SMS TECHNOLOGIES
Technologies at the speed of life

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Become a
Job Ready **Expert** in
DIGITAL MARKETING
100%
Practical Training

smstechnologies.in@gmail.com

About SMS Technologies

Welcome to the SMS Technologies, your trusted partner in navigating the digital landscape of the 21st century. Established in 2017, we believe that digital literacy is not just a skill, but a necessity in today's rapidly evolving world. At SMS Technologies, we understand that the world is rapidly changing, and digital skills are at the forefront of this transformation. SMS Technologies is the Best institute in across India. and Globally Recognized consultancy all over world for job Placements.

Vision : To establish ourselves as the premier, trusted, and results-driven institution in the field of digital marketing, delivering unparalleled educational services.

Mission : Our mission is to support every graduate of SMS Technologies in taking incremental steps towards advancing their careers in the realm of Digital Marketing.

Certificate : Facilitate Certification for student from Institute after course completion and exam

Our Courses

Graphics, Product Shoot Video Editing & Social Media Marketing
Courses Duration : 60 Days

Specialization in Graphics Design & Social Media Marketing
Courses Duration : 37 Days

Master in Digital Marketing
Courses Duration : 45 Days

Advance Digital Marketing
Courses Duration : 30 Days

Pro in Social Media Marketing
Courses Duration : 40 Days

Pro in SEO
Courses Duration : 30 Days

DIGITAL MARKETING

Graphics, Product Shoot Video Editing & Social Media Marketing

Courses Duration : 60 Days

This program focuses on providing the required knowledge to start your career in Graphics Design, Product shoot with video editing & Social media marketing. It works as a stepping stone in your professional journey. The field of graphics designing & video editing in India is experiencing significant growth and has a promising scope.

The Future in this field is expected to scale with a CAGR of 32.1% by 2028, reaching a value of USD 24.1 billion. There will be close to 6 billion internet users by 2027. The demand for skilled digital marketers will only increase in the coming years.

Applicable jobs after successful completion of the course

- Graphic Designer
- Product Photographer
- Motion Graphics Artist
- Video Editor
- Photo Editing Artist
- Content Writer
- Blogger
- Concept Designer
- Creative Visualizer
- Social Media Marketer
- Freelancer
- Set up your own Digital Marketing Agency

TERM - 1 — DURATION: 15 DAYS

● COURSE CONTENT

➤ Introduction To Graphic Design	
➤ Adobe Photoshop	Ps
➤ Adobe Illustrator	Ai
➤ Design Theory	

TERM - 2 — DURATION: 15 DAYS

● COURSE CONTENT

- ➤ Introduction to Digital Marketing
- ➤ Social Media Marketing
- ➤ Graphic Design With Canva
- ➤ Linkedin Ad
- ➤ Meta Ads
- ➤ Mobile Marketing
- ➤ Influencer Marketing
- ➤ Content Marketing
- ➤ How to Start Blogging

TERM - 3 — DURATION: 7 DAYS

● COURSE CONTENT

➤ Introduction to Product Shoot	
➤ Cinematography (Capturing Moment	
➤ Adobe Premier Pro	Pr
➤ Adobe After Effects	Ae
➤ Product Photography Assignment	

TERM - 4 — DURATION: 7 DAYS

- ➤ PROJECT & PORTFOLIO DEVELOPMENT
- ➤ Exams
- ➤ Certificate

Specialization in Graphics Design & Social Media Marketing

Courses Duration : 37 Days

In This program you will learn process of Visual communication using Typography, Illustrations, Images and Shapes. This course has been specially crafted For the aspiring Graphics Designer within you.

The Future in this field is expected to scale with a CAGR of 32.1% by 2028, reaching a value of USD 24.1 billion. There will be close to 6 billion internet users by 2027. The demand for skilled digital marketers will only increase in the coming years.

Applicable jobs after successful completion of the course

- Graphic Designer
- Concept Designer
- Photo Editing Artist
- Content Writer
- Creative Visualizer
- Social Media Marketer
- Blogger
- Set up your own Digital Marketing Agency

TERM - 1   DURATION: 20 DAYS

● COURSE CONTENT

- INTRODUCTION TO GRAPHIC DESIGN
- Adobe Photoshop   Ps
- Adobe Illustrator   Ai
- CorelDraw
- Adobe InDesign   Id
- Design Theory

TERM - 2   DURATION: 18 DAYS
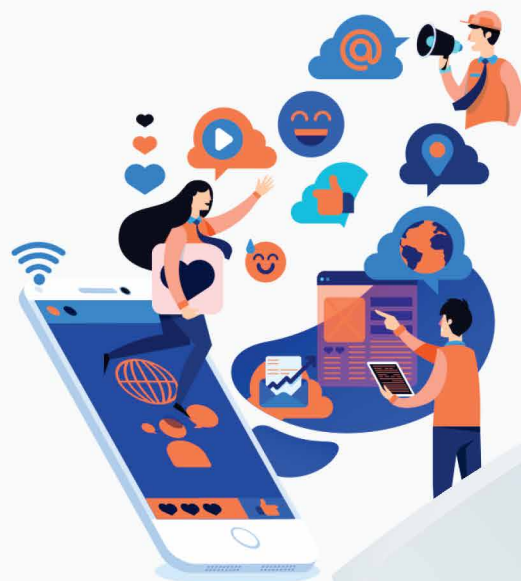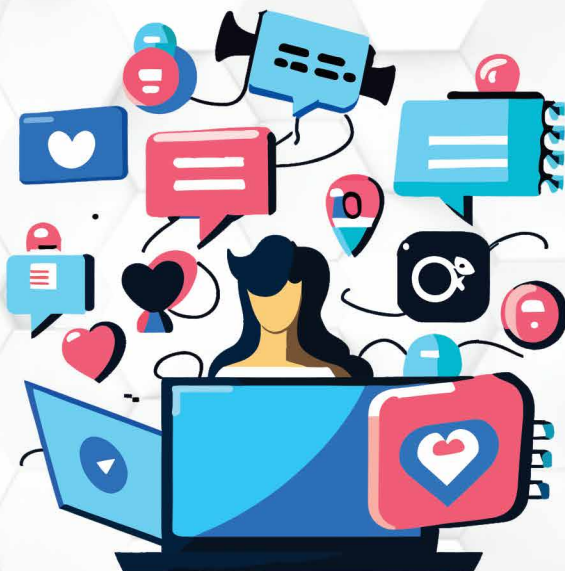
● COURSE CONTENT

- **Introduction to Digital Marketing**
- Social Media Marketing
- Linkedin Ad
- Meta ads
- Mobile Marketing
- Influencer Marketing
- Content Marketing
- How to Start Blogging

TERM - 3   DURATION: 7 DAYS

● COURSE CONTENT

- PROJECT & PORTFOLIO DEVELOPMENT

Master in Digital Marketing

Courses Duration : 45 Days

This program focuses on providing the required knowledge to Start your career in the Digital Field. It works as a stepping stone in your professional journey.

The Digital Market is further expected to scale with a CAGR of 32.1% by 2028, reaching a value of USD 24.1 billion. There will be close to 6 billion internet users by 2027. The demand for skilled digital marketers will only increase in the coming years.

Applicable jobs after successful completion of the course

- Graphic Designer
- Web Designer
- Digital Marketing Expert
- SEO Expert
- Google Ads Manager
- Social Media Marketer
- Blogger
- Content Writter
- Google Analytical Expert
- Freelancer
- Affiliate Marketer
- Set up your own Digital Marketing Agency

TERM - 1   DURATION: 40 DAYS

● COURSE CONTENT

➤ INTRODUCTION TO GRAPHIC DESIGN
   - CANVA
➤ MASTER IN GRAPHIC DESIGN
   - ADOBE PHOTOSHOP
➤ WEBSITE DESIGNING & DEVELOPMENT
- HTML 5 (Coding language for web page)
- CSS 3 (Website styling & formating)
- Domain Purchase (How to select)
- Hosting Connect (Domain connect with hosting)
- Wordpress (Website Creation)

TERM - 3   DURATION: 5 DAYS

● COURSE CONTENT

PROJECT & PORTFOLIO DEVELOPMENT

TERM - 2   DURATION: 25 DAYS

● COURSE CONTENT

➤ Introduction to Digital Marketing
➤ Social Media Marketing
➤ Search Engine Marketing
➤ Pay per Click
➤ Google My Business Creation
➤ Search Ad Campaing
➤ Smart Mode Ad Campaign
➤ Expert mode Ad Campaign
➤ Search Engine Optimization
➤ On Page / Off Page SEO optimization
➤ Local SEO Optimization
➤ Technical SEO Optimization
➤ Google Search Console
➤ How to start Blogging
➤ Content Marketing
➤ Blog Writing Mastery
➤ Google Analytics
➤ Affiliate Marketing
➤ Influencer Marketing
➤ Mobile Marketing
➤ Email Marketing
➤ Lead Generation Campaign

Advance Digital Marketing

Courses Duration : 30 Days

This program focuses on providing the required knowledge to Start your career in the Digital Field. It works as a stepping stone in your professional journey.

The Digital Market is further expected to scale with a CAGR of 32.1% by 2028, With a value of USD 24.1 billion. There will be close to 6 billion internet users by 2027. The demand for skilled digital markeying personnel will only increase exponentially in the coming years.

Applicable jobs after successful completion of the course

- Digital Marketing Expert
- SEO Expert
- Google Ads Manager
- Social Media Marketer
- Blogger

- Content Writer
- Google Analytical Expert
- Freelancer
- Affiliate Marketer
- Set up your own Digital Marketing Agency

TERM - 1   DURATION: 30 DAYS

● COURSE CONTENT

➤ Introduction to Digital Marketing	➤ Local SEO Optimization
➤ Graphic Design with Canva	➤ Technical SEO Optimization
➤ Social Media Marketing	➤ Google Search Console
➤ WordPress Website Creation	➤ How to Start Blogging
➤ Search Engine Marketing	➤ Content Marketing
➤ Pay Per Click	➤ Blog Writing Mastery
➤ Google My Business Creation	➤ Google Analytics
➤ Search Ad Campaign	➤ Affiliate Marketing
➤ Smart Mode Ad Campaign	➤ Influencer Marketing
➤ Expert mode Ad Campaign	➤ Mobile Marketing
➤ Search Engine Optimization	➤ Email Marketing
➤ One Page / Off Page SEO Optimization	➤ Lead Generation Campaign

TERM - 2   DURATION: 7 DAYS

● COURSE CONTENT

➤ PROJECT & PORTFOLIO DEVELOPMENT

Pro in Social Media Marketing

Courses Duration : 40 Days

This program focuses on providing the required knowledge to Start your career in Social media marketing. It works as a stepping stone in your professional journey. The field of Social Media Marketing is experiencing significant growth and has a promising scope.

The Future in this field is expected to scale with a CAGR of 32.1% by 2028, With a value of USD 24.1 billion. There will be close to 6 billion internet users by 2027. The demand for skilled digital marketers will only increase in the coming years.

Applicable jobs after successful completion of the course

- Digital Marketing Expert
- Blogger
- Social Media Marketer
- Content Writer
- Freelancer
- PR and Social Media Manager

TERM - 1   **DURATION: 30 DAYS**

● COURSE CONTENT

- Introduction to Digital Marketing
- Graphic Design With Canva
- Social Media Marketing
- Linkedin Ad
- Meta ads
- Mobile Marketing
- Influencer Marketing
- Content Marketing
- How to Start Blogging

Pro in SEO

Courses Duration : 30 Days

This program focuses on providing the required knowledge to Start your career in the Digital Field. It works as a stepping stone in your professional journey.

The Digital Market is further expected to scale with a CAGR of 32.1% by 2028, With a value of USD 24.1 billion. There will be close to 6 billion internet users by 2027. The demand for skilled digital marketers will only increase in the coming years.

Applicable jobs after successful completion of the course

- Digital Marketing Expert
- SEO Expert
- Google Ads Manager
- Google Analytical Expert
- Freelancer
- Set up your own Digital Marketing Agency

TERM - 1   **DURATION: 21 DAYS**

● COURSE CONTENT

- Introduction to Digital Marketing
- Introduction to SEO
- Google My Business Creation
- WordPress Website Creation
- Search Engine Optimization
- On-Page / Off-Page SEO Optimization
- Local SEO Optimization
- Technical SEO Optimization
- Google Search Console
- Search Engine Marketing
- Search Ad Campaign
- Smart Mode Ad Campaign
- Expert Mode Ad Campaign
- Google Analytics
- Lead Generation Campaign

Top Brand Recruiters

Why SMS Technology

- ✓ Industry-Standard and career-focused course curriculum
- ✓ Exclusive online and in-class training platform for students
- ✓ 100% Practical Training
- ✓ Own website Creation
- ✓ Free Domain & Hosting for 1 year
- ✓ SMS Technology Certification
- ✓ Project and Portfolio creation
- ✓ Unlimited practice hour
- ✓ 1 to 1 student Mentorship support for all students
- ✓ 100% Placement assistance
- ✓ Backup Video Classes
- ✓ Live Projects Learning Experience

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