

Unati Global Connect Private Limited (UGCPL) | Integrity | Sanctity | Commitment |

Please follow the following steps for successfully registering in our Training-cum-Internship program.

Step 1: Please select the area of Internships-cum-Industrial training you wish to enrol.

Step 2: Visit our website www.ugcpl-india.com

Step 3: Click on **Register Now** tab in top right corner given in our website by paying the necessary fees. OR you can also click in the given link: <https://www.ugcpl-india.com/register.aspx>

Step 4: You will receive confirmation of payment in e-mail post successful payment within 3 days.

Step 5: You will receive the Whatsapp Group Link for your specific batch/areas of Internship at least 3 days prior to start of Internship through e-mail. Please provide correct e-mail address during registration

Step 6: You will receive the class joining link and schedule details over whatsapp group as well as in your registered e-mail address.

Step 7: Once you have successfully completed the Internship programme and submitted the project report, you will be able to download your Internship Certificate.

Course Structure/Schedule of the Internship on **DIGITAL MARKETING**

Module I: Search Engine Marketing

- ✚ Understand & Create Customer Journey Keyword Research & Planning.
- ✚ Search & Smart Display Campaigns.

Module II: Social Media Marketing

- ✚ Facebook Marketing.
- ✚ Instagram Marketing.
- ✚ Twitter Marketing.
- ✚ LinkedIn Marketing.

Module III: Email Marketing

- ✚ How to write effective content.
- ✚ How to increase leads through nurturing.
- ✚ Email Marketing Strategies for B2B & B2C businesses Drip Email Campaigns.
- ✚ Best Email Templates for Communication.

Module IV: Web Analytics

- ✚ Understanding Google Analytics (Top Rated tool in Industry) .
- ✚ Website tracking through Google Tag Manager.

PROJECT WORK FOLLOWED BY DOCUMENTATION AND PROJECT REPORT SUBMISSION