ADVANCED CERTIFICATION IN
INTERNET MARKETING

TOLLFREE: 1800 1020 418
INTRODUCTION
The Advanced certification course in Internet Marketing is a specialisation course created by TGC India, that covers everything what today's marketer need to succeed in their respective professions. Course is an ideal mix of all digital marketing techniques ranging from Site optimisation to PPC campaign and strategising social media campaigns. Course is an apt choice for all fresh or aspiring entrepreneurs, managers, business strategists, management graduates and web designers. Students gain exposure on live project during the training.

OBJECTIVE
Our main objective is to train students in sync with what is latest and ethical while devising digital media strategy for their respective clients. Internet marketing is a fast evolving field and to be a winner, one has to be really dynamic both in terms of understanding of their audience and advent of technology. At TGC, we train students with the same philosophy, course contents are being delivered on live projects helping students to experience the feel of digital media while learning and applying concepts. Result orientation always remains the key.

DIGITAL MARKETING OVERVIEW
Learn the fundamentals of digital marketing along with complete understanding of digital marketing process.

SEARCH ENGINE OPTIMIZATION
Get the power in your hands to rank any webpage on top of search engines for your desired keywords.

ANALYTICS/WEBMASTER
Measure, Analyse & improve the performance of your online marketing campaigns. Applying Analytics/Webmaster code on site.

SEARCH ENGINE ADVERTISING (PPC)
Creating successful PPC campaigns through Adwords with better QScore & landing page exp. and increasing conversion with optimization.

SOCIAL MEDIA OPTIMIZATION
Useful strategy to improve your online presence with the help of SM sites and online communities like FB, Twitter, G+, YT, Pinterest & Linkedin

SOCIAL MEDIA MARKETING
Social media has become the number 1 marketing tool. It’s the most efficient and cost-effective way to attract your consumers.

BLOGGING
Learn secret tips from the Blog experts that would get your website get high traffic, better engagement and Adsense approval.

ADSENSE
What is Adsense, Learn secret tips that would get your website Adsense approved. Placing ads on your blog, earning bucks from Adsense.

AFFILIATE MARKETING
How to make money online being a part/full-time freelancer by practising affiliate marketing. Secret tips to be successful Affiliate marketer.

VIDEO MARKETING
Importance and Benefits of Video Marketing, Using You tube for businesses, Developing You tube marketing strategy and Bringing user from YT to your website.

EMAIL MARKETING
How to shoot thousands of emails, reach inbox, generate leads and sales with Email marketing, writing a good email creative. Creating “List” those performs.

REPUTATION MANAGEMENT
How to counter negative reputation by earning trust of people. Running reputation based campaigns in Election, Hospitality and in Healthcare.

LEAD GENERATION
What is Lead generation? A/B testing, lead funnel and lead nurturing. Landing page strategy.

EARNING MONEY...
Being focussed towards revenue generating online strategies. Sites those leads to revenue generation.

PROJECT/CERTIFICATION
100% pure live projects by clients, time bound activity with reporting. Experience letter will be issued to students at the end of project.

PLACEMENT ASSST.
TGC provides guaranteed internship & placement assst. at the end of the course, we are tied up with leading Digital marketing firms in Delhi NCR.

COURSE OUTCOME
By the end of the course, students would be placed in job positions that include.
- Internet Marketer
- Search Engine Optimization Manager
- Social Engine Marketing Manager
- Social Media Marketing Manager
- Email / Affiliate Marketer
- Blogger
- Content writer and Developer
- Online Product Developer

WHY TGC ?
TGC India is unarguably the best internet marketing institute around. Our well-developed internet marketing department has experienced trainers in respective domains of SEO, SMO and Adwords. TGC also conducts guest sessions by inviting industry experts. Our endeavour is to let students take part in real life activities of digital marketing during their course period. With guaranteed Job placement assistance, TGC India stands out to be the first choice among all internet marketing aspirants.

WEEKDAYS / WEEKEND BATCHES AVAILABLE
Course Duration: 3 months
Schedule: 2 Hours/3 Days a week
Weekends: (Sat. & Sun or Sundays)

Regd. Office: H-85A, South Extension Part-I, New Delhi-110049,
Ph: 011-46026939, +919990432666, 9582786407, 9582786408
Email: info@tgcindia.com Website: www.tgcindia.com
Branch (East Delhi): C 57, 2nd floor, Opp. Pillar No. 81,Preet Vihar Delhi – 92,
Ph: +919582786406, 9999139696,7703927757, 9810031162

Facebook www.facebook.com/tgcindia
tgcanimation
Twitter @tgcindia
WhatsApp 9582786406, 407