

ADVANCED DIGITAL MARKETING PROGRAM

MASTER DIGITAL MARKETING. BUILD YOUR CAREER. GROW YOUR FUTURE.

Become a complete digital marketing professional with advanced training in SEO, social media marketing, paid advertising, content creation, analytics, conversion optimization and AI-powered marketing.

Learn. Implement. Grow.



INDUSTRY
FOCUSED
CURRICULUM



HANDS-ON
PRACTICAL
TRAINING



LIVE PROJECTS
& CASE STUDIES



CERTIFICATE
OF COMPLETION



JOB & FREELANCE
OPPORTUNITIES



BUILD PORTFOLIO
& GET HIRED



DURATION
3 TO 6 MONTHS



CLASS SCHEDULE
WEEKDAYS
1.5 HOURS / DAY



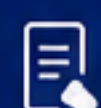
MODE
ONLINE + OFFLINE



LANGUAGE
ENGLISH
KANNADA | MALAYALAM



FEE
₹45,000
ONLINE & OFFLINE



REGISTRATION FEE
₹0

WHAT YOU'LL LEARN

- ✓ Digital marketing from basics to advanced strategies
- ✓ Build & optimize professional WordPress websites
- ✓ Keyword research and complete SEO strategies
- ✓ Content marketing that drives traffic & engagement
- ✓ Social media growth and community management
- ✓ Create & manage Meta (Facebook & Instagram) ads
- ✓ Run Google Ads (Search, Display & YouTube)
- ✓ Email marketing & marketing automation
- ✓ Track performance with Google Analytics 4
- ✓ Improve conversions with CRO techniques
- ✓ E-commerce marketing strategies
- ✓ Leverage AI tools for smarter marketing
- ✓ Work on real-world projects & build portfolio
- ✓ Prepare for high-demand digital marketing careers



COURSE CURRICULUM (12 MODULES)

- 01 Digital Marketing Fundamentals
- 02 Website & WordPress Essentials
- 03 SEO Part 1 – On-Page & Technical
- 04 SEO Part 2 & Content Marketing
- 05 Social Media Marketing (SMM)
- 06 Meta Ads (Facebook & Instagram Ads)
- 07 Google Ads (Search, Display & YouTube Ads)
- 08 Email Marketing & Marketing Automation
- 09 Google Analytics 4 (GA4) & Data Analysis
- 10 Conversion Rate Optimization (CRO) & E-commerce Marketing
- 11 Advanced Strategy & AI Marketing Systems
- 12 Capstone Project, Portfolio & Job Readiness

12

MODULES

100+

TOPICS

10+

LIVE PROJECTS



FINAL
ASSESSMENT

TOOLS YOU WILL MASTER



WordPress



Gmail



Google
Workspace



Canva



Notion



Google Search
Console



Google Business
Profile



Google Keyword
Planner



Ubersuggest



SEMrush



Ahrefs



Meta Ads
Manager



Facebook



Instagram



Google Ads



YouTube



Google Analytics 4



Mailchimp



ChatGPT

and more...

REAL-WORLD PROJECTS YOU WILL BUILD

- ✓ WordPress Website Development
- ✓ SEO Audit & Optimization Project
- ✓ Social Media Marketing Campaign
- ✓ Meta Ads Campaign Project
- ✓ Google Ads Campaign Project
- ✓ Email Marketing Automation
- ✓ GA4 Tracking & Reporting Project
- ✓ Complete Digital Marketing Strategy Project



CAREER OPPORTUNITIES

- ✓ Digital Marketing Executive
- ✓ SEO Specialist
- ✓ Social Media Manager
- ✓ Performance Marketing Executive
- ✓ Content Marketing Specialist
- ✓ Growth Marketer
- ✓ Freelancer / Consultant
- ✓ E-commerce Marketing Executive



WHY CHOOSE US?

- ✓ Industry Expert Trainers
- ✓ Practical & Project Based Learning
- ✓ Latest Tools & Techniques
- ✓ Personalized Mentorship
- ✓ Resume & Interview Preparation
- ✓ 100% Placement Assistance*

*Terms & Conditions Apply

START YOUR JOURNEY
TOWARDS A **SUCCESSFUL CAREER**
IN **DIGITAL MARKETING!**



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