



# DIGITAL MARKETING

## ADVANCE SMO

Traning Mode	Regular	Fastrack	Weekend
Classroom	1 Month	15 Days	1 Month
Online	1 Month	15 Days	1 Month
Crashcourse	10 Days	10 Days	10 Days

# Next-G Education<sup>TM</sup>

### Our Partners

- nextgeducation.com
- webdevelopmentinstitute.com
- graphicdesigninstitutes.com
- videoeditinginstitutes.com
- architectinstitutes.com

**Contact No.**  
**+91-7683-072-463**  
**+91-7503-301-775**

Nowadays Social Media is a Popular Platform to Exchange Information Between Millions of Peoples Within a Minute. All The Latest Online Social Media Platform is Capable of Sharing of Content, Information, Audio, Video, Opinions Etc., to Promote Any Types of Business and Brands Social Media, Are One of The Powerful Publicity Technique.

Smo Expert Course in Rohini, Delhi, India Offered At Next-g Education is Designed By Our Expert Which Will Give Live Experience On Social Sites. During The Course, We Will Also Aware Students Through Different Tools to Analysis The Best Results. This Course Helps You to Make Your Brand Popular.

### **Who Can Join Web Expert Course**

- ▶ 10th,12th or Equivalent
- ▶ BCA/MCA, B.Tech, M.Tech, B.sc (IT), B.sc(CS)
- ▶ Diploma Candidates

#### **The Advantage of Smo Expert Training:**

- Brand Popularity
- Increase No. of Traffic
- Get Business
- Improve Followers
- Archive Promotion

### **Module I**

#### **Introduction of Social Platform**

#### **Social Media Marketing Strategy**

#### **Account Creation**

#### **Facebook Page Creation and Marketing**

- Facebook Page Creation
- Profiles
- Manage Strong Profiles
- Groups Creation and Promotions

- Events Creations and Promotions
- Facebook Community

### **Facebook Posts**

- How to Upload Photo and Video
- How to Create Photo Album
- How to Create a Photo Carousel
- How to Create Slideshow
- How to Create An Instant Experience

### **Facebook Ads Manager**

#### **Campaign Name**

#### **Buying Type**

#### **Campaign Objective**

- Awareness
- Consideration
- Conversion

#### **Ad Set**

#### **Create New Facebook Ads**

- Ad With An Image or Video
- Ad With Multiple Images or Videos in a Carousel
- Collection
- Ad With Existing Post

#### **Budget & Schedule**

#### **Audience Targeting**

#### **Ads Placement**

- Facebook
- Instagram
- Audience Network

## **Optimization & Delivery**

### **Google Plus**

- Business Listing
- Creating Strong Profile
- Create Business Page
- Community
- Followers Etc..

### **Linkedin**

- Personal Account Creation
- Make Profile Strong
- Creation of Page For Business, Brand, Popularity
- How to Write An Article On Linkedin
- Group Creation and Promotion
- How to Get Followers

### **Twitter**

- Create a Strong Twitter Personal or Business Page
- Tweets in Twitter
- Advantages of Tweets For Branding
- Use of # Tag
- Use of @ Tag and Its Importance
- How to Increase Followers

### **Youtube**

- Create a Profile On Youtube
- Create Chanel On Youtube
- Customize Your Chanel
- Creations of Playlists In Youtube
- Dashboard
- Section
- Setting
- How to Post The Video On Public and Private
- How to Solve Copyright Issues

- Analytics
- Youtube Ads
- How to Earn Money From Youtube

## **Pint Rest**

## **Instagram**

## **Myspace**

## **Vimeo and Other Social Platforms**

### **Module II**

- Facebook Marketing
- Linked in Account Setup and Advertising
- Twitter account Setup and Advertising

### **Module III**

- Reporting

**Education**  
AN ISO 9001:2015 CERTIFIED | INSTITUTE

## KEY FEATURES OF COURSES



**1 Year Free  
Class Retake**



**Money Back  
Guarantee**



**Professional  
Instructors**



**Live Project**



**Maximum Practice  
Session With  
Free Wifi\***



**Free  
Library Books\***



**Pg and  
Lodge Facility**



**Job Assistant**



**Contact To  
Counselor**

## STUDENT TESTIMONIALS



Classroom

### Deepak Kumar ( Internet Marketing Expert Course )

I Have Done Training in Digital Marketing Undr The Guidance of Rajesh Sir. I Think, He Is The Best Trainer of Digital Marketing. Rajesh Sir Teach Seo, Smo, Ppc, Orm Very Well and I Work On Two Live Project. Now, I Am Working As Digital Marketing As Trainee Becoz of Next-g and Rajesh Sir.



Online

### Shreya Gautam ( Advance Digital Marketing )

Join 4 Months Ago Digital Marketing Course Here and Completed Successfully.. Learning With Rajesh Sir Was Great Experience.. Working With Live Projects During The Training Help Me Lot To Implement In Real Project...



Classroom

### Ravinder ( Internet Marketing Expert Course )

Best Digital Marketing Institute in Delhi. Rajesh Sir Is Best Teacher. He Has Great Knowledge of Digital Marketing in All Topics. If You Want to Grow Your Business. Then Come Fast And Learn Here.



[Read More Testimonials](#)

## Student Projects

[www.pairkart.com](http://www.pairkart.com)

[www.bestindianmachines.com](http://www.bestindianmachines.com)

[www.bigcrate.in](http://www.bigcrate.in)

[www.drklifecareayurveda.com](http://www.drklifecareayurveda.com)

[www.vishalinstitute.com](http://www.vishalinstitute.com)

[www.mayatravels.org](http://www.mayatravels.org)



# DIGITAL MARKETING

**B2/283 Rohini Sector-6,  
New Delhi-85**

**Landmark : Rohini West Metro Station**  
**Email ID: nextgeeducation@gmail.com**  
**Skype ID: nextgeeducation**

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