



LEARN DIGITAL - BY DIGICREST MEDIA



	ADVANCED	BASIC	CRASH	Digital Only	Social Media Only
PRICE	On Inquiry	On Inquiry	On Inquiry	On Inquiry	On Inquiry
TOTAL NO. OF HRS ROUND FIG.	24.5	17.5	11.5	14	8
DAYS NEEDED (2 hrs per day)	13	9	6	7	4
CERTIFICATE OF COMPLETION	YES	YES	YES	YES	YES
DETAILED SESSION HANDOUTS	YES	YES	YES	YES	YES
FACEBOOK	3	2	1	3	3
	Page creation	Page creation	Page creation	Page creation	Page creation
	Page Analytics	X	X	Page Analytics	Page Analytics
	Content Strategy	Content Strategy	Content Strategy	Content Strategy	Content Strategy
	Facebook Ads	Facebook Ads	X	Facebook Ads	Facebook Ads
	Media Planning	Media Planning	X	Media Planning	Media Planning
	Target Setting	Target Setting	X	Target Setting	Target Setting
	Ad Analytics	X	X	Ad Analytics	Ad Analytics
INSTAGRAM	2	1.5	1	2	2
	Content strategy	Content Strategy	Content Strategy	Content strategy	Content strategy
	Engagement strategy	Engagement Strategy	Engagement Strategy	Engagement strategy	Engagement strategy
	Instagram analytics	X	X	Instagram analytics	Instagram analytics
	Instagram Ads	Instagram Ads	X	Instagram Ads	Instagram Ads
	Ads analytics	X	X	Ads analytics	Ads analytics
LINKEDIN	3	2	1	3	3
	Profile creation	Profile creation	Profile creation	Profile creation	Profile creation
	Content strategy	Content strategy	Content strategy	Content strategy	Content strategy
	Networking strategy	X	X	Networking strategy	Networking strategy
	Linkedin groups	X	X	Linkedin groups	Linkedin groups
	LinkedIn ads	LinkedIn ads	X	LinkedIn ads	LinkedIn ads
	Ad analytics	X	X	Ad analytics	Ad analytics
GOOGLE	3	2	1.5	3	
	Search ads	Search ads	Search ads	Search ads	
	Display ads	Display ads	Display ads	Display ads	
	App ads	App ads	App ads	App ads	
	Keyword research	Keyword research	Keyword research	Keyword research	
	Content strategy	X	X	Content strategy	
	Analytics	Analytics	X	Analytics	
	Development of tracking links	X	X	Development of tracking links	
	Google Analytics study	X	X	Google Analytics study	
YOUTUBE	2	1.5	1	-	
	Video strategy	Video strategy	Video strategy	-	
	Organic promotion strategy	X	X	-	
	YouTube ads	YouTube ads	X	-	
	Target setting	Target setting	X	-	
SEO	3	2	1.5	3	
	SEO operations	SEO operations	SEO operations	SEO operations	
	Keyword research	Keyword research	Keyword research	Keyword research	
	SEO audit	X	X	SEO audit	

	SEO elements	SEO elements	SEO elements	SEO elements	
	Offsite SEO	Offsite SEO	X	Offsite SEO	
	Onsite SEO	Onsite SEO	X	Onsite SEO	
DIRECT MARKETING	1.5	1.5	1		
	Mailer making	Mailer making	Mailer making		
	WhatsApp making	WhatsApp making	WhatsApp making		
	Using email marketing tools	Using email marketing tools	X		
INFLUENCER MARKETING	2	1.5	1		
	Types of influencers	Types of influencers	Types of influencers		
	Study of influencers	X	X		
	Finding the right influencer	Finding the right influencer	X		
	How to reach out	How to reach out	How to reach out		
	Collaboration strategy	Collaboration strategy	X		
BRANDING	2.5	1.5	1		
	What is a brand	What is a brand	What is a brand		
	Brand elements	Brand elements	Brand elements		
	Brand position	X	X		
	Brand personality	X	X		
	Brand building steps	Brand building steps	X		
COPY/CONTENT WRITING	2.5	2	1.5		
	What's is good content	What's is good content	What's is good content		
	Understanding your target audience	Understanding your target audience	X		
	The flow of communication	X	X		
	Which content works better for which platform	X	X		
	Copy writing basics	Copy writing basics	Copy writing basics		
	Content writing basics	Content writing basics	Content writing basics		
	Over coming writers block	Over coming writers block	X		