



BEST DIGITAL MARKETING & IT TRAINING INSTITUTE

SOFTTECH STUDY



TRAINING CENTRE

B-1C, First Floor, Molarband, Badarpur, New Delhi - 110044



+91-9410308830 / 40



www.softtechstudy.com



WHY

SOFTECH STUDY?

Softech Study is a premier IT training institute known for its expert instructors, comprehensive and up-to-date curriculum, and hands-on training approach. Offering flexible learning options including in-person, online, and hybrid classes, we cater to various needs. Our dedicated career support services assist with job placements, resume building, and interviews, ensuring students are well-prepared for successful careers. Additionally, our courses prepare students for globally recognized certifications. With a strong community and ongoing support, Softech Study is the best choice for IT education and career advancement.

www.softechstudy.com

ADVANCE DIGITAL MARKETING



Duration

4 Months



Fees

₹25000/-



Modules

50+ Modules

- INTRODUCTION OF DIGITAL MARKETING
- ABOUT WEBSITE AND WEBSITE PLANNING
- WORDPRESS WEBSITE CREATION
- CONTENT WRITING
- CONTENT MARKETING
- BRAND KIT DESIGNING
- META TAGS
- ON-PAGE SEO
- OFF-PAGE SEO
- E-COMMERCE SEO
- LOCAL SEO (GOOGLE MY BUSINESS)
- GOOGLE WEBMASTER (SEARCH CONSOLE)
- BING WEBMASTER
- FACEBOOK MARKETING
- FACEBOOK ADS
- INSTAGRAM MARKETING
- INSTAGRAM ADS
- TWITTER MARKETING
- TWITTER ADS
- PINTEREST MARKETING
- LINKEDIN MARKETING
- LINKEDIN ADS
- GOOGLE SEARCH MARKETING
- DISPLAY MARKETING
- APP MARKETING
- SALES MARKETING
- VIDEO MARKETING
- SMART ADS
- EMAIL MARKETING
- COMPETITIVE ANALYSIS
- VIDEO EDITING
- VIDEO OPTIMIZATION
- GOOGLE ADSENSE
- AFFILIATE MARKETING
- EARN AS A FREELANCER
- LANDING PAGE CREATING
- PRO BLOGGING
- PERSONAL BRANDING
- VIRAL MARKETING
- BLACK HAT SEO
- ONLINE REPUTATION MANAGEMENT
- PRESS RELEASE
- SALES FUNNEL PRACTICE
- DOMAIN MARKETING
- TECHNICAL SEO
- QUORA MARKETING
- DIGITAL MARKETING TOOLS
- INTRODUCTION TO AI
- CONTENT AI
- IMAGE AI
- VIDEO AI
- RESUME BUILDING
- INTERVIEW PREPARATION
- APPLYING FOR INTERNSHIP

www.softtechstudy.com

100% PLACEMENT ASSISTANCE
LIFETIME SUPPORT | WORK ON LIVE PROJECT

FREE DOMAIN & HOSTING WORTH ₹ 3000/- *

DIPLoma IN COMPUTER APPLICATION & DIGITAL MARKETING



Duration

8 Months



Fees

₹40,000/-



Modules

100+ Modules

PART - 1

COMPUTER FUNDAMENTALS & MS OFFICE

- COMPUTER FUNDAMENTALS
- TYPING TECHNIQUES
- INTERNET USING TECHNIQUES & TOOLS
- NOTEPAD
- WORDPAD
- INTRODUCTION TO MICROSOFT WORD
- INTERFACE (TABS & RIBBONS)
- PARAGRAPH & TEXT FORMATTING
- TABLES, GRAPHICS & SMART ART
- PAGE & PRINT LAYOUT
- TABLE OF CONTENTS AND INDEX
- MAIL MERGE
- KEYBOARD SHORTCUTS
- ADVANCED MS WORD
- INTRODUCTION TO MICROSOFT EXCEL
- INTERFACE (TABS & RIBBONS)
- BASIC EXCEL FUNCTIONS
- MATHEMATICAL FUNCTIONS
- TEXT FUNCTIONS
- FINANCIAL FUNCTIONS
- LOGICAL FUNCTIONS
- DATE AND TIME FUNCTIONS
- LOOKUP AND REFERENCE FUNCTIONS
- SORTING AND FILTERING
- DATA VALIDATION
- PIVOT TABLES
- CONDITIONAL FORMATTING
- INTRODUCTION OF POWER POINT
- INTERFACE (TABS & RIBBONS)
- SLIDE CREATION (DESIGN & LAYOUT)
- TEXT AND CONTENT FORMATTING
- MULTIMEDIA AND INTERACTIVITY
- ANIMATION AND TRANSITIONS
- PRESENTATION TECHNIQUES
- CUSTOM SLIDE SHOWS
- TIPS & TRICKS FOR EFFECTIVE PRESENTATIONS
- SLIDE MASTER

PART - 2

DESIGNING TOOLS & SOFTWARE

- INTRODUCTION TO PHOTOSHOP
- PHOTOSHOP TOOLS
- PHOTOSHOP EFFECTS
- CANVA
- VIDEO EDITING THROUGH FILMORA
- HTML
- CSS FUNDAMENTALS
- WEBSITE PLANNING & CREATION

- WHAT IS DOMAIN & HOSTING
- DOMAIN RESEARCH FOR BUSINESS
- INTERNET USING TECHNIQUES & TOOLS
- CONNECT DOMAIN WITH HOSTING
- INTRODUCTION TO WORDPRESS

- SETTING UP WORDPRESS
- CMS COMPONENTS
- THEMES & CUSTOMIZATION
- PLUGINS & FUNCTIONALITY
- DIFFERENT WEBSITE CREATION

PART - 3

ADVANCED DIGITAL MARKETING

- INTRODUCTION OF DIGITAL MARKETING
- CONTENT WRITING
- CONTENT MARKETING
- META TAGS
- ON-PAGE SEO
- OFF-PAGE SEO
- E-COMMERCE SEO
- LOCAL SEO (GOOGLE MY BUSINESS)
- GOOGLE WEBMASTER (SEARCH CONSOLE)
- BING WEBMASTER
- FACEBOOK MARKETING
- FACEBOOK ADS
- INSTAGRAM MARKETING
- INSTAGRAM ADS
- TWITTER MARKETING
- TWITTER ADS
- PINTEREST MARKETING
- LINKEDIN MARKETING
- LINKEDIN ADS
- GOOGLE SEARCH MARKETING
- DISPLAY MARKETING
- APP MARKETING
- SALES MARKETING
- VIDEO MARKETING
- SMART ADS
- EMAIL MARKETING

- COMPETITIVE ANALYSIS
- VIDEO EDITING
- VIDEO OPTIMIZATION
- GOOGLE ADSENSE
- AFFILIATE MARKETING
- EARN AS A FREELANCER
- LANDING PAGE CREATING
- PRO BLOGGING
- PERSONAL BRANDING
- VIRAL MARKETING
- BLACK HAT SEO
- ONLINE REPUTATION MANAGEMENT
- PRESS RELEASE
- SALES FUNNEL PRACTICE
- DOMAIN MARKETING
- TECHNICAL SEO
- QUORA MARKETING
- DIGITAL MARKETING TOOLS
- INTRODUCTION TO AI
- CONTENT AI
- IMAGE AI
- VIDEO AI
- RESUME BUILDING
- INTERVIEW PREPARATION
- APPLYING FOR INTERNSHIP

100% PLACEMENT ASSISTANCE
LIFETIME SUPPORT | WORK ON LIVE PROJECT

FREE DOMAIN & HOSTING WORTH ₹ 3000/- *

OUR OTHER COURSES

DIPLOMA COURSES

- ✓ Diploma in Computer Application & Digital Marketing
- ✓ Diploma in Web Designing & Digital Marketing
- ✓ Full Stack Web Development With MERN
- ✓ Diploma In Web Design & Development
- ✓ Diploma In Computer Application & Programming

CERTIFICATE COURSES

- ✓ Advanced Digital Marketing Course
- ✓ Advanced Web Design Course
- ✓ Ecommerce Marketing Course
- ✓ Graphics Designing Course
- ✓ Data Analytics Course

SHORT TERM COURSES

- ✓ Web Designing
- ✓ PHP
- ✓ SQL / Database
- ✓ Microsoft Office
- ✓ Wordpress
- ✓ Python
- ✓ Java Course
- ✓ Amazon Web Service
- ✓ React JS Course
- ✓ Javascript
- ✓ Tally Prime