



Digital Marketing

Category: Business & Skills | Duration: 2 Months (8 Weeks)

~~Rs. 4,000~~

Rs. 2,500

**You Save
Rs. 1,500**

+ GST (18%) as applicable

Course Overview

A complete introduction to digital marketing - covering SEO, social media, paid advertising, content marketing, email campaigns, and analytics - so learners can plan and run real marketing campaigns.

Prerequisites	Tools & Technologies
No prior experience required. Basic computer and internet usage skills needed.	Google Ads, Google Analytics, Meta Business Suite, SEO tools (e.g. Ubersuggest/SEMrush basics), Canva, Mailchimp

Curriculum

Week 1: Digital Marketing Foundations

- Overview of the digital marketing landscape
- Customer journey and marketing funnels
- Setting marketing goals and KPIs

Week 2: Search Engine Optimization (SEO)

- On-page and off-page SEO basics
- Keyword research and content optimization
- Technical SEO fundamentals

Week 3: Social Media Marketing

- Platform strategy - Instagram, Facebook, LinkedIn
- Content calendars and organic growth strategies
- Community management basics

Week 4: Content Marketing & Copywriting

- Principles of persuasive copywriting
- Blog, video, and creative content planning
- Using Canva for marketing visuals

Week 5: Paid Advertising (PPC)

- Google Ads - search and display campaigns
- Meta Ads - campaign structure and targeting
- Budgeting and bidding strategies



Week 6: Email Marketing & Automation

- Building email lists and segmentation
- Designing campaigns with Mailchimp
- Automation workflows and drip campaigns

Week 7: Analytics & Reporting

- Google Analytics setup and key metrics
- Tracking campaign performance
- Building marketing reports for stakeholders

Week 8: Capstone Campaign Project

- Plan an end-to-end digital marketing campaign
- Create assets, set up tracking, and present strategy
- Project presentation and feedback

What You Will Learn

- Plan a complete digital marketing strategy for a brand
- Optimize content and websites for search engines
- Run organic and paid campaigns on social platforms
- Write effective marketing copy and create campaign assets
- Set up and interpret analytics to measure performance
- Present a portfolio-ready digital marketing campaign

To register your interest for this course, fill out the interest form on our website or contact us directly using the details below. Syllabus content is subject to minor changes to keep pace with industry updates.