

KICKSTART YOUR CAREER IN THE DIGITAL WORLD!

DIGITAL MARKETING FUNDAMENTALS

4 WEEK COURSE

Learn. Implement. Grow.
Master the Skills. **Build Your Future.**

4 WEEKS TO KICKSTART YOUR DIGITAL MARKETING JOURNEY!



BEGINNER FRIENDLY



4 WEEKS INTENSIVE



LIVE SESSIONS + RECORDINGS



HANDS-ON PROJECTS



CERTIFICATE OF COMPLETION

WHAT YOU WILL LEARN



INTRODUCTION TO DIGITAL MARKETING

Understand the digital landscape, channels, and customer journey.



SEARCH ENGINE OPTIMIZATION (SEO)

Learn SEO basics, keyword research, on-page & off-page optimization.



SEARCH ENGINE MARKETING (SEM)

Introduction to Google Ads, ad types, campaign setup & optimization.



SOCIAL MEDIA MARKETING (SMM)

Build your brand, create engaging content, and grow your social presence.



EMAIL MARKETING

Learn email marketing basics, build lists, create campaigns & automate.



ANALYTICS & MEASUREMENT

Measure performance using Google Analytics, tools, and reports.



PRACTICAL PROJECT

Apply your learning by working on real-life projects and case studies.

4 WEEK COURSE ROADMAP

WEEK 1

FOUNDATION

- Introduction to Digital Marketing
- Digital Marketing Channels Overview
- Customer Journey & Buyer Persona



WEEK 2

TRAFFIC GENERATION

- SEO Basics & Keyword Research
- On-Page SEO
- Google Ads (SEM) Fundamentals



WEEK 3

ENGAGEMENT & CONVERSION

- Social Media Marketing Basics
- Content Creation & Strategy
- Email Marketing Fundamentals



WEEK 4

ANALYTICS & PROJECT

- Google Analytics Basics
- Measuring & Analyzing Campaigns
- Final Project & Presentation



WHO CAN JOIN?

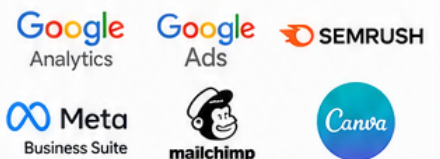
- ✓ Students & Fresh Graduates
- ✓ Business Owners & Entrepreneurs
- ✓ Working Professionals
- ✓ Anyone Looking to Start a Career in Digital Marketing



WHY CHOOSE THIS COURSE?

- ✓ Practical, Easy & Job-Oriented Training
- ✓ Industry-Relevant Tools & Techniques
- ✓ Hands-On Projects
- ✓ Learn from Industry Experts
- ✓ Certificate of Completion

TOOLS YOU WILL LEARN



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BOOST YOUR SKILLS
BUILD YOUR BRAND



GROW YOUR BUSINESS
DIGITALLY



BETTER SKILLS
BETTER CAREER



LEARN TODAY
LEAD TOMORROW

MASTER THE BASICS. BUILD CONFIDENCE. CREATE IMPACT.