## **SEM Advance Training**

**Curriculum 6 Days** 

• Introduction	Social Media Marketing	Digital Media Vs. Traditional Media
o L	0	
0	0	0
0	0	0
0	0	0
0	0	
	0	Understanding Marketing Strategies
LinkedIn Social Media Marketing	0	0
0		0
0	Creating targeted ad campaigns	
0	0	
0	0	
0	0	
0	0	
	0	
	0	
	0	

Social Media	Campaigns – Wh	nat's New – What's Hot	
0			
0			
0			
Research key	ywords		
0			
0			
0			
Google AdW	ords Express		
0			
0		Q	
0	Q		
0			
media accou	nt setup with too	ols	

Search Engine and History	Off-page Optimization For SEO
	0
	0
0	o Q
0	o Q
	0
On-page Optimization For SEO	0
o	
	0
0	
	0
0	
○ Q	
o L	