



WELCOME TO REFONTE LEARNING

DIGITAL MARKETING



Refonte Learning



About

We are a leading IT company specializing in data science and analytic. We're excited to unveil our newest Data Science cohort, representing our continuous efforts since 2016 to develop a cutting-edge scientific trading robot based on Artificial Intelligence for the crypto currency futures market.

Our digital marketing course caters to individuals seeking to enhance their expertise in the dynamic realm of digital marketing. Our extensive program delves into the latest trends and cutting-edge techniques, ensuring participants gain proficiency in the ever-evolving landscape of digital marketing. Topics covered include:

- Search engine optimization (SEO)
- Pay-per-click (PPC) advertising
- Social media marketing
- Email marketing
- Content marketing
- Influencer marketing
- Chatbots and AI in marketing

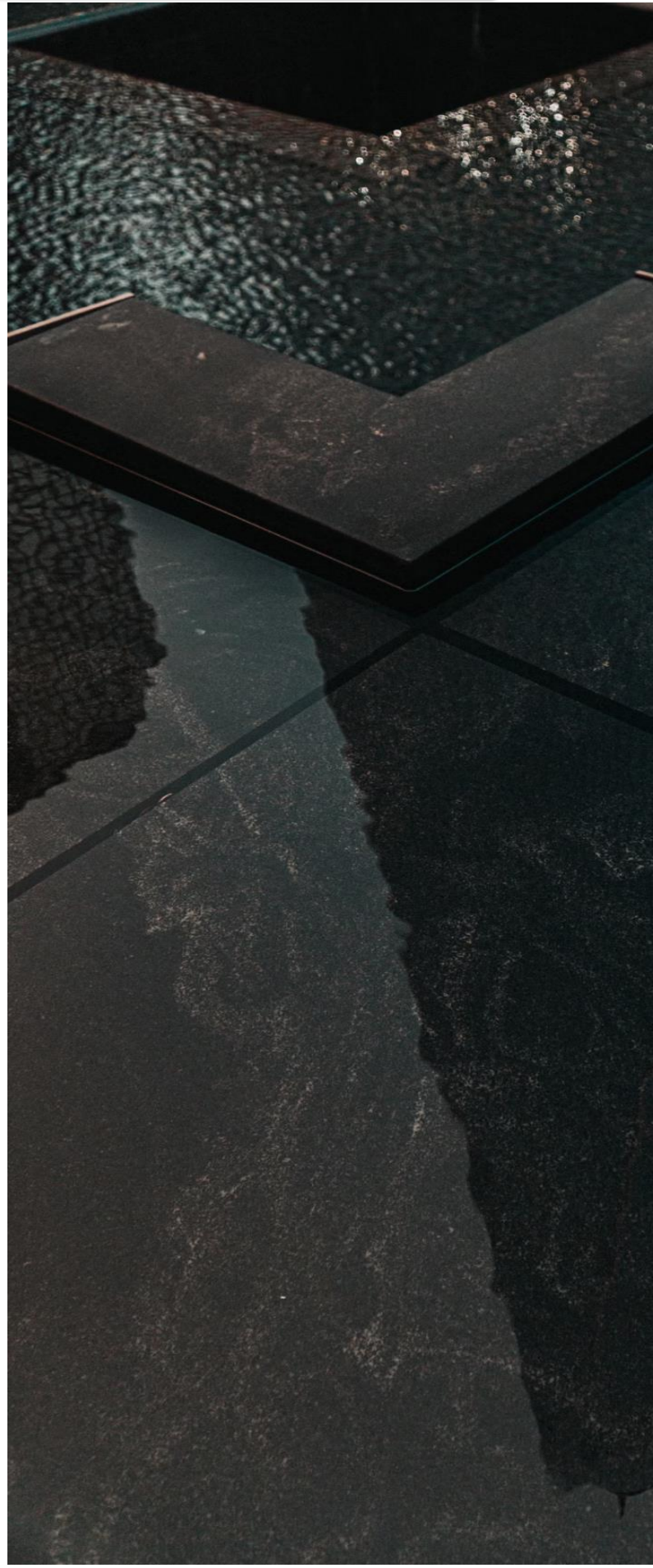
Our seasoned instructors will lead you through each subject, offering practical examples and interactive training to ensure your success in applying these skills to real-world scenarios.

REFONTE INTERNATIONAL TRAINING AND INTERNSHIP PROGRAM (RITIP) IN DIGITAL MARKETING

Embark on an exciting journey into the world of digital marketing with a warm welcome to RITIP! As a participant, you'll gain the expertise and know-how essential for launching a successful career in this dynamic field.

Our program hones in on crucial aspects such as search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, email marketing, and content marketing.

Whether you're at the starting line of your career or seeking to elevate your skills, RITIP delivers the training and support necessary for triumph in the dynamic and ever-evolving realm of digital marketing.



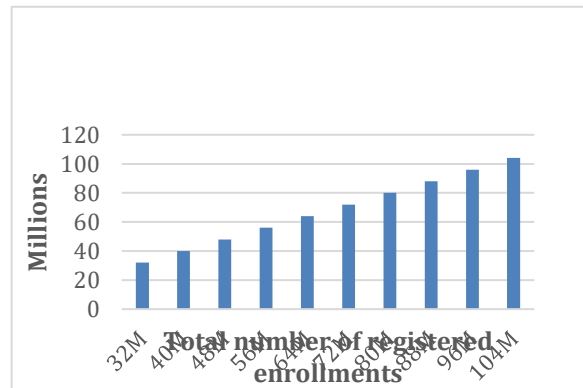
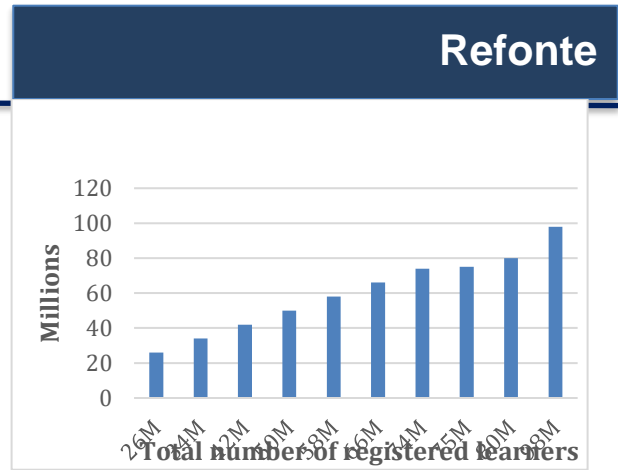
Details of the course:

The program spans a duration of 12 weeks, featuring three sessions weekly. Each session lasts for 60 minutes, and all course materials and resources will be readily accessible online throughout the entire duration.

Registration

Join our latest digital marketing cohort by enrolling now! Seize this chance to enhance your skills and propel your career forward.

For additional details and registration, please visit our website. We eagerly anticipate your presence in the upcoming



Training Learning Path

- Becoming proficient in SEO and content marketing
- Mastering PPC and digital analytics
- Advanced web analytics mastery
- Expertise in SMM, digital strategy
- Mastering Advanced Search Engine Optimization
- Mastering Advanced Pay-Per-Click Techniques
- Advanced Content Marketing
- Digital Marketing Capstone
- Digital Marketing Specialist

Units	Theme explored
Initiation to digital Marketing	Introduction to digital landscape, significance, and advantaged
Comprehending Web Platforms	Website Composition, Optimization, and Analytics
Search Engine Optimization	Optimizing on-site and off-site, researching keywords
Search Engine Marketing	Pay-Per-Click Advertising, Google Ads, Landing Page Enhancement
Social Media Marketing	Social Media Overview, Strategy Development, Content Crafting, Paid Advertising on Social Platforms
Content Marketing	Developing Content Strategy, Crafting Blog Posts, Distributing Content
Email Marketing	Establishing Email Lists, Designing Emails, Automation, and Analyzing Email Performance
Google Analytics	Implementing Google Analytics, Monitoring Website Visits, Tracking Campaigns, and Analyzing Data Metrics
Conversion Rate Optimization	Strategies to Boost Website Conversions, A/B Testing Methods
Influencer Marketing	Engaging Influencers, Establishing Partnerships, Executing Influencer Marketing Initiatives
Reputation Management	Overseeing Online image, Addressing Negative Feedback, and Handling Digital Reputation
Local SEO	Enhancing Local Search Presence, Utilizing Google My Business, Listing in Local Directories
Display Advertising	Creating Display Ads, Precision Targeting, Retargeting Strategies, and Display Ad Craftsmanship
Video Marketing	Video Marketing Overview, Video Production Essentials, and Video Advertising Insights
Mobile Marketing	Insights into Mobile Marketing, SMS Outreach, Mobile App Promotion, and Advertising on Mobile Platforms
Social Media Advertising	Executing Paid Social Media Campaigns, Precise Targeting, Budget Management, and Ad Design

Project Scope:

- Managing Social Media Presence
- Implementing Email Marketing Strategies
- Search Engine Optimization
- Content Generation
- Influencer Marketing
- Website Analytics

Our curriculum encompasses diverse projects tailored for hands-on experience, fostering skills highly sought after by employers.



Internship with Refonte:

Social Media Marketing:

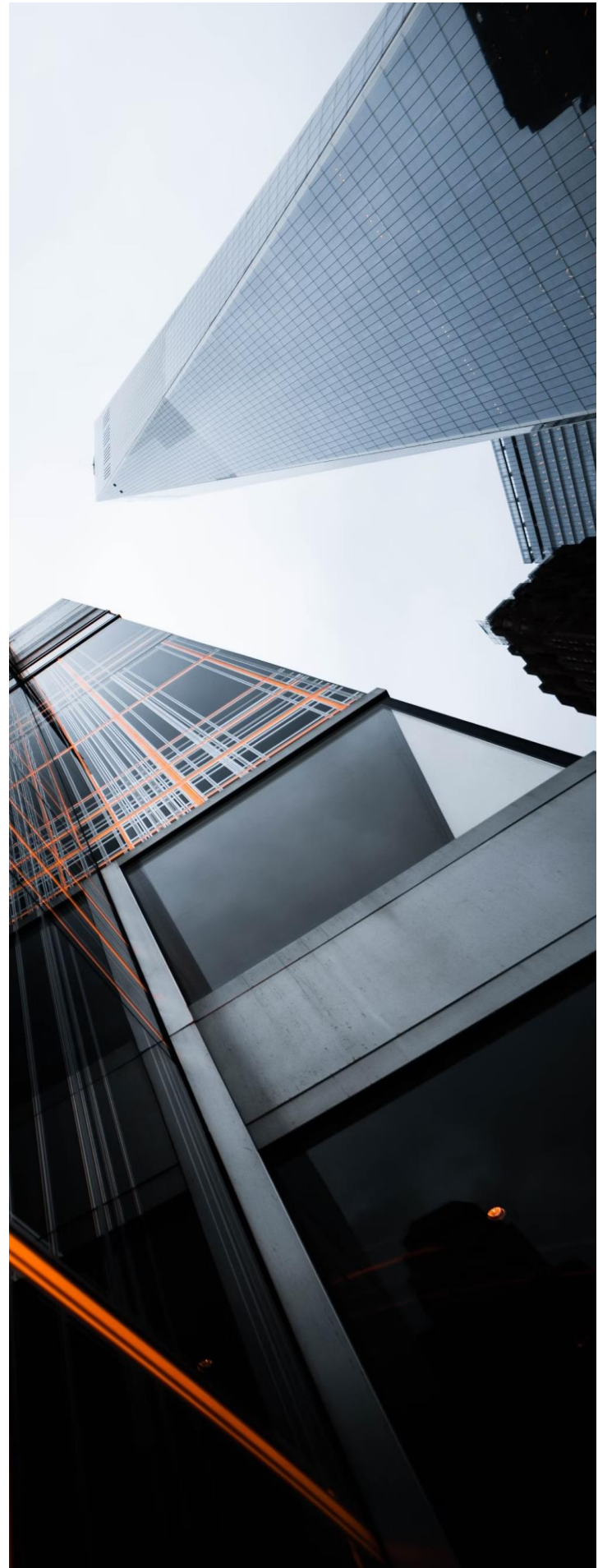
Participants will establish a strong presence on social platforms, creating Facebook Pages, LinkedIn Business profiles, and Twitter accounts. This assignment focuses on mastering social media marketing tools, audience aggregation, brand building, and customer acquisition.

Google AdWords (SEM):

AdWords takes center stage in our digital marketing course. In this assignment, you'll learn to design Google Ads campaigns, acquiring skills for running paid ads on YouTube, Search, and Display Network.

Email Marketing:

A crucial channel for audience engagement, Email Marketing, is explored in this assignment. Participants will execute a live email marketing campaign using platforms such as Mailchimp and Mailgun.





SEO:

During this internet marketing course, all participants will actively engage in live on-page and off-page SEO tasks for their respective websites. Emphasizing the paramount importance of SEO in digital marketing, the curriculum comprises assignments covering various aspects of SEO projects, such as keyword research, determining keyword density, conducting competition analysis, and optimizing website speed.

Content Writing:

Undoubtedly, content holds a pivotal role in the online realm. To secure a prominent place on Search Engine Results Pages (SERP), honing one's writing skills is crucial. The writing assignments in this course span across niche research, comprehensive keyword exploration, distinguishing between long-tail and short-tail keywords, conducting competition-based keyword research, and crafting diverse content types. Participants will actively contribute to the creation of web pages, blog posts, and listicle articles, fostering a practical

Tools featured:

- LinkedIn Ads
- Hubspot
- Google trends
- AdWords
- Ubersuggest
- Ahrefs
- Semrush
- Facebook Ads
- Keyword Planner
- Google Analytics
- Google Ads
- YouTube Analytics
- Facebook Insights
- Google Keyword Planner



Frequently Asked Questions:

Q: How long is the program duration?

A: The program spans a 3-month training and internship period.

Q: Will participants receive a certificate upon completion?

A: Yes, participants will be awarded a certificate for both the training and internship phases.

Q: Is the internship paid?

A: No, the internship is unpaid.

Q: Will participants receive mentorship?

A: Yes, participants will receive personalized 1:1 mentorship.

Q: What industries will participants work with during the internship?

A: Participants will have the opportunity to collaborate with companies across various industries, depending on their skill set.

Q: Is there a fee for the training program?

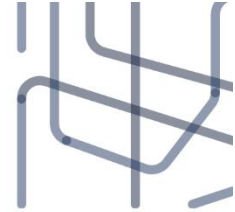
A: Yes, a minimal fee is required for participation in the training program.

Q: What is the program format?

A: The program comprises a blend of training sessions and internship experience, supplemented by 1:1 mentorship.



CERTIFICATE OF COMPLETION FOR OUR TRAINING PROGRAM



CERTIFICATE OF ACHIEVEMENT

This certificate is presented to:

John Doe

This certificate is given to John Doe for achieving his training in
Data Analysis in UK under Refonte Learning



REPRESENTATIVES



DATE: 01-01-2024
RLTPXXXXXX



SAMPLE INTERNSHIP CERTIFICATE



C E R T I F I C A T E
OF APPRECIATION

This certificate is presented to:

John Doe

This certificate is given to John Doe for achieving his training in
Data Analysis in UK under Refonte Learning

REPRESENTATIVES

DATE: 01-01-2024
RLTPXXXXXXXX



REFONTE LEARNING SUPPORT

Student Support Team:

- Our dedicated Student Support team is available around the clock, 7 days a week.
- Feel free to reach out to us anytime at official@refonteinfini.com.

Industry Mentors:

- Benefit from exceptional guidance provided by industry mentors, teaching assistants, and graders.
- Receive individualized feedback on your submissions and tailored guidance for improvement.

Doubt Resolution:

- Utilize our Q&A Forum for prompt resolution of doubts by industry experts and peers.
- Rest assured, all responses are expert-verified to ensure the highest quality of learning.

Expert Feedback:

- Receive personalized expert feedback on assignments and projects.
- Engage in regular live sessions conducted by experts to address any concept-related doubts you may have.



CONTACT US

official@refonteinfini.com

REGISTER NOW!



Refonte Learning