

## Course Counsellor & Trainer

# Your Own Aspiring Mentors

Learn the latest trends by our core team of aspiring mentors in the digital industry by choosing what you are passionate about to become smart & successful!



### Satbir Dhull

Founder of Daira Tech Skills Academy Training Programme.  
Founder



### Suman Dhull

Initiator of Daira Tech Skills Academy Training Programme.  
Initiator



### Jyoti Gill

A web professional that helps in enhancing web development & designing skills.  
Web Developer & Designer



### Raj Rajput

Occupies incredible creative approach to graphic designing for commercials.  
Graphic Designer & Editor



### Neelam Mehla

A web professional that helps in enhancing web designing & Frontend skills.  
Web Frontend Designer



### Deepak Kumar

A training expert with a diverse set of skills for implementing digital marketing strategies.  
Digital Marketing (Trainer)



### Manuj Bhanvra

Engaging audience to brands to achieve solid web presence over the social media platforms.  
Programme Manager (Training)

## Students Testimonial



"Learn the latest trends by our core team of aspiring mentors in the digital industry by choosing what you are passionate about to become smart & successful!"



"If you are looking for in-depth knowledge, then you should go for Skills Academy Digital Marketing Training programme. They offer latest course with daily practical sessions!"

## You can be The Next



Google CEO



Zomato CEO



Paytm CEO



Facebook CEO



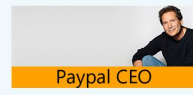
Tik-Tok CEO



Apple CEO



Twitter CEO



Paypal CEO



Microsoft CEO



Daira Technologies Pvt. Ltd.



+91-6283 836 641

Call & Enroll Now !



skills@dairacademy.com



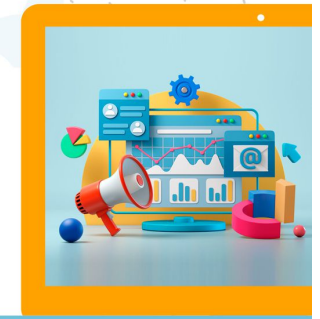
SCO-47, 2nd Floor, Sector-11  
Panchkula (Haryana)



www.dairacademy.com

Daira Tech Skills Academy

## Digital Marketing Training Course And Certification



Top to bottom preparation  
for career in **Digital Marketing**

Gain expertise and improve  
specialization

Limited Seats, Hurry Up!

Recognition

We have been recognized under ISO 9001:2015  
Certification.



# Join our Training Course to start a promising career

## Course Advantage

We empower trainees with smart skills and professional credentials to explore career opportunities in the much demanded digital scenario.



## Digital Marketing Classroom

Our expert DIGITAL MARKETER will help you to gain higher level of expertise and knowledge that will bring success and grow your career !



### Corporate Class

- ✓ Professional Certification
- ✓ Skills Diagnostic
- ✓ Group Workshop
- ✓ Web Support



### Individual Class

- ✓ Self-Paced Learning
- ✓ Offline Class
- ✓ Core Class
- ✓ Specialization

## Digital Marketing Certification Class & Course

### Part-1 Digital Marketing

- ✓ Digital Marketing Introduction
- ✓ Digital Marketing Importance
- ✓ Digital Over Traditional Marketing
- ✓ Email Marketing
- ✓ Content Marketing
- ✓ Inbound & Outbound Marketing
- ✓ SEO, SEM, SMO, SMM



We are partnered with the most experienced professionals of the digital industry to provide you best training experience.

### Part-5 Tracking tools

- ✓ Introduction To Tracking Tools
- ✓ Webmaster
- ✓ Site Backlinks
- ✓ Google Indexing
- ✓ Google Analytics Introduction
- ✓ Users Behavior And Flow
- ✓ Traffic Analyses



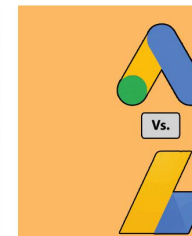
+ More Lessons



+ More Lessons

### Part-2 Market Research

- ✓ Keywords Research
- ✓ Competitor Research
- ✓ Target Areas And Goals
- ✓ Complete Domain Guide
- ✓ Forecasting And Data Analysis
- ✓ PRO Market Research Analyst
- ✓ Analyse Competitive Landscape & Identify Trends



+ More Lessons

### Part-6 Google AdWords

- ✓ Google AdWords & AdSense
- ✓ Creating Ad's Campaign
- ✓ Display Advertising
- ✓ Free Hosted And Paid Blogging
- ✓ Display Ad's Format
- ✓ Remarketing PPC Ad's Campaigns
- ✓ Website Traffic Through YouTube Videos

### Part-3 Website Planning And Design

- ✓ Introduction To Domain Name
- ✓ Domain Purchase
- ✓ Web Hosting Server
- ✓ Install WordPress
- ✓ WordPress On Hosting Servers
- ✓ Wordpress Backend Training



+ More Lessons

### Part-7 Content & Mobile Marketing

- ✓ Content Marketing Strategy
- ✓ Content Development Ideas
- ✓ Content Distribution
- ✓ Mobile Friendly User Interface
- ✓ Mobile Apps For Engagement
- ✓ App Engagement And Installment



+ More Lessons



+ More Lessons

### Part-4 SEO

- ✓ SEO Introduction
- ✓ On-Page SEO
- ✓ Off-Page SEO
- ✓ On Site SEO
- ✓ Local SEO
- ✓ Search Engines & Algorithm
- ✓ Important Terms of SEO



+ More Lessons

### Part-8 Social Media & Video Marketing

- ✓ Introduction To Video Marketing
- ✓ YouTube Video Creation
- ✓ Channel Creation & Optimization
- ✓ YouTube Video Optimization
- ✓ Facebook Optimization
- ✓ Facebook & Instagram Ads