

LEARN DIGITAL MARKETING

In 16 Weeks

100% Assured Placement Assistance



WEEK 1

1. Fundamentals of Digital Marketing
2. Important attributes of a Digital Marketing Advertisement
3. Real estate Market new trends
4. Understanding marketing funnel and start creating a funnel Map

WEEK 2

1. Importance of picking the right domain name.
2. .com .in or .ai ? Which is the right top level domain?
3. Google My Business sign up and optimization techniques including business mail profiles
4. Design basic website in wordpress for landing page requirements

WEEK 3

1. Digital Design mastery
2. Design best practices
3. Social media design excellence
4. AI tools for designing
5. Guest lecture on designing and learn basic design aspects
6. Learn tools like canva to craft ads that resonate with your audience

WEEK 4-8

1. Become a master of generative AI
2. Learn text to text, text to images and text to voices to create content at scale
3. Viral reels/ YouTube shorts
4. Dive into the technical world of making viral based videos, master
5. Social media launch strategies for new brands
6. Learn to generate organic leads with social media

WEEK 9

1. LinkedIn Marketing
2. LinkedIn profile optimization for maximum visibility
3. Understanding LinkedIn algorithm
4. LinkedIn advanced outreach strategies

WEEK 10-13

1. Setup Adwords account the right way from scratch
2. Setup conversion tracking and track phone calls from your ads
3. Track sales, revenue and form submissions using Google adwords
4. Take advantage of customer data in your campaigns
5. Increase your quality score and reduce your cost per click
6. Be the master of targetting and A/B split testing, find the best optimization route

WEEK 14-16

1. Performance marketing Facebook and Instagram Ads
2. Facebook ads ecosystem, Facebook business manager, Ad accounts structure ,Pixels , Ad types and formats
3. Audience targeting strategies
4. Campaign setup and structure
5. Advanced bidding and optimization techniques
6. Analytics and reporting
7. Setting up conversion tracking with Facebook pixels
8. Clicks to WhatsApp automation
9. Real world case studies

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