

Digital IT Hub



# DIGITAL IT HUB

Simplifying Business



 [www.digitalithub.tech](http://www.digitalithub.tech)

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# About Us



- Established in 2019, Digital IT Hub has emerged as the premier digital marketing training academy in Visakhapatnam, offering comprehensive programs for students, working professionals, entrepreneurs, job seekers, and business owners.
- As the leading digital marketing and web analytics agency in Visakhapatnam and India, DITH has experienced rapid growth. It has successfully introduced both classroom and online training programs in digital marketing.
- DITH boasts an advanced digital marketing curriculum that provides all the essential modules necessary for the best education in the field.
- Over the years, DITH has trained 1500+ students through both online and classroom formats since 2013.
- In addition to its training programs, DITH extends its expertise to customers worldwide, providing the best services.
- DITH has established branch offices in Canada and the UK to serve its global clients.



# Our Vision and Mission

## Vision

Our vision is to provide quality education, guidance, and opportunities for students in remote areas, empowering them to succeed in the rapidly evolving job market. We aim to bridge the gap by equipping individuals with up-to-date skills and knowledge, ensuring equal access to promising careers and sustainable livelihoods. We strive to impart knowledge with continuous mentorship, and support, transforming lives and making a positive impact on society.

## Mission

Mission Statement:

Our mission is to establish an academy that imparts quality skills to students from diverse backgrounds. We aim to provide a platform where individuals can acquire the necessary knowledge and expertise to thrive in today's dynamic world. Through comprehensive guidance and practical training, we empower students to bridge the gap between their aspirations and the rapidly evolving job market. Our commitment is to equip them with the tools they need to achieve their goals and build successful careers, ultimately enabling them to contribute meaningfully to society.



# Our Team



Meet our team dedicated in providing top-notch trainings and services with their extensive experience and expertise, delivering best results.



**Mohan Kannuru**

Head of Digital  
Marketing



**Vinay Kannuru**

Managing Director



**Harshini Nettem**

Senior Digital Marketing  
Analyst and Trainer



**Sai Patnaik**

Digital Marketing Brand  
Strategist

# Intro of Trainer Mohan kannuru

## Certifications



**Mohan Kannuru**

**Head of Digital Marketing**



**Google Certified**



**Facebook Certified**



**HubSpot Certified**



**Mohan Kannuru**

**Head of Digital Marketing**

- Mohan is highly skilled in Advanced Digital Marketing, Web Analytics, and WordPress technologies.
- With over **14 years of real-time experience** in reputed IT companies, Mohan has a wealth of practical knowledge.
- His expertise spans various digital marketing areas, including SEO, PPC, social media marketing, and web analytics.
- He has helped numerous B2B and B2C companies enhance their brand presence and generate leads both locally and globally.
- He has successfully trained **over 1500 students**, job seekers, and working professionals through both online and offline modes.
- He is a guest lecturer at reputed B-Schools in Visakhapatnam and Hyderabad, sharing his expertise with aspiring professionals.
- He has been recognized by prestigious companies as one of the best digital marketing consultants, highlighting his exceptional contributions to the field.

# Introd of Trainer Harshini Nettem

## Certifications



Google Certified



Facebook Certified



HubSpot Certified



**N. Harshini**

Senior Digital Marketing  
Analyst and Trainer



# Introd of Trainer Harshini Nettem

- With 4+ years of experience, she Guides and mentors aspiring digital marketers at Digital IT Hub (DITH).
- Proficient in managing and optimising pay-per-click (PPC) campaigns to drive targeted traffic and conversions.
- Develops effective social media marketing strategies to enhance brand presence and engage the target audience.
- Keeps up-to-date with the latest industry trends and best practices in digital marketing.
- Has a track record of delivering measurable results and achieving marketing objectives.
- Recognized for her ability to analyze data and make data-driven decisions for optimizing marketing performance.
- Actively collaborates with students, fostering a supportive and inclusive learning environment.



**N. Harshini**

**Senior Digital Marketing  
Analyst and Trainer**

# Intro of Shiva the Brand Strategist



**Sai Patnaik**

**Digital Marketing Brand Strategist**

- With 4 +years in the industry.
- Expertise in social media, SEO, content marketing, and paid advertising.
- Combines creativity with strategic thinking to campaign for diverse clients.
- Understands consumer behavior and stay updated on digital marketing trends.
- Proficient in social media management across various platforms.
- Skilled in SEO techniques to improve organic search rankings.
- Experienced in content marketing to build brand awareness.
- Knowledgeable in paid advertising campaigns for maximum ROI.
- Analyzes consumer behavior and conducts market research.

# What is Digital Marketing?

- Digital marketing refers to promoting products and services using digital platforms, including social media, emails, blogs, and digital advertising. It involves establishing a digital presence and implementing targeted campaigns to reach the desired audience.
- Digital marketing encompasses a diverse range of strategies and techniques that leverage digital channels to connect with the target audience, drive traffic, and achieve marketing goals. With its ability to reach a global audience, track performance, and adapt in real-time, digital marketing has become an indispensable aspect of modern marketing for businesses across industries.
- As technology continues to evolve, staying up-to-date with the latest trends and adopting innovative strategies will be key to thriving in the dynamic world of digital marketing.



# Digital Marketing – A rapidly Growing Domain

The Digital Marketing career scope in the Indian internet industry is going to be worth \$160 billion by 2025.  
– Goldman Sachs Report

The growth rate of the US Digital Advertising Market is 6.9%, with an estimated value of \$216.89 Billion by 2025.

Digital marketing is changing the game for businesses everywhere, from big industries to small handicraft businesses. It's helping them sell their products worldwide, reaching customers from all corners of the globe. Embrace the power of digital marketing to learn, help expand the business, connect with a global audience, and unlock new doors of opportunity for success.

# Why Pursue a Digital Marketing Career in 2023?

- Digital marketing is essential in today's digital era as it allows companies to connect with customers effectively.
- The constant evolution of digital platforms and technologies makes digital marketing challenging and exciting.
- Companies are in constant need of professionals who can bring fresh ideas and have a forward-looking vision.
- Digital marketing offers diverse career paths based on individual strengths and interests, such as content marketing, marketing analytics, and social media marketing.
- The Training Program in Advanced Digital Marketing and Web Analytics from Digital IT Hub is designed to provide a comprehensive and fun-filled learning experience.
- The program offers industry knowledge from experienced digital marketers and provides dedicated career assistance to help students find suitable job opportunities.



# Get ahead in your Career with Digital Marketing



If you're open to change and love learning, you can establish a successful career in digital marketing. In today's internet-driven world, digital marketers can work in any industry and find plenty of opportunities to grow.

- The digital marketing field didn't exist 20 years ago.
- The digital explosion has revolutionized communication and business practices
- Businesses now rely heavily on digital marketing to sell their products and services
- The demand for digital marketers is continuously increasing as businesses grow.
- Digital marketing offers a career with variety, excitement, and continuous learning opportunities in 2023.

# Digital Marketing: Your Path to a Promising Career

## Become an in-DEMAND Digital Marketing Professional

There are 40,000+ digital marketing job openings on Naukri for freshers in India.  
- Naukri.com

The starting salary for digital marketing professionals ranges between 4.5 LPA to 6.5 LPA. - IIDE

Candidates with relevant digital marketing experience have a salary range of 18 - 25 LPA.  
- Glassdoor



# The Future of Digital Marketing



- Excited to start your digital marketing career? Here's how this program will put you on the right path.
- Become a digital marketing expert with the ability to run live campaigns across various digital channels and media.
- Learn industry-standard tools like Google Adwords, FB ads, Google Analytics and so many more.
- Be an affiliate marketer/influencer and manage your digital brand.
- Learn to optimize and make marketing an effective revenue generator for your brand.
- Learn to use content across platforms to effectively communicate your brand's message and values.

## ACCESS REWARDING CAREER PATHS

DIGITAL MARKETING MANAGER

SEO/SEM SPECIALIST

CONTENT STRATEGIST

ENTREPRENEUR

SOCIAL MEDIA MANAGER

DIGITAL SALES MANAGER

PERFORMANCE MARKETER

AFFILIATE MARKETER





# Who is this Program for?

- Final-year college students who want to accelerate their careers in Digital Marketing.
- Sales professionals who want to make a switch to a digital marketing role.
- Professionals from a traditional marketing background who want to augment their skillset.
- Business owners and self-employed professionals who want to grow their businesses online.
- Working Professionals looking to enter a new field, enhance their skill set and profile to advance in their career ladder.
- Entrepreneurs who want to gain a deeper understanding of digital marketing to effectively promote their products or services.
- Freelancers who offer digital marketing services and want to enhance their expertise and attract more clients.



# A Program Experience Designed for Career Success

**BUILD SKILLS FOR SUCCESS**  
Learn through sessions and projects across various platforms using digital marketing.

**EXPERTISE TRAINING**  
Application-oriented training to the candidates to have real-time project exposure with the guidance of the mentors.

**GAIN IN-DEPTH KNOWLEDGE**  
The program covers a diverse set of concepts and access to AI-based tools that prepare you well beyond just industry certifications.

**LEARN THE TOOLS OF THE TRADE**  
This course will equip you to clear all industry-relevant certifications offered by Facebook, Google, Hubspot.

# Our Success Stories



Kailash



Venkatesh



Sandhya



Kiran



Vanitha

# MODULES



ONPAGE  
OFFPAGE

TRAFFIC

★★★★★  
RANKING

SITE  
ARCHITECTURE



INDEXING  
KEYWORDS

# SEARCH ENGINE OPTIMIZATION

Search Engine  
Optimization  
★★★★★



# Search Engine Optimization

SEO (Search Engine Optimization) is the practice of optimizing a website and its content to improve its visibility and ranking on search engine results pages (SERPs).

- **Keywords:** Research and target relevant keywords in your content.
- **On-Page Optimization:** Optimize meta tags, headings, and URLs with keywords.
- **Quality Content:** Create valuable, informative, and engaging content.
- **Site Structure:** Ensure a clear and organized website structure.
- **Backlinks:** Earn high-quality backlinks from reputable sites.
- **Local SEO:** Optimize for local searches with location-based keywords.
- **Technical SEO:** Optimize the website's technical elements for improved search engine visibility and performance.





# **SOCIAL MEDIA OPTIMIZATION (SMO)**



# Social Media Optimization (SMO)

Enhancing brand visibility and engagement on social media through strategic optimization.

- Intro to Social Media: Online platforms for communication and content sharing.
- SMO Concepts: Profile optimization, content strategy, engagement, hashtags, analytics.
- Types of Websites: Social networking, microblogging, media sharing, bookmarking, forums.
- Facebook, Google+, LinkedIn: Popular social networking platforms.
- visual platforms. YouTube, Pinterest and Instagram.
- Hashtags: Categorization tool for content discovery.
- Image Optimization: Enhancing images for social media.





# PERFORMANCE MARKETING



# Performance Marketing

Performance marketing is a results-driven marketing approach focused on achieving specific goals and measurable outcomes. It involves optimizing marketing efforts to generate the highest possible return on investment (ROI) by tracking and evaluating performance metrics.

- **Goal-Oriented:** Optimization for specific marketing objectives and ROI.
- **Performance Metrics:** Tracking and evaluating key indicators for success.
- **Data-Driven:** Utilizing analytics to inform strategies.
- **Targeted Campaigns:** Precise audience targeting for relevance.
- **Conversion Tracking:** Monitoring and attributing conversions.
- **Pay-Per-Click (PPC):** Ad model based on clicks.
- **Cost Efficiency:** Maximizing ROI, minimizing costs.
- **Continuous Optimization:** Refining strategies based on data.





Promote

Publish



Optimize



Create



Social Media

Seo

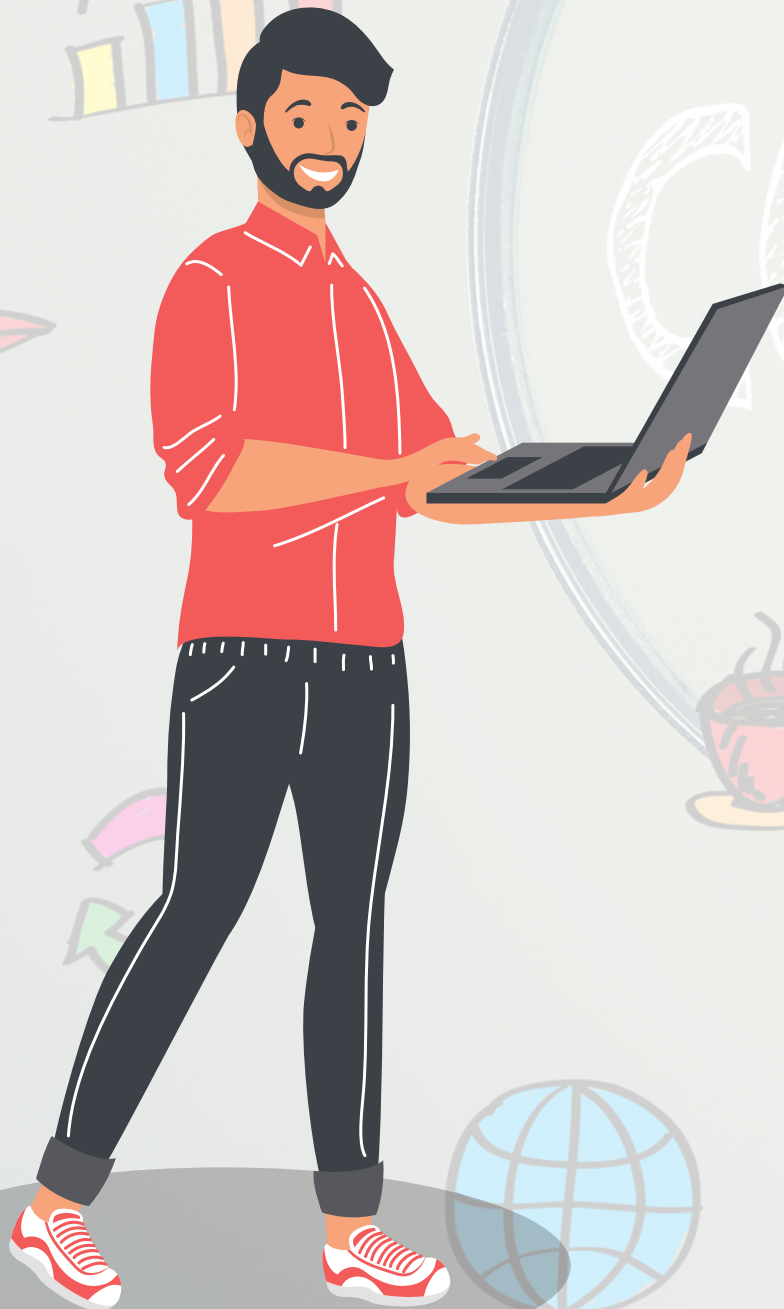
# CONTENT MARKETING



# Content Marketing

It involves creating and sharing informative, entertaining, or educational content to build brand awareness, establish credibility, and ultimately drive profitable customer action.

- Target Audience: Tailoring content to audience needs and interests.
- Brand Awareness: Building visibility through valuable content.
- Credibility: Establishing authority and expertise.
- Engagement: Fostering audience interaction and relationships.
- Channels and Formats: Utilizing diverse platforms and content types.
- Storytelling: Engaging through narratives.
- SEO and Keywords: Optimizing for search engines.
- Analytics: Measuring content performance.
- Customer Action: Driving desired behaviors.
- Content Strategy: Planning content creation and promotion.



# EMAIL MARKETING



# Email Marketing

The strategy of sending targeted emails for promotion and relationship-building.

- Targeted Audience: Reaching specific individuals with tailored messages.
- Promotion and Offers: Sharing products, services, and exclusive deals.
- Relationship Building: Nurturing leads and strengthening customer connections.
- Newsletters and Updates: Delivering valuable content and industry news.
- Automation: Using automated sequences for timely messaging.
- Personalization: Customizing emails based on preferences and behaviors.
- Call-to-Action (CTA): Including compelling prompts for desired actions.
- Segmentation: Dividing subscribers into targeted groups.
- Mobile Optimization: Ensuring emails are mobile-friendly.
- Compliance: Following email marketing regulations.





# WHATS APP MARKETING



# Whats app Marketing

Using WhatsApp for promotions and communication.

- **Direct Messaging:** Personalized messages to customers.
- **Content Sharing:** Sharing text, images, videos, and documents.
- **Customer Support:** Assisting customers through WhatsApp.
- **Broadcasting:** Sending messages to multiple recipients.
- **Group Chats:** Engaging with targeted audiences.
- **WhatsApp Business API:** Integration for enhanced functionality.
- **Automation:** Streamlining with automated messages.
- **Opt-in Subscriptions:** Obtaining user consent.
- **Promotions and Offers:** Sharing exclusive deals.
- **CRM Integration:** Connecting with CRM tools.
- **Metrics and Analytics:** Tracking engagement data.



# AFFILIATE MARKETING



**AFFILIATE  
MARKETING**

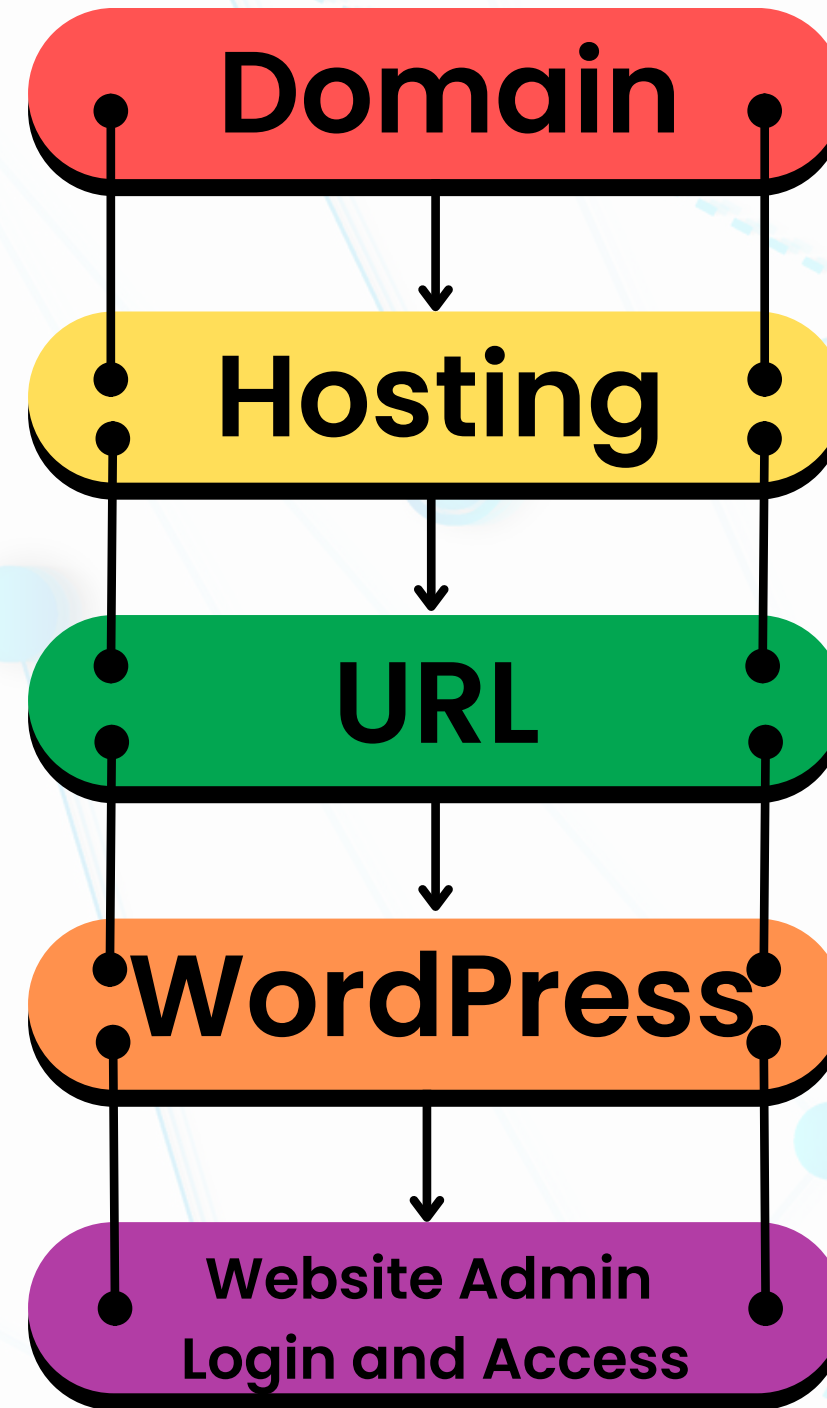
# Affiliate Marketing

Affiliate marketing is a performance-based marketing strategy where affiliates promote products or services on behalf of a merchant and earn a commission for each sale or action generated through their referral.

**Affiliates:** Promoting products or services for commissions.

- Referral Traffic: Driving targeted traffic to merchants.
- Affiliate Networks: Platforms connecting merchants and affiliates.
- Promotional Methods: Using websites, blogs, social media, or email marketing.
- Tracking Links: Unique links for tracking referrals.
- Conversion Tracking: Monitoring affiliate-driven conversions.
- Performance Metrics: Evaluating affiliate performance.
- Compliance: Following program guidelines and regulations.





# BASIC WEB DESIGNING AND DEVELOPMENT

# Basic Web Designing and Development

Creating visually appealing websites using design principles and coding.

**Domain** : The unique address that identifies a website on the internet.

**Hosting** : The service of storing and making web pages accessible online.

**URL** : The web address that specifies the location of a specific resource on the internet.

**WordPress** : A popular content management system for building websites.

**Website Admin Login and Access:** Log into the website's admin panel to manage content, settings, and other website-related tasks.



# Web Analytics

Collecting, measuring, and analyzing data on website usage and visitor behavior.

- **Metrics:** Tracking KPIs like page views, visits, User behaviour, bounce rates, and conversions.
- **Traffic Sources:** Identifying where visitors come from.
- **User Behavior:** Understanding navigation and actions on the website.
- **Conversion Tracking:** Monitoring goal completions and user actions.
- **Segmentation:** Dividing visitors for deeper insights.
- **A/B Testing:** Experimenting with different web page versions.
- **Heatmaps:** Visualizing user activity on web pages.
- **Funnel Analysis:** Assessing user behavior in multi-step processes.
- **Reporting and Insights:** Interpreting data for optimization.
- **Continuous Improvement:** Using analytics to enhance user experience and achieve goals.



# Types Of Packages



**SEO**

**SMO**

**CONTENT WRITING  
(BASIC)**

**WEB ANALYTICS  
45 DAYS**

# INTERMEDIATE

**SEO**

**SMO**

**SMM**

**CONTENT WRITING  
(BASIC)**

**ASO**

**ASM**

**WEB  
ANALYTICS**

**SEM**

**LIVE  
PROJECTS**

**RESUME  
RELATED**

**MARKETING &  
THEIR PROFILES**

**PLACEMENT  
ASSISTANCE**

**FREE MATERIALS**

**PAID TOOLS ACCESS  
FOR 3 MONTHS**

**CERTIFICATION**

# ADVANCED

ADVANCED SEO

ADVANCED SEM

ADVANCED SMO

ADVANCED SMM

GOOGLE ANALYTICS

INFLUENCER MARKETING

ASO

ASM

CONTENT WRITING

EMAIL MARKETING

AFFILIATE MARKETING

LIVE PROJECTS

PERSONALISED SECTIONS

BASIS OF WEB DEVELOPMENT & DESIGNING

100% PLACEMENT

FREE MATERIALS

PAID TOOLS ACCESS FOR 6 MONTHS

CERTIFICATION 6 MONTHS



# Learn more than 20 Industry-preferred Tools

 GetResponse

 **Woo** **COMMERCE**

 **SEMRUSH**

 *Canva*

 **elementor**

 **WORDPRESS**

 **Talkwalker**

 **BuzzSumo**

 **RankMath**

 **Razorpay**

 **Google Ads**

 **GetResponse**

 **vidIQ**

 **zety**

 **Pabbly**

 **hunter**

 **Hootsuite**

 **Google**  
Search Console

 **Meta Ads**

 **Google**  
Analytics

## BEGINNER

Course Duration : 45 Days

Price : ~~26,999/-~~

At Just : **14,999/-**

You get Access to **30,000/-** Worth of Materials and Tools.

**BONUS**

Note 1 :Daily **Live Sessions** during the Course.

Note 2 :Both **Weekdays & Weekends**.

Note 3 :Every **Saturday** Q/A live session.

## INTERMEDIATE

Course Duration : 3 Months

Price : ~~64,999/-~~

At Just : **32,999/-**

You get Access to **75,000/-** Worth of Materials and Tools.

**BONUS**

## ADVANCED

Course Duration : 6 months

Price : ~~1,28,999/-~~

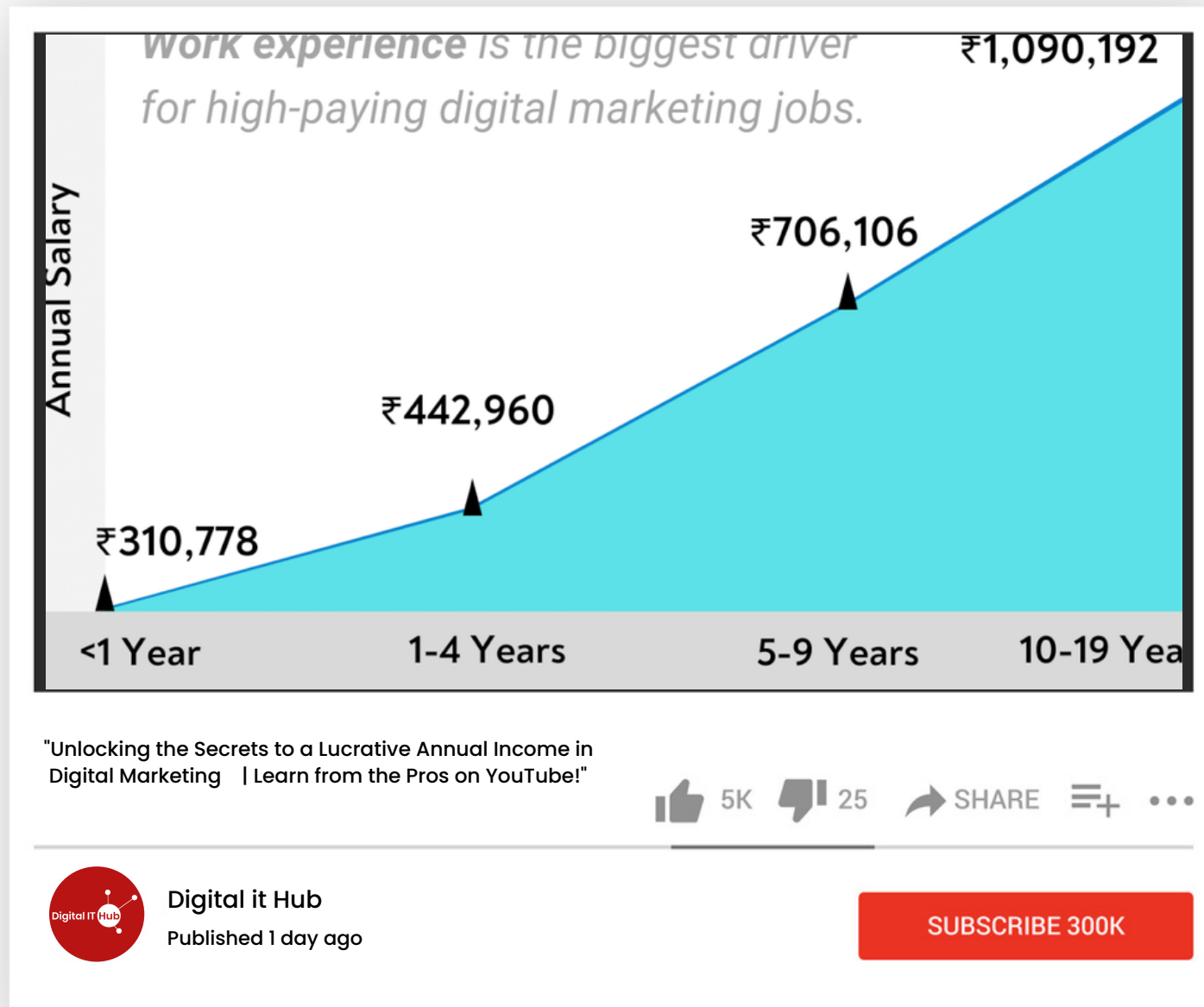
At Just : **64,999/-**

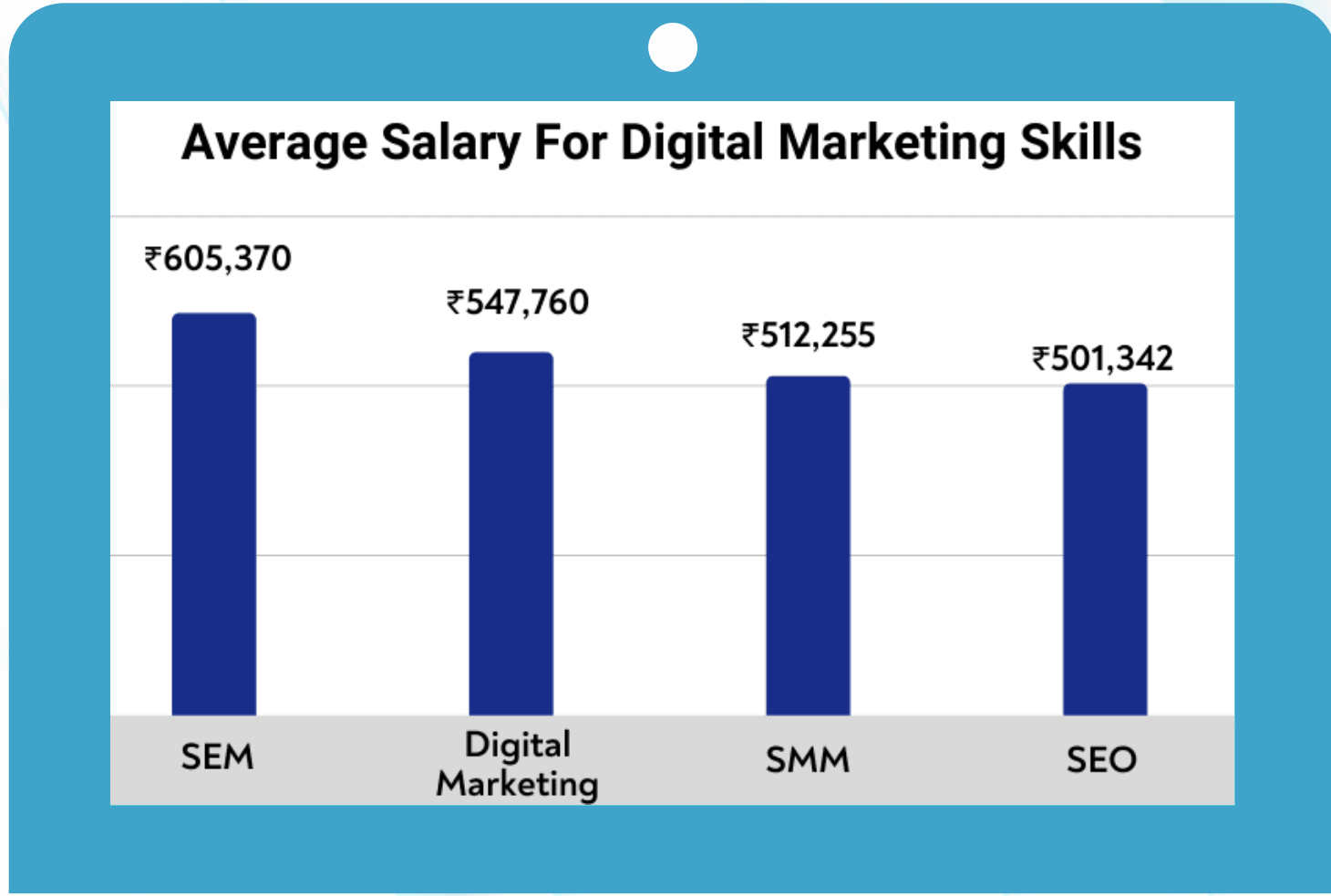
You get Access **1,50,000/-** Worth of Materials and Tools.

**BONUS**

# Scope of Digital marketing in india



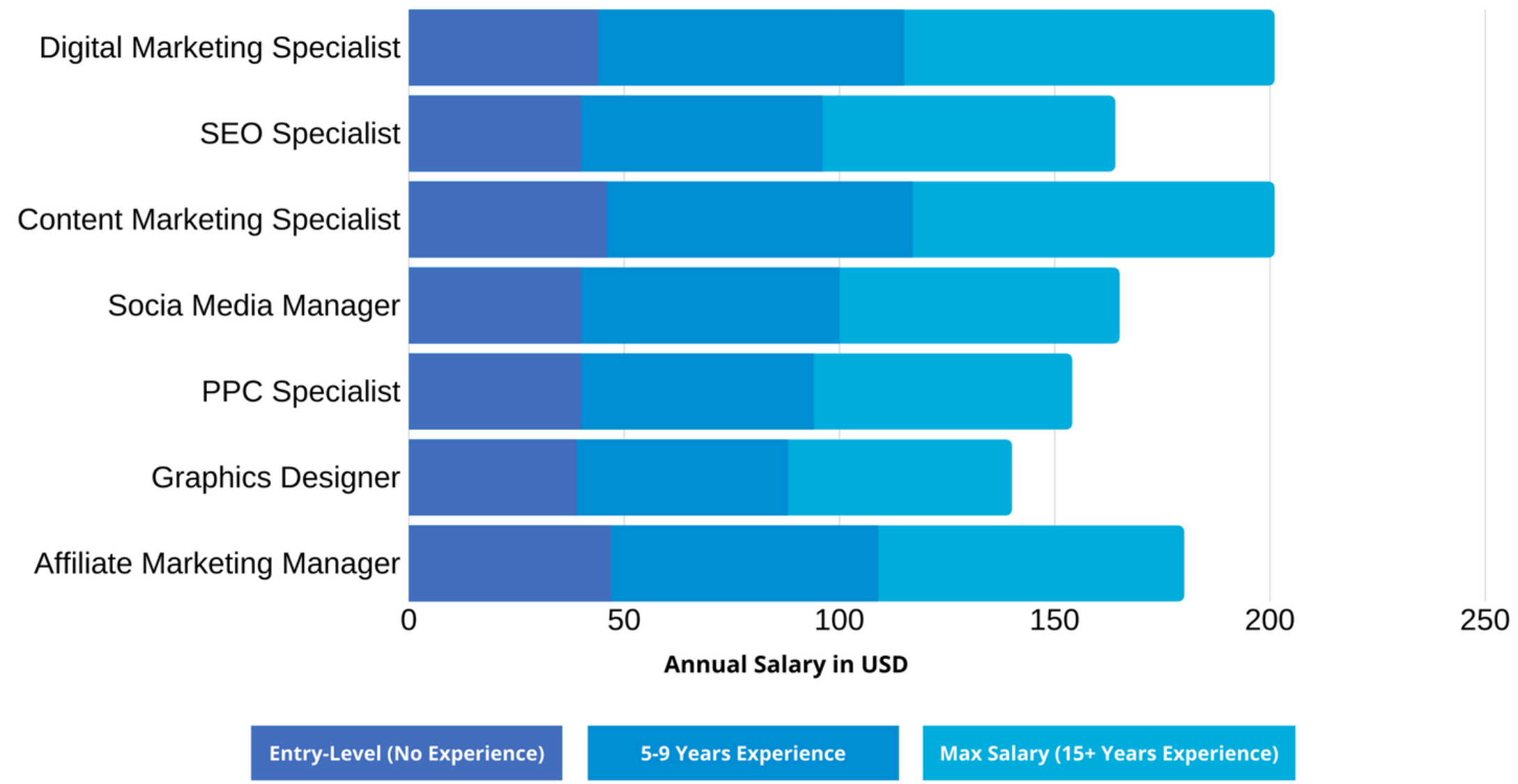






# Best Entry-Level Digital Marketing Jobs

Based on Average Salary



# Enroll today and start your digital marketing journey

- Gain in-demand skills for a successful marketing career.
- Increase your job prospects and earning potential.
- Stay ahead of the competition in the digital marketing field.
- Earn a certificate upon course completion.
- Visit our website: [www.digitalithub.tech](http://www.digitalithub.tech)

**LIMITED- SLOTS AVAILABLE**



Digital IT Hub



# THANK YOU

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