Advanced Digital Marketing

DURATION

03 MONTHS

Modules

This is a 3 months skill based Digital Marketing certification course designed to teach inbound, search, advertising, social, integration and PR tools, and practical applications of digital marketing techniques for enhancing the performance growth of any digital enterprise.

Digital Marketing Fundamentals

Understand digital marketing basics, including its importance and core principles.

Search Engine Optimization (SEO)

Learn the ins and outs of on-page, off-page, and technical SEO to improve website visibility.

Social Media Marketing

Explore strategies for effective social media marketing across various platforms.

Google Ads & Paid Marketing

Master the art of creating and managing successful Google Ads campaigns.

Checkout BENEFITS

100% PLACEMENT ASSISTANCE

ISO CERTIFIED

LIVE CLASSES

PRO TRAINERS

Why Us CHOOSE US

— Reema Rathore

I have found Marketing professionals to be incredibly helpful and supportive. They've been willing to share their knowledge and provide advice, which has been invaluable as I've navigated my career path. Overall, I'm grateful for the opportunity to work with such talented and dedicated individuals. I've learned so much from them and feel lucky to have had the chance to collaborate with them.

— Kajal Kadam

I've been Digital Marketing graduate, and I've had the pleasure of working with the Marketing professionals. They've been a great resource for me as I've navigated my career path. Whether I've had questions about industry trends or needed advice on how to approach a particular project, they've always been willing to help. I've learned so much from them and feel lucky to have had the chance to collaborate with them.

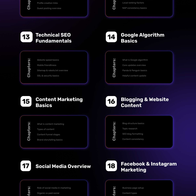
— Rahul Kumbhar

I've been a student of Digital Marketing, and I've had the pleasure of working with the Marketing professionals. They've been a great resource for me as I've navigated my career path. Whether I've had questions about industry trends or needed advice on how to approach a particular project, they've always been willing to help. I've learned so much from them and feel lucky to have had the chance to collaborate with them.

— Kiran Kamble

As a graduate of Digital Marketing, I've had the pleasure of working with the Marketing professionals. They've been a great resource for me as I've navigated my career path. Whether I've had questions about industry trends or needed advice on how to approach a particular project, they've always been willing to help. I've learned so much from them and feel lucky to have had the chance to collaborate with them.

OUR SYLLABUS



Digital Marketing Curriculum — **3 Months**

01 Digital Marketing Foundations
- Beginner: Digital marketing basics; Importance of digital marketing; Digital channels overview; Setting up social media profiles
- Intermediate: Content creation strategies; Social media advertising; Email marketing basics; Analytics and reporting
- Advanced: Advanced social media strategies; Influencer marketing; Marketing automation; Data-driven decision making

02 Website & Internet Basics
- Beginner: Website structure and navigation; Domain & hosting basics; Introduction to HTML & CSS; Basic website design principles
- Intermediate: Responsive web design; Content management systems; Website performance optimization; Basic SEO principles
- Advanced: Advanced CSS techniques; JavaScript basics; Web accessibility standards; Website security best practices

03 Marketing Psychology & Consumer Behavior
- Beginner: Understanding consumer behavior; Basic psychological principles; Introduction to persuasion techniques; Simple marketing experiments
- Intermediate: Cognitive biases in marketing; Emotional branding; Neuromarketing basics; Behavioral economics principles
- Advanced: Advanced persuasion techniques; Psychological pricing strategies; Consumer decision-making models; Ethical considerations in marketing psychology

04 Website Planning & Structure
- Beginner: Website planning basics; Information architecture; Wireframing tools; Creating a sitemap
- Intermediate: Advanced wireframing techniques; User flow diagrams; Content strategy for websites; Responsive design principles
- Advanced: Advanced information architecture; Conversion rate optimization; Website analytics and user testing; Accessibility and inclusive design

05 Search Engine Basics
- Beginner: How search engines work; Introduction to keywords; Basic on-page SEO; Setting up Google Search Console
- Intermediate: Keyword research techniques; Competitor analysis; Link building strategies; Technical SEO basics
- Advanced: Advanced technical SEO; International SEO; Local SEO strategies; SEO for e-commerce websites

06 Introduction to SEO
- Beginner: What is SEO & why it matters; Basics of SERPs; Keyword research; On-page SEO basics
- Intermediate: Technical SEO; Link building strategies; Content optimization; Local SEO
- Advanced: Advanced keyword research; Competitor analysis; Link building & outreach; Technical SEO audits

07 Keyword Research Fundamentals
- Beginner: Keyword research basics; Using keyword tools; Understanding search intent; Creating keyword lists
- Intermediate: Competitor keyword analysis; Long-tail keyword strategies; Keyword clustering; Search volume & difficulty
- Advanced: Advanced keyword research techniques; Keyword mapping; Seasonal keyword trends; Keyword research for e-commerce

08 On-Page SEO Basics
- Beginner: On-page SEO fundamentals; Optimizing title tags & meta descriptions; Header tags & content structure; Image optimization
- Intermediate: Advanced on-page SEO techniques; Schema markup; Internal linking strategies; Content optimization for featured snippets
- Advanced: Advanced schema markup; Technical on-page SEO; Content optimization for voice search; On-page SEO for e-commerce

09 Content Optimization
- Beginner: Content writing basics; Keyword research; On-page SEO; Content structure
- Intermediate: Advanced content writing; Content optimization; Content promotion; Content analytics
- Advanced: Content strategy development; Content marketing automation; Content personalization; Content ROI measurement

10 Off-Page SEO Introduction
- Beginner: What is off-page SEO; Importance of backlinks; Basic link building; Social media & SEO
- Intermediate: Advanced link building; Guest blogging; Influencer outreach; Brand mentions & unlinked mentions
- Advanced: Advanced off-page SEO strategies; Digital PR & link earning; Competitor backlink analysis; Reputation management

11 Link Building Basics
- Beginner: Basics of link building; Types of backlinks; Anchor text optimization; Guest blogging
- Intermediate: Advanced link building; Broken link building; Skyscraper technique; Resource page link building
- Advanced: Advanced link building; Digital PR & link earning; Competitor backlink analysis; Link reclamation

12 Local SEO & Google Business Profile
- Beginner: Local SEO basics; Setting up Google Business Profile; Local keyword research; Local citations
- Intermediate: Advanced local SEO; Google Business Profile optimization; Local link building; Reputation management
- Advanced: Advanced local SEO strategies; Multi-location SEO; Local content marketing; Local SEO for e-commerce

13 Technical SEO Fundamentals
- Beginner: Website crawlability & indexation; Site speed optimization; Mobile-friendliness; Structured data & schema markup
- Intermediate: Advanced technical SEO; Website architecture; Log file analysis; JavaScript SEO
- Advanced: Advanced technical SEO audits; International SEO; Technical SEO for e-commerce; Website migration & redesign

14 Google Algorithm Basics
- Beginner: Introduction to Google algorithms; How search engines work; Ranking factors; Algorithm updates
- Intermediate: Google algorithm updates; Ranking factors; Search engine penalties; Algorithm recovery
- Advanced: Advanced Google algorithm analysis; Machine learning & AI in search; Search engine ranking factors; Algorithm update strategies

15 Content Marketing Basics
- Beginner: Content marketing fundamentals; Content strategy; Content creation; Content promotion
- Intermediate: Advanced content marketing; Content strategy development; Content creation & curation; Content distribution & promotion
- Advanced: Advanced content marketing strategies; Content marketing automation; Content personalization; Content ROI measurement

16 Blogging & Website Content
- Beginner: Blogging basics; Choosing a blogging platform; Writing & publishing blog posts; Blog promotion
- Intermediate: Advanced blogging techniques; Content strategy for blogs; Blog monetization; Blog analytics & optimization
- Advanced: Advanced blogging strategies; Content marketing for blogs; Blog monetization; Blog analytics & optimization

17 Social Media Overview
- Beginner: Introduction to social media marketing; Popular social media platforms; Creating social media profiles; Social media content basics
- Intermediate: Advanced social media marketing; Social media advertising; Social media analytics; Social media management tools
- Advanced: Advanced social media strategies; Social media automation; Social media crisis management; Social media for e-commerce

18 Facebook & Instagram Marketing
- Beginner: Facebook page setup; Facebook ads basics; Instagram business profile; Instagram content strategy
- Intermediate: Advanced Facebook ads; Facebook pixel & analytics; Instagram ads & shopping; Instagram influencer marketing
- Advanced: Advanced Facebook & Instagram strategies; Facebook & Instagram automation; Facebook & Instagram for e-commerce; Facebook & Instagram analytics

19 LinkedIn Marketing
- Beginner: LinkedIn profile optimization; LinkedIn networking basics; LinkedIn content strategy; LinkedIn ads basics
- Intermediate: Advanced LinkedIn marketing; LinkedIn lead generation; LinkedIn analytics; LinkedIn for B2B marketing
- Advanced: Advanced LinkedIn strategies; LinkedIn automation; LinkedIn for e-commerce; LinkedIn for thought leadership

20 YouTube Marketing Basics
- Beginner: YouTube channel setup; YouTube video creation; YouTube SEO basics; YouTube ads basics
- Intermediate: Advanced YouTube marketing; YouTube analytics; YouTube monetization; YouTube for e-commerce
- Advanced: Advanced YouTube strategies; YouTube automation; YouTube for thought leadership; YouTube for brand building

21 Search Engine Marketing Overview
- Beginner: SEM basics; Search engine marketing; Google Ads basics; Keyword research
- Intermediate: Advanced SEM; Google Ads campaigns; Bing Ads campaigns; Search engine optimization
- Advanced: Advanced SEM strategies; SEM automation; SEM for e-commerce; SEM analytics & reporting

22 Display & Remarketing Basics
- Beginner: Display ads basics; Google Display Network; Remarketing basics; Creating display ads
- Intermediate: Advanced display advertising; Google Ads campaigns; Remarketing strategies; Display ad optimization
- Advanced: Advanced display & remarketing; Programmatic advertising; Dynamic remarketing; Display & remarketing for e-commerce

23 Email Marketing Fundamentals
- Beginner: Email marketing basics; Email list building; Email campaign creation; Email automation basics
- Intermediate: Advanced email marketing; Email segmentation; Email personalization; Email analytics & optimization
- Advanced: Advanced email marketing strategies; Email automation; Email deliverability; Email marketing for e-commerce

24 WhatsApp & Mobile Marketing
- Beginner: WhatsApp marketing basics; WhatsApp Business API; WhatsApp campaigns; WhatsApp automation
- Intermediate: Advanced WhatsApp marketing; WhatsApp chatbots; WhatsApp analytics; WhatsApp for e-commerce
- Advanced: Advanced WhatsApp strategies; WhatsApp integration; WhatsApp for customer support; WhatsApp for sales & lead generation

25 Affiliate & Influencer Marketing
- Beginner: Affiliate marketing basics; Finding affiliates; Influencer outreach; Affiliate agreements
- Intermediate: Advanced affiliate marketing; Influencer marketing campaigns; Affiliate program management; Influencer relationship management
- Advanced: Advanced affiliate & influencer marketing; Affiliate network management; Influencer marketing automation; Affiliate & influencer marketing for e-commerce

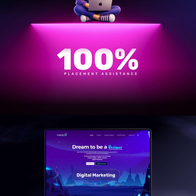
26 Online Reputation Management
- Beginner: Online reputation basics; Monitoring online mentions; Responding to reviews; Building a positive online presence
- Intermediate: Advanced online reputation management; Crisis management; Online reputation repair; Reputation management tools
- Advanced: Advanced online reputation strategies; Reputation management automation; Online reputation for e-commerce; Reputation management analytics

27 Web Analytics Basics
- Beginner: Web analytics basics; Google Analytics setup; Tracking website traffic; Basic reporting
- Intermediate: Advanced web analytics; Custom reports & dashboards; Goal tracking & conversion optimization; Analytics for e-commerce
- Advanced: Advanced web analytics techniques; Data visualization; Predictive analytics; Web analytics automation

28 Introduction to AI in Digital Marketing
- Beginner: AI basics; AI in marketing; Chatbots & virtual assistants; AI-powered tools
- Intermediate: Advanced AI in marketing; Machine learning; Natural language processing; AI-powered analytics
- Advanced: Advanced AI strategies; AI automation; AI for e-commerce; AI ethics & bias

29 Freelancing & Career Guidance
- Beginner: Freelancing basics; Finding clients; Building a portfolio; Setting rates & negotiating
- Intermediate: Advanced freelancing; Client management; Time management; Scaling your business
- Advanced: Advanced freelancing strategies; Passive income; Building a personal brand; Career advancement

30 Final Strategy & Practical Roadmap
- Beginner: Creating digital marketing strategy; Setting goals & objectives; Budgeting & resource allocation; Implementation & execution
- Intermediate: Advanced digital marketing strategy; Competitive analysis; Market research; Campaign planning & execution
- Advanced: Advanced digital marketing strategies; Marketing automation; Data-driven decision making; Digital marketing for e-commerce



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