DIGITALTHINKS

DIGITAL MARKETING PROGRAMME

www.digitalthinks.in

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About Us

We are a forward-thinking Digital Marketing company dedicated to providing cutting-edge digital solutions to businesses and empowering individuals through expert training. We are specialized in delivering results-driven strategies that elevate brands and aspires professionals with the skills needed to thrive in the digital age.

Our Vision

To be the destination for digital marketing solutions and training which is empowering businesses to achieve growth and individuals to master the art of digital transformation. We envision a world where every business and professional thrives through innovation and strategic excellence in the digital landscape.

Our Mission

We aim to help businesses grow online with effective strategies while equipping individuals with the skills and confidence to thrive in the digital world, ensuring quality, integrity, and measurable success in everything we do.

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Our Features

- Notes (pdf, ppt)
- Video Lectures
- Free websites
- Free Domain
- Free Hosting
- Canva Pro
- Elementor Pro
- Research Topics
- Extensions
- Flexible Classes

- Pro Lead Generation tools
- Internship Opportunity (from Home/On-Site)
- Job Placements
- One to One Session
- Free Doubt Sessions
- 12×7 Support
- Course Completion Certificate
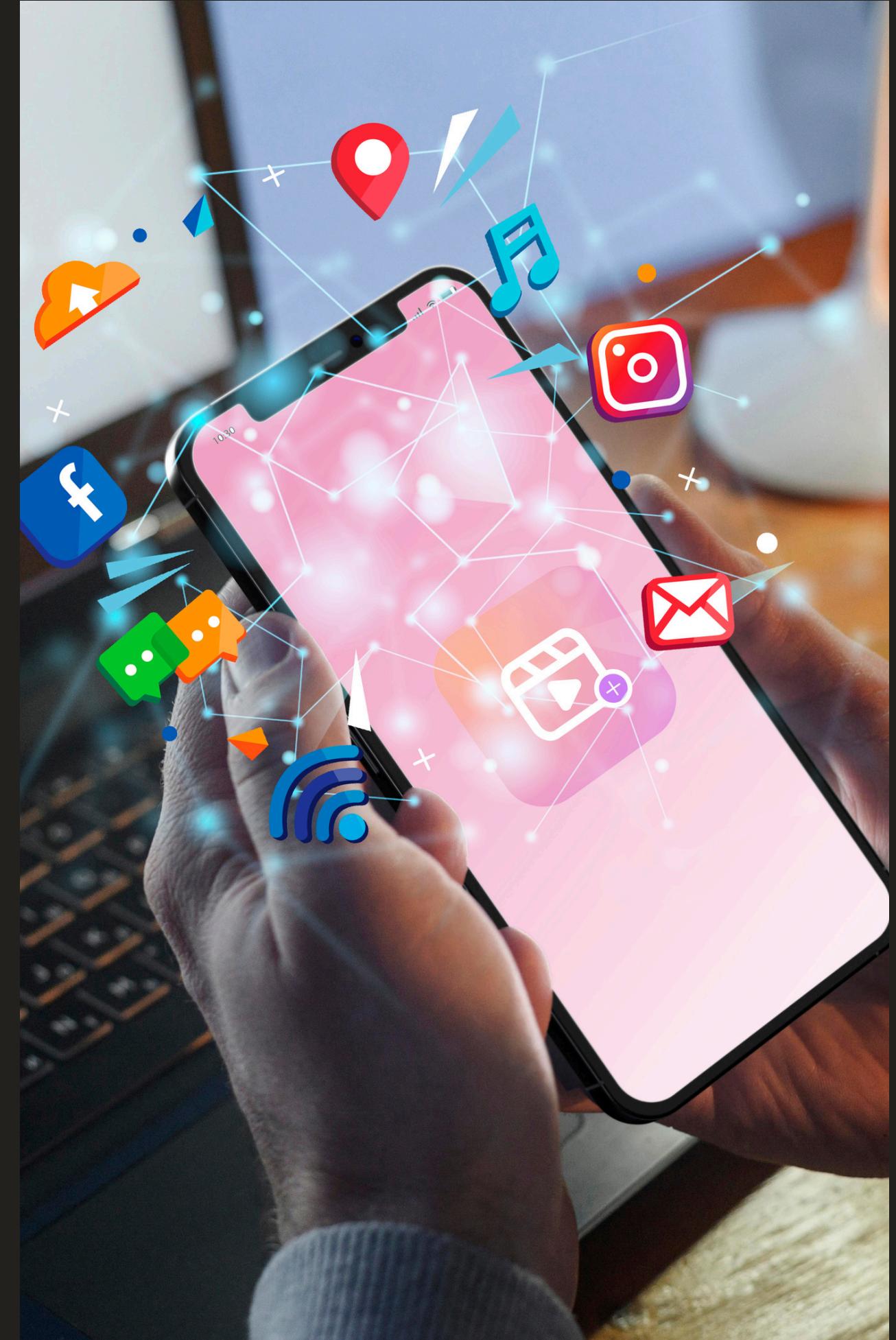
Fundamentals of Marketing

- What is Market?
- What is Marketing?
- What is Digital Marketing?
- Digital Marketing VS Traditional Marketing?
- What is Green Marketing?
- What is Branding?

What is Advertisement?

- **Marketing Mix**
- **Promotion**
- **Promotion Mix**
- **Advertisement**
- **Type of Advertisement**

Blogging

- **Blog Creation**
- **Blog Portfolio**
- **Landing Page Creation**

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Social Media Marketing

- **Instagram Marketing**
- **Facebook Marketing**
- **Keywords Planning**
- **Interest Explorer Tool**
- **Backlinks Creation**
- **Social Media Marketing**
- **Social Media Optimization**
- **Lead Generation**
- **LinkedIn Marketing**
- **Whatsapp Marketing**
- **Ad-designing**

Web design

- **Localhost**
- **C Panel**
- **DNS Setting**
- **Domain Parked**
- **Web Analytics**
- **Domain**
- **Hosting**
- **Purchasing Website**
- **How to Purchase Domain / Hosting**
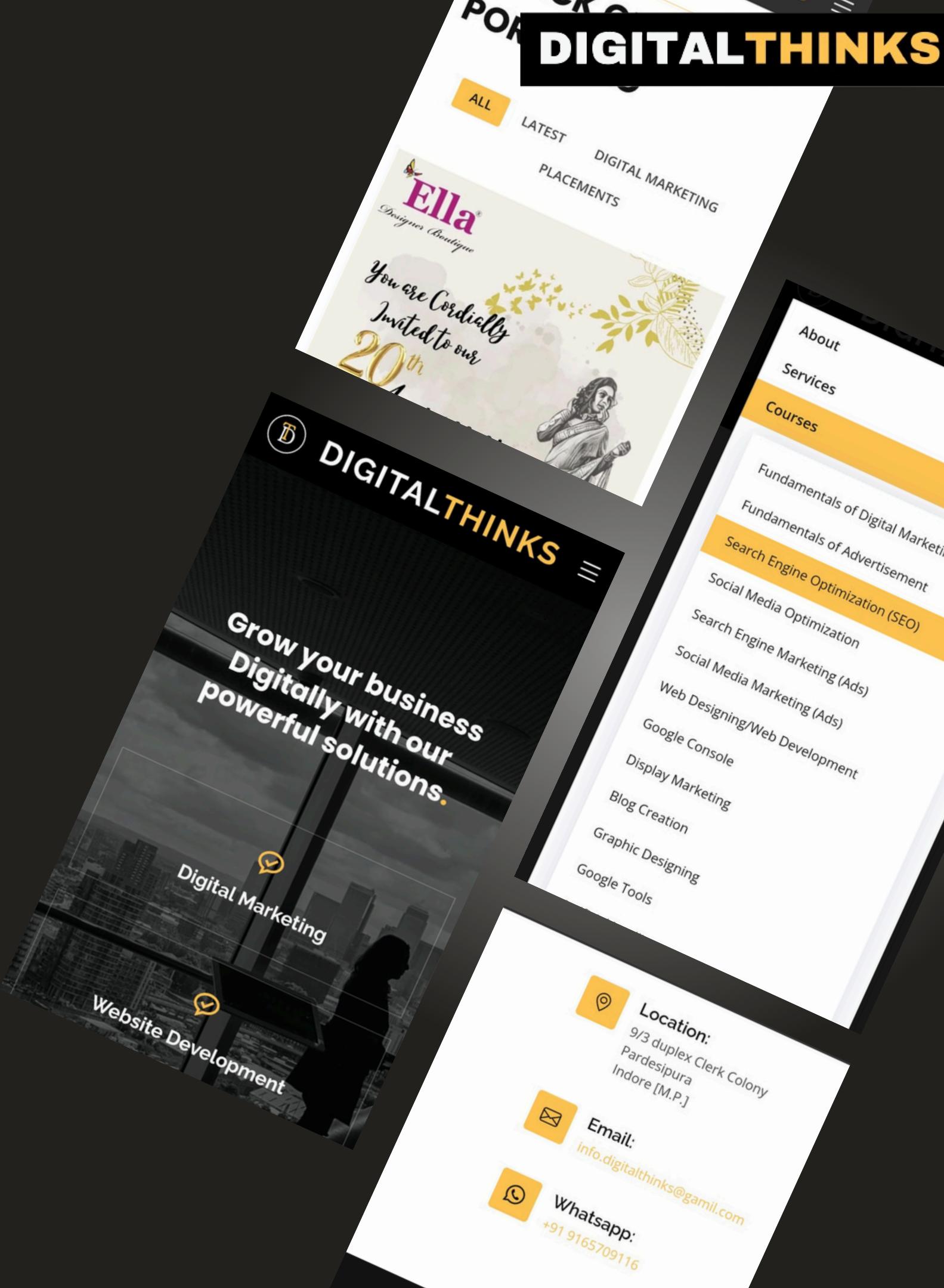
SEO Analytics

- **SEO (On Page, Off Page, Technical SEO)**
- **Google My Business**
- **Crawling**
- **Indexing**
- **What is SSL Certificate**
- **Search Engine Marketing**
- **Targeting/Retargeting**

Facebook Marketing

- Meta Ads Manager
- Ads Manager
- Meta Business suite
- Campaign Objective
- Facebook Account Structure
- Biding Strategies
- Ad Delivery Optimization
- Location Targeting
- Budget Scheduling
- A/B Testing

Advanced Strategies for Facebook

- Advance Targeting
- Audience Targeting
- Narrow Audience
- New Audience Insights Tool
- Select Interest Based Audience
- Bid Cap
- Cost Cap
- Create Block List
- Facebook Pixel
- Placement
- What is FBclid?
- Publisher List Report Making

WordPress Development

- **WordPress SEO**
- **WordPress Themes**
- **How to Install WordPress on Website**
- **Wordpress Portfolio Creation**
- **Envato**
- **Elementor**
- **Plugins**

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Graphics Designing

- **Graphic Design (canva)**
- **Logo Design**
- **Poster Design**
- **Ad Design**
- **Presentation Creation**
- **Resume Creation**

CRM/Content strategies

- **Customer Relationship Management**
- **Content Marketing**
- **Content Creation Strategy**
- **Content Marketing**
- **Content Creation Tools**

Artificial Intelligence

- **Introduction to AI Tools**
- **Grammarly**
- **Copy.ai**
- **Bg-remover**
- **ChatGpt**
  and many more...

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Display Marketing

- **Youtube Marketing**
- **Display Ads**
- **Gmail Marketing**
- **Accessing e-commercial platforms (Amazon, Flipkart, Meesho)**

Google ads Strategies

- **Google Ads**
- **Campaign VS Ad Set VS Ads**
- **Conversion Tracking Reports**
- **Google Tag Manager**
- **Google My Business**

Google Apps

- **Google Sheets**
- **Google Slide**
- **Google Form**
- **Google Docs.**
- **Gemini**

- **Google Meet**
- **Google Map**
- **Google Drive**
- **Find Google Data**
- **Google Analytics**

- **Google Maps**
- **Google Adsense**
- **Google Adwords**
- **Google Search Console**
- **Find My Device**

Other Courses

- **Tally (Prime With GST)**
- **English Language**
- **French Language**
- **Excel (Advance)**
- **Programming Languages**

Certificate

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CERTIFICATE
FOR COURSE COMPLETION

This certificate is presented to

_____

For outstanding completion of the
_____ program at "DigitalThinks
Web Solution" for the role of <u>Trainee</u>
from _____ to _____ .
We wish him/her all the best for future.

_____   _____
Founder   Co-founder

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CERTIFICATE
OF INTERNSHIP

This certificate is presented to

_____

For outstanding completion of the internship
program at firm "DigitalThinks Web Solution"
for the role of _____
from _____ to _____ .
We wish him/her all the best for future.

_____   _____
Founder   Co-founder

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Testimonials

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25+ Placements
Companies

THANK YOU!

EXPLORE US AT:

digitalthinks.in
info.digitalthinks@gmail.com
+91 9630994689

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