



AN ISO 9001-2015 CERTIFIED COMPANY

DIGITAL MARKETING

Module-1

INTRODUCTION

- Introduction to digital marketing
- Traditional vs digital marketing
- Importance of digital marketing
- Types of digital marketing

Module-2

SMM

- Meta adsmanager
- Billing
- Different types of campaigns & objectives
- Awareness campaign
- Lead generation
- Engagement
- Sales
- App promotion
- Traffic
- Facebook ads, Instagram ads

Module-3

GOOGLE ADS

- Introduction to Google Ads Account structure
- Billing
- Types of campaigns
- Campaign metrics
- Campaign Keyword Research
- Shopping ads
- YouTube ads
- Apps promotion
- Local ads
- Discovery ads
- Display ads
- Leads ad
- Ad Optimization Google AdSense Bing Ads Youtube ads, Skip ads
- Google ad search campaign



Module-4

WEBSITE & E-COMMERCE APPLICATIONS

- What is a website and different types of website (e - commerce websites)
- What is a domain and how to purchase a domain
- What is a host / SSL certificate and how to purchase it?
- How to connect a domain and host; how to install an SSL certificate
- Basics of C - panel
- WordPress development essentials
- Shopify - introduction to e - commerce application

Module-5

WORDPRESS MANAGEMENT

- Introduction to WordPress / installing WordPress in C - panel
- How to install a theme?
- Theme customization
- How to create a page in WordPress
- Introduction to elementor
- How to build pages using Elementor
- Creation and use of landing pages and contact forms
- Permalink, footer, header

Module-6

SEO

- What are Search Engines?
- How search engine works
- What is White and Black hat seo
- SEO (What, Why, Types)
- Keywords & Keyword
- Keyword Research Google Keyword
- Planner
- On-Page SEO
- Off page SEO
- Content Optimization



Module-7

OFFPAGE SEO

- What Are Backlinks?
- Why Are Backlinks Important?
- How did backlink work?
- How to analysis Backlink profile
- What Types of Backlinks are Valuable?
- Article Submission
- Image Submission
- Video submission
- Blogging platforms
- Conclusion

Module-8

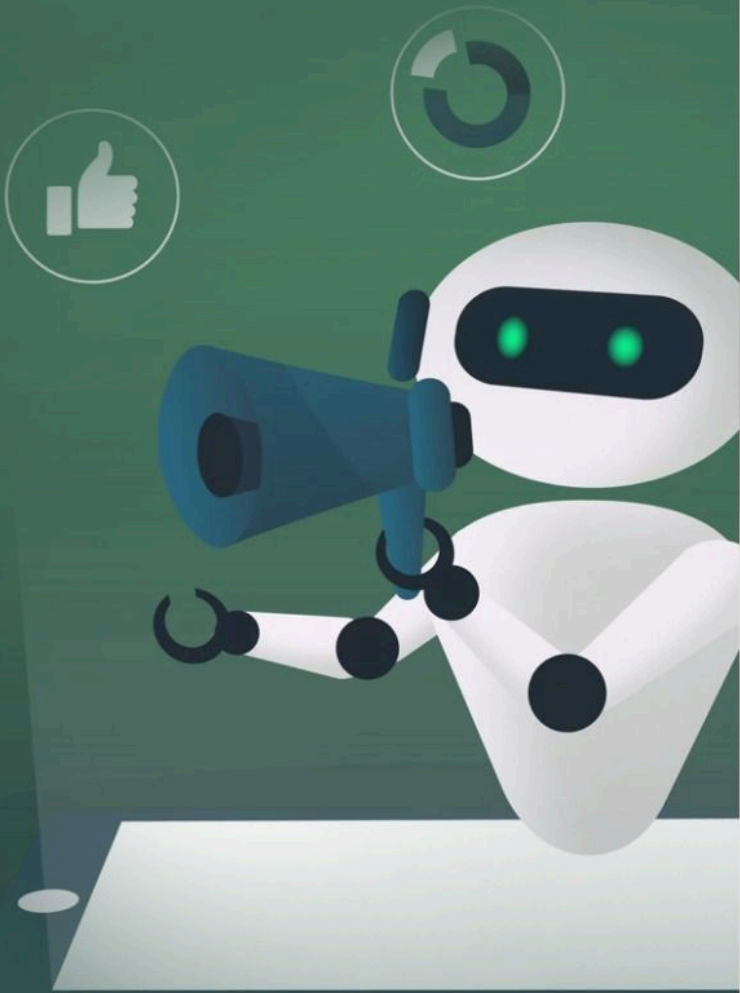
GOOGLE MY BUSINESS & GOOGLE MAP

- Creating Local Listing In Search Engine
- Local SEO - GMB, Etc.
- Google Places Setup (Including Images, Videos, Map etc.)
- Search Engine Visibility
- Open street market

Module-9

CAMPAIGN INSIGHT ANALYSIS

- Open rate, Click through rate
- Conversion rate
- Bounce rate
- A/B Split testing
- Set up your budgets



Module-10

AI TOOLS FOR DIGITAL MARKETING

- Google Analytics
- Facebook Ads Manager(meta)
- Canva
- Ubersuggest
- HubSpot CRM:
- ChatGPT



Module-11

POSTER DESIGNING

Software: ADOBE PHOTOSHOP

- Concept and Category with color Philosophy
- Dimensions & social media Platforms
- Color fill and Blending modes
- Shape Tools with shape conversion (Technical Drawing)
- Pen Tool & Drawing (Artistic Drawing)
- Image Correction and Highlighting
- Typography - Text tool, Character Options
- Text Styling (Blending Options, 3D text)
- Perfections (Alignment, view Guidelines, rules etc. Art Board, overlay color correction and High Quality Depth)
- File save & export option with file formats

Projects : Posters (Social media ads, Catalogues, Thumbnails)



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