

Digital Marketing

An advanced, comprehensive course in digital marketing covering fundamentals, AI-driven marketing strategies, SEO, Google Business, performance marketing, social advertising, content strategy, email automation, web analytics, and CRO. Fully aligned with industry standards.

Duration 3 Months	Training Mode Offline Classroom Training	Certification Industry Certificate	Practical Labs 100% Hands-on
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Tools & Tech: **WordPress • Elementor • Google Ads • Meta Ads Manager • Google Analytics (GA4) • Google Tag Manager • Mailchimp • Zapier • ChatGPT • Canva**

Detailed Course Curriculum & Modules

MODULE 01 Digital Marketing Fundamentals - Basics of Marketing: Inbound, Outbound, & Channels - Customer Journey & Customer Journey Mapping - Marketing Funnel & Buyer Persona - Target Audience, Market Research & Competitor Analysis - Brand Positioning & Marketing KPIs	MODULE 02 AI for Digital Marketing - Generative AI & Prompt Engineering for Marketing - AI Productivity, Workflows & Automation - Content Research & AI Personalization - AI Tools: ChatGPT, Google Gemini, Claude, CapCut, & Perplexity AI
MODULE 03 Website & Landing Pages - Website Structure & Landing Page Design - Lead Generation & Conversion Pages - WordPress Development & Elementor Builder - Form Integration & CTA Optimization	MODULE 04 Search Engine Optimization (SEO) - On-Page SEO: Meta Tags, Headings, URL Structure, & Linking - Off-Page SEO: Backlinks, Guest Posting, & Link Building Strategy - Technical SEO: XML Sitemap, Robots.txt, Canonical Tags, & Speed - Keyword Research: Search Intent, Planner, & Clustering
MODULE 05 Google Business & Local SEO - Google Business Profile Setup & Optimization - Local SEO, Maps Optimization & Review Management - NAP Consistency & Local Citations - Google Business Insights & Analytics	MODULE 06 Google Ads & Performance Marketing - Google Ads Overview & Campaign Structure (Search, Display, Video) - Performance Max campaigns & AI Campaigns - Audience Manager, Conversions, & Offline Imports - Performance Planner, Reach Planner & Merchant Center Feed
MODULE 07 Meta Ads & Social Advertising - Meta Business Suite & Business Manager Setup - Audience Targeting: Custom, Lookalike, & Retargeting - Meta Pixel & Conversion API Setup - Lead Gen, Stories, Reels Ads, & Advantage+ Campaigns	MODULE 08 Social Media Marketing - Platform Strategies: Instagram, Facebook, LinkedIn, & YouTube - Content Calendars & Community Management - AI-driven Content Creation & Scheduling Tools
MODULE 09 Content Marketing & Copywriting - Copywriting, Storytelling, & Content Strategy - Blog Writing, Landing Page Copy, & Sales Copy - Video Scriptwriting & AI Copywriting Tools	MODULE 10 Email Marketing & Automation - Email Marketing Strategy & Lead Magnets - Email Sequences, Welcome Automations, & Newsletters - List Segmentation & AI Email Writing - Platforms: Mailchimp & Brevo
MODULE 11 Analytics & Data Tracking - Google Analytics 4 (GA4): Custom Events & Conversions - Google Tag Manager (GTM) Implementation - UTM Parameters & Attribution Modeling - Marketing Dashboards using Looker Studio	MODULE 12 Conversion Rate Optimization (CRO) - Conversion Rate Optimization & A/B Testing - Heatmaps, Session Recordings & Behavior Analysis - Funnel & Form Optimization
MODULE 13 Marketing Automation - WhatsApp Business API & Lead Automation - Zapier & Make (Integromat) Integrations - CRM Basics & Workflow Automations	MODULE 14 Brand & Growth Marketing - Brand Strategy, Growth Hacking, & PLG - Influencer Marketing & Affiliate Marketing - International Marketing & Localization Strategy
MODULE 15 Freelancing, Agency & Career - Client Communication, Proposals & Pricing - Portfolio Creation, Case Studies, & SOPs - Agency Workflows & Interview Prep	MODULE 16 Practical Projects - Complete Website SEO Audit & Local SEO Project - Google & Meta Ad Campaign Setup (Search, Performance Max, Lead Gen) - GA4, GTM, & Looker Studio Implementations - Complete Digital Marketing Strategy & Growth Plan

Practical Projects & Industry Capstones

- Complete Website SEO Audit
- Google Search & Performance Max Campaign Setup
- Meta Lead Generation Campaign Setup
- Google Analytics 4 & GTM Implementation
- Custom Looker Studio Marketing Dashboard
- AI-powered Content & Social Strategy
- Real Client Digital Marketing Strategy

■ Industry Certification

Authorized certificate verified globally via online portal.

■ 100% Placement Support

Resume review, mock interviews, and recruiter connections.

■ Lab Access & Mentorship

Dedicated workstation lab hours with expert guidance.