



SLIM

SCAFFOLD LEARNING
INTEGRATED METHOD



DIGITAL MARKETING

FROM

TECHMINDZ

We use **SLIM - SCAFFOLD
LEARNING INTEGRATED METHOD**
for talent building,
development/enhancement.

TAP - TALENT AWARENESS PROGRAMS

to deliver emerging technology
learning via hassle free methods.

These programs will be delivered
through both online and direct face
to face sessions.



SLIM
SCAFFOLD LEARNING
INTEGRATED METHOD

- ★ Introduction of the digital marketing concept
- ★ Digital Marketing Strategies & Concepts
- ★ Understanding Leads Generation Techniques
- ★ Understanding Traffic Generation Techniques
- ★ Marketing tools understanding and usage
- ★ Search Engine Optimization

★ Social media Campaigns
Facebook/LinkedIn/Twitter Marketing Campaigns

★ Advertisement campaign in Search
Search Engine Marketing Campaigns Fundamentals

Understanding Email Marketing

- ★ Email Software and Tools
- ★ Segmentation Strategy
- ★ Segmentation Lists
- ★ Auto-Responder Series
- ★ Triggering Auto –Responder Emails
- ★ Planning Email Campaign

Practical Classes & Assignments

Activity Assessment & Improvement Suggestions

Working on Live Project based on performance & Attitude

Address:

TechmindZ

Ground Floor,Phase 1,

*Carnival Infopark, Kakkanad,
Cochin-682042*

36 Hours of learning



Learn from anywhere



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