



# MASTERING DIGITAL MARKETING

FROM BASIC TO ADVANCED



# Our Placements



With over 100+ trusted placement partners across Ahmedabad, we connect you to the best career opportunities.



With our expertly designed Digital Marketing course, you gain skills that lead to an array of exciting career paths and opportunities:



**Get Hired by Top E-commerce Giants:** Join 500+ leading e-commerce companies like Flipkart, Amazon, and eBay, leveraging your digital marketing expertise.



**Work with Renowned Service Companies:** Explore opportunities in 1000+ prestigious service companies such as Justdial, OLX, and Quikr, known for their innovation and scale.



**Promote and Grow Your Own Business:** Use your skills to boost your business globally and generate inquiries within months through strategic online campaigns.



**Join Web Development Companies as a Digital Marketer:** Secure a career with 10,000+ web development companies in India or 1,000+ companies in Ahmedabad, where digital marketing is in high demand.



**Become a Successful Freelancer:** Work from the comfort of your home with access to 50+ freelancing platforms like Upwork, Toptal, and Freelancer, earning a lucrative income.

**Take charge of your future and harness the power of digital marketing to create endless possibilities for success!**

# Benefits of the Course



Our Digital Marketing course empowers you with versatile skills to excel in the digital realm. Here's what you'll master:



**Website Promotion  
on Search Engines**



**Paid Marketing Expertise**



**Performance Analysis  
with Google Analytics**



**Email Marketing Mastery**



**Mobile Marketing Strategies**



**Video Advertising Skills**



**SMS Marketing Techniques**



**Social Media Marketing**

Start your journey toward becoming a digital marketing expert and transform your career today!



# Course Overview



Our **3-Month Comprehensive Digital Marketing** Course is designed for college students, housewives, and professionals aspiring to build a successful career in digital marketing.

Covering fundamentals to advanced strategies, the course includes SEO, SEM, social media marketing, email marketing, content creation, analytics, and e-commerce.

Participants will learn practical skills like content management system, campaign management, and optimization using industry-standard tools. With hands-on projects, weekly assignments, and expert guidance, this course ensures job readiness, freelancing confidence, and portfolio development.

Join us to gain in-demand skills, earn certification, and kickstart your digital marketing journey with personalized support and placement assistance.



# Course Details



<b>DURATION</b>	12 – 16 weeks (Adjustable based on batch needs)
<b>MODE</b>	Offline
<b>Who Can Enroll The Course</b>	Beginners to Intermediate learners, house-wives, small business owners, freelancers, and aspiring digital marketing professionals.



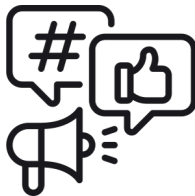
## COURSE DETAILS



Keywords Research



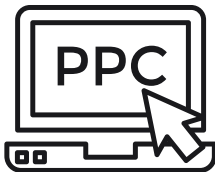
Search Engine  
Optimization (SEO)



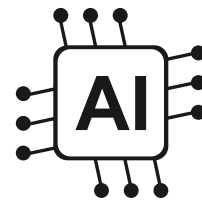
Social Media  
Marketing (SMM)



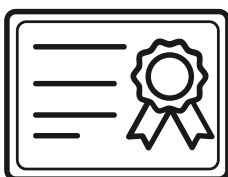
Data Analysis -  
Tracking



Pay Per Click (PPC)  
- Paid Marketing



Latest Trends - AI



Certification



Placement  
Assistance



## Keywords Research

Keyword research is the foundation of any successful digital marketing strategy. It involves identifying the right search terms that your audience uses to find information online. Here are the key types of keywords:

- Long Tail Keywords
- Short Tail Keywords
- LSI Keywords





# Search Engine Optimization (SEO)

SEO is the process of improving a website's visibility on search engines to attract organic traffic. Understanding its types is essential for effective digital marketing:

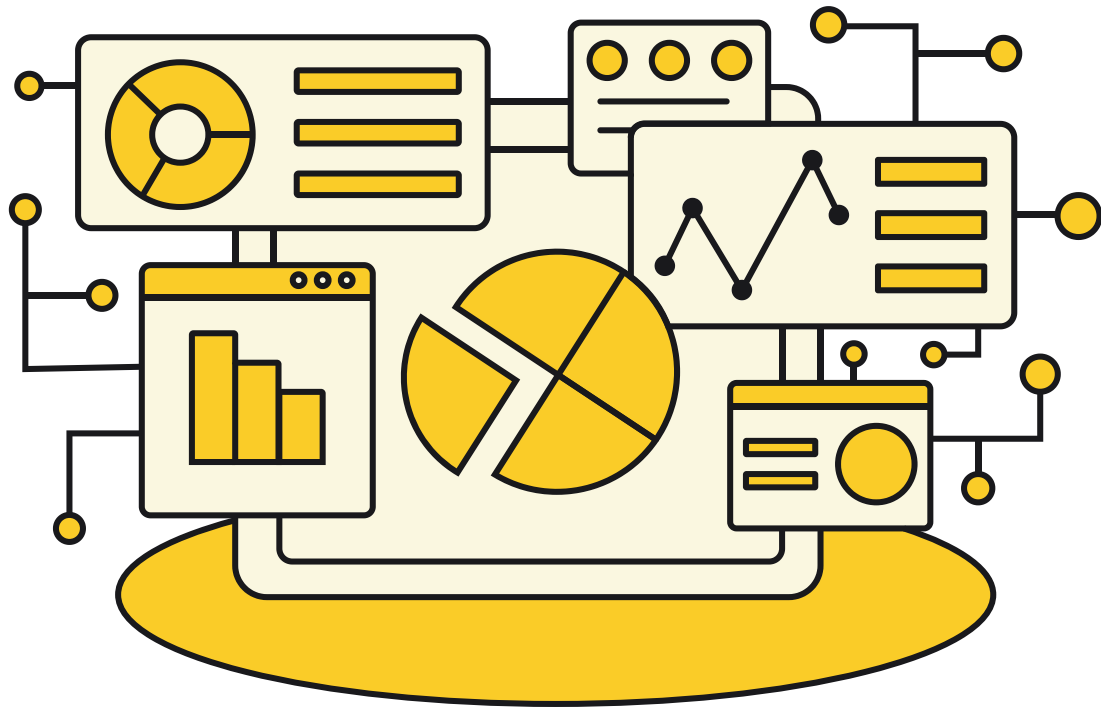
- On Page SEO
- Off Page SEO
- Technical SEO
- Local SEO
- CMS – (WordPress, Shopify, etc.)



## Social Media Marketing (SMM)

SMM involves using social media platforms to promote the brand, engage with audience, and increase website traffic. Here are the key components of SMM:

- Monthly Content Calendar
- Graphics Design
- Reels



## Data Analysis – Tracking

Data analysis is crucial in digital marketing to measure the success of your campaigns and optimize future strategies. Here are the essential tools.

- Google Analytics
- Google Tag Manager
- Google Search Console



## Pay Per Click (PPC) – Paid Marketing

PPC advertising is a digital marketing strategy where advertisers pay a fee each time their ad is clicked. This method helps drive targeted traffic and achieve quick results. Below are the key platforms for PPC campaigns:

- Facebook Paid Ads
- Instagram Paid Ads
- Google Ads
- YouTube Ads
- Email Marketing
- Whatsapp Ads





## Latest Trends – AI

Artificial Intelligence (AI) is revolutionizing digital marketing by offering innovative solutions to enhance creativity, efficiency, and accuracy. Understanding the latest AI trends is essential for staying ahead in the digital world:

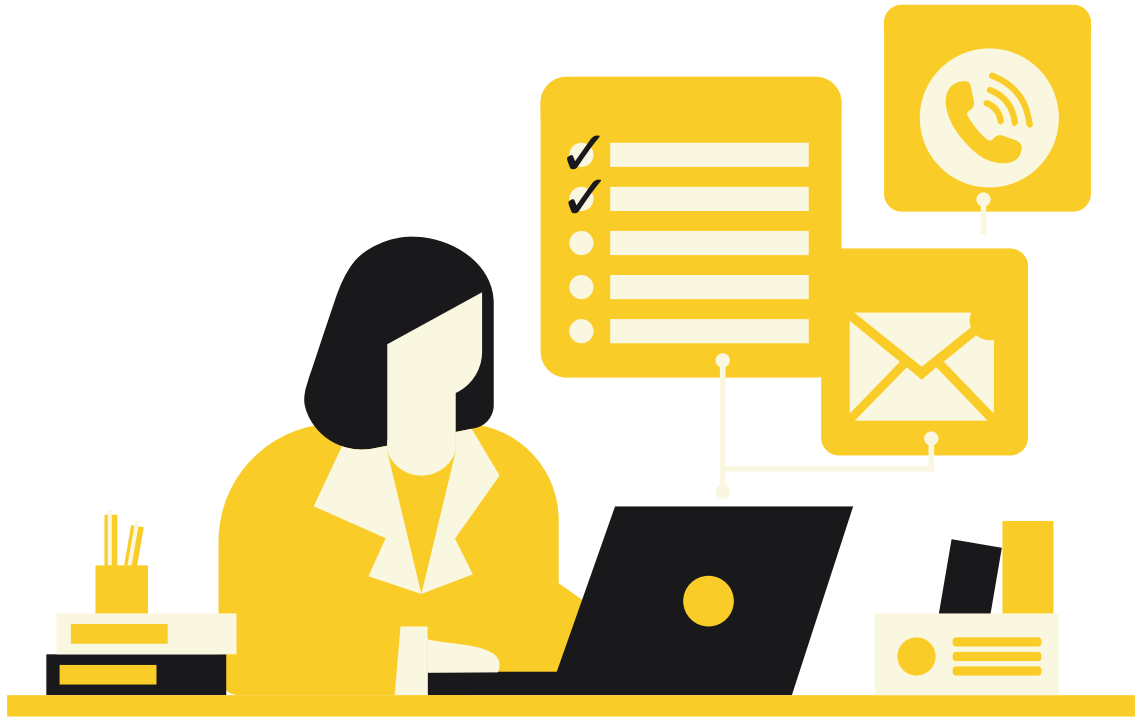
- Best Use of AI Tool for Content Creation
- Image Creation with AI Tools
- AI Tool to Check Content Duplication & Irrelevant Content



## Certification

Certifications are a valuable addition to any digital marketing course. They validate your skills and provide an edge in the competitive job market. At our institute, we offer two types of certifications:

- Course Completion Certificate
- Internship Project Certificate



## Placement Assistance

Our institute is committed to helping students build successful careers in digital marketing. We offer comprehensive placement assistance that includes:

- Professional Resume Preparation
- Interview Preparations
- Connect You With Good Placement Agencies
- Connect You With Our Own Connected IT Companies



## Additional Perks

- Hands on Paid Tools Like SEMrush, Canva Pro, Ahref & more.
- Doubt-Solving Sessions: Weekly Q&A with Experts.
- Reputation Management Services





# Best DIGITAL MARKETING Training Institute



## Get In Touch



Call Now

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