

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 & Paid Internship
- Advanced Syllabus
- Weekly Assignments
- Get Certificates
- Interview Preparation
- Weekday and Weekend Batches
- EMI Facility



WHO CAN JOIN ?

PROFESSION

- Students
- Working Professionals
- Businessmen
- Housewives

ELIGIBILITY CRITERIA

- Any Graduate & Post Graduate
- Basic Computer Knowledge
- Good English Communication
- Interest in Digital Marketing

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 (37 MODULES)

6 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

Pinterest Marketing

Canva

YouTube Marketing/Video

Marketing

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

Note: 3 Months Free Consulting Support

DIGITAL MARKETING COURSE (27 MODULES)

3 MONTHS

Digital Marketing Overview	Landing Page Analysis	YouTube Marketing / Video Marketing
Search Engine Optimization	Google Analytics	Pay Per Click (PPC) Overview
Local SEO + Google Business Listing	Google Webmaster Tool	Google Search Ad Campaigns
YouTube SEO	Social Media Optimization (SMO)	Google Display Ad Campaign
Mobile SEO	Facebook Marketing	Google Remarketing Ad Campaigns
Wordpress SEO	Instagram Marketing	Google Product Listing Ads
Ecommerce SEO	LinkedIn Marketing	Mobile Marketing
Content Marketing	Twitter Marketing	Wordpress Website Design - Basic
Quora Marketing	Canva- Online Designing Tool	Digital Marketing Strategy

Note: 2 Months Free Consulting Support

DIGITAL MARKETING CRASH COURSE (28 MODULES)

1 MONTH

Digital Marketing Overview

Search Engine Optimization
(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

Youtube Marketing/Video
Marketing

Pay Per Click (PPC) Ad Mgmt

Google Search Ad Campaigns

Google Display Ad Campaign

Google Remarketing Ad Campaigns

Google Product Listing Ads

Google AdSense

Email Marketing

Affiliate Marketing

Media Buying & Public
Relations

Wordpress Website Design -
Basic

Digital Marketing Strategy

Mobile Marketing

Conversion Rate Optimization

Blogging & Blog Marketing

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

Note: 1 Month Free Consulting Support

ADVANCED PPC COURSE (13 MODULES)

1 MONTH

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

Note: 3 Months Free Consulting Support

ADVANCED SMO COURSE (9 MODULES)

1 MONTH

Social Media Overview
Facebook Marketing
Instagram Marketing
Twitter Marketing
Linkedin Marketing

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

Note: 3 Months Free Consulting Support

GOOGLE ADSENSE (10 MODULES)

5 DAYS (7.5 HOURS)

What is Google Adsense

Benefits of Google Adsense

Basics of Google Adsense

How it works

How to set up Adsense Account

Understand the types of ads

How to position Ads effectively

How to do A/B Testing Advance

Tips & Tricks

Note: 1 Month Free Consulting Support

GOOGLE ANALYTICS (10 MODULES)

1 MONTH (30 HOURS)

BASIC

Google Analytics
Glossary
The Google Analytics
Interface
Basic Reports
Basic Campaign and
Conversion Tracking

ADVANCED

Data Collection and
Processing
Setting Up Data Collection
and Configuration
Advanced Analysis Tools
and Techniques
Advanced Marketing Tools

DATA STUDIO

Welcome to Data Studio
Navigate Data Studio
Build your first report
Format and Design
Reports

Note: 3 Months Free Consulting Support

BATCHES

Weekdays (Mon - Fri, 1.5 Hours)

Weekend (Sat and Sun, 4 Hours)

MODE OF DELIVERY

Physical Classroom Training

Virtual Classroom Training

JOB OPPORTUNITIES



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!

Meet us Today to Secure Your Seat.
Get 5% Discount on Each Reference!

LET'S HAVE A
COFFEE TOGETHER

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