



# ARENA INFOSOLUTION

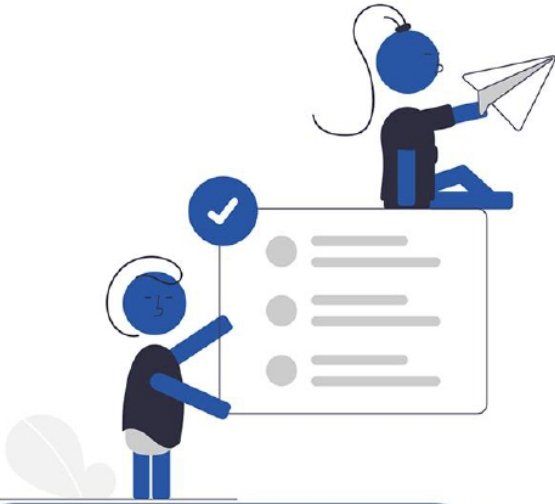
As experts in the marketing industries, the management and employees of Arena Infosolution have a proven track record for crafting effective Internet marketing strategies with measurable, long-term results



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

## DIGITAL MARKETING CERTIFICATION COURSE

More info +91-8094351234  
Address: C-5, 1st Floor, Kiran Path, Shanti  
Nagar, Mansarovar, Jaipur



**LET'S BEGIN**

innovation

imagination

creativity

growth

achievements

brilliance

opportunities



# About Arena Infosolution

## No. 1 Institute for Digital Marketing Course in Jaipur

- Arena Infosolution is one of the best Institute for Digital Marketing Course in Jaipur. Our institute also offers internship along with the course which gives a good job after completion of the course which makes us the best digital marketing institute in jaipur.
- Our Online Marketing Institute in Jaipur lays a path which drives you to the world of opportunities. Here you will get a chance to learn the skills that will be helpful for building a remarkable career in Digital Marketing.
- The Course we offer 100% practical and helps you unlock the latest Digital Marketing Innovations and insightful internship with "Arena Infosolution".



## 3 Steps Mantra To Success



Get the occasion to turn into A Digital Marketer with our Marketing Experts.



100% Practical Training with a guaranteed temporary position with Arena Infosolution.



Take your Certificates and assemble your Business, and find an expert Line of work in the lovely universe of Digital Marketing.





Become a Master in  
**Digital Marketing**

## ONLINE & OFFLINE TRAINING

With Our marketing **experts...**

**3**

Learning  
Quadrants

**39**

Course  
Modules

**110**

Learning  
Hours

**14**

Professional  
Certificates

# Become A Certified Professional

Unlock **14**  
Certificates

Valued certificates with a training programme design by the experts.

- Don't waste your time in providing yourself, just let your certificates do the talking. These Recognized and Valuable certificates can fetch you better career opportunities.
- Don't miss the opportunity, Just Do it.



# CERTIFICATES



9

Certificates



1

Certificates



3

Certificates



1

Certificates



1

Certificates

# Our Innovations

What's  
**UNIQUE**  
About Arena ?

You won't just be  
A Digital Marketer.

You will be an

**Expert  
Professional**

right after the training.

1

No Boring  
Lectures, 100%  
Practical Training

2

Master 30+  
various Digital  
Marketing Tools

3

Practical case  
studies & exercise  
after every module

4

Weekday  
batches From  
Monday to Friday

5

Full Trainer Support  
during the entire  
course duration

Modules have been divided into  
**3 QUADRANTS**

1.

**DIGITAL  
MARKETING  
ESSENTIAL**

Q1

This Quadrants causes you ponder the ideas and systems that are vital in Digital Marketing. Get skill in chipping away at different social stages and Google Algorithms.

2.

**ADVANCE  
STRATEGY AND  
OPTIMIZATION**

Q2

After you are knowledgeable with the essentials of Digital Marketing, this quadrant takes you to the development level. Open the development business rehearses and get a profound comprehension of enhancing discussion.

3.

**MONEY  
MAKING  
TECHNIQUES**

Q3

In the wake of stacking the whole information, figure out how to make millions from the picked up information. Gain from the specialists and become more acquainted with how to augment the ROI alongside investigating the universe of outsourcing.

# Here we provide the Digital Marketing Course Syllabus.

## Module 1

### Introduction to Digital Marketing

- What is marketing?
- What is digital marketing?
- Why are people going online?
- Key concepts of digital marketing
- Benefits of digital marketing
- How digital marketing evolved
- What are inbound and outbound marketing?
- Understand the future of digital marketing
- What is the Internet and how it works?
- How the internet evolved?
- What is a search engine?
- Types of search engine
- How does the search engine work?
- Ranking factors of google
- Tools required in digital marketing
- What is advertising?
- What is online advertising?
- What is AdWords?
- Career scope in Digital Marketing

## Module 2

### Website Design Guidelines

- What is the Website?
- What are the different types of websites?
- Web page vs website
- Difference between blog vs website
- Components of the website
- Purpose of creating websites
- How to build a web page?
- Web design vs web development
- What makes a website user-friendly?
- Dynamic vs Static website
- What are responsive websites?
- Build your own portfolio website

## Module 3

### Domain Registration and Hosting

- What is domain & sub-domain name?
- Parts of domain name
- How to choose a domain name?
- What is the Protocol?
- What is IP address
- What is web hosting?
- What is Uptime
- Types of Web Hosting
- How to buy domain and hosting?
- Costs of a domain name
- Buying and managing domains
- Importance of server security
- What is SSL certification?
- When your site goes down what will happen?
- What is the page authority and domain authority?

## Module 4

### WordPress website creation

- What is WordPress?
- Understanding WordPress and it's functioning?
- Features of WordPress
- Advantages and disadvantages of WordPress
- Sites built with WordPress
- How to Install WordPress?
- Editing the page and change the site title
- Add and edit a menu
- Blog page design
- Adding a video to your website
- Add social sharing buttons
- Working with dashboard
- What are Plugins and their uses?
- What is the widget and how to use it
- Creation of Pages and Menus
- The importance of homepage
- Terms, Privacy, and Disclaimers
- Difference between Posts and Pages
- Integrating google analytics
- Adding a site to webmaster tools

## Module 5

### Search Engine Optimization Syllabus

- Introduction and Understanding of SEO?
- How does Search Engine work?
- Basics of SEO
- On-Page SEO vs Off-Page SEO
- What is the main purpose of using keywords in SEO?
- Some important SEO tools
- What is link building and why does it matter?
- What are backlinks?
- What is an outbound link?
- Difference between do-follow and no-follow links
- What are meta tags
- What is an anchor text?
- What is robots.txt?
- What is the landing page?
- Latest updates in Google search algorithm
- What is Sitemap? How is it important?
- What is social networking?
- What are google sitelinks?
- What is google my business?
- What is Alexa Ranking?

## Module 6

### Keyword Research and planning

- What are Keywords?
- Types of Keywords
- Keyword-based on length
- History of Keyword Research
- Why is keyword research important?
- LSI Keywords
- What is the keyword research process?
- Understanding your target market
- What is Keyword Density, and does it matter?
- Know what your people want
- How to use google keyword planner?
- How to do the business analysis?

## Module 7

### Content Writing

- What is content writing
- Introduction to the different types of Contents
- How to improve writing skills?
- How to write SEO optimized content?
- Use of proper Tags (h1, h2, h3)
- Attractive Title and Headings
- Anchor Texts
- How to count words
- Understanding your audience
- Write for users, not for google
- What makes good content?

## Module 8

### Social Media Optimization Syllabus

- What is Social Media Optimization?
- What is Social Media Marketing (SMM)?
- Search Engine Optimization vs Social Media Optimization
- List of social media
- Importance of social media
- How Social Media Affects SEO?
- How to promote business through SMO
- What is Viral Marketing
- Social media success tracking tools?
- What type of social media content converts best?
- What is the responsibility of a social media manager?
- Top social media marketing tools to consider?
- Some common social media mistakes

## Module 9

### Facebook Marketing Syllabus

- Facebook Insights
- Facebook Algorithms
- Ad Practices for Ad Content
- Facebook Targeting Options
- Retargeting or Facebook Exchange
- Facebook Page Management

## Module 10

### Twitter Marketing

- Introduction to Twitter Marketing
- Do's and Don'ts of Twitter Marketing
- Twitter Ads – Content & Targeting
- Influencer Marketing
- Power of Twitter and use of hash-tags
- Tools and Measurement

## Module 11

### LinkedIn Marketing

- Introduction to LinkedIn
- How to Market
- Personal marketing
- Brand Marketing
- LinkedIn Ads
- LinkedIn Campaigns

## Module 12

### Instagram Marketing

- Creating a Business Page
- Marketing Tools and Ads
- Influencer Marketing on Instagram
- Strategy How to Drive Engagement
- Switching Accounts
- Lead Generation through Instagram

## Module 13

### Quora Marketing

- Introduction of Quora Ads
- Type of Ads Campaigns
- Quora Pixel Code Installation
- How to Create Ads
- Remarketing in Quora

## Module 14

### TrueCaller Marketing

- Introduction of True Caller
- True Caller Campaigns
- How to Create Ads
- Remarketing in True Caller

## Module 15

### Hotstar Marketing

- Introduction of Hotstar
- Hotstar Campaigns
- How to Create Ads
- Custom Audience in Hotstar

## Module 16

### Pinterest Marketing Syllabus

- Why use Pinterest for business?
- How to set up a Pinterest account for your business
- Analyze Work
- Spice Up Your Strategy
- How to Create Popular Pins
- Images that Work

## Module 17

### YouTube Marketing Syllabus

- YouTube Channel Creation
- Video Creation, Uploading and Optimization
- Video Content and story line ups
- Channel Monetization
- How to earn like a Boss
- Case Study

## Module 18

### Social Media Automation

- How to Automate Social Media
- Tools to Automate Social Media
- What you Can & Can't Automate
- Automating Social Media Reporting & Analytics
- Find the best time to share
- Rules of Smart Social Media Automation

## Module 19

### Google Algorithms

- Intro to Google Algorithm
- Types of Google Algorithms
- How Algorithms works
- How to adjust Algorithms
- Check if you have been hit by any of them
- Major Google Algorithm changes and Penalties

## Module 20

### Google Search Console

- Understanding of Google Search Console
- Using Google Search Console to Increase Traffic
- Crawl Stats Vs Crawl Error
- Removing Spam Backlinks from Website
- Index Pages in Google Search Console

## Module 21

### Freelance Guidelines

- Freelancing Overview
- Types of Freelancing Work
- Finding Clients: Freelance Websites
- How to grab freelancing Projects

## Module 22

### Google Analytics

- Introduction of Google Analytics
- Data Analysing with Google Analytics
- Checking User Behaviour
- Tracking Traffic from Different Source
- Using Analytics Data for Retargeting

## Module 23

### Google AdSense

- Money Making with AdSense
- Easy Steps for AdSense
- How to Approve AdSense Account
- Placing Ads to Website

## Module 24

### Google AdWords Syllabus

- What is AdWords?
- Ads Placement
- How to get approval for AdWords?
- How to get Ads on your Blog/YouTube
- Content and traffic strategy
- Guidelines and requirements

## Module 25

### Amazon/Flipkart Marketing

- Account Health Management
- Campaigning
- Sales Boost
- Review Management
- Aware about Amazon policies
- Keyword Optimizing
- Create Bullet Points
- Inventory Price Check

## Module 26

### Online display Advertising

- Marketing Objectives to Display Advertisement
- Display Ad Formats & Tools
- Audience Targeting
- Remarketing and Advanced Audience Selection
- Dynamic Display Ads
- Payment Modules

## Module 27

### E-commerce Marketing Syllabus

- What is Ecommerce Website
- E-Commerce Marketing concepts
- The online purchasing decision
- Top Motivators for Shopping Online
- Advantages of E-Commerce
- Use affiliate marketing for E-Commerce strategy

## Module 28

### Email Marketing

- Understanding & Benefits of Email Marketing
- How to write Effective content and subject line?
- Why Email automation is required?
- Designing an effective Email campaign
- Tracking Email Marketing Reports
- Email Guidelines

## Module 29

### SMS Marketing

- Introduction to SMS Marketing
- Why SMS Marketing
- Kinds of SMS
- Promotional SMS
- Transactional SMS

## Module 30

### Mobile Marketing

- What is Mobile Marketing?
- Methods of Mobile Marketing
- How to create a mobile website?
- Why Focus on Smartphone Apps
- Advertising on Mobile App
- Importance and Future Scope

## Module 31

### App Store Optimization

- Why it's important?
- How is App SEO done?
- Character Limit in Title and description
- Why rating and reviews are important factors
- Advertise your application

## Module 32

### Remarketing

- How do Remarketing Ads work?
- How much does Remarketing Cost
- What is Remarketing Campaign
- How to target non-converting audience segments
- How to Boost Conversions with Remarketing
- Strategies for Better Remarketing

## Module 33

### Affiliate Marketing Syllabus

- An introduction to affiliate Marketing
- Types of Affiliate Programmes
- When do you use Affiliate Marketing?
- Top Affiliate Earners in India
- Choose best affiliate networks
- Grow your Business with Affiliate Marketing?

## Module 34

### Lead Generation

- Lead Capture
- Lead Magnets
- Landing Page Conversion Techniques
- Lead Scoring

## Module 35

### Money-Making Secrets

- How do I make money successfully?
- How entrepreneurs are making money?
- How can You earn a lot of money?
- Secret ways to make money online
- How to keep your business growing?
- The average person can become a millionaire

## Module 36

### ORM

- Introduction of ORM
- Reputation Problems
- Eliminating Negative Website
- Consumer Complaint Sites

## Module 37

### Photo Editing

- Basic of Photoshop
- Editing Image
- Crating Creatives
- Basic of Canva
- Marking Ads with Canva & Hacks of Canva

## Module 38

### Video Marketing & Editing

- Basic of Video Marketing
- Hacks of Video Marketing
- Basic of Filmora & Final Cut Pro
- A-Z Video Editing

## Module 39

### Interview Preparation

- Interview Preparation Essentials
- Essential Tools and Resources to Help you succeed
- How to Crack Any Interview? Industry Secrets
- Written Test Preparation
- Mock Interview Session

## Module 40

### Google Tag Manager

- Understanding of Google Tag Manager
- How To Do Integration
- How To Create Tags
- Learn How Triggers Work
- Tracking Conversions With GTM

## Module 41

### A. I. Tools

- What are A. I. Tools
- How to Use A I in Digital Marketing
- Learn - ChatGPT, Jasper.ai, Copy.ai, Grammarly, Seventh Sense, & more.
- Write Content with Simple Instructions

## Module 42

### SEO Strategy, Auditing, and Reporting

- How to Make Strategy for SEO
- Best Keywords Selection for SEO
- How to do SEO Audit for a Website
- Create SEO Audit Report

## Module 43

### Link Building

- What is Link Building
- Types of Link Building
- How to Create Links
- Increase Website Ranking
- What are Do- Follow and No- Follow Links

## Module 44

### GMB Listing Optimization

- Understanding of GMB Listing
- How To Optimize for Better Ranking
- Google My Business Listing Verification
- Create Citations
- How To Get Better Reviews

## Module 45

### Digital Marketing Strategy Planning

- Choose The Right Platforms
- Understand Business Needs
- How To Plan a 360 Strategy
- Analyse Businesses
- Budget Planning

# Wait there is more to it!



## Missed a class?

Don't worry, our back-up classes will back up with the missed lectures



## Have A Doubt?

2 hours doubt clearing session every month to thoroughly clear your concepts.



## Google Certified

14+ Certification including Google and Facebook has one of the premium ones.



## Practical Knowledge

We provide real time execution on the ongoing projects for a better practical approach.



## Need flexible batch?

We offer different batch timings and you may choose as per your convenience.



## A Training for all

Job seeker, Entrepreneur, business owner, no matter who you are, we will help you get crazy money-making opportunities.



## Earn Online

Learn how to multiply the followers and earn money easy online.



## Get Job Ready

Resume Building and Interview Preparation.



## 110 Hours of lectures

Grow business online from scratch or Freelance Digital Marketer.

# Let's discuss the numbers.

Most in-demand jobs\* in Digital Marketing.

Job Profile	No. of jobs available at 	No. of jobs available at 	No. of jobs available at 	No. of jobs available at 	Average salary (per annum)
Content Marketer	2132	7000+	55,150	5380	4,60,000
Digital Marketing Executive	2687	1000+	3410	6692	3.5 - 4 lacs
Email Marketing	6043	3000+	7761	6128	3.5 - 6 lacs
Social Media Marketing	15,958	17,369	49,845	5829	2 - 4 lacs
Search Engine Optimization	12,192	10,000+	7495	5902	2 - 4 lacs
Digital Marketing Manager	2337	5000+	3393	6633	7 - 12 lacs

# A Student or A Job Seeker ?



1.

**Are the endless job interviews tiring you off ?**

Cut through the long interview queue with your sharpened digital marketing skills.

2.

**Are you clueless about what you are lacking ?**

Get trained with Arena and get hired for your update Digital skills.

3.

**Looking for A Job that pays you a decent pay ?**

Take a step Today, for a bright career that you dream of.



## A Working Professional ?

1.

**Looking forward to switching towards a better-paying Job profile ?**

Get 100% salary hike with Digital Marketing by Arena!

2.

**Wish to upgrade your profile ?**

Join us and be A master in digital marketing

3.

**Wish to take a break from 9-6 job and work from home ?**

Master the art of Digital Marketing and be your own boss! Also, earn like a boss!

# A Business Owner ?



1.

**Can't increase your sales ?**

Go online with Arena and experience exponential sales.

2.

**Unable to target your prospects in the right way ?**

Get your business online, practice your digital marketing skill and get more leads, more conversions and better recognition.

3.

**Want to get a step ahead of your competitors ?**

Find your competitors online and give them a fair competition on the same digital marketing platforms.

# Entrepreneur?



1.

## Need more financial plan to set up your new business?

Simply start it on the web, and contribute shrewdly with computerized promoting.

Q1

2.

## Low-financial plan for marketing?

Contribute on your computerized showcasing aptitudes and expert web-based media. Those commercials will do something amazing for your startup.

Q2

3.

## Need to develop your business more extensive & quicker?

Improve brand commitment by learning the craft of focusing on your possibilities and development follows from that point.

Q3

## Still in Dilemma ?

You have reached this page,  
which means you are halfway there.

**Just step up,**  
**Take a Demo!**



You are  
**Never too old**  
to set another **goal**  
or to dream a  
**New dream.**

# Opportunities don't happen, you **create** them

We are building bridges in technology in order to connect the clients goal into reality.

## Grow Your **Business** With Us



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## Way To **Get** In Touch

