



MERAKI DIGI HUB



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Bhagwan Mahavir College,
Vesu



www.merakidigihub.com



DIGITAL MARKETING COURSE BROCHURE

ABOUT MENTOR

Founder, **Shivang Jindal** has **5+ years** of experience in the IT field and is highly experienced in working with international clients. Also, he started educating people about digital marketing from his own firm called "Meraki Digi Hub" for two years.

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Meraki Digi Hub is led by Shivang Jindal, and his course covers all the aspects of digital marketing practically, so it removes the fear of coding and algorithms among the students.

Learning is made easy at Meraki Digi Hub as we believe in covering all 360- degree aspects of digital marketing with an advanced course curriculum . 50% of the people in the marketing field do not have any qualifications regarding marketing. Hence, digital marketing has great scope for the ones who want to learn a **Digital Marketing Course in Surat**, which has a great career prospect. Shivang's unique style of teaching and **100% practical course** makes it stand out among other digital marketing institutes in Surat.

SHIVANG JINDAL CEO & FOUNDER

▲
▲
▲
▲
8+
Year's of Experience

40+
Batches Completed
1000+
Student's Trained





Your Gateway to Digital Excellence
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MERAKI DIGI HUB

MODULE 1

Connect with us

@merakidigihub



Professional Digital Marketer



Module 1

Introduction to Digital Marketing

www.merakidigihub.com



What is Digital Marketing



Traditional v/s Digital Marketing



Digital Marketing Channels



SEO (Search Engine Optimization)



SEM (Search Engine Marketing)



SMM (Social Media Marketing)



Video Marketing



Email Marketing





Module 1

Graphic Designing on Canva

www.merakidigihub.com



Advanced Logo Creation



Social Media Banner Design



GIF Creation



Video Creation (YT Videos / Reels)



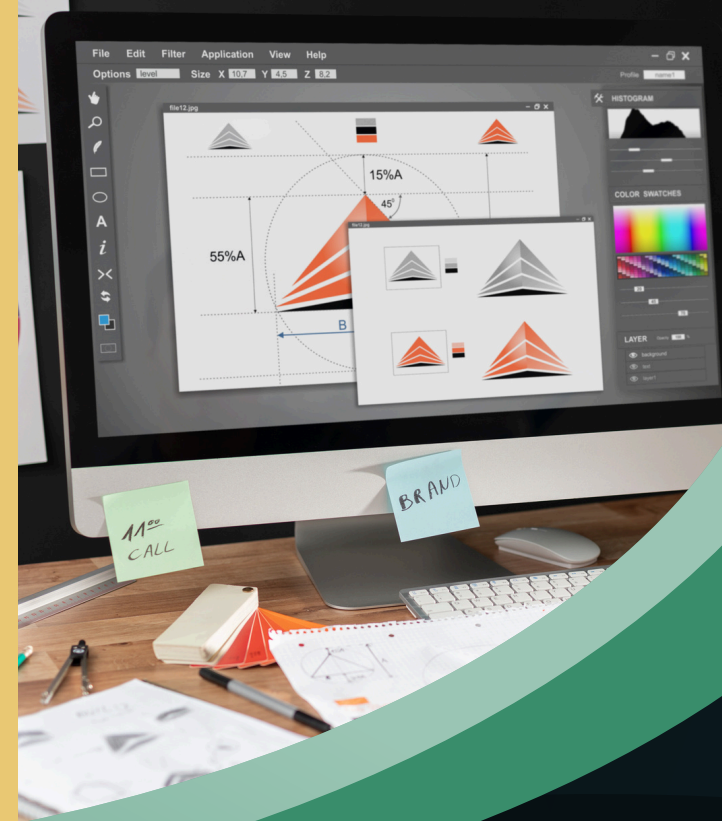
Portfolio / Resume



Digital Visiting Card



Thumbnail Designs





Module 1

Website Creation (Wordpress)

www.merakidigihub.com



Domain name and purchasing



Hosting & Purchase Hosting



Choose Theme



Choose Template



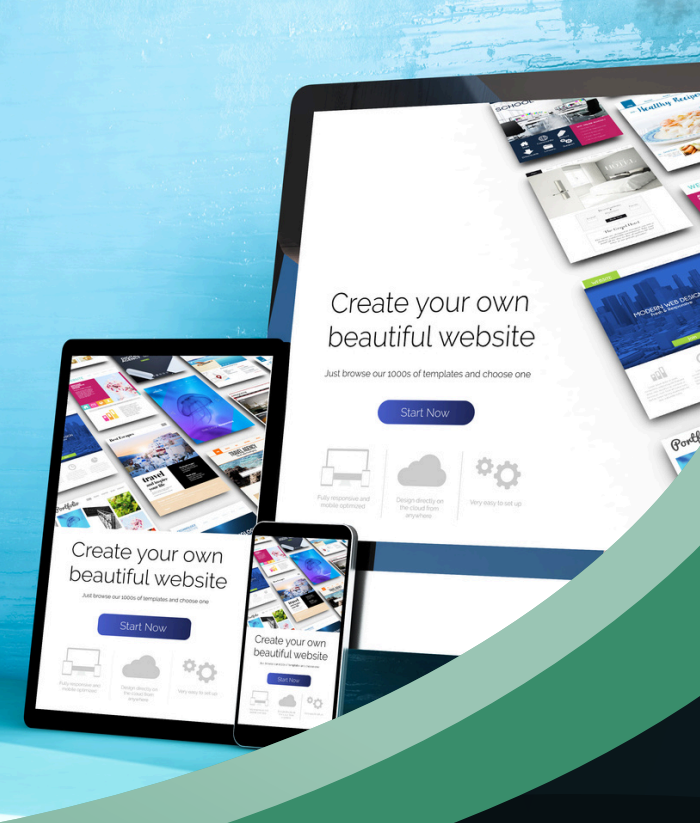
Add Plugins



Publish Website



Ecommerce Website





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MODULE 2

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Professional Digital Marketer



Module 2

Social Media Marketing

www.merakidigihub.com



Facebook



Instagram



Linkedin



Pinterest



Youtube



Quora



Business from SMM



IDENTIFY
RISK

CHOOSE
PLATFORM

KNOW
AUDIENCE

SOCIAL MEDIA
STRATEGY





Module 2

Google My Business

www.merakidigihub.com



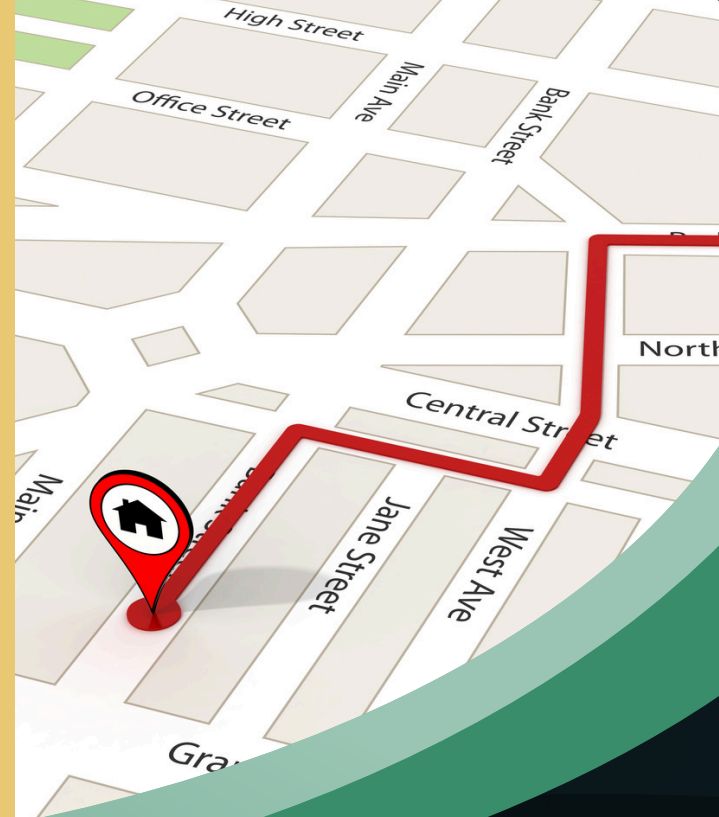
What is GMB ?



Why we need GMB ?



Setting up GMB













Module 2

Search Engine Optimization

www.merakidigihub.com

-  What is SEO ?
-  Importance of SEO
-  Diff between SEO & SEM
-  On Page SEO
-  Off Page SEO
-  Local SEO
-  Technical SEO
-  GA & GSC





Module 2

Industry Trends

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Email Marketing



Mobile Marketing



Content Marketing



Influencer Marketing





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MERAKI DIGI HUB

MODULE 3

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Professional Digital Marketer



AD CAMPAIGN

Module 3

Social Media Ads

www.merakidigihub.com



Facebook Ads




Instagram Ads



Linkedin Ads




Meta Ads



ROAS

RETURN ON AD SPEND



ADS





Module 3

Google Ads

www.merakidigihub.com



Smart Mode Ads



Expert Mode Ads



Search Ads



Display Ads



Video Ads





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FREELANCE



GET OUR APP
Get paperless information,
online manuals and more...



1M WEBSITES WORLDWIDE
More than 80,000 sites in
200 countries



HIRING
Best Freelancers



Professional Digital Marketer



Make Money Online

www.merakidigihub.com



Blogging



Affiliate Marketing



Online Reputation Management



Freelancer Induction



Practice Hours



Certifications We Provide

Congratulations!



Google My Business

Completed by Shivang Jindal on March 17, 2023

Congratulations!



Google Ads Display Certification

Completed by Shivang Jindal on March 17, 2023

Google Digital Unlocked

Shivang Jindal

is hereby awarded this certificate of achievement for the successful completion of **The Fundamentals of Digital Marketing** certification exam on 08/12/2018

Math Britz
President - Google EMEA

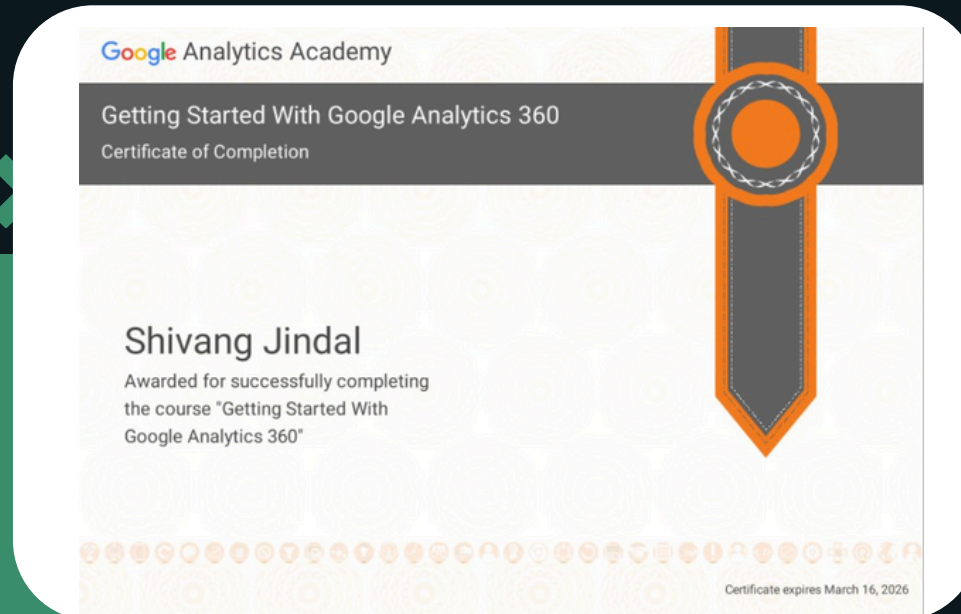


Townsend Pamela Feehan
CEO - IAB Europe

Certificate ID: GXB EY6 KJN

Verify the authenticity of this certificate at: [HTTPS://GOO.GL/s2y5Jv](https://goo.gl/s2y5Jv)

Certifications We Provide



Reasons to Choose Meraki Digi Hub



100 % Job Placements



100 % Practical Course



Premium Softwares worth 50000/-



Learn from Industry Experts



Work Assignments on live projects



Lifetime Support & Assistance



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DIGITAL MARKETING

IT'S TIME TO TAKE ACTION!

Join Now and Start Your Digital
Journey

START

YOUR

DIGITAL

JOURNEY

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Thank
you