



# Digital Marketing

## Industrial Internship & Training Program

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# About The Program:

REGex Software Services's **Digital Marketing course** is a valuable resource for beginners and experts.

This course will introduce you to SEO Optimization, Search Engine Marketing, Social Media Marketing, Content Marketing, Email Marketing, WordPress Fundamentals, Google Analytics, Affiliate Marketing, E-commerce Marketing from Basics to Advance.

If you want to become Digital Marketing Program, REGex introduce this course for you.

<b>Mode:</b> Physical (Jaipur)or Online (Google Meet)	<b>Duration:</b> 5 Months	<b>Weekly Duration:</b> 20 Hours Per week	<b>Participants:</b> 25 – 30 per Batch
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## What you will Learn:



### SEO

Improve website visibility and rankings.



### SEM

Run effective search engine ads.



### Content Marketing

Create engaging and valuable content.



### WordPress

Build and manage websites easily.



### Google Analytics

Track and optimize website performance.



### Affiliate Marketing

Earn through affiliate programs.



### E-commerce

Increase online store sales.



### Email Marketing

Drive conversions with effective email campaigns.





## ➔ Study Material:

- E-Notes
- Assignments per day
- Weekly Tests
- 180+ hours on demand Live Video Lectures
- Offline Access of Lecture Videos & Notes
- 24\*7 Mentorship Support
- Working on Live Projects

## ➔ Output:

- Able to think out of the box
- Work on multiple projects and Opportunity to get Internship in REGex or in any other Other company through us
- Become ready for Digital Marketing
- Min Annual Salary of Digital Marketing is ₹2.4-5 LPA

## • Live Sessions

Live Sessions by Expertise Trainers and Access of Recorded Session is also available

## • Live Projects

Get a chance to work on Industry Oriented Projects to implement your learning

## • 24\*7 Support

24\*7 Mentorship Support available for all Students to clear all of your doubts

## • Opportunities

REGex provides Internship / Job opportunities to the best Students in different Companies.



### Placement Opportunities in Companies

You can get Internship/Training Opportunities to get placed in HP, DELL, Honeywell, Rightpoint, Frontdoor, Fractal and many more according to your performance.

### Placement Process:

- We'll train you from first week and TEAM will analyze your performance according to your Assignments & tests.
- It's compulsory to complete 75 – 80% assignments and tests to get Placement Opportunities.
- You will be tested by different type of tests and assessments.
- After Completion of 5th month, TEAM will guide you about resume making and Team will take your resumes and analyze it accordingly.
- After this process you will get details about the further process of exam according to your performance and company's requirement.
- You will get Opportunities back to back from REGex End via a mail according to your performance.

## Package Offered So Far:

- Minimum Package:  
**2.4 LPA**
- Average Package:  
**4 LPA**
- Highest Package:  
**5 LPA**

## Our Students Placed // Partnership



# COURSE CONTENT:

- Fundamentals of Digital Marketing (10 Hours)
  - Search Engine Optimization (SEO) (25 Hours)
  - Search Engine Marketing (SEM) & Pay-Per-Click (PPC) (20 Hours)
  - Social Media Marketing (SMM) (25 Hours)
  - TreeContent Marketing (15 Hours)
  - Email Marketing (10 Hours)
  - WordPress Basics (20 Hours)
  - Web Analytics (15 Hours)
  - Affiliate and Influencer Marketing (10 Hours)
  - E-Commerce Marketing (10 Hours)
  - Emerging Trends in Digital Marketing (10 Hours)
  - Capstone Project and Hands-On Training (10 Hours)
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[Note] **Content may Subject to Change by REGex as per Requirement**

**Additional Session** can be conducted on GIT, Linux, Docker, AWS Basics, Jenkins, and many more for all students.

## Projects you will work on

Live Client Projects With Development Team Under The Guidance Of Mentor

## Project Use Cases

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# FEE STRUCTURE & CASHBACK POLICY:

## FEE STRUCTURE

INDIAN FEE (PHYSICAL)

Price: ₹40,000/-

INDIAN FEE (ONLINE)

PRICE: ₹40,000/-

INTERNATIONAL FEE

PRICE: \$1100

FEE CAN BE PAID IN NO COST EMI @5000/MONTH

## Cashback Policy

- You will get your **Unique Referral Code** after successful paid registration.
- You will get **₹2500 Cashback** directly in your account for each paid registration from your Unique Referral Code on monthly basis (After Closing Registrations of this program).
- For Example:- If we received 10 paid registration from your Unique Referral Code then you will receive **₹2500\*10 = ₹25,000 on monthly basis.**



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