

DIGITAL MARKETTING

60 Days Training Program



**Expand Your Reach, Amplify Your Impact:
Empower Your Brand with Digital Marketing**

IIHT Jaipur believe that upskilling is mightier than massive layoffs. And not just us, but countless companies attest to it and have adopted this approach in their businesses as well. The domain expertise these upskilled individuals bring in is what sets them apart. We focus on nurturing these aspects. So, whether you are a student in college or a fresh graduate entering corporate, we have something for you to offer. We are an online and offline training institution that provides students and professionals with courses in high demand. We provide training in a vast array of technologies, including Cloud Computing, DevOps, Cyber Security, Full stack development, Data Science, Digital Marketing, and Web Development, among others.

With the correct talents, you can establish an agency and develop a wonderful career. IIHT Jaipur teaches SEO, SMM, Google Ads, YouTube Marketing, Content Marketing, App Store Optimisation (ASO), Email Marketing, and more. The most complete digital marketing training in Jaipur and India offers advanced courses not covered by others.

Discover by doing

Projects, checklists, and practical lectures incorporated into each lesson, the course is extremely participatory.

Learn How To Promote

Discover step-by-step how to promote a business online using all the main marketing platforms.

Predictive Results

To get results at work, for your own company, or for your clients in digital marketing, follow the on-screen instructions.



E-commerce Marketing Training Program

1. Ecommerce Marketing

- Lesson 1 : eCommerce Business
- Lesson 2 : eCommerce Website Design
- Lesson 3 : Placements of Products
- Lesson 4 : Product Segmentation
- Lesson 5 : Remarketing Products
- Lesson 6 : Upselling And Cross Selling
- Lesson 7 : Payment Gateways
- Lesson 8 : Sales Funnels
- Lesson 9 : Email Integration

2. Amazon Marketplace

- Lesson 1 : Understanding Marketplace
- Lesson 2 : Selecting Selling Plan
- Lesson 3 : Selling strategy
- Lesson 4 : Seller Account Creation
- Lesson 5 : Product Categories
- Lesson 6 : Product Listing Details
- Lesson 7 : Product Meta Details
- Lesson 8 : Shipping Plans
- Lesson 9 : Review Management

1. Flipkart Marketplace

- Lesson 1 : Documentation of Seller
- Lesson 2 : Product Research
- Lesson 3 : Market Research
- Lesson 4 : Supply Chain Management
- Lesson 5 : Seller Account Creation
- Lesson 6 : Listing A Product
- Lesson 7 : Apply For Brand Approval
- Lesson 8 : Product Details
- Lesson 9 : Shipping Plans
- Lesson 10 : Tracking Performance

2. Paytm Marketplace

- Lesson 1 : Paytm Mall Seller Overview
- Lesson 2 : Documentation of Seller
- Lesson 3 : Product Selection
- Lesson 4 : Seller Registration
- Lesson 5 : Product Listing
- Lesson 6 : Seller Chat Console
- Lesson 7 : Shipping Plans
- Lesson 8 : eCommerce Tracking
- Lesson 9 : Adding Coupons




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