Creative Concept

www.creativeconcept.co

Advanced Digital Marketing

Linkedin Ads

Google Ads

Social Media Management

Search Engine Optimization

Facebook Ads

Content writing

Instagram Ads

Youtubes Ads

DURATION

03

MONTHS

Modules

This is a 3 months skill-based Digital Marketing certification course designed to build industry-ready marketing skills. integrated with AI tools, practical training, and modern marketing techniques to enhance the professional growth of aspiring digital marketers.

Module#1

Digital Marketing Fundamentals

Understand digital marketing basics, channels, funnels, and career opportunities.

Module#2

Search Engine Optimization (SEO)

Learn on-page, off-page, and basic technical SEO to rank websites on Google.

Module#3

Social Media Marketing

Create, optimize, and manage Facebook, Instagram, LinkedIn, and YouTube pages.

Module#4

Google Ads & Paid Marketing

Run search, display, and social media ads to generate leads and sales.

Checkout

BENEFITS

100%
JOB ORIENTED

ISO
CERTIFIED

LIVE
SESSIONS

PRO
MENTORSHIP

Why they CHOOSE US

~ Seema Pakhare

To learn Digital Marketing professionally, Creative Concept is the right choice. This Digital Marketing institute helps build practical skills, which are essential for real business growth. The teaching approach is clear, and the mentors are supportive. Happy to join Creative Concept for beginners.

~ Sejal Kulkarni

To learn Digital Marketing practically, Creative Concept is an excellent option. This Digital Marketing institute in focuses on real-time strategies, which are important for modern marketing careers. The learning environment is positive, and trainers explain concepts clearly. Proud to study at Creative Concept institute.

~ Shubham Naikwadi

To build a career in Digital Marketing, Creative Concept is a smart choice. Creative Concept teaches industry-relevant skills, which are useful for jobs and freelancing. The faculty is knowledgeable, and sessions are interactive. Very satisfied with Creative Concept training experience overall.

~ Shraddha Kadu

To understand Digital Marketing concepts clearly, Creative Concept is highly recommended. Creative Concept provides hands-on learning, which is important for real-world applications. The trainers are friendly, and doubts are solved properly. Happy with Creative Concept learning journey so far.

OUR SYLLABUS

Digital Marketing Curriculum **3 Months**

01 Digital Marketing Foundations

Chapters:

- Digital Marketing overview
- Traditional vs Digital marketing
- Digital channels explained
- Career paths & earning models
- Marketing funnel basics

02 Website & Internet Basics

Chapters:

- How internet & servers work
- Domain & hosting basics
- Types of websites
- CMS overview

03 Marketing Psychology & Consumer Behavior

Chapters:

- Understanding online audience behavior
- Buyer persona basics
- Customer journey stages
- Trust & decision making online

04 Website Planning & Structure

Chapters:

- Business website goals
- Website structure planning
- Landing pages vs websites
- User experience basics

05 Search Engine Basics

Chapters:

- How search engines work
- Crawling, indexing & ranking
- Search intent types
- Organic vs paid results

06 Introduction to SEO

Chapters:

- What is SEO & why it matters
- Types of SEO
- SEO ranking factors
- White hat SEO overview

07 Keyword Research Fundamentals

Chapters:

- What are keywords
- Types of keywords
- Search volume & competition
- Short-tail vs long-tail keywords

08 On-Page SEO Basics

Chapters:

- Meta title & meta description
- URL optimization
- Heading tags usage
- Keyword placement basics

09 Content Optimization

10 Off-Page SEO Introduction

Chapters:
- SEO-friendly content writing
- Content structure
- Image optimization basics
- Internal linking concept

Chapters:
- What is off-page SEO
- Back-link fundamentals
- Do-follow & no-follow links
- Link quality vs quantity

11 Link Building Basics

Chapters:
- Directory submission concept
- Social bookmarking basics
- Profile creation links
- Guest posting overview

12 Local SEO & Google Business Profile

Chapters:
- What is local SEO
- Google Business Profile setup
- Local ranking factors
- NAP consistency basics

13 Technical SEO Fundamentals

Chapters:
- Website speed basics
- Mobile friendliness
- Sitemap & robots.txt overview
- SSL & security basics

14 Google Algorithm Basics

Chapters:
- What is Google algorithm
- Core updates overview
- Panda & Penguin basics
- Helpful content update

15 Content Marketing Basics

Chapters:
- What is content marketing
- Types of content
- Content funnel stages
- Brand storytelling basics

16 Blogging & Website Content

Chapters:
- Blog structure basics
- Topic research
- SEO blog formatting
- Content consistency

17 Social Media Overview

Chapters:
- Role of social media in marketing
- Organic vs paid social
- Platform comparison
- Brand presence basics

18 Facebook & Instagram Marketing

Chapters:
- Business page setup
- Content types
- Hashtag strategy basics
- Engagement techniques

19 LinkedIn Marketing

Chapters:
- LinkedIn profile optimization
- Company page basics
- B2B marketing overview
- Content strategy basics

20 YouTube Marketing Basics

Chapters:
- YouTube channel setup
- Video content planning
- Basic YouTube SEO
- Thumbnail & title basics

21 Search Engine Marketing Overview

Chapters:
- What is paid advertising
- Organic vs paid traffic
- Google Ads overview
- Campaign types basics

22 Display & Remarketing Basics

Chapters:
- Display ads overview
- Audience targeting basics
- Remarketing concept
- Ad creatives basics

23 Email Marketing Fundamentals

Chapters:
- Email marketing purpose
- Email list basics
- Campaign types
- Email content basics

24 WhatsApp & Mobile Marketing

Chapters:
- WhatsApp business overview
- Broadcast & automation basics
- Mobile user behavior
- Mobile-friendly content

25 Affiliate & Influencer Marketing

Chapters:
- Affiliate marketing basics
- Affiliate models
- Influencer collaboration overview
- Brand partnerships basics

26 Online Reputation Management

Chapters:
- What is ORM
- Reviews & ratings basics
- Negative feedback handling
- Brand trust management

27 Web Analytics Basics

Chapters:
- What is web analytics
- Traffic sources overview
- User behavior basics
- Conversion concept

28 Introduction to AI in Digital Marketing

Chapters:
- What is AI in marketing
- AI content assistance
- Automation basics
- Ethical use of AI

29 Freelancing & Career Guidance

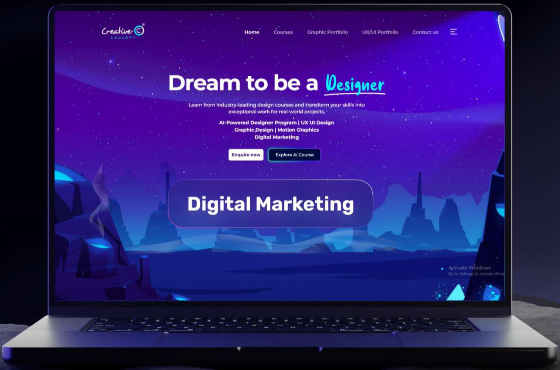
Chapters:
- Freelancing basics
- Client communication
- Portfolio planning
- Pricing fundamentals

30 Final Strategy & Practical Roadmap

Chapters:
- Complete digital strategy overview
- Choosing specialization
- Execution roadmap
- Next steps after cours

100%

PLACEMENT ASSISTANCE



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Digital Marketing

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