog-Ripe time for blockchain education

Forbes

Develop Future-Ready Skills Today



Forbes

YAHOO! FINANCE

With a practical approach and exposure, we provide the most comprehensive training that guarantees individual innovative ideas to spread awareness regarding any brand, products or services digitally and be a skilled digital marketing professional. Our exclusive training program enables each participant to define all online marketing activities.

At EIU-Paris we have a dedicated department leading to digital marketing & have helped innumerable individuals, students, professionals, entrepreneurs and companies to expand their abilities to capture market through various digital marketing approaches.

### Looking to become a Digital Marketing Expert & Secure a top Job or work as a freelance consultant ?

Build critical skills across the marketing mix to help understand your audience, create engaging content, and measure success to maximise your digital opportunities. Gain the skills to get ahead in digital marketing with The industry experts, Whether you're new to digital marketing or want to build on existing experience, this course will introduce you to the core principles and latest trends that will help you plan first-class, user-centric campaigns and guide you through the dynamic digital marketing landscape.

### Vocational relevance

The role of Digital Marketing Specialist is among the top ten most in-demand jobs, with over 860,000 job openings advertised, according to LinkedIn. Advances in digital media and technology have dramatically changed how marketers plan campaigns, communicate with audiences, build relationships, and drive sales. Keeping pace and developing key skills will help you to succeed in an ever-evolving digital world.



For queries or group training contact: [hello@pedagog.ac](mailto:hello@pedagog.ac)

## PROFESSIONAL DIPLOMA IN DIGITAL MARKETING

The Online Digital Marketing Certification Course covers various topics such as digital marketing strategy, search engine optimization, social media marketing, content marketing, mobile marketing, email marketing, and analytics. The course is delivered through video lessons, case studies, and projects.

Most organisations are 'going digital', but nearly 50% lack a defined strategy.

This Professional Programme is Right for you

Businesses are feeling the pressure to elevate marketing efforts and cut through the noise.

This programme is designed for:

- Experienced traditional marketers who come from corporate communications or non-digital backgrounds and seek to round out their marketing mindset by learning the latest digital methods and gaining a big-picture perspective. Titles may include CMO, marketing director, marketing manager, brand manager, account manager, communications manager and product manager.
- Non-marketing leaders who seek a holistic view of the latest marketing trends and strategies for building customer loyalty as a pathway to growth. Titles may include CEO, COO, managing director, founder, president and general manager.
- Early-career marketers who are digital natives and may have experience with some components of the marketing mix but seek to build broader capabilities for their career growth. Titles may include marketing coordinator, marketing specialist, marketing analyst and PPC/SEO/content specialist.
- Professionals from a non-marketing field making a horizontal move into marketing, such as product development, human resources, operations, finance and customer service.

## LEARNING OUTCOMES

Digital technologies are transforming the potential and practice of marketing—as companies have become more agile, data-driven, and ROI-focused.

You will emerge with the advanced skills to generate more value for customers and more business growth by developing an integrated marketing strategy that blends proven marketing paradigms with the latest innovations.

This program prepares you to build and execute an integrated marketing strategy that aligns your business with consumer needs and differentiates it from the competition. Whatever your industry, you will emerge with the frameworks, concepts and tools to drive profitable growth through a more forward-thinking approach to marketing strategy development and implementation.

This Professional Diploma Certification is approved & awarded by European International University-Paris, which adds to the value as a Digital Marketing expert or a Freelance Marketer.

Develop Future Ready Skills Today

The Business Horizons inc. are collaborating with EIU-Paris to help you build future-ready skills



### Certification

The candidates will be awarded Globally recognised Diploma Certification as follows:  
Certificate from European International University, Paris - Accredited French University, ([www.eiu.ac](http://www.eiu.ac))  
Certificate from Pedagog- Blockchain Based Global EdTech Tutoring Platform (<https://pedagog.ac>) which adds to the value further to explore job opportunities worldwide

On the successful completion of the course you will also be given the opportunity to complete a practical internship with Pedagog.ac which is British education and technology company

### Assessment/Reinforcement

This is a Premium Course for professionals hence the type of assessment is designed not to penalise you for getting anything wrong but to reinforce the principles from each Lesson. This is positive reinforcement and the basis of Academic Coaching. This assessment is based on the premise: What's worth remembering is worth repeating. No real teaching takes place until learning has taken place.

The type of questions for assessment will be: Multiple Choice and Fill in the Blanks, Reflection Type Questions and at the end of each Module there will be a Response-based Self-assessment question.

### Duration

Maximum duration of the course is three-months. However, this customized diploma can easily be successfully completed at your own pace and in your own space, even within a month.

### Course Fee

The Course Fee can be checked on <https://pedagog.ac/asti> which includes a certification from European International University, Paris including its Alumni Status after the achievement along with the certification from Pedagog.ac United Kingdom.



## CERTIFICATE OF INTERNSHIP



## 4 INDUSTRY RECOGNISED CERTIFICATIONS IN 1 PROGRAMME

1. EIU-Paris University Diploma Certification
2. Pedagog Foundation UK (Blockchain based Time stamped Professional Certification)
3. Certificate of Internship
4. Skill Development council of Canada recognised Certification





IN COLLABORATION WITH



# 1

---

## Sign up at Pedagog.ac

Verify your email and sign in

# 2

---

## Search for Diplomas

[Find Professional diploma in Digital Marketing](#)

# 3

---

## Add to cart

Select "Add to cart" & click buy

Pay with card or paypal

# 4

---

## Go to the courses tab after logging

Once you have purchased, you will see the course in your dashboard to start studying

# 5

---

## Completion

On completion, you will receive certification from Pedagog.ac, European International University-Paris & skill development council Canada

For Hardcopies students can contact [hello@pedagog.ac](mailto:hello@pedagog.ac) (T&C)

# Take your career to the next level

With a variety of study pathways and professional development resources at your fingertips, you will emerge from this specialised programme in Digital Marketing and Communication with the capability to reach new frontiers in business. From the moment you begin this programme, you'll be able to bring new learning and skills to the workplace. The hands on practical concepts are made clear by demonstration of live dashboards and accounts of various social media platforms. Not only does this diploma train you to become an effective marketer but also certifies you as an efficient resource in the International job market & this certification comes from a prestigious European University based in Paris

You can continue to climb the career ladder, by further upgrading your CV and joining our Alumni Network & attending professional webinars from time to time from EIU-Paris as an Alumni of the University with your unique EIU-ID

You'll have the opportunity to carry on Internship & a live project with chosen company at the end of the project enhancing your career with the practical certificate of internship



**Liliana**  
Portugal

The digital marketing course I took was an excellent learning experience. The instructor was knowledgeable and engaging, and the course content was comprehensive. From social media marketing to email campaigns, I gained a solid understanding of the various aspects of digital marketing.

The hands-on projects allowed me to apply what I learned and see the results in real-time. The course also provided valuable resources and tools that I can continue to use in my professional career. Overall, I highly recommend this course to anyone interested in digital marketing.



in collaboration with



**DIGITAL MARKETING  
SPECIALISATION**

DESIGNED TO KEEP YOU AHEAD OF COMPETITION

**HELLO@PEDAGOG.AC**

# Digital Marketing over view



- What is marketing?
- What is Digital Marketing?
- Understanding Marketing Process
- Why Digital Marketing wins over traditional Marketing? Understanding Digital Marketing Process

## Increasing Visibility

- What is visibility?
- Types of visibility
- Examples of visibility
- Visitors Engagement
- What is engagement?
- Why it is important?
- Examples of engagement

## Bringing Targeted Traffic

- Inbound
- Outbound
- Converting Traffic into Leads
- Types of Conversion
- Understanding Conversion
- Process Retention
- Why it is Important?
- Types of Retention Performance Evaluation



# PPC Advertising Google AdWords

## PPC Advertising Google AdWords

- Google AdWords Overview
- Understanding inorganic search results
- Introduction to Google Adwords & PPC advertising
- Overview of Microsoft Adcenter (Bing & Yahoo) Setting up Google Adwords account
- Understanding Adwords account structure
- Campaigns, Adgroups, Ads, Keywords, etc
- Types of Advertising campaigns- Search, Display, Shopping & video
- Difference between search & display campaign

## Understanding Adwords Algorithm

- How does Adwords rank ads
- Understanding Adwords algorithm (ad-rank) in detail with examples
- What is quality score
- Why quality score is important
- What is CTR?
- Why CTR is important?
- Understanding bids

# Understanding Adwords Algorithm

- How does Adwords rank ads
- Understanding Adwords algorithm (ad-rank) in detail with examples
- What is quality score
- Why quality score is important
- What is CTR?
- Why CTR is important?
- Understanding bids

# Understanding different types of bid strategy

- Manual
- Auto

# Understanding keywords

- Finding relevant keywords
- Adding keywords in ad-group
- Using keyword planner tool
- Understanding types of keywords Broad, Phrase, exact, synonym & negative
- Examples of types of keywords Pros and cons of diff. types of keywords

# Creating Search Campaigns

- Types of Search Campaigns – Standard
- All features, dynamic search & product listing
- Google merchant center.
- Creating our 1st search campaign
- Doing campaign level settings
- Understanding location targeting
- Different types of location targeting
- What is bidding strategy?

# Advanced level bid strategies Enhanced

- CPC
- CPA
- What are flexible bidding strategies?
- Understanding flexible bidding strategy Pros & Cons of different bid strategies Understanding ad-extensions
- Types of ad-extensions
- Adding ad-extensions in our campaign
- Creating adgroups
- Finding relevant adgroups options
- using tools
- Creating adgroups using tool

# Creating ads

## Understanding

- ad metrics
- Display & destination URL
- How to write a compelling ad copy
- Best & worst examples of ads
- Creating ads
- Tracking Performance/Conversion
- What is conversion tracking?
- Why is it important How to set up conversion tracking
- Adding tracking code in your website
- Checking conversion stats
- Optimizing Search Campaigns
- How to optimize campaigns at the time of creation?
- Optimizing campaign via ad groups

## How to increase CTR

- CTR Importance of quality score in optimization
- How to increase quality score Importance of negative keywords in optimization
- Evaluating campaign stats
- Optimizing with conversion report
- Optimizing with keywords
- Optimizing performing keywords
- Optimizing non performing keywords
- How to decrease CPC
- Analyzing your competitors performance

## Creating Display Campaign

- Types of display campaigns-
- All features,
- Mobile app,
- Remarketing,
- Engagement
- Creating 1st display campaign
- Difference in search & display campaign settings
- Doing campaign level settings
- Understanding CPM bid strategy
- Advance settings
- Ad-scheduling
- Ad-delivery
- Understanding ads placement
- Creating diff. adgroups Using display planner tool

# Search Engine Optimization



## SEO

- What is SEO?
- Introduction to SERP
- What are search engines?
- How search engines work
- Major functions of a search engine
- What are keywords?
- Different types of keywords
- Google keyword planner tool
- Keywords research process
- Understanding keywords mix
- Google Operator : So that you can find anything on the web

## On page optimization

- What are primary keywords, secondary keywords and tertiary keywords?
- Keywords optimization
- Content optimization & planning
- Understanding your audience for content planning
- What is the difference between keywords stuffing & keyword placement
- Internal linking
- Meta tags creation
- Creating Webpage in HTML
- Using google webmasters tool & website verification
- Sitemap creation & submission in website & webmasters
- How to write an optimized content
- How to write a content for article, blog and press release Search Engine Optimization(SEO)

# Off Page optimization

- What is Domain Authority?
- How to increase Domain Authority
- What are back links?
- Types of back links
- What is link building?
- Types of link building Do's and
- Dont's of link building
- Link building strategies for your
- business
- Easy link acquisition techniques

# Local SEO

- Google places optimization
- Classified submissions Using H card Citation
- Top tools for SEO
- Monitoring SEO process Preparing
- SEO reports
- How to create SEO Strategy for your
- business
- What is link juice?
- Importance of domain and page
- authority
- How to optimize exact keywords for
- your business
- What is Google Panda Algorithm?
- What is Google Penguin?
- What is Google EMD Update?
- How to save your site from Google
- Panda, Penguin and EMD Update
- How to recover your site from Panda,
- Penguin and EMD

# Online Display Advertising



## Online Display Advertising

- What is Online Advertising?
- Types of Online Advertising
- Display Advertising
- Banner ads
- Rich Media ads
- Pop ups and Pop under ads
- Contextual advertising In
- Text ads In
- Image ads
- In video ads
- In page ads
- What are Payment Modules?
- Companies that provide online advertising solution
- Tracking & Measuring ROI of online adv.
- Assignment on allocating funds to various Different Online
- advertising platforms
- Creating Banner Ads Using Tools

# Google Analytics

- Introduction to Google Analytics
- How Google analytics works
- Understanding Google analytics account structure
- Understanding Google analytics insights
- Understanding cookie tracking
- Types of cookie tracking used by Google analytics
- Starting with Google analytics
- How to set up analytics account
- How to add analytics code in website
- Understanding goals and conversions
- How to setup goals
- Understanding different types of goals
- Understanding bounce & bounce rate
- Difference between exit rate & bounce rate
- How to reduce bounce rate
- How to set up funnels in goals
- Importance of funnels
- How to integrate adwords and analytics account
- Benefits of integrating adwords & analytics
- Measuring performance of marketing campaigns via Google analytics
- What is link tagging
- How to set up link tagging
- Understanding filters & segments
- How to set up filters & segments
- How to view customized reports
- Monitoring traffic sources
- Monitoring traffic behavior
- Taking corrective actions if required

# Social Media Marketing



## Social Media Marketing

- What is Social Media?
- Understanding the existing Social Media paradigms & psychology
- How social media marketing is different than others
- Forms of Internet marketing

## Facebook Marketing

- Facebook marketing Understanding
- Facebook marketing Practical session 1
- Creating Facebook page
- Uploading contacts for invitation
- Exercise on fan page wall posting
- Increasing fans on fan page
- How to do marketing on fan page (with examples)
- Fan engagement
- Important apps to do fan page marketing
- Facebook advertising
- Types of Facebook advertising
- Best practices for Facebook advertising
- Understanding Facebook best practices
- Understanding edgerank and art of engagement



- Practical Session
- Creating Facebook advertising campaign
- Targeting in ad campaign
- Payment module- CPC vs CPM vs CPA
- Setting up conversion tracking
- Using power editor tool for adv.
- Advanced Facebook advertising using tools like Qwaya
- Social Media Marketing

## Linkedin Marketing

- What is LinkedIn?
- Understanding LinkedIn Company profile vs Individual profiles
- Understanding LinkedIn groups
- How to do marketing on LinkedIn groups
- LinkedIn advertising & it's best practices
- Increasing ROI from LinkedIn ads
- LinkedIn publishing
- Company pages Adv on linkedIn Display vs text

## Twitter Marketing

- Understanding Twitter
- Tools to listen & measure Influence on Twitter: TweetDeck, Klout, Peer Index
- How to do marketing on Twitter Black hat techniques of twitter marketing
- Advertising on Twitter Creating campaigns
- Types of ads
- Tools for twitter marketing
- Twitter Advertising
- Twitter Cards Video Marketing

- Twitter Cards Video Marketing
- Understanding Video Campaign
- Creating 1st Video Campaign
- Importance of video marketing
- Benefits of video marketing
- Uploading videos on video marketing websites
- Using youtube for business
- Developing youtube video marketing
- Strategy Bringing visitors from youtube videos to your website
- Creating Video Adgroups
- Targeting Options
- Understanding Bid Strategy

# Email Marketing



## Email Marketing

- What is email marketing?
- How email works?
- Challenges faced in sending bulk emails
- How to overcome these challenges?
- Types of email marketing- Opt-in & bulk emailing
- What is opt-in email marketing?
- Setting up email marketing account
- Best platforms to do opt-in email marketing
- Setting up lists & web form Creating a broadcast email
- What are auto responders?
- Setting up auto responders
- How to do bulk emailing?
- Best practices to send bulk emails
- Tricks to land in inbox instead of spam folder
- Top email marketing software's & a glimpse of how to use them
- Improving ROI with A/B testing

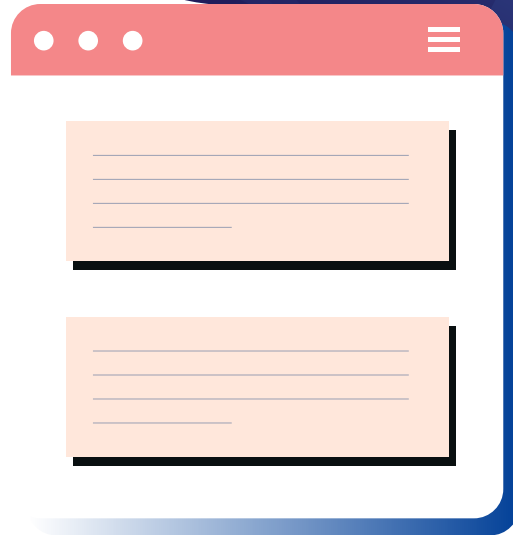
# Web Marketing



## Mobile Web Marketing

- Understanding Mobile Devices
- Mobile Marketing and Social Media Mobile Marketing
- Measurement and Analytics
- Fundamentals of Mobile Marketing
- Key industry terminology
- Creating mobile website through wordpress
- Using tools to create mobile websites
- Using tools to create mobile app
- Advertising on mobile (App & Web)
- Targeting ads on Apps
- Targeting ads via location
- Targeting ads on search engine
- Content Marketing on mobile
- Mobile strategy-segmentations option targeting and differentiation
- Mobile marketing mix SMS marketing
- Creating mobile application
- Uploading mobile app in Android and iOS

# Content Marketing



## Content Marketing

- What is Content Marketing?
- Introduction to content marketing
- Objective of content marketing
- Content marketing 7 step strategy building process 18 types of content
- with examples
- How to write great compelling content
- Keyword research for content ideas
- Optimizing content for search engines
- Discussing authority blog
- Steps towards developing authority blog
- Ways to monetizing authority blog
- How to market your content?
- Debate- Doesn't great content just spread by itself
- Understanding second customer Importance of second customer
- How to increase second customer
- Understanding online influencers
- 10 ways to connect with online influencers
- 35 unique ways to write magnetic headlines
- 180 examples of magnetic headlines
- How to increase opt-in email list with content marketing with examples

# Creative Project Internship



## Case Study

- Digital marketing report Assignment
- Practical Training



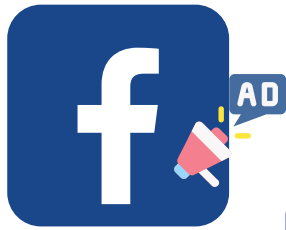
Digital Marketing Overview



Blogging



Search Engine Optimisation



Google Advertising



Analytics



Social Media Platforms



HubSpot

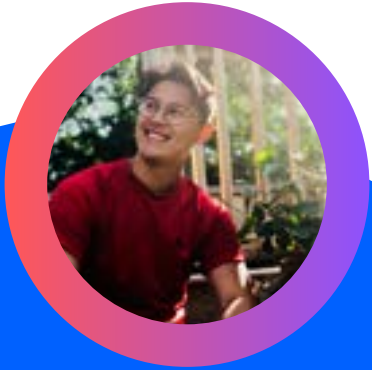
- ✓ NEW TOOLS YOU WILL LEARN TO OPERATE
- ✓ 62 LESSONS
- ✓ 4 PROFESSIONAL CERTIFICATIONS
- ✓ INTERNATIONAL INTERNSHIP OPPORTUNITY
- ✓ WORK EXPERIENCE
- ✓ DIPLOMA FROM EUROPEAN UNIVERSITY -EIU-PARIS



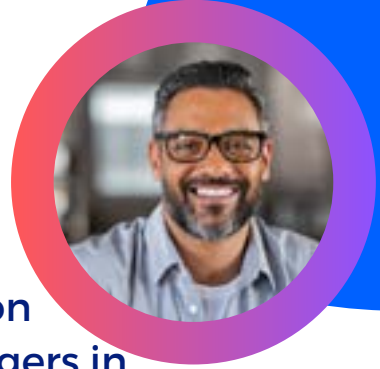
# OUR TESTIMONIALS



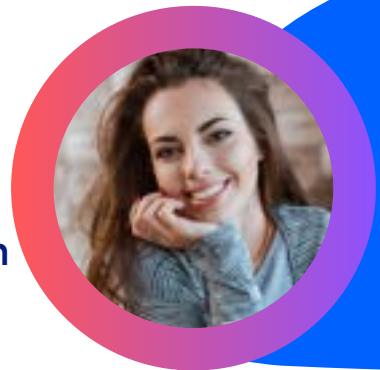
Trained & experienced faculty, Her Concepts were very clear  
- Meghna ★★★★★



I need a formal qualification in social media management & this University diploma has indeed improved my career & my profile  
- Matt Zhang ★★★★★



This diploma gives hands on experience to senior managers in understanding different techniques in marketing & how to handle social channels & set up adverts professionally. It has eased my job  
- Raghunath ★★★★★



The University Certification has helped me climb the career ladder at my work  
- Steph Ivanov ★★★★★



# ... COURSE TRAINER

Boosting your career skills &  
expertise in Digital Marketing

**JOIN WITH US  
NOW!**

**MISS DOHA**

**MORE INFO**

**DIGITAL MARKETING EXPERT  
CONSULTANT AND TRAINER**





EUROPEAN  
INTERNATIONAL  
UNIVERSITY



# DIGITAL MARKETING SPECIALIZATION

PROFESSIONAL DIPLOMA

European International University-Paris



## Internship

- Learning
- Practice
- Experience
- Exposure



**ENROL NOW & REGISTER**  
**OR CONTACT [HELLO@PEDAGOG.AC](mailto:HELLO@PEDAGOG.AC)**



Advance your career in Marketing  
with a Diploma from EIU-Paris



# Jobs in Digital Marketing



## **GROWTH HACKER**

use creative, low-cost strategies to help businesses acquire and retain customers

Get a true Marketing Professional Stamp with the diploma from EIU-Paris



## **DIGITAL MARKETER**

Drive our online presence and engagement to new heights.



## **CONTENT MANAGER**

Shape the future of products and its content strategy

## **SEO SPECIALIST**

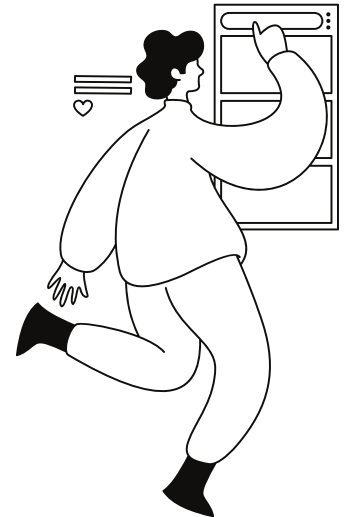
& many more job profiles -  
Content Strategist, Copywriting  
brand manager, Graphics planner  
etc..



# Communication

For any queries related to courses, admissions, scholarships, or technical related queries please contact **hello@pedagog.ac** The team usually resolves all the queries within 24-48 hours.

For training this course in bulk please contact **info@pedagog.ac**



## Pedagog - Blockchain based innovative learning platform

---



### Contact numbers for Advanced Solutions Technical Institute:

Dr. Ancil Peters

Executive Director

Advanced Solutions Technical Institute

T: (868) 610-7500 | M: (868) 485-1835

E: ancil@astitnt.com, education@astitnt.com

www.astitnt.com

#46 Boundary Road, San Juan, Trinidad & Tobago.

In Collaboration With

EUROPEAN INTERNATIONAL UNIVERSITY-Paris

59 Rue Lamarck, 75018 Paris, France

www.eiu.ac | www.pedagog.ac



**Forbes** **YAHOO!**  
FINANCE

