



DIGITAL MARKETING

"BOOST YOUR BRAND, MAXIMIZE YOUR REACH!"



www.sevenmentor.com



+91 75591 56179



registration@sevenmentor.com

MEET OUR INSPIRING PILLARS



Pawan Bhosikar
(Chief Executive Officer)



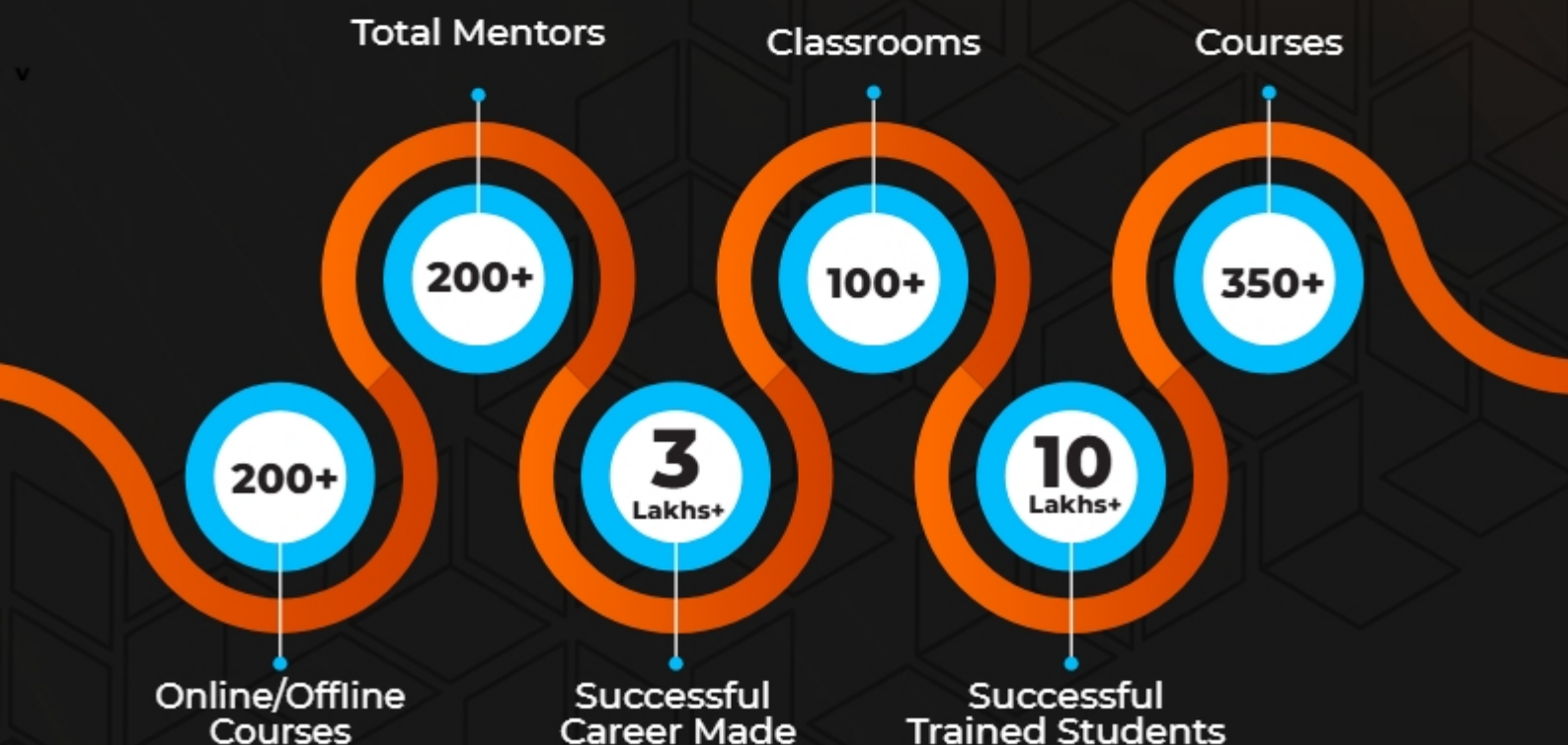
Nisha Mandot
(Chief Financial Officer)

ABOUT US

"SevenMentor" has improvised a tendency to cope with all International Standards within their courses, by engaging both ends of the industry for students, professionals, and individuals to corporate clients. The organization conjointly gives chance within their educational programs to meet the needs with projected desires of quick developing networking trade.

"SevenMentor" education techniques allow honing the abilities of the Networking experts from Industries which allow them to be equipped with the updated technology and standards of their operating environment. The group is a center for technical excellence with the kingdom of the art lab centers & a properly exquisite curriculum which gives them exposure in advance and enables them to be specific inside the certification enterprise.

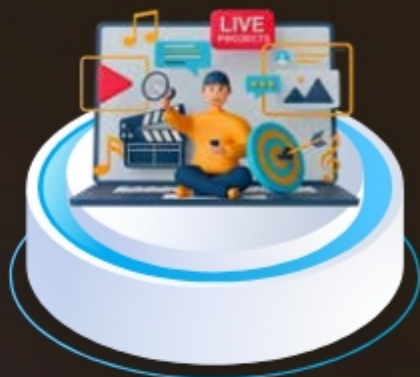
AT A GLANCE, OUR STATISTICS SPEAK VOLUMES



COURSE HIGHLIGHTS



**ONLINE AND
CLASSROOM MODE**



LIVE PROJECTS



**PROFESSIONAL
CERTIFICATES**



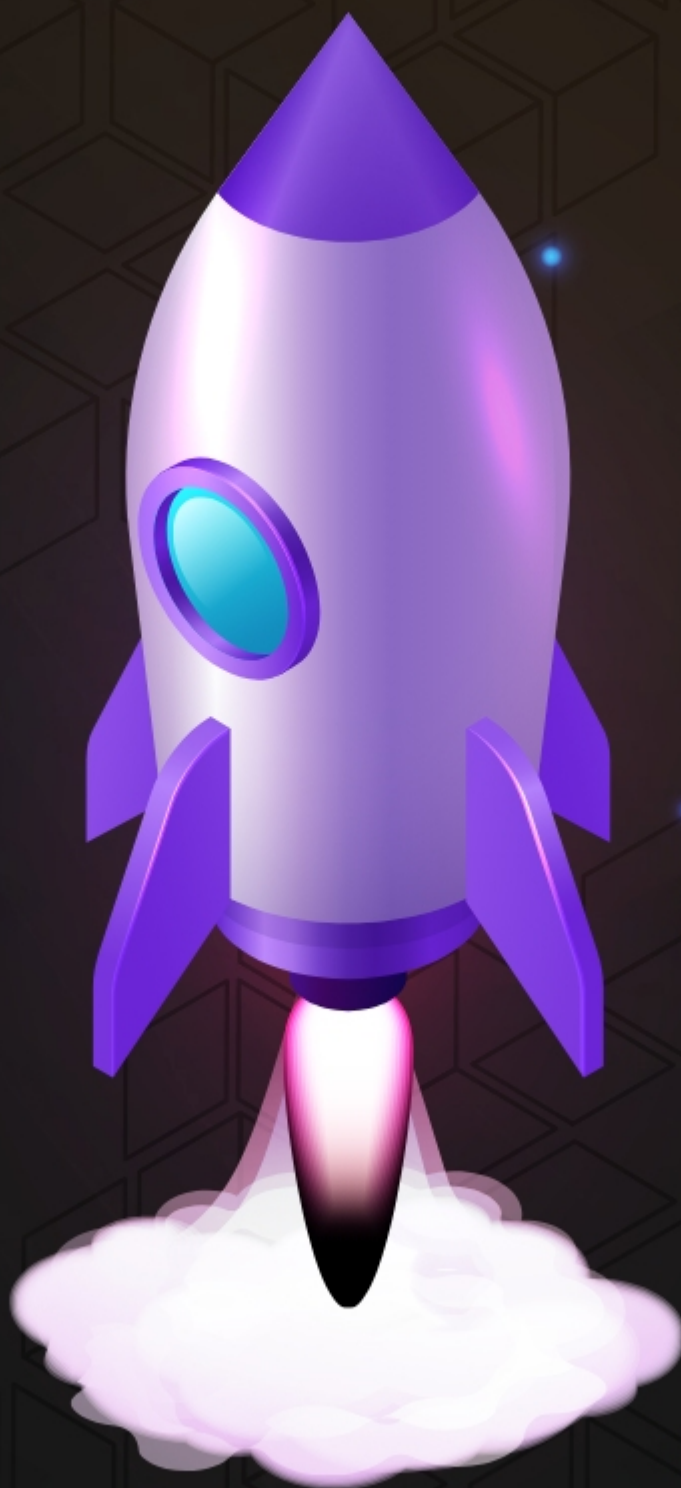
**100% JOB CALLS
ASSISTANCE**



MOCK INTERVIEW



**MULTIPLE CAREER
OPPORTUNITIES**





RESUME
PRESENTATION



INTERVIEW
Q&A



PLACEMENT
TRAINING



ELIGIBILITY
CRITERIA



MOCK
INTERVIEWS



APTITUDE
TEST



SCHEDULING
INTERVIEWS



PLACEMENT AT
YOUR DREAM JOB

CAMPUS DRIVE

SECURE A POSITION IN LEADING COMPANIES



All Rights And Copyright Reserved By Their Respective Companies

ROUTE TO SUCCESS

CONFUSED WHAT TO DO IN CAREER..?



1

2

CHOOSE SEVENMENTOR



CAREER COUNSELING WITH EXPERTS



3

4

ONLINE/CLASSROOM EXPERT TRAINING



5

WHAT WILL YOU GET

- Industry-Based Projects
- Resume Preparation
- Soft Skills Development
- Mock Interview Sessions



6

CHARTING NEW PATHS: CAMPUS DRIVE

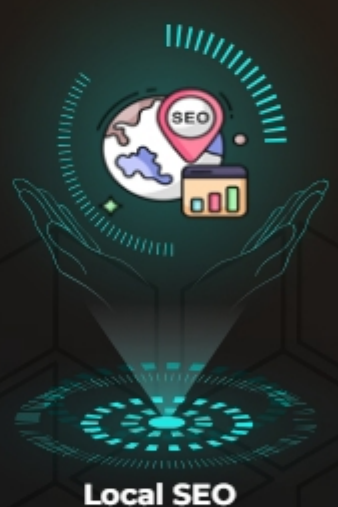
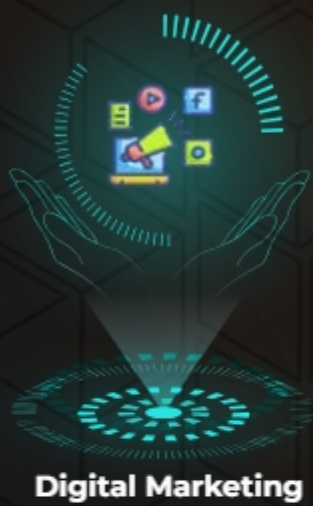


7

SECURE YOUR SPOT IN LEADING MNCS



TOOLS & TECHNOLOGIES COVERED



DIGITAL MARKETING COURSE CURRICULUM



✓ 1. Digital Marketing

- What is marketing?
- What is Digital Marketing?
- Why Digital Marketing?
- Scope of Digital Marketing
- Benefits of Digital Marketing
- Digital Marketing vs. Traditional Marketing
- Various Digital marketing platforms & Techniques
- Latest Digital Marketing Trends

✓ 2. Content

- What is a blog
- What is an article
- Blog vs Article
- Content Marketing
- Content Writing
- Image Content
- Video Content
- Social media content

✓ 3. Search Engine and Its Basic

- What is a Search Engine?
- How Search Engines Work?
- Types of Search Engines
- What are Spiders ?
- What is crawling?
- What is Indexing?
- Google Panda
- Google Penguin
- Google Humming Bird
- Google Pigeon
- Google Rank Brain
- Google Possum
- Google Fred

✓ 4. Search Engine and Its Basic

- What is a website?
- Different Types of website
- Website architecture
- Basics of developing and designing a website
- Usability & user experience of a website
- Why to say yes to responsive website

✓ 5. Domain names and extensions

- What is web server and web hosting?
- How to book a domain?
- How to book a hosting? Example: Go daddy,
- Hostinger
- Website understanding
- Domain names and extensions
- What is web server and web hosting?

✓ 6. Keyword Research

- Introduction to Keyword research
- How and why to choose right keywords
- Different types of keywords
- How to do Keyword analysis
- Keywords density analysis
- Tools for keyword research
- What is keyword proximity?
- What is keyword prominence?
- What is keyword frequency in SEO?
- What is keyword streaming?
- Localized keywords research

✓ 7. What is Local SEO

- Google 3 Pack
- Importance of Local SEO
- Submission to Google My Business
- Completing the Profile
- Local SEO Ranking Signals
- Local SEO Negative Signals
- Citations and Local Submissions

✓ 8. SEO Concepts

- Introduction to search engine optimization Keyword Density
- What is the Bounce Rate?
- Keyword Research,
- Keyword Analysis
- Google Penalty
- What is Black hat SEO?
- What is White hat SEO?
- Good and Bad SEO Techniques
- What is Google PageRank?
- What is Domain Authority?
- What is Page Authority?

✓ 9. On Page SEO

- Introduction to ON page optimization
- What is Title, Description and Keywords tags Length of titles, meta description and Snippets
- Difference between HTTP / HTTPS Website architecture
- Website structure & navigation menu optimization
- H1 to H6 Tags and their importance
- Important keywords in title, meta descriptions and content
- When and where keywords can be placed Anchor Text
- Image tag optimization
- Content Optimization
- SEO friendly content
- URL Structure / Optimization Robots.txt
- Canonical Tag 404 Implementation
- Different types of Sitemaps and their importance
- Google SEO guidelines
- Broken link analysis
- On page Analysis
- 301 & 302 Redirection

- Understanding Goals and Conversions
- How to set up Goals?
- Different types of goals

✓ 13. Social Media Optimization

- What is social media optimization?
- Reason for using social media?
- Benefits of social media optimization
- Various social media platforms Impact of using social media

• Facebook?

- Facebook Introduction
- Facebook Organic Promotion
- Facebook Account setup
- Understanding Facebook strategies
- Facebook group creation
- Facebook group promotion
- Facebook event management
- Facebook page setup introduction
- Types of Facebook page
- Facebook profile pic & cover photo creation
- Increase the likes on fan page
- Edit information about page page wall posting

Types of posts

- Increase post engagements
- Understanding page setting

• LinkedIn

- What is LinkedIn?
- LinkedIn Organic Promotion
- Importance of LinkedIn
- LinkedIn profile creation
- Company profile vs Individual profile
- Optimizing the profile
- Skills, Endorsements, Recommendations in LinkedIn
- Finding jobs on LinkedIn
- Job post on LinkedIn
- Creating company profile Promoting company profile
- Increasing followers on LinkedIn page

• Twitter

- What is Twitter?
- Twitter Organic Promotion
- Use & Benefits of Twitter
- Twitter profile creation
- Profile customization & Post creation

✓ 10. SEO OFF Page

- Directory Submission
- Blog Submission
- Blog Posting & Blog Commenting
- Article Submission
- Social Book-marking
- Free Classifieds
- Press Releases Submission
- Image Submission
- Forum Posting
- Video Sharing

✓ 11. Google Webmaster Tool

✓ 12. SEO OFF Page

- Introduction to Google Analytics
- Installing Analytics code in site Analytics account
- structure
- Setup Google Analytics Account
- Understanding Bounce Rate?
- Real Time in Analytics
- What is Audience?
- How to check the statistics?
- What is ACQUISITION in Google Analytics?
- Search Console at a Glance in Analytics tool

- Content & image using on Twitter Increase followers
- Using #(Hash) tag

• **Instagram**

- What is Instagram?
- Instagram Organic Promotion
- Account creation of Instagram
- Branding & Promotion on Instagram
- Promotional strategies & tips on Instagram
- Using hash tags (#) on Instagram Advertising on Instagram
- Creating business profile on Instagram

• **Pinterest**

- Pinterest Organic Promotion
- What is Pinterest?
- Dashboard Creation
- Customizing profile Boards in Pinterest
- Website promotion
- Image posting

• **Youtube**

- Youtube Introduction
- Video posting & Shorts posting
- Youtube SEO
- Youtube Thumbnail
- Youtube Penalty

• **Quora**

- What is Quora
- Benefits of Quora
- How it differs from other platforms
- Quora Advertising

• **Social Media Marketing**

- Facebook Social Media Marketing
- Facebook advertising
- Types of advertising
- Facebook fan page promotion
- Boost post
- Awareness
- Conversion
- Traffic on website
- Practical session

• **LinkedIn Social Media Marketing**

- Advertising on LinkedIn
- Types of promotion
- Audience targeting
- Bid strategies
- Ad format
- Ad dimensions & rules
- Practical session

• **Instagram Social Media Marketing**

- Advertising on Instagram
- Types of promotion
- Audience targeting
- Bid strategies
- Ad format
- Practical session

✓ **14. What is ORM? Importance of ORM**

- How to build an online reputation?
- Importance of ORM in SEO
- Importance of ORM in SMO Review
- monitor sites & blogs Tools for ORM

✓ **15. Google AdWords Training**

✓ **16. E - Mail Marketing**

✓ **17. Affiliate Marketing**

✓ **18. Various Digital Marketing Tools & Extensions**

✓ **19. AI Tools**

MASTER IN DIGITAL MARKETING



YOUR DREAM
JOB IS AHEAD

COURSE
EXAM

CASE
STUDY

ADVANCE
SKILLS

INDUSTRY
EXPERT TRAINING

PROFILE BUILDING

ENROLL IN
SEVENMENTOR



Finance & Banking

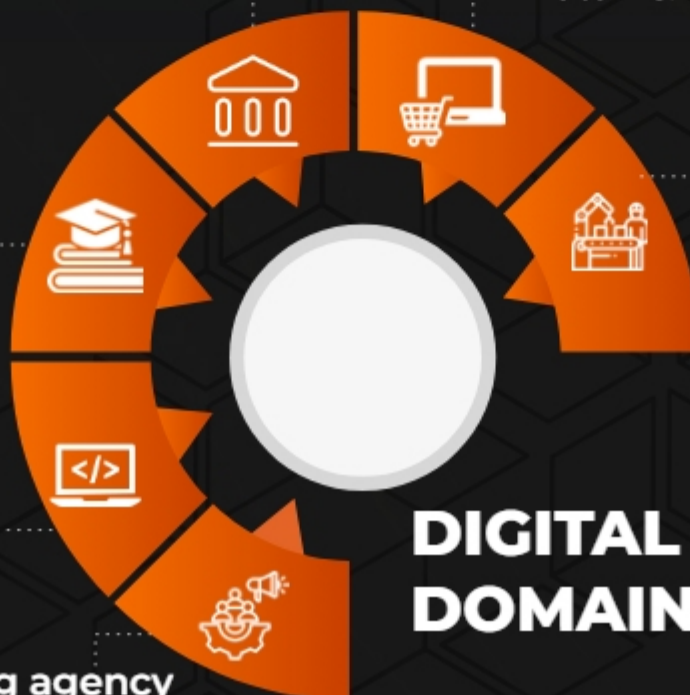
Retail & E-commerce

Education

Production

IT & Technology

Marketing agency



DIGITAL MARKETING DOMAIN KNOWLEDGE

YOUR FUTURE AS A DIGITAL MARKETING



SALARY RANGE

3 - 6 LPA

10 - 15 LPA

Upto 24 LPA

0 Yrs

4 Yrs

8 Yrs

2 Yrs

6 Yrs

6 - 10 LPA

15 - 24 LPA

JOB METER

Digital Marketing
Manager

1,22,911 Jobs

SEO Specialist

1,10,239 Jobs

PPC Specialist

2,31,300 Jobs

Content Marketing
Manager

2,12,462 Jobs

Content Marketing
Manager

71,499 Jobs

Affiliate Marketing
Manager

2,18,644 Jobs

Web Analytics Specialist

59,914 Jobs

Influencer Marketing
Manager

80,039 Jobs

Digital Marketing
Analyst

1,12,399 Jobs

Performance Marketing
Manager

40,953 Job

JOB ROLES FOR DIGITAL MARKETING

Digital Marketing
Specialist

SEO Analyst

Content Marketing
Strategist

Social Media Manager

PPC Campaign
Manager

Email Marketing
Specialist

Digital Marketing
Consultant

E-commerce Marketing
Manager

INDUSTRY BASED PROJECT



Hands-on industry-based project by SevenMentor & Training to enhance practical skills and real-world expertise



E - Commerce website optimization



Social Media Campaign for a Local Business



Digital Marketing Strategy for a New Product Launch



SEO Audit & Optimization for a Website



Influencer Marketing Campaign for a Brand

WHY CHOOSE SEVENMENTOR

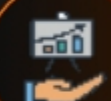
Empowering Careers with Industry-Ready Skills



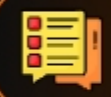
Flexible EMI Plans



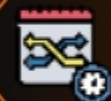
Industry Experienced Trainers



Live Projects With Hands-on Experience



Real World Topics



Flexible Scheduling



Online, Classroom & Hybrid Batches



1:1 Mentorship when required



Affordable Programs Tailored to Your Needs



Class Recordings for Missed Classes



Workshops & Seminars with Industry Experts



Adaptive LMS



Free Wifi Facilities



Be Different With Master Certificate



Placement Drives



Interview Calls Assistance & Mock Sessions



Weekday and Weekend Batches



Ongoing Career Support



Latest Market Tech & Practical Training



1 Year FREE Repeat Option



Unlimited Interview Calls

TESTIMONIALS OF OUR STUDENTS



SevenMentor Institute is the best Institute in Pune. I am a working profession but whenever I miss the class after words they have given me the revision sessions also. So it is great think for learning freshers & employed. They are taking Mock Interviews & Project submissions to prepare whatever we have Studied. In the previous days I was confuse with my career path but when I visit to Seven Mentor Institute they have clear my doubt as well as they have guide me for my Future Career path. Thank you so much SevenMentor Institute for your valuable guidance.....

Tushar kamble



I recently completed the Machine Learning course offered by SevenMentor Institute and I must say it exceeded my expectations in several ways. The support provided throughout the course was exceptional. The discussion forums were active, and the teaching assistants were prompt in addressing queries. The course materials, including lecture slides, readings, and additional resources, were well-curated and contributed significantly to a well-rounded learning experience. In conclusion, the Machine Learning course from SevenMentor Institute is a fantastic resource for anyone looking to dive into the world of machine learning.

SAURABH NIBUDE



I completed python programming course from Sevenmentor. A very good institute to learn python. As here I learn basic python with introduction of advance python, which is very useful for an interviews. Trainers explained each and every concept with real time examples with real time tools from basics which helps us to gain more knowledge on real time experience. Teacher are good you are in safe hands. Trainer has a very good knowledge in this field.

Saloni Patil



I recently completed the Data Science course at SevenMentor Institute and had the privilege of securing a placement as a Data Scientist Intern. I cannot express enough how grateful I am for the exceptional training and support provided by SevenMentor. If you aspire to excel in the field of data science and secure a rewarding career, I highly recommend this institute.

LALIT DODAKE



SevenMentor is the best Institute in Pune for Data Science course! The instructors are experts in the field and the curriculum is well-structured, covering key concepts and practical applications. The hands-on projects and real-world examples provided a solid foundation. I feel equipped and ready to tackle data challenges. Highly recommend for aspiring data scientists!

Akash Bhojar



SevenMentor's Python course offers an excellent foundation for individuals aspiring to embark on a career in big data analytics. The instructors were knowledgeable and demonstrated a deep understanding of Hadoop's ecosystem. They effectively communicated complex concepts, making them easier to understand. For Python learning, I always recommend this institute. This institute has well-knowledgeable faculties and it was a great experience for me to get knowledge from seven mentor.

SHWETA DESHBHRATAR

GLOBAL CERTIFICATION FROM SEVENMENTOR

SevenMentor provides globally recognized certification programs designed to help individuals enhance their knowledge, skills, and career prospects. Our certifications validate the competence and expertise in various fields, including IT, business management, digital marketing, and more. Achieving a SevenMentor certification offers a competitive edge and ensures your capability in your chosen domain.



WHY SHOULD YOU JOIN THIS PROGRAM?

Our 100% Job Assurance Program guarantees that you will secure a job as a data scientist. With access to over 500 leading partner companies, we ensure you have ample opportunities to land your ideal role.

The program is structured to provide comprehensive training, equipping you with the technical skills, real-world experience, and industry insights needed to excel in the field of data science. Additionally, you'll receive ongoing support, including job placement assistance and career coaching, to help you navigate the hiring process. With our program, you're fully prepared to succeed in the competitive job market and launch your data science career.



PLACEMENT TEAM

Our placement staff is committed to your IT career success. With strong industry connections, market insights, and specialized assistance, we prepare you for a competitive job market and assist you in achieving your objectives. We offer individual resume development, mock interviews, and hands-on career coaching to help you stand out to top recruiters. Our dedication extends beyond placements; we provide you with the confidence and skills you need to succeed in your chosen field. At SevenMentor, your success is our priority!

CRM TEAM

At SevenMentor, our CRM team is committed to ensuring that every student has a positive and enjoyable experience. We attentively listen to your issues, answer your inquiries quickly, and provide personalized service that is suited to your specific requirements. Our team takes a student-first approach, ensuring that your needs are handled with professionalism, kindness, and attention to detail. Your satisfaction is our first priority, and we commit ourselves to supporting you every step of the way.

GET INFO OF OUR OTHER DOMAINS



020 7117 2515

Networking Department



020 7117 3035

Development Department



020 7117 1500

Data Science
And Ai Department



020 7117 1747

Softskills & Language
Department



020 7117 3116

SAP Department



020 7117 1757

Interior Design & Fashion
Department



020 7117 1727

HR Department



020 7118 0040

Placement Department

LOCATE US:



SHIVAJI NAGAR HEAD BRANCH

09/A Wing, Shreenath Plaza, Dryaneshwar
Paduka Chowk, F.C Road, Shivaji Nagar, Pune,
Maharashtra - 411005

[GET THE DIRECTION](#)



Pimpri Chinchwad Branch

Office number 38 wing A and B, 3rd Floor,
KUNAL PLAZA off Mumbai Pune Highway
Chinchwad, Maharashtra 411019

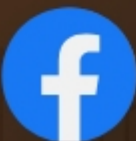
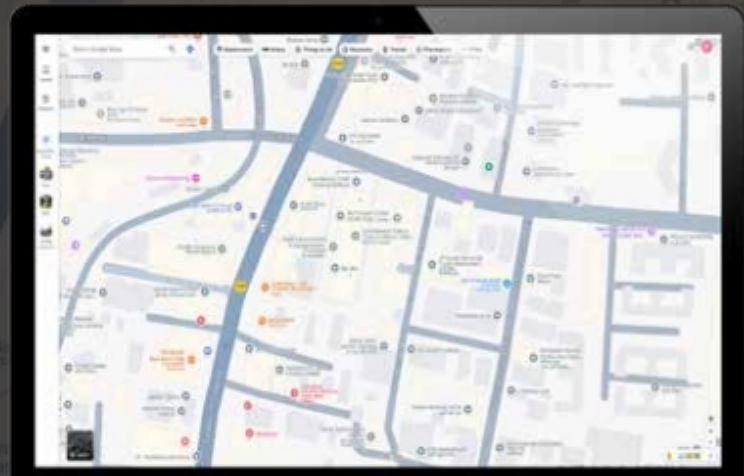
[GET THE DIRECTION](#)



Hadapsar Branch

Manisha Blitz, Office 34-35, 3rd floor, Near Shankarmath, Pune Solapur Hwy, Hadapsar, Pune - 411013

[GET THE DIRECTION](#)



www.sevenmentor.com



registration@sevenmentor.com