MTR DIGITALS TRAINING PROGRAM ROADMAP

Month 1: Digital Marketing and Website Designing

- Introduction to Digital Marketing
- Website Creation (WordPress)
- Domain and Hosting

Month 2: SEO and Ranking

- On-Page & Off-Page SEO
- Keyword Research
- GMB and Website Ranking

Month 3: Branding and Graphic Designing

- Introduction to Design Principles
- Designing Social Media Posts & Ads
- Poster, Banner & Brochure Designing
- Creative Content for Marketing Campaigns

Month 4: Video Shoot and Edit

- Basics of Camera Handling (DSLR & Mobile)
- Framing & Angles for Professional Video
- Shooting for Reels, YouTube & Ads
- Using Tripods, Gimbals & Accessories
- Audio Recording & Mic Setup
- Video Editing (Adobe Premiere Pro)

Month 5: Ads Manager and Campaigns

- Google Analytics and Social Media Insights
- Facebook & Instagram Ads
- Social Media Management
- Complete set up of Ads Manager

Month 6: Training on Live Projects

- Work on live projects

At MTR Digitals, this 6-month program equips you with practical skills, real projects, and career-ready opportunities. After completion, we offer internships and Guaranteed job placement support to our students.