

DIGITAL MARKETING TRAINING PROGRAM

COURSE - 2 ADVANCED LEVEL

LET THE
JOURNEY
BEGIN

WEEK - 1

- MODULE 1: INTRODUCTION TO DIGITAL MARKETING
- MODULE 2: DIGITAL MARKETING STRATEGY AND PLANNING
- MODULE 3: WEBSITE PLANNING AND CREATION
- MODULE 4: AUDIENCE RESEARCH & TARGETING (Buyer Persona, Marketing Funnel)

WEEK - 2 & 3

- MODULE 5: SEARCH ENGINE OPTIMIZATION (SEO)
- MODULE 6: CONTENT MARKETING (Content Planning, Creation, Publishing)
- MODULE 7: LOCAL SEO (GBP, Google Maps, and Local Pack Ranking)

WEEK - 4 & 5

- MODULE 8: SOCIAL MEDIA MARKETING (Canva Training, Posts and Management)
- MODULE 9: META ADS (Facebook Ads, Instagram Ads)

WEEK - 6 & 7

- MODULE 10: GOOGLE ADS (Search, Display, local, Shopping, Remarketing)
- MODULE 11: VIDEO MARKETING (YouTube Videos & Ads)

Week - 8

- MODULE 12: WEB ANALYTICS AND TOOLS (GA4, Ubersuggest, Semrush)
- MODULE 13: SEARCH CONSOLE & GOOGLE TAG MANAGER

WEEK - 9

- MODULE 14: E-COMMERCE MARKETING (Products Listing: Flipkart, Amazon, Storefront setup)
- MODULE 15: APP MARKETING (ASO, Promotion)

Week - 10

- MODULE 16: CONVERSION RATE OPTIMIZATION (Landing pages, AB Test & UX analysis)
- MODULE 17: LEADS GENERATION (Tools, Templates Design & Marketing)

WEEK - 11

- MODULE 18: DIGITAL MARKETING AUDIT, REPORTS & PROJECT MANAGEMENT
- MODULE 19: WORDPRESS MANAGEMENT & SEO PLUGINS
- MODULE 20: ONLINE REPUTATION MANAGEMENT (Individual & Brands)

Week - 12

- MOCKUP INTERVIEWS
- TRAINING REVISIONS
- BRAINSTORMING SESSIONS

**LEARN FROM THE BEST
TO BE THE BEST**



**A 360 ° DIGITAL MARKETING TRAINING COMPANY IN
CHANDIGARH, MOHALI**