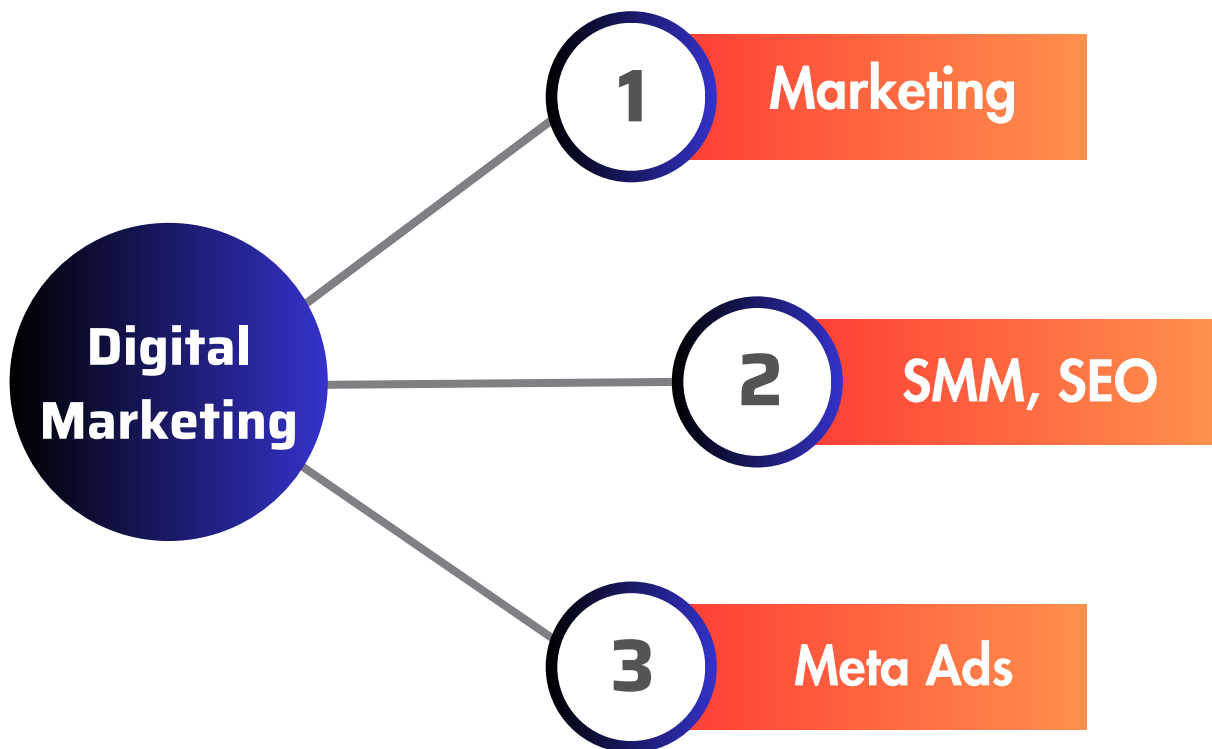




CoderFuel Infotech
PVT. LTD.



THE FUTURE OF TECHNOLOGY STARTS HERE.



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The Future Of Technology Starts Here.

The CFI founded in 2020 by our founders with the Vision to provide the Job oriented actual hands on training to professionals.

The quality of training provided by our mentors and the genuine support provided to our professionals is the main thing that we are now among the best Corporate Institutes in Nagpur.

We're on mission to provide transformational learning outcomes to learners career.

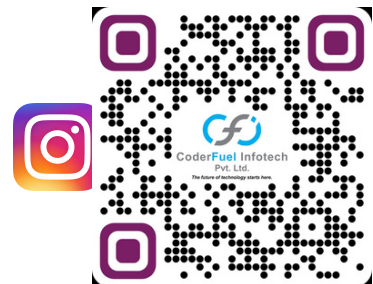
Our Training with Internship Domains

1. Website Designing & Development
2. Android Development
3. Data Analyst
4. Salesforce Development
5. Python Development
6. Full Stack Web Development


WHY CFI IS BETTER?


- Professional Syllabus
- Learn By Developer
- Weekly Assessments
- Better Placement
- Classroom Training
- Corporate Module Training
- Mock Interviews

Connect With Us On



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Digital Marketing

Professional Training Module

PART 01 : Digital Marketing

Module 01

Fundamentals of Digital marketing & Its Significance, Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing

Module 02

Display advertising, Buying Models, different type of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, Programmatic Digital Advertising.

Module 03

Social Media Marketing, SEO techniques, Keyword advertising, Google web-master and analytics overview, Affiliate Marketing, Email Marketing, Mobile Marketing

Module 04

Display advertising, Buying Models, different type of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, Programmatic Digital Advertising.

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Digital Marketing

Professional Training Module

PART 02 : Social Media Marketing

Module 01

Fundamentals of Social Media Marketing & its significance, Necessity of Social media Marketing, Building a Successful strategy: Goal Setting, Implementation.

Module 02

Facebook Marketing: Facebook for Business, Facebook Insight, Different types of Ad formats, Setting up Facebook Advertising Account, Facebook audience & types, Designing Facebook Advertising campaigns, Facebook Avatar, Apps, Live, Hashtags

Module 03

LinkedIn Marketing: Importance of LinkedIn presence, LinkedIn Strategy, Content Strategy, LinkedIn analysis, Targeting, Ad Campaign

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Digital Marketing

Professional Training Module

PART 03 : Search Engine Optimization

Module 01

Introduction to SEO, How Search engine works, SEO Phases, History Of SEO, How SEO Works, What is Googlebot (Google Crawler), Types Of SEO technique, Keywords, Keyword Planner tools

Module 02

On page Optimization, Technical Elements, HTML tags, Schema.org, RSS Feeds, Microsites, Yoast SEO Plug-in

Module 03

Off page Optimization- About Off page optimization, Authority & hubs, Backlink, Blog Posts, Press Release, Forums, Unnatural links

Module 04

Social media Reach- Video Creation & Submission, Maintenance- SEO tactics, Google search Engine, Other Suggested tools.

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Digital Marketing

Professional Training Module

PART 04 : Designing & Creations

Module 01 : Website planning and creation

The basics of website planning and development, and an introduction to HTML and Content Management Systems (CMS)

Module 02 : Email marketing

How to create and send product-based bulk emails, and ensure that all emails have a reasonable open rate and conversion rate

Module 03 : Content strategy

How to create content matching the user intent and your business goals

Module 04 : Campaign creation

How to create compelling and relevant content for your emails, create attention-grabbing subject lines, and incorporate visuals to engage your audience

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Digital Marketing

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Module 05 : Post & Banner Creation

Module 06 : Reels Creation

Module 07 : Entrepreneurship development

Module 08 : Affiliate marketing

Module 09 : Advanced AdWords and PPC

Module 10 : AI Tools



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