

RECON CYBER SECURITY

**DIGITAL MARKETING
COURSE**

DURATION 2 MONTHS



I OVERVIEW

Digital marketing involves using online platforms and strategies to promote products or services, aiming to reach and engage a wider audience while maximizing brand visibility and driving desired actions. It encompasses various techniques such as social media, content marketing, SEO, email campaigns, and paid advertising.

I Pre-Requisites

To effectively learn digital marketing, a strong foundation in online consumer behavior, analytics, and various digital channels is essential.



Who We Are?

We promise to offer the best training and certification programs to our students. We provide the programs and resources you need to succeed if you are just beginning your Cyber security career or are an experienced expert wishing to develop your skills. Contact us today to learn more about our training and certification options!

Why Choose us?

Welcome to our Cyber Security Training Institute, where we are committed to giving individuals and organisations who want to protect their digital assets thorough training and certification programmes. Our knowledgeable Trainers will bring you through the complexities of cybersecurity with their cutting-edge expertise and practical experience. You will learn useful methods and abilities to protect yourself from online dangers, such as ethical hacking, network security, incident response, and other things. Our programmes give you the opportunity to hone your skills and grow your profession through practical lab experiences and individualised coaching.





COURSE SYLLABUS

Digital Marketing Course Module

01. SEO (Search Engine Optimization)
02. On-page Optimization
03. Off-page Optimization
04. Introduction to Digital Marketing
05. Growth of Digital Marketing
06. Online Marketing Channels
07. Careers in Digital Marketing
08. Building & Designing Website
09. Understanding C-Panel
10. Installing WordPress
11. Customizing theme
12. Building Page & Post
13. Customizing Menu
14. Keyword Planning and research
15. Ranking factors
16. Algorithm Updates
17. Meta Search Engine
18. Google Search Console
19. Technical Optimization
20. Local SEO
21. Tracking and Analysing Success
22. Tools for SEO
23. HTML Website SEO

Advance Digital Marketing Course Content (Week 3-7)

**Now we continue some Advanced lessons in our Second phase of the Digital Marketing Course.
23 LESSONS**

01. Social Media Marketing & Optimization
02. Social Media Marketing Strategy
03. Facebook Marketing
04. Instagram Marketing
05. LinkedIn Marketing
06. Quora Marketing
07. Online Reputation Management (ORM)
08. Digital Sales Optimization
09. Google Analytics
10. Acquiring Business Lead Generation
11. Landing Page Creation
12. E-Mail Marketing
13. Growth Hacking
14. Google Adwords
15. Pay-per-click(PPC)

16. Google Ads
17. Search Advertising
18. Display Advertising
19. Online Money Making
20. Freelance Project
21. Blogging
22. Google Adsense
23. Affiliate Marketing

Tools and Benefits of the Diploma course

- ◊ 10 Gb Toolkit
- ◊ Online and Offline classes
- ◊ Certificate after completion
- ◊ Training by experienced trainers
- ◊ Checkpoint based training
- ◊ Class session recordings
- ◊ 24x7 Support

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