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Digital marketing provides information to people about advertising or marketing strategy advertising by using digital technology such as mobile SMS, Web design, CMS, advanced Search Engine Optimisation (SEO), Pay Per Click (PPC) , Social Media- Twitter, Facebook, LinkedIn, YouTube, Google+ etc, CRM, Online PR,e- mail Marketing Video, web analytics and such other electronic or digital Media.

The changing Science and technology provides you new inventions. To use digital technology for digital marketing you need proper training programs. Now various online colleges offer digital marketing training courses with their latest technology. Digital marketing training course is very easy for every interested people. Digital marketing training institutions offer a practical guide for digital marketing. Your successful digital marketing training will offer you various digital marketing jobs.

You can complete your digital marketing training from regular classroom based institutions, distant classroom based institutions or online institutions. So, you can easily complete your digital marketing training course from your home.

There are so many digital marketing training courses, such as:

Community Management : Community management is the management of a common resource or issue by a community through the collective action of volunteers and stakeholders.

Content Marketing and Strategy : Content marketing is a technique of creating and distributing valuable content or information among the audiences.

Conversion Rate Optimization : Conversion Rate Optimization or CRO is the system of creating an experience for a website visitor.

eCRM : eCRM or Electronic CRM deals with intranet, extranet and internet, concerning all forms of managing relationships with customers making use of Information Technology.

Email Marketing : Is a method of sending commercial or marketing message to people through e-mail.

Marketing Automation : Marketing automation is the method to automate marketing processes using software.

Multichannel Marketing : Multichannel marketing is marketing through various different kinds of marketing channels .

Online Advertising : Online advertising is a circulation of marketing messages through Internet and World Wide Web.

Online PR : Using the internet and digital technologies to communicate with client stakeholders and deliver the organisation's key messages.

Search Engine Optimisation or SEO: SEO helps you to find and rank your site better than the millions of other sites in response to a search query.

Pay per Click or PPC: PPC is an Internet advertising system, where advertisers pay the publisher when the ad is clicked.

Social Media : Social media including Facebook, Orkut, and Twitter are used for communication among communities.

Strategy and Planning : Strategic planning is an organization's process of defining its strategy.

User Experience and Usability : User experience is the way by which a person feels about using a product, system or service.

Web Analytics : Web analytics is the analysis and measurement of internet data for optimizing web usage.

Web Design : It deals with the design of a web page.

Now digital marketing training courseâ€™s institutions are available in Kolkata. All the institutions in Kolkata offer you suitable courses in affordable price. Digital marketing training in Kolkata is basically offering live training or online training. These institutions provide experiential learning programs with 100% guaranteed internships, corporate interaction, 100% guaranteed placement, mock interviews, and one-to-one training methodology.

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