

Professional Job Oriented Course

DIGITAL MARKETING

Learn SEM, SMO, SEO, Paid Ads, Affiliate Marketing, App Marketing, and more! Hands-on projects & tools. Resume Building Sessions. 1-1 program support.



www.primathink.com



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ABOUT COMPANY

We Value People's Value

PrimaThink is a Full-Stack Digital Transformation Company. PrimaThink offers Digital Marketing & Web Development Services.

PrimaThink Technologies provides the whole Digital Marketing Training which covers each and everything from Search Engine Optimisation, Social Media Marketing to its Analysis tool's effective use to get a targeted audience with the right strategies.

PrimaThink





WHY **DIGITAL MARKETING?** **BENEFITS OF DIGITAL MARKETING**

BE A SPECIALIST TODAY!

Digital Marketing gives you a huge scope and a multitude of job options right in front of you.



EASY TO START A CAREER

Accelerate your career with new age marketing skills in the digital world.



GROWTH

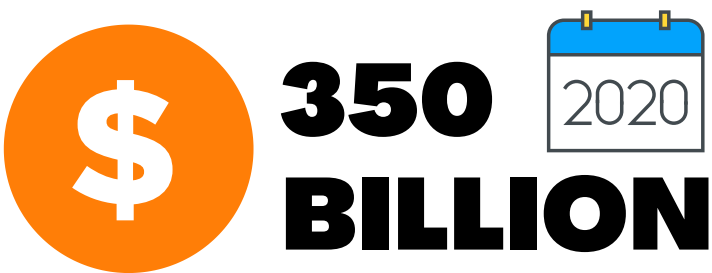
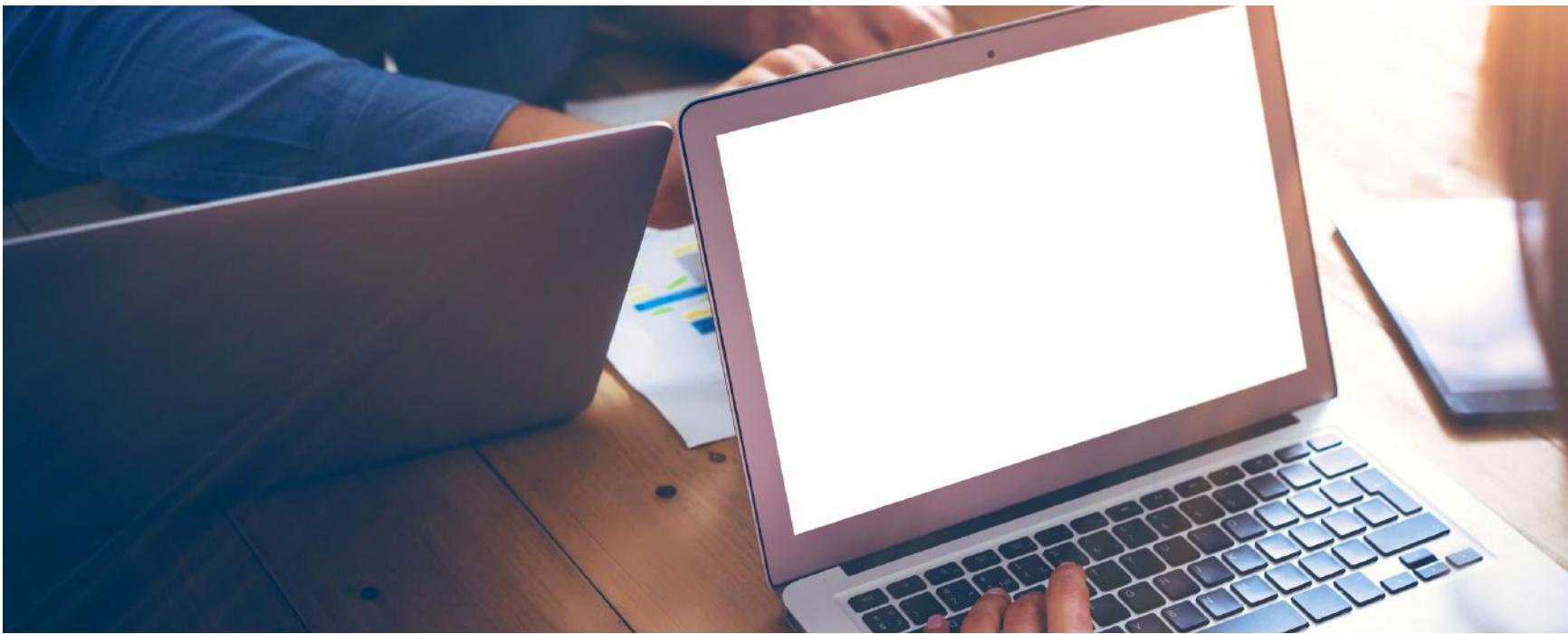
This field will experience a rapid increase in job opportunities.



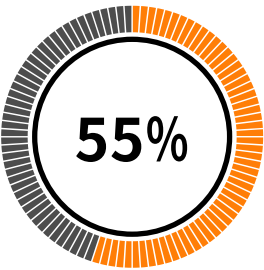
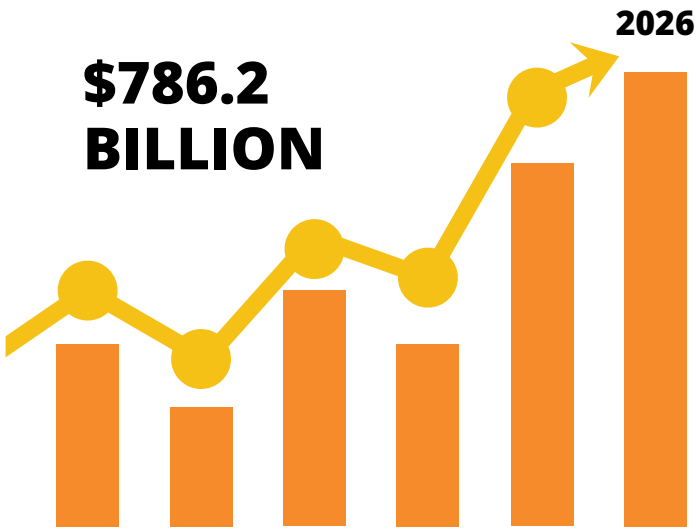


INTERESTING STATS ABOUT DIGITAL MARKETING

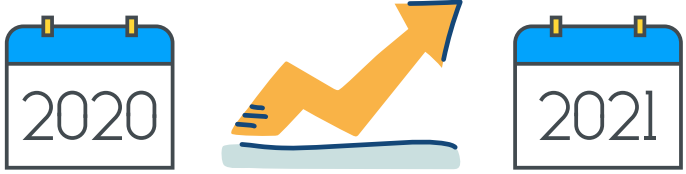
If you are a numbers nerd or love data, you'll love these digital marketing statistics that we've curated from over dozen of studies and research.



Global Digital Advertising
And Marketing Market



MARKETING
Is Digital Marketing
in 2020



14% growth rate digital
marketing budget spending

33%

Social Media makes up all
digital ad spending in 2022

72%

Marketing budgets involve
Digital Marketing Channels





JOB ROLES IN DIGITAL MARKETING



Intern

SEO Intern
SMM Intern
Email Marketing Intern
Digital Marketing Intern

Research Intern
Google Ad Intern
Facebook Ad Intern
Content Writer Intern



Fresher / Course Completed

SEO Executive
SMM Executive
Email Marketing Executive
Digital Marketing Executive

Research Executive
Google Ad Executive
Facebook Ad Executive
Content Writer Executive



Experienced

SEO Lead
SMM Lead
Email Marketing Lead
Digital Marketing Lead

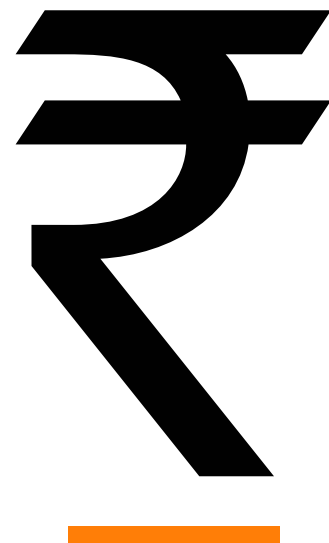
Research Lead
Google Ad Lead
Facebook Ad Lead
Content Writer Lead



PACKAGES IN DIGITAL MARKETING

How much does a Digital Marketing make?

Salary estimates are based on 6288 salaries received from various Digital Marketing Managers across industries.



FRESHER SALARY

Level of knowledge: 3-6 Months of realtime work

As per the experience of our fresher students Salary Ranging from 1.4 Lac to 2.4 Lac / Annum



MID EXPERIENCE SALARY

Level of knowledge: 2-4 Year of realtime work

As per the experience of our fresher students Salary Ranging from 2.5 Lac to 5 Lac / Annum



EXPERIENCED SALARY

Level of knowledge: 4+ Year of realtime work

As per the experience of our fresher students Salary Ranging from 5.5+ Lac / Annum

Our Mission

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COURSE OVERVIEW / COURSE HIGHLIGHTS

We offer lot of experience in various projects



12+ Industry Valid Certificates



Weekly Meetups With Industry Experts



Dedicated One To One Student Mentor



Weekly One To One Training 10-12h



Online + Offline Learning



10+ Case Studies and Live Projects



Hands-on Experience of 30+ Tools



No Cost EMI Option, Pay same fee with EMI



It's time to start living
the life we've imagined!

COURSE DETAILS

1 INTRODUCTION TO DIGITAL MARKETING

- History of Marketing
- Digital Vs Traditional
- Rise Of Digital Marketing
- Digital Marketing Basics
- Digital Marketing Channels

2 WEBSITE + STRUCTURE & BLOGGING

- Website Elements
- Introduction to Blogging
- Niche Selection
- Pages & Post Creation
- Theme setup

3 SEARCH ENGINE OPTIMIZATION (SEO)

- Bot, Crawler, Spider
- Indexing Process
- Ingredients of SEO
- Keyword Research
- SEO Audit
- Types of SEO
- On-Page SEO
- Off-Page SEO
- Technical SEO
- Local SEO
- Importance of NAP in Local SEO
- Techniques of SEO
- Introduction to Link Building
- Domain & Page Authority
- Do-Follow & No Follow
- Importance of Anchor Text
- How to Create backlinks
- Types of Backlinks Sites

4 SOCIAL MEDIA MARKETING (SMO)

- Social Media Presence
- Social Media Optimization
- FB Page Setup
- Facebook Marketing
- Instagram Account Setup
- Instagram Marketing
- LinkedIn Page Setup
- LinkedIn Marketing
- Types of Content

5 WORDPRESS (CONTENT MANAGEMENT SYSTEM)

- WordPress Basic
- WordPress Post/Page
- WordPress Theme
- Introduction to SEO Plugins

6 STRATEGIES CONTENT MARKETING

- What is Content Marketing
- Types Of Content Format
- Content Creation
- Content Distribution

7 SOPHISTICATED GRAPHIC CREATION

- Impact of Graphics
- Introduction to Canva
- Industry-Specific Designing
- Branding Material Designing

COURSE DETAILS

8 SEARCH ENGINE MARKETING (SEM)

- Introduction To SEM
- Concept Of PPC
- Bidding Strategy
- Types of Ads
- Ad Group Setup
- Types Of Keywords
- Dynamics Ads
- Creating Responsive Ads
- Audience Targeting

9 SOCIAL MEDIA ADS (FB, INSTA, LINKEDIN)

- Introduction to Social Ads
- Setup Ad Manager Account
- Ad Creation
- Geo-Targeting
- Budgeting
- Placements
- Ad Designing
- Audience Targeting
- Reporting

10 BASICS OF GOOGLE ANALYTICS

- What is Google Analytics
- Google Analytics Setup
- Tracking Code Placement
- Importance of Google Analytics
- Traffic Tracking
- Reports Creation

11 BASICS GOOGLE SEARCH CONSOLE

- Introduction To Search Console
- Account Setup
- Sitemap Creation & Submitting
- Performance Tracking
- Core Web Vitals
- Security Check

12 EXTENSIVE EMAIL MARKETING

- What Is Email Marketing
- Benefits Of Email Marketing
- Creating Subscriber List
- Creating Template
- Email Testing
- Email Tracking
- Reporting

14 INTERVIEW PREPARATION & RESUME BUILDING

- Resume Building
- Portfolio Building
- Mock Interview

13 UNDERSTANDING OF AFFILIATE MARKETING

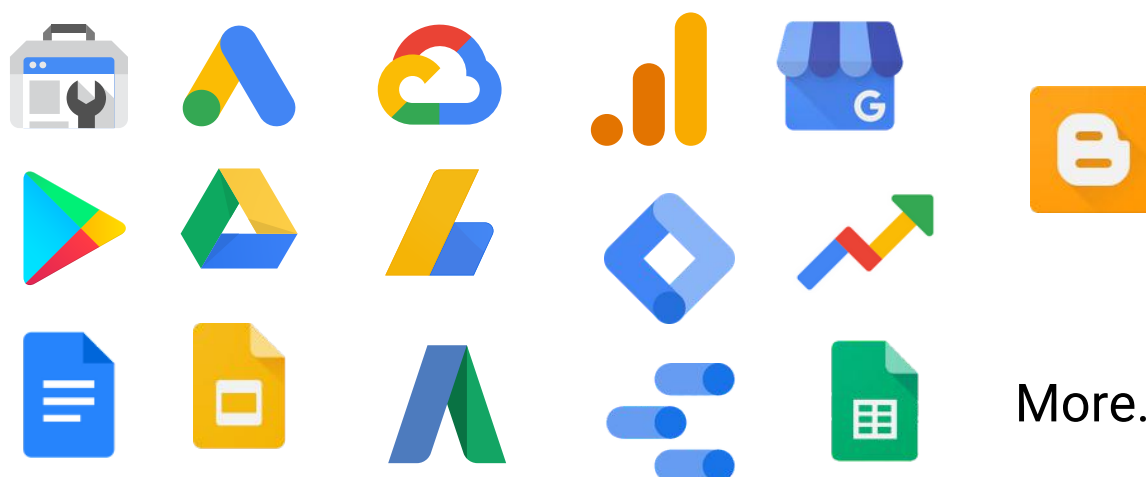
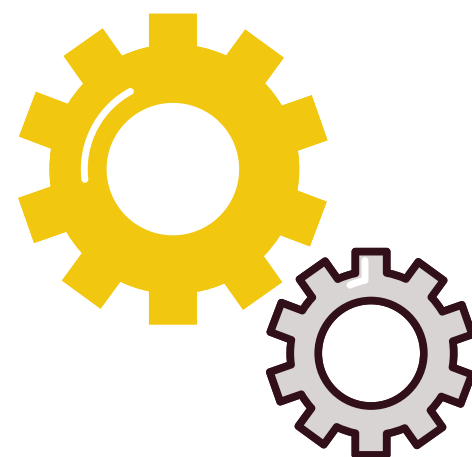
- What is Affiliate Marketing
- Affiliate Program
- Affiliate Marketing Strategies
- Set Up Affiliate Website



TOOLS YOU'LL LEARN

Importance of tools in Digital Marketing?

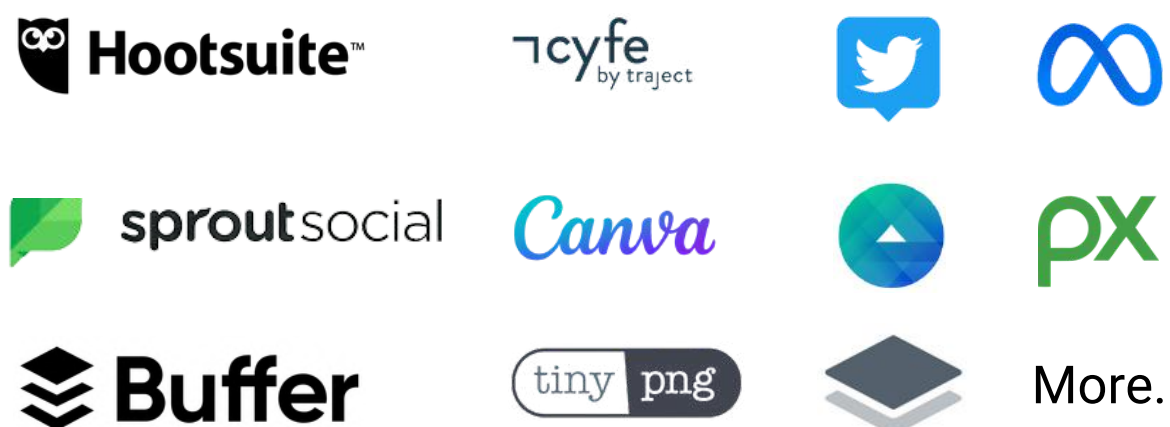
Having the right set of tools is vital in Digital Marketing. It accelerates your work process.



More..



More..



More..

Our Mission

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CERTIFICATION YOU'LL GET

We cover almost certifications in Digital Marketing.



Google Certifications

- Google Display Ad
- Google Search Ad
- Google Shopping Ad
- Google Analytics
- The Fundamentals of Digital Marketing

Facebook Certifications

- Meta Certified Digital Marketing Associate
- Meta For Instagram
- Meta For Business
- Meta Social Media Marketing Professional Certificate

Other Certifications

- SEO Fundamentals Exam by SEMrush
- SEO Certification by Hubspot
- SEO Training Course by Ahrefs
- Content Marketing Certification Course by HubSpot

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PLACEMENTS

Some of our placed students
in different companies.



Nishank
Knightmotion



Komal
Webtraction



Pooja
Digitalxpressions



Piyush
Business Promoted



Kanchan
Ice Robotics



Jagruti
Naksh



Kshitij
BM Consulting



Rutuja
Prometteur Solutions



Anushri
DMS Solution



Jui
OMX Technologies



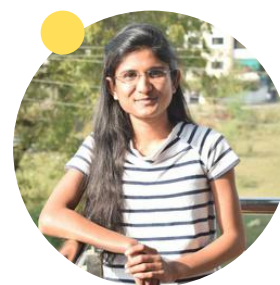
Snehal
Dimakh Consultants



Pooja
Coherent Market Insights



Bhagyashri
Prometteur Solutions



Samiksha
Grow Indiatech



Ankush
Zenworks Solutions



Might be YOU

For More Placement Click [HERE](#)

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STUDENTS REVIEWS



Vaibhavi Deshmukh
3 reviews



★★★★★ 2 years ago

Prima Think is the best web development and digital marketing company. Fully industry required skills is provided in training by Roshan sir. I am feeling greatfull that I was a part of Prima Think. Here I got an opportunity and new direction to start my career.



Tejas kale
Local Guide · 9 reviews · 43 photos



★★★★★ 5 months ago

My experience is good and I learn so many things and experienced it.I think, I will gain a lots of knowledge and experience in future. Roshan sir's teaching is very good and inspirational.And best digital marketing institute in Amravati.



Samiksha Kadam
2 reviews



★★★★★ 5 days ago **NEW**

I have completed my Digital Marketing training & internship at PrimaThink Technologies Pvt Ltd. One of my childhood friend recommended me PrimaThink. It's the best IT Company in Amravati to build your career in Digital Marketing. It's a great place for learning, working & also enjoying! I have learned many things from Roshan Sir. My personal experience is too good with PrimaThink. I am grateful to be a part of PrimaThink family.



Sweta Sarode
1 review



★★★★★ 2 years ago

Best place in amravati for learning Digital Marketing, faculties are really awesome and friendly. Happy to be part of PRIMATHINK



Mohnish Gadewar
1 review



★★★★★ 6 months ago

Positive: Professionalism

"In PrimaThink, teaching is excellent and I feel fully supported. They gave me a clear goal for the future. It helps me in achieving my goal ASAP. Thank you Roshan Padole sir and PrimaThink."



sachin doifode
1 review



★★★★★ 2 years ago

Good company to start career in Digital Marketing and web Development . The primathink team is very supportive ..Had good discussion on digital marketing sure I will implement this in my business to...



gauri katyarmal
1 review



★★★★★ 2 years ago

PrimaThink Technologies Pvt Ltd is best Digital Marketing Company in Amravati. The team working here is amazing in delivering quality work as its a place of enthusiast's, creative minds and dedicated people.It is very much apparent that why these people are certified Google professionals.Kudos to you guys....!!



Shivani Jaiswal
3 reviews



★★★★★ 6 months ago

Positive: Professionalism, Quality, Responsiveness, Value

I am so fortunate that I decided to go for PrimaThink Technologies for Digital Marketing Course within 6 month I got job as SEO executive in good company in Pune.Here we get to learn everything about Digital Marketing. PrimaThink Technologies is good place to learn Core Digital Marketing.



shrutika wankhade
2 reviews



★★★★★ a year ago

PrimaThink Technologies Pvt. Ltd is the best place for learning and working. one of the best group to join, here u can explore yourself in better way and i am enjoy working with broad minded and lots of creativity and challages...here all the people's are always ready to help....keep growing!!



Akshay Bhagawe
12 reviews · 2 photos



★★★★★ 2 years ago

Best digital marketing firm and training institute in amravati. The staff is cooperative and gives 100% practical training on all platforms of DM



akash chavhan
2 reviews



★★★★★ 8 months ago

Great place to work and explore new things with happening atmosphere and friendly co-workers.

CLICK HERE TO READ MORE



CULTURE AT PRIMATHINK

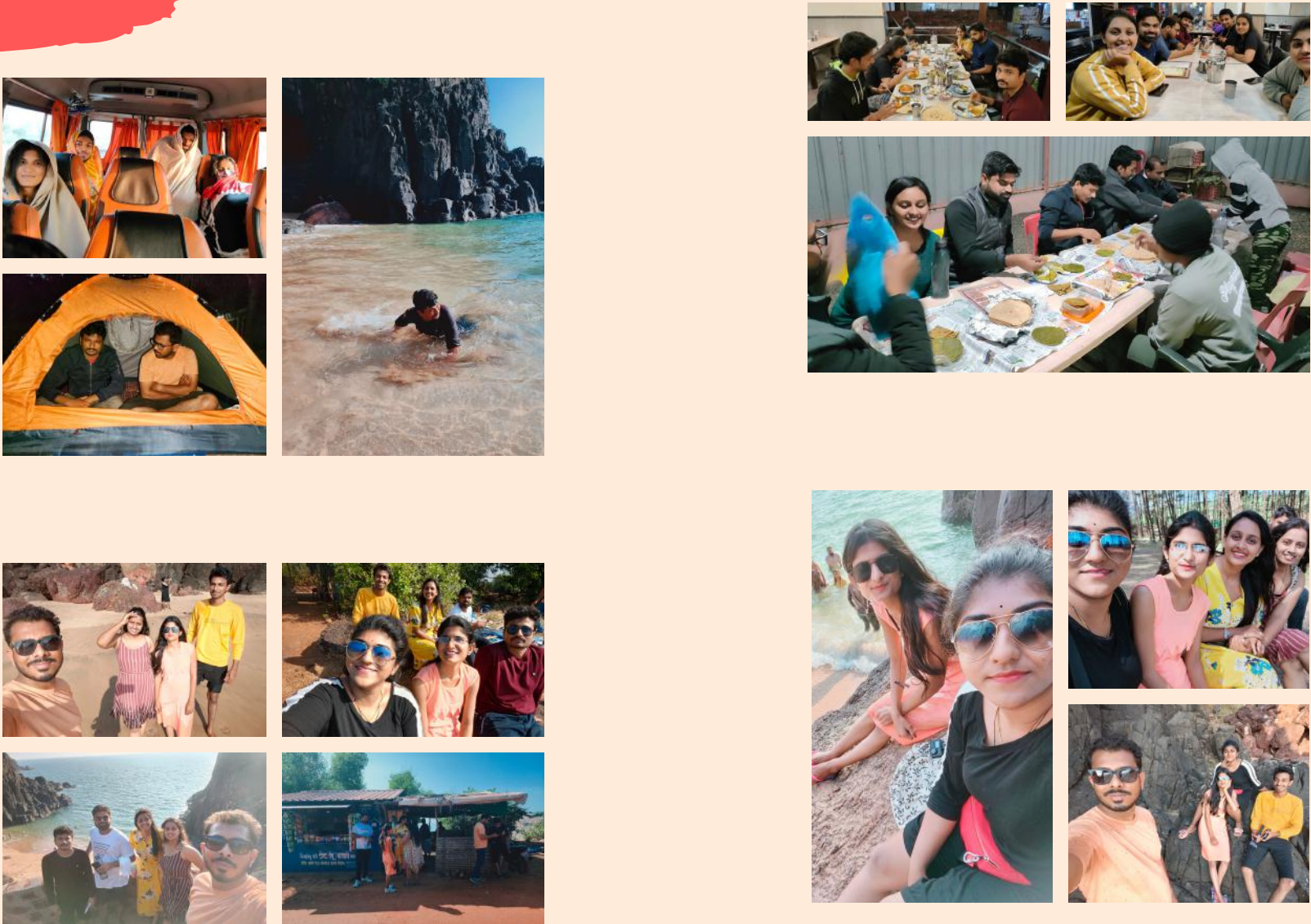
Celebrations



Rodge Party



Tour





CONTACT US

AMRAVATI



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440024

CONTACT NO.

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NAGPUR



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Lohegaon, Pune, Maharashtra
411047

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THANK YOU!!!

