

Learn
Digital
Marketing
with
Industry
Experts



TDMC
The Digital Marketing Courses

ABOUT TDMC?

TDMC is a venture by Yelkotech. Yelkotech is a digital marketing agency located in Thane

We have 15+ years of experience in managing digital marketing campaigns for small and large clients from different industry.

We are now sharing our experience with the digital marketing enthusiastic through TDMC

At TDMC we provide detailed industry knowledge to our students and make them job ready.

We invite everyone who loves Digital Marketing to join the class!



WHY TDMC

- Industry Expert Trainers
- Live Project Training
- 100% Job Placement Assistance
- Free Internship
- Advanced Syllabus
- Weekly Assignments
- Get Certificates
- Interview Preparation



WHO CAN JOIN ?

- Students
- Working Professionals
- Businessmen
- Consultants
- Housewives

OUR COURSES

- Digital Marketing Crash Course
- Digital Marketing Course
- Advance Digital marketing Course
- Advance SEO Course
- Advance PPC Course
- Advance SMO Course
- Google Adsense Course
- Google Analytics Course

ADVANCED DIGITAL MARKETING COURSE (38 MODULES)

5 MONTHS

Digital Marketing Overview

Search Engine Optimization

Local SEO + Google Business Listing

YouTube SEO

Mobile SEO

Wordpress SEO

Ecommerce SEO

Content Marketing

Quora Marketing

Landing Page Analysis

Google Analytics

Google Webmaster Tool

App Store Optimization

Online Reputation

Management

Social Media Optimization

Facebook Marketing

Instagram Marketing

LinkedIn Marketing

Twitter Marketing

Snapchat Marketing

Pinterest Marketing

Canva

YouTube Advertising

Pay Per Click (PPC) Overview

Google Search Ad Campaigns

Google Display Ad Campaign

Google Remarketing Ad Campaigns

Google Product Listing Ads

Conversion Rate Optimization

Blogging & Blog Marketing

Google Tag Manager

Google Adsense

Email Marketing

Mobile Marketing

Affiliate Marketing

Media Buying & Public Relations

Wordpress Website Design - Basic

Digital Marketing Strategy

DIGITAL MARKETING COURSE (30 MODULES)

3 MONTHS

Digital Marketing Overview
Search Engine Optimization
Local SEO + Google Business
Listing
YouTube SEO
Mobile SEO
Wordpress SEO
Ecommerce SEO
Content Marketing
Quora Marketing
Landing Page Analysis

Google Analytics
Google Webmaster Tool
Online Reputation Management
(ORM)
Social Media Optimization (SMO)
Facebook Marketing
Instagram Marketing
LinkedIn Marketing
Twitter Marketing
Canva- Online Designing Tool
YouTube Advertising / Video
Marketing

Pay Per Click (PPC) Overview
Google Search Ad Campaigns
Google Display Ad Campaign
Google Remarketing Ad Campaigns
Google Product Listing Ads
Mobile Marketing
Google Adsense
Introduction to Affiliate Marketing
Wordpress Website Design - Basic
Digital Marketing Strategy

DIGITAL MARKETING CRASH COURSE (25 MODULES)

1 MONTH

| | | |
|------------------------------------|---------------------------------|-------------------------------------|
| Digital Marketing Overview | Instagram Marketing | Email Marketing |
| Search Engine Optimization (SEO) | LinkedIn Marketing | Introduction to Affiliate Marketing |
| Content Marketing | Twitter Marketing | Media Buying & Public Relations |
| Quora Marketing | Video Marketing | Wordpress Website Design - Basic |
| Landing Page Analysis | Pay Per Click (PPC) Ad Mgmt | Digital Marketing Strategy |
| Google Analytics | Google Search Ad Campaigns | |
| Google Webmaster Tool | Google Display Ad Campaign | |
| Online Reputation Management (ORM) | Google Remarketing Ad Campaigns | |
| Social Media Optimization (SMO) | Google Product Listing Ads | |
| Facebook Marketing | Google Adsense | |

ADVANCED SEO COURSE (12 MODULES)

1.5 MONTHS

Know Search Engine Basics

Keywords Research & Analysis

Website Audit & Analysis

Competition Analysis

On-Page Optimization

Techniques

Off-Page Optimization Techniques

Understanding SEO Tools & Plugins

Google Webmaster Tool

Google Analytics

Reporting & Maintenance

Local SEO, Ecommerce SEO, WordPress

SEO Tips

Latest SEO Trends & Google Algorithms

ADVANCED PPC COURSE (13 MODULES)

1.5 MONTHS

Introduction to PPC & Google Adwords

Understanding the Website & Business Goals

Keywords Research & Analysis

Types of Google Ad Campaigns

Adwords Account Setup

Planning Ad Groups

Write Catchy Ad Copies

Know the Extensions

Bid Management

A/B Testing

Reporting & Analysis

Campaign Optimization Tricks

Google Analytics

ADVANCED SMO COURSE (10 MODULES)

1 MONTH

Social Media Overview
Facebook Marketing
Instagram Marketing
Twitter Marketing
Linkedin Marketing

Pinterest Marketing
Snapchat Marketing
Social Media Trends and Tips
Free Canva Training
Social Media Strategy

BATCHES

Weekdays (Mon - Fri, 1.5 Hours)
Weekend (Sat - 4 Hours)

MODE OF DELIVERY

Classroom Training

JOB OPPURTUNITIES

SEO - Trainee,Executive,Analyst,Team Lead,Project Manager,Manager,Director

SMO- Trainee,Executive,Analyst,Team Lead,Project Manager,Manager,Director

PPC- Trainee,Executive,Analyst,Team Lead,Project Manager,Manager,Director

Digital Marketing- Trainee,Executive,Analyst,Team Lead,Project Manager,
Manager,Director

TESTIMONIALS

When I came across TDMC, I contacted them and got an appointment to have a word with them about the course. I found there quality of teaching is much better than in the other Institutes.

Also on the completion of my course there, I got an opportunity to intern with them itself. They offer guaranteed certifications. That's how I gained the knowledge as well as the practical experience needed for the industry. I seriously would ask people to join TDMC for better prospect.

SHANKAR BALASUBRAMANIAN

TESTIMONIALS

TDMC gave me all I wanted. I always wanted to work in a Digital Marketing Company. But I didn't have the necessary skills for it, as Digital Marketing was not a part of the Syllabus of my degree. The Trainers there had an experience of over 12-13 years. The seniors too helped me whenever I needed. I would recommend it to all the people who are trying to secure a career in Digital Marketing.

MAHARSHI DAVE

TESTIMONIALS

This is a nice institute. I was searching for career option after my graduation. I came to know that Digital Marketing is growing field so I thought to learn this. They have good experience and also provide in depth knowledge to their students along with huge practices. I strongly recommend TDMC

MUSKAAN AGARWAL

LIMITED SEATS!

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LET'S HAVE A
COFFEE TOGETHER

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