

MASTER'S CERTIFICATION PROGRAM in DIGITAL MARKETING

Course Objective

The Digital Marketing Master Program at eHack Academy is a 4-month comprehensive training designed to build practical digital marketing skills aligned with current industry needs. The program teaches you how to create websites without coding, master SEO for driving organic traffic, understand and leverage social media platforms, manage and optimize paid campaigns like Google Ads and Facebook Ads, and use advanced digital tools to run effective marketing strategies. It also covers copywriting, online reputation management, email marketing, and other key areas to help you become job-ready for roles such as SEO expert, social media executive, content writer, digital strategist, and more.

Earn Global Certification



4 MONTHS

Duration

160+

Training Hours

CLASSROOM

+ Live Online

Course Syllabus

Module 01

Website Design & Development -

Learn to create professional websites from scratch without any coding knowledge using modern design tools and platforms.

What you'll learn:

- Website Fundamentals
- No-Code Builders
- UI/UX Basics
- Responsive Design
- Website Launch

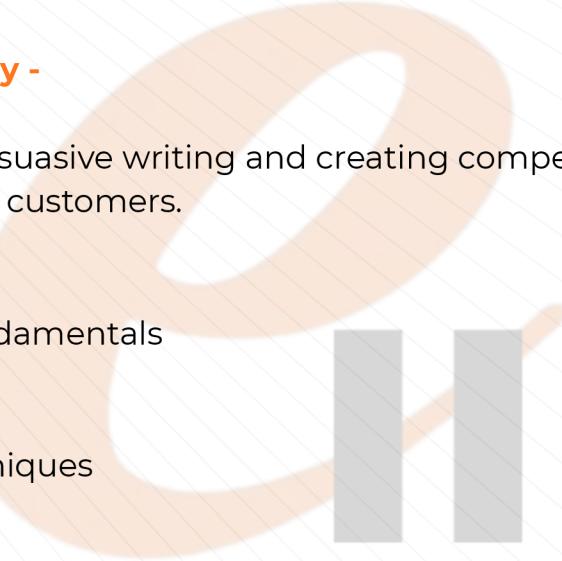
Module 02

Copywriting Mastery -

Master the art of persuasive writing and creating compelling content that converts visitors into customers.

What you'll learn:

- Copywriting Fundamentals
- Sales Copy
- Content Strategy
- Persuasion Techniques
- Call-to-Action



Module 03

Social Media Marketing -

Understand social media platforms dynamics and learn to generate consistent traffic and sales through strategic campaigns.

What you'll learn:

- Platform Strategies
- Content Planning
- Community Management
- Social Analytics
- Influencer Marketing

Module 04

Search Engine Optimization (SEO) -

Drive consistent organic traffic to websites through proven SEO techniques and best practices.

What you'll learn:

- On-Page SEO
- Off-Page SEO
- Keyword Research
- Technical SEO
- Link Building

Module 05

Paid Advertising & PPC -

Master paid advertising on Google Ads, Facebook Ads, and other platforms to maximize return on investment.

What you'll learn:

- Google Ads
- Facebook Ads
- Campaign Setup
- Bid Management
- Conversion Tracking

Module 06

Advanced Digital Tools -

Learn to use professional digital marketing tools for analytics, automation, and campaign optimization.

What you'll learn:

- Marketing Automation
- Analytics Tools
- Design Tools
- SEO Tools
- Social Media Tools

Module 07

ORM & Email Marketing -

Manage online reputation and create effective email marketing campaigns to nurture leads and drive conversions.

What you'll learn:

- Online Reputation Management
- Email Campaigns
- Lead Nurturing
- List Building
- Email Automation

Module 08

Job Readiness & Portfolio -

Prepare for the job market with portfolio development, interview preparation, and career guidance.

What you'll learn:

- Portfolio Creation
- Resume Building
- Interview Skills
- Freelancing
- Career Planning