

Co-Powerd By



GUJARAT DIGITAL MARKETING ACADEMY



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Digital Marketing Certified Course fees 15999

Duration 1 month

Certificate 1 certificate

Job and business: 50% guaranteed

Digital Marketing Master Certified Course 25000

Duration 1.5 Month

Certificate 4 Certificate

Job and business: Full Guaranteed

Digital Marketing Business Certified Course 35000

Duration 1.5 Month

Certificate 7 Certificate

**Job and Business: 100% Business Setup
Guaranteed**

Our 7 Certificate



#1

Digital Marketing Course

MODULE 1 : DIGITAL MARKETING FUNDAMENTALS

- DIFFERENCE BETWEEN TRADITIONAL & DIGITAL MARKETING
- DIGITAL MARKETING CHANNELS OVERVIEW
- WHY DIGITAL MARKETING IS IMPORTANT TODAY
- UNDERSTANDING ONLINE CONSUMER BEHAVIOR
- INTRODUCTION TO WEBSITES, SEO, SOCIAL MEDIA, GOOGLE ADS, EMAIL & CONTENT MARKETING
- IMPORTANCE OF MOBILE MARKETING & APPS
- THE ROLE OF DATA IN DIGITAL MARKETING
- CAREER OPPORTUNITIES IN DIGITAL MARKETING
- FREELANCING VS JOB VS BUSINESS USE
- TOP DIGITAL MARKETING SKILLS IN DEMAND
- EMERGING TRENDS: AI IN MARKETING, VOICE SEARCH, AUTOMATION, INFLUENCER MARKETING
- FUTURE SCOPE IN INDIA & ABROAD
- HOW TO STAY UPDATED IN THE FAST-CHANGING DIGITAL WORLD

MODULE 2 : SOCIAL MEDIA ADD

- Introduction to Paid Ads (Meta, Instagram, YouTube, etc.)
- Facebook & Instagram Ads Mastery
- Ad Types: Reach, Traffic, Leads, Engagement, Conversion
- Custom & Lookalike Audience Creation
- Pixel Setup & Event Tracking
- Budgeting & Bidding Strategies
- A/B Split Testing for Ad Optimization
- Retargeting Campaigns
- Creating High-Converting Ad Creatives
- Understanding Ad Metrics & Analytics
- Ad Policy Guidelines & Best Practices
- Practical Campaign Setup & Live Demo
- Local Business & E-commerce Ad Strategies



MODULE 3 : SOCIAL MEDIA MARKETING

- Introduction to Social Media Platforms (Facebook, Instagram, LinkedIn, Twitter, YouTube)
- Social Media Strategy Building
- Content Planning & Calendar Creation
- Post Types: Image, Video, Story, Reel, Live
- Hashtag Strategy & Trends
- Audience Targeting & Engagement Techniques
- Social Media Algorithm Understanding
- Brand Building & Community Management
- Growth Hacking & Organic Reach Tips
- Influencer & Collaboration Marketing
- Tools for Designing & Scheduling (Canva, Buffer, Meta Suite)
- Performance Tracking & Analytics
- Social Media Case Studies & Practical Assignments

MODULE 4 : SEO

- Introduction to SEO & How Search Engines Work
- Types of SEO: On-Page, Off-Page & Technical SEO
- Keyword Research & Competitor Analysis
- On-Page SEO: Title, Meta Description, URL, Header Tags, Image Optimization
- Content Optimization & SEO Writing Techniques
- Technical SEO: Site Speed, Mobile-Friendliness, Indexing, Crawling
- Backlink Strategies & Link Building Techniques
- Google Algorithm Updates & SEO Best Practices
- Local SEO for Business Visibility
- Google My Business Optimization
- SEO Tools: Google Search Console, Google Analytics, Ubersuggest, SEMrush, etc.
- Measuring SEO Performance & Reporting
- Practical SEO Projects & Website Audits

MODULE 5 : BASIC CANVA DESIGN & VIDEO EDITING

- Introduction to Canva and its Interface
- Design Basics: Layout, Fonts, Colors, and Branding
- Creating Social Media Posts, Stories, Banners, and Ads
- How to Use Canva Templates Professionally
- Designing Posters, Brochures, Certificates, and Thumbnails
- Basic Photo Editing Tools in Canva
- How to Remove Backgrounds and Use Transparent Layers
- Introduction to Video Editing in Canva
- Creating Reels, Shorts, and Ad Videos
- Adding Music, Transitions, and Effects
- Exporting High-Quality Visuals and Videos
- Tips for Designing Engaging & Scroll-Stopping Content
- Real-Time Projects and Practice Assignments

MODULE 6 : CONTENT WRITING & COPYWRITING

- Basics of Content Writing & Copywriting
- Difference Between Content Writing and Copywriting
- Writing for Digital Platforms: Blogs, Websites, Social Media, Ads
- Understanding Target Audience and Writing with Purpose
- Headline Writing Techniques to Grab Attention
- SEO Writing: Keywords, Meta Titles, and Descriptions
- Email Writing & Newsletters
- Social Media Captions, Hooks, and CTAs
- Storytelling in Content and Emotional Triggers
- Grammar, Structure, and Readability Improvement
- Copywriting for Sales Pages, Landing Pages, and Product Descriptions
- Content Planning and Content Calendar Creation
- Tools for Writing, Editing, and Plagiarism Checking
- Freelancing Opportunities in Content Writing

MODULE 7 : INTERVIEW PREPARATION

- Resume Building for Digital Marketing Profiles
- Cover Letter Writing and LinkedIn Optimization
- Common Digital Marketing Interview Questions
- How to Answer with Confidence & Clarity
- Mock Interviews with Real-Time Feedback
- HR Round & Technical Round Preparation
- Personal Branding & Portfolio Presentation
- Communication Skills & Body Language Tips
- How to Present Campaigns, Strategy, or Past Work
- Freelancing Pitching Techniques
- Group Discussion & Public Speaking Practice
- Interview Dos and Don'ts
- Confidence Building Sessions
- Post-Interview Follow-up Tips

MODULE 8 : BUSINESS MANAGEMENT & STARTUP TRAINING

- Basics of Business Management & Mindset Building
- Identifying Your Passion & Niche Selection
- How to Start a Service-Based Business with Zero Investment
- Digital Marketing as a Business: Freelancing, Consulting, and Agency Model
- Building a Personal Brand Online
- Creating Business Plans & Goal Setting
- Using Free Tools for Business Operations (CRM, Design, Marketing)
- Client Acquisition Strategies (Organic & Inbound Leads)
- Proposal Writing, Pricing Strategy & Negotiation Skills
- How to Register Your Business and Manage Compliance
- Financial Planning & Budgeting for Startups
- Time Management & Productivity Hacks
- Case Studies of Successful Low-Investment Entrepreneurs
- Scaling Up from Freelancing to Business Ownership

MODULE 9 : PRACTICE-BASED BUSINESS TRAINING WITH STARTUP FOCUS

- Step-by-Step Startup Training from Idea to Execution
- Real-Time Business Setup Guidance
- Hands-On Practice with Live Projects & Campaigns
- Creating Your Own Brand Identity (Logo, Website, Social Media)
- Product/Service Selection and Market Research
- Social Media Marketing & SEO for Your Own Brand
- Lead Generation & Client Handling Practice
- Pitching Your Service to Real Clients
- Billing, Invoicing & Business Communication
- Creating & Managing Your Business Portfolio
- Freelancing Platforms Setup (Fiverr, Upwork, Freelancer)
- Business Tools Training: Canva, Google Workspace, Notion, etc.
- Mentorship & Guidance from Experienced Entrepreneurs
- Learn How to Run a Business Without Initial Investment
- Lifetime Support for Scaling Your Startup



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