Digital Marketing & IT Solutions – Courses and Training programs

By Analytica IT Solutions
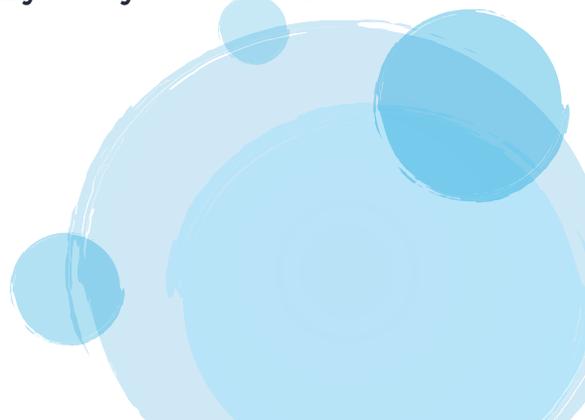
About us

ANALYTICA IT SOLUTIONS LLP is located in Trivandrum & Calicut, and is happy to offer its expertise in **Digital Marketing and IT Solutions**. Our tried and true system is based on over six years of cumulative knowledge and experience shared between our trainers. We pride ourselves on setting up our clients and students for success in Digital Marketing & IT Solutions, and we are sure that you will leave our sessions more prepared than you have ever been before.

Kerala #1 Digital Marketing Courses by ANALYTICA IT SOLUTIONS

This Digital Marketing course will transform you into a complete digital marketer with expertise in the top eight digital marketing domains – search engine optimization, social media, pay-per-click, conversion optimization, digital analytics, content, mobile, and email marketing. Fast-track your career in digital marketing today with practical training you can apply on the job.

Training sessions

Our training sessions are meticulously planned by our trainer and are designed in a manner geared toward the maximization of efficiency. Your time is

valuable, so our goal is to best prepare you while taking up the least amount of your time possible.

With over 180 hours of training, three months of internship, quizzes and practical steps you can follow - this is one of the most comprehensive digital marketing courses available. We'll cover SEO, YouTube Marketing, Facebook Marketing, Google AdWords, Google Analytics and more!

We are providing Online Training Programs that complete with durations ranging from one week to six months. Training sessions will be comprised of both activities and lectures that will touch upon the following subjects:

- Fundamentals of Digital Marketing
- Creation of Website Planning and Structure
- Study of Advanced Search Engine Optimization (SEO)
- Web Analytics and Webmaster Tools in Digital Marketing
- How to promote in Google AdWords and PPC Advertising - SEM
- Business Development in Social Media Marketing - SMM
- How to Get Money from YouTube and Video Marketing (Vlogging)
- Lead Generation & Marketing Automation and Email Marketing for Business
- Remarketing Strategies – Advance Level
- eCommerce with Payment Gateway
- Affiliate Marketing & Google AdSense
- Case Studies & Practical Assignments, Internship
- Training for Google Certification Program

Learn By Doing

The course is hugely interactive with online classes, live projects, checklists & actionable lectures built into every section.

Learn step by step how to market a business online from scratch across all the major marketing channels.

Follow the steps on screen to get results at work, for your own business or for your digital marketing clients.

12 Courses in 1

Covering 12 major online marketing topics and comprising of 180 hours of clear cut lectures & practice activities - this course is "incredible value for money!" as one student said. We'll cover:

1. Market Research. Ask simple questions to validate your business idea.
2. WordPress. Build a world-class website in 1 hour without any coding.
3. Email Marketing. Build a mailing list of 1000 people in 30 days from scratch.
4. Copywriting. Write sales pages that make the cash register ring!
5. SEO (Search Engine Optimisation). Get free traffic to your website with SEO.
6. YouTube Marketing. Drive traffic & sales with simple "how to" videos.
7. Social Media Marketing (Instagram, Facebook, Twitter, Pinterest & Quora).
8. LinkedIn Marketing. Go viral on LinkedIn and 400x your connections.
9. App Marketing. Discover Many Ways to Promote Your App.

10. Google AdWords. Avoid common mistakes and set up profitable campaigns first time.
11. Facebook Ads. Make money with Facebook Ads without spending a fortune.
12. Google Analytics. Improve your marketing with Google Analytics data.

By the end of this course, you will be confidently implementing marketing strategies across the major online marketing channels.

All the strategies, tips and tools recommended are either free or very cost effective.

Tools Covered

Why get certified from Analytica

Improve your CV

Getting certified shows employers that you have a clear understanding of the core concepts of digital marketing. You can also add the qualification to your CV, and easily upload it to your LinkedIn profile.

Find a job

Becoming certified shows, you've got genuine digital skills, and that you are motivated to learn: two essential qualities in today's business world. Demonstrating these qualities can help improve your chances of finding the job you want.

Grow your career

Improving your digital knowledge can help you find a job, get promoted, or start a whole new career.
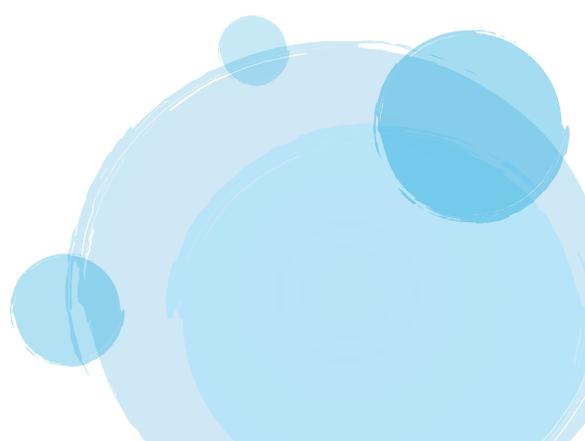
What you'll learn

- Grow a Business Online From Scratch
- Make Money as an Affiliate Marketer
- Land a High-Paying Job in Digital Marketing
- Work From Home as a Freelance Marketer

Skills you'll learn

Analytics and data insights

In this introduction to Analytics, we'll show you how to collect and analyse user data and turn it into actionable insights.

Business strategy

Learn how to define and track clear goals, segment audiences and analyse data to help improve your online marketing efforts.

Content marketing

Learn how to grow brand awareness and get more conversions by creating and distributing high-value content to potential customers.

Display advertising

Get noticed online by identifying the right audiences, ad networks and strategies for your display ads.

E-commerce

All the strategies and tools you need to build an online store, sell effectively online and optimise the user experience.

Email marketing

Master the basics of email marketing, including how to track responses, create simple landing pages and use A/B testing.

Local marketing

Reach and engage potential customers nearby, using local directories, mobile marketing and by building a local search presence.
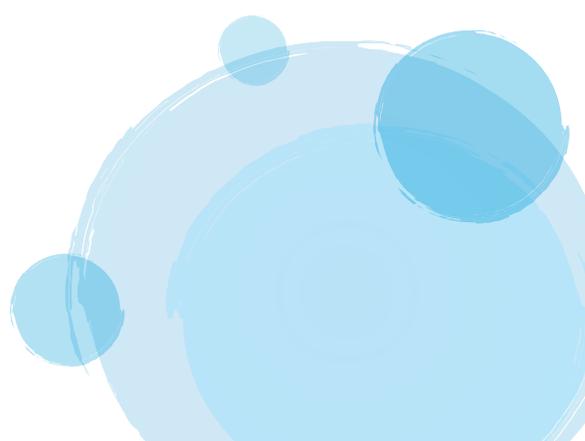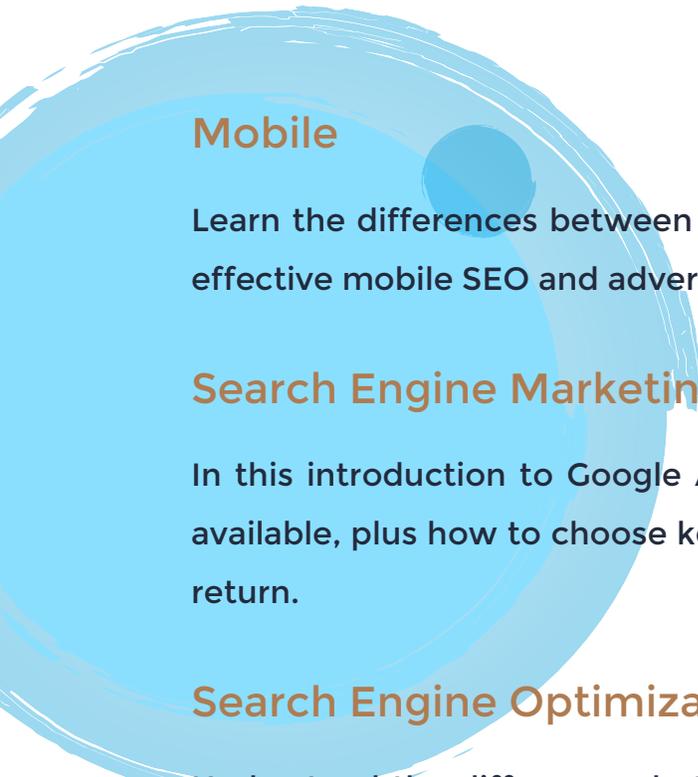
Mobile

Learn the differences between mobile sites and apps and develop the most effective mobile SEO and advertising strategies.

Search Engine Marketing - SEM

In this introduction to Google Ads, learn about the different research tools available, plus how to choose keywords and optimise campaigns for a better return.

Search Engine Optimization - SEO

Understand the differences between organic and paid search, learn how to develop the most effective SEO plan and optimise web pages so that users can find content easier.

Social Media Marketing - SMM

Find out how to identify the right social network sites, create great content users will love and measure your success.

Video Marketing and Vlogging

Discover how to integrate video into an online strategy, create video ads on a budget and make sure they're seen by the right people.

Web Optimisation

Identify the right digital channels that will help you achieve your business goals and create better online user experiences.

Requirements

Suitable for all types of businesses (digital product, physical product, service, B2B, B2C).

This course is for anyone with an interest in digital marketing who is seeking to develop their entrepreneurial skills, preparing to enter the workplace or looking to change careers. No prior experience or qualifications required.

Also, you can Stay your Home and Stay Safe at this pandemic situation. Doesn't matter of a place or time. We need only One Laptop or Desktop and Uninterrupted Internet Connection.

Interested in growing your digital skills more widely? Discover more Digital Skills courses from Analytica IT Solutions.

Success stories

Over 3000 people have already gained this qualification, and are using it to develop and improve their careers.

Start today and get certified in Fundamentals of digital marketing and Services...

Don't Miss Out!

Every second you wait is costing you valuable leads and sales.

These courses come with a 15-days money-back guarantee - so there's no risk to get started.

Go ahead and hit the "take this course" button to start growing a business online today!

Thanks and Regards

Sajith V

Director & CEO

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