



DIGITAL MARKETING COURSE

ONLINE TRAINING



Career in Digital Marketing



Why Build a Career in Digital Marketing?



Massive Demand For Digital Marketers

Every startup, small and medium business (SMB), and large enterprise needs digital marketers for growth.



10+ Career Paths and Job Roles

As a digital marketer, you have the opportunity to work in varied fields with more than 10 designations and profiles.



5.5 Lakh Per Annum Average Salary

Digital marketers across various fields earn an average of INR 5.5 LPA in India. With experience, the salary grows.



Start Your Own Business Or Grow Existing One

As a digital marketer, you have the opportunity to work in varied fields with more than 10 designations and profiles.



Great Growth Prospects And Promising Career

Every startup, small and medium business (SMB), and large enterprise needs digital marketers for growth.



Easy to Learn Practice, and Earn

Digital marketing doesn't require technical knowledge. You can learn it easily, practice, and monetize your skills.

Who Should Learn **Digital Marketing**?

This Advanced Digital Marketing Course is for you if you are:



College Student

Start shaping your career right from college time by learning in-demand digital marketing skills.



Graduate

Time for you to upskill, prepare yourself for a bright future, and kickstart a career in digital marketing.



College Dropout/Job Seeker/Housewife

Not sure which career is right for you? Not finding any jobs? Learn digital marketing with us to instantly land your first job.



Freelancer

Whether you are an existing freelancer or want to become one, digital marketing is the most-rewarding skill for freelancers today.

Who Should Learn **Digital Marketing**?

This Advanced Digital Marketing Course is for you if you are:



Marketing/Sales Professional

It is vital for marketing & sales professionals today to have knowledge & skills of digital marketing for huge hikes and growth.



Business Owner

Accelerate your business growth by executing strategic & result-driven digital marketing strategies.



Looking to Switch Career

Not satisfied with your current job profile? Switch to digital marketing, the 21st century's most interesting and highly-paid skills.



A Brief About WsCube Tech

India's Most Trusted Digital Marketing Institute

WsCube Tech is a leading IT training institute and software development company based in Jodhpur. Since 2010, WsCube Tech has trained **1,50,000+ students** and offered internship opportunities to 3,500+ candidates.

In addition, WsCube Tech is one of the fastest-growing tech-based YouTube channels in India, with a community of **1.4+ Million** subscribers and **8+ Million** monthly views.

With an expert team of trainers in various technological fields, the institute has helped thousands of students across India and other Asian countries to acquire new skills and explore high-paying career opportunities.

Our learners are working at top brands, enterprises, and unicorns across India and globally.



Our *Flourishing Journey* Over The Last Decade

Start

Kushagra Bhatia, a visionary entrepreneur, laid the foundation of WsCube Tech in Jodhpur as a Web Development Company.

The institute witnessed great success which made us introduce **Advanced PHP Course and Android App Development** Course.

There was high demand for more courses. That's when we Introduced **Training in C, C++, Java, and Digital Marketing** for both college and school students.

Won training assignment from ISRO and offered Web & Mobile Technology training. Started Java Training. Reached milestone of 5,000+ students.

2010

2011

2012

2013

2014

2015

2016

Worked on **200+ Website Projects**.

Expanded to include training division
Introduced Class room based PHP & ASP.NET courses for college students.

Expanded the service portfolio with Android/iOS app development, WordPress, and SEO.
Launched **Classroom Training** on iOS Development, WordPress, and SEO.

By now, we had worked on **8K+ Projects** & trained **3K+ Students**.
Introduced CakePHP course. Created a YouTube channel to offer free tutorials.

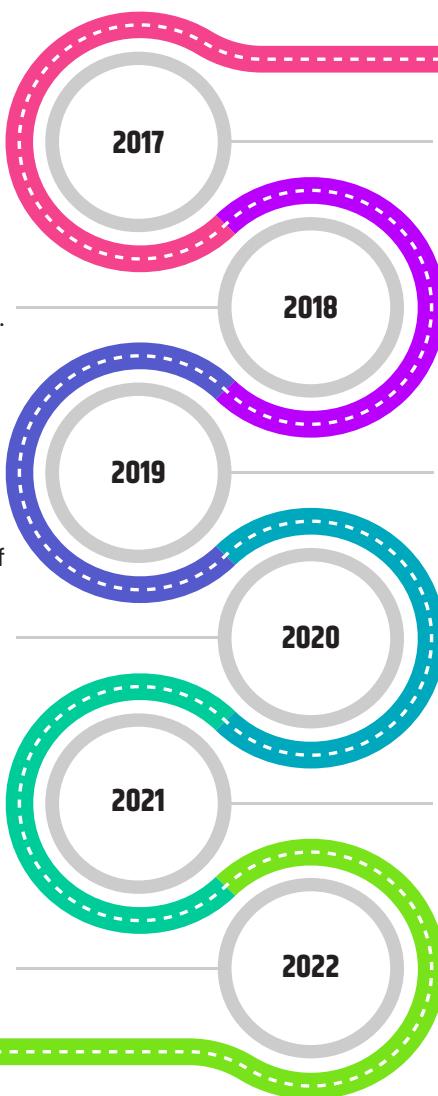
Introduced professional courses on **Robotics**, **PLC-SCADA**, and **Advanced Python**.

2,000+ students and working professionals enrolled in these courses.

During the pandemic, introduced **LIVE classes** for most courses.

Doubled the frequency of videos published on YouTube. Surpassed 100K+ Subscribers.

Hit the milestone of **1 Million subscribers** on YouTube. More than 110 batches (online + classroom) run per month now, with over 45 courses.



Adopted robust web frameworks like NodeJS, AngularJS, & Laravel for projects. Started **Python and Machine Learning Courses** and trained 2,000+ students.

Crossed **50K+ YouTube Subscribers**.

Started providing pre-recorded online courses. New courses were also launched for various programming languages.

Introduced **Ethical Hacking & Penetration Testing courses** (both online and offline). Published 1750+ tutorials on YouTube and crossed 500K subscribers.

There is no looking back!



1.4+ Million Subscribers



1:1 Personalized Mentorship



3500+ Internship Candidates

Why
Learn
Digital
Marketing
With
WsCube
Tech
Only?





Trusted by **1.5+ Million** Learners

We are the #1 preference of more than 15 lakh learners in India and Asian countries. Our training quality and support system intrigue learners.



Expert **Trainers**

You will learn digital marketing from expert trainers having 10+ years of experience in the field. We ensure high-quality training always.



Completely **Practical-Oriented**

Digital marketing is a skill that requires immense practice. For that, we offer 100% practical training with regular assignments, assessments, and projects.



Industry-Recognized Certification

The certificate you receive on course completion is valid nationally and internationally. You can easily share it, add it to your resume, and explore great opportunities.



Online & Offline Batches

You can upskill yourself from anywhere by joining our live training batches. We also provide intensive & digitized classroom training in Jodhpur.



Hands-On **Live Projects**

You will apply all the digital marketing practices on real websites (no dummies), business accounts, and make use of premium tools.



Most Comprehensive **Curriculum** Ever

The digital marketing course by WsCube Tech includes India's most comprehensive curriculum, covering all breadths and depths in detail & practically.



100+ Placement Partners

WsCube Tech is the proud partner of nearly a hundred organizations in India hiring digital marketers. We assist you to get placed once your training is done.



Guaranteed **Job Assistance**

On course completion, we assist you with job interviews and resume building. Next, your interviews are arranged with top companies to help you land the job easily.



Free Access to **Premium Resources**

During the training, you will get access to numerous paid tools and other resources for SEO, SMM, Ads, Blogging, and more.



Dear Learner,

Digital marketing is the present and the future. It is on the boom because no business can accelerate its growth without digital marketing. There are ample opportunities in the market if you have the right skills.

At WsCube Tech, we focus on offering 360° training with practical learning at the forefront. Our aim is to build the digital marketers of the future and equip them with state-of-the-art skills.

We know that we are influencing the foundations upon which your future will be established. This is a responsibility that can't be taken lightly. The students we serve are on the verge of kickstarting their careers. To be able to touch their development at such a critical level is something we take very seriously.

At WsCube Tech, you always get top-class training, backed by real case studies, examples, practical projects, future prospects, and the latest curriculum. As the proud founder of WsCube Tech, I wish you a successful & thriving career in digital marketing.

All the best!

A handwritten signature in black ink, appearing to read "Kushagra Bhatia".

**Kushagra Bhatia,
Founder, WsCube Tech**



Digital Marketing Course Curriculum

Course Curriculum



Module 01

Introduction to Digital Marketing

- What is Digital Marketing?
- Scope of Digital Marketing
- Requirement of Digital Marketing
- Latest Trends in Digital Marketing
- Digital Marketing for Working Professionals
- Digital Marketing for Small, Medium, and Large Businesses
- Job opportunities in Digital Marketing

Module 02

Successful Digital Marketing Case Studies

- Objectives of Online Marketing
- Elements of Successful Digital Strategy
- Secrets of Successful Digital Marketing Campaigns
- Practical: Defining a Business Objective

Module 03

Graphic Designing Using Canva

- Digital Banner Designing
- Graphic Design Fundamentals
- How to Use Canva?
- Logo & Graphic Designing
- Live Practice – Designing Logos & Banners

Module 04

Domain Marketing

- What is Domain Name?
- Types of Domains and Extensions
- How to Buy Right Domain Name?

- What is Web Hosting, cPanel & FTP Account?
- What is Domain Marketing?
- How to Sell a Domain Name?
- Top Domain Selling Platforms

Module 05

Building WordPress Websites

- What is WordPress?
- Why Learn WordPress in Digital Marketing?
- WordPress.com vs WordPress.org
- WordPress installation and Creating 1st Website
- WordPress Page Builders
- WordPress Plugins And Settings
- Large Businesses
- Using WordPress for Blogging
- WordPress for Personal Websites
- WordPress for Business Websites
- WordPress for eCommerce

Module 06

eCommerce Website Development With Shopify

- Shopify Introduction
- Why Use Shopify for eCommerce?
- Setting up Free Shopify Account
- Important Tools for Shopify
- Building eCommerce Site With Shopify

Module 07

SEO Mastery

- What is SEO?
- Importance of SEO
- How do Search Engines Work?

Course Curriculum



- Introduction to SERP
- Different SEO Techniques
- Top Ranking Factors
- Black Hat vs White Hat SEO
- Different Google Algorithms
- On-Page SEO Basics
- Off-Page SEO Basics
- Technical SEO Basics
- Technical SEO Advanced
- Advanced Keyword Research
- Working on On-Page SEO
- Working on Off-Page SEO
- Local SEO
- Mobile SEO
- Google Search Console in Depth
- Indexing in Search Console
- Fixing Errors in Search Console
- HTTPS & SSL Certificate
- Optimizing Website Speed
- SEO Case Studies
- e-Commerce SEO
- SEO Reporting

Module 08

Blogging

- What is a Blog?
- How does Blogging Work?
- Benefits of Blogging
- SEO in Blogging
- Making Money with Blogging
- Niche Blogging and Categories
Creating 90-Days Blog Strategy
- Monetizing the Blog
Applying for
- Google AdSense
- Applying for Other Ad Platforms

Module 09

Google AdSense

- What is Google AdSense?
- Account Approval & Account Setup
- AdSense Guidelines & Requirements
- Niche Content Research
- Traffic Strategy

Module 10

Google Analytics

- Basics of Google Analytics
- How to Set Up Google Analytics?
- Concept of Cookies
- Understanding Website Analytics
- Reports in Google Analytics
- Users/Access in Google Analytics
- Audience Creation in Google Analytics
- Google Analytics for SEO
- Google Analytics for PPC Campaigns
- Important Metrics in Google Analytics
- Ecommerce Tracking
- Analytics Report Creation
- Filter Creation
- Understanding Attribution
- Alternatives to Google Analytics
- Similar Products
- Link Tracking
- UTM Parameters

Course Curriculum



Module 11

Google Tag Manager + Google Analytics

- What is Google Tag Manager?
- Setting up Google Tag Manager Sniffers?
- Why Integrate GA and GTM?
- Components of Tag Manager
- Tags, Triggers, and Variables
- Setting up First Tracking
- Tracking Videos
- Tracking Links
- Tracking Visible Elements
- Tracking Scrolls
- e-Commerce Events Tracking With GTM
- Facebook Pixel + GTM
- Facebook Events Tracking With GTM

Module 12

Email Marketing

- What is Email Marketing?
- How to do Email Marketing?
- Top Tools for Email Marketing
- Automation in Email Marketing
- Omnichannel Marketing
- How to Write an Email?
- Important Metrics for Email Marketing
- Call to Actions in Email Marketing
- Email Cycles
- Conversion Rate Optimization
- Spam Score in Email Marketing
- Lead Generation
- Email Marketing Funnels

Module 13

Social Media Marketing

- **Facebook Marketing**
- Basics of Facebook Ads
- Working of Facebook Ads
- Types of Facebook Ads
- Objectives of Facebook Ads
- Audience and Targeting Optimization
- Placement Options in Facebook ads
- Ad copies and Copywriting
- Landing Page Optimization for Relevancy
- Buyer Persona
- Understanding Advanced Facebook Pixel
- Facebook Analytics
- A/B Testing
- Tracking Options
- Spying Competitors
- Facebook Ads for Affiliate Marketing



Course Curriculum



- Running All Objective Ads
- Running Video Ads
- Running Dynamic Ads
- Strategies for Facebook Ads
- Retargeting and Remarketing Ads
- Lead Generation & Funnels
- Reporting for Facebook Ads
- Facebook Messenger Marketing
- Facebook Scaling Models and Strategies
- How to Get Clients for Facebook Ads?
- Different Facebook Marketing Tools

■ Instagram Marketing

- Instagram Profile Creation
- Profile Customization
- Best Practices for Instagram Posts
- Instagram Growth Strategy
- Importance of Hashtags
- Working of Instagram Algorithm
- Running Ads on Instagram
- Case Studies

LinkedIn Marketing

- Introduction to LinkedIn
- Best Practices for Profile Setup
- Best Practices for Posts
- LinkedIn Advertising
- Facebook vs LinkedIn Advertising
- LinkedIn Ad Objectives
- LinkedIn Ad Formats
- Targeting Budget
- Scheduling Options
- Billing Account Setup
- Practical- LinkedIn Ad Creation
- LinkedIn Automation

Twitter Marketing

- Introduction to Twitter
- Working of Twitter Algorithm work
- How do Businesses Use Twitter?
- Twitter Advertising
- Billing & Account Setup
- Types of Twitter Ads
- Audience Bidding, Budgets, and Creatives
- Case Studies

Quora Marketing

- Introduction to Quora
- Working of Quora Algorithm
- Quora Profile Best Practices
- Building Quora Profile
- Answering Questions Perfectly
- Quora Traffic Building Strategies
- Types of Quora Ads
- Live Case Studies

Pinterest Marketing

- Pinterest Marketing
- Brand Building on Pinterest
- Pinterest Content Strategy
- How to Drive Engagement?
- Optimizing Profile and Best Practices
- Influencer Marketing
- Analytics, Measurement Tools, and Ads

Module 14

Google Ads Mastery

- Introduction to Google Ads
- How does Google Ads Work?
- Different Types of Google Ads
- Importance of Landing Pages

Course Curriculum



- Understanding Search Ads
- Search Ad Creation, Optimization, & Reporting
- Understanding Display Ads
- Display Ad Creation, Optimization, Reporting
- Understanding Remarketing Ads
- YouTube Ads
- Running App Install Ads
- All Settings in Google Ads
- Call Only Ads
- All types of Audiences in Google Ads
- Optimizing Different Google Ads
- Conversion-based Campaigns
- & Optimization
- Tools Related to Google Ads
- Competitor-oriented Ad Campaigns
- Strategies for Ad Campaigns
- Shopping Campaigns
- Scripts & Tracking

Module 15

Third-Party Ads

- What are Third-Party Ads?
- How to Run Ads on Hotstar?
- How to Run Ads on MX Player?
- Online Ad Platforms and Ad Buying Models
- Publishing Ads on Third Party Platforms

Module 16

Social Media Optimization (SMO)

- Introduction to SMO
- Social Platforms & Supported Content
- SWOT Analysis
- Content Strategies According to Platform
- Power of Organic Reach
- Facebook Page/Profile optimization

- Lead Generation Organically
- Using Chatbots for SMO
- Tools for SMO & Post Scheduling
- Creating Social Media Calendar
- Client/Agency for Social Media
- Tools for Social Content Creation
- Algorithms of Social Media Platforms
- Rule of Consistency on Social Media
- Tools for Content Ideas
- Social Media Best Practices
- Influencer Marketing
- SMO Report Creation

Module 17

YouTube Marketing

- Role and Working of YouTube
- Analytics of Top YouTube Channels
- Understanding YouTube Algorithm
- YouTube Ranking Factors
- Setting Up YouTube Channel
- Growing YouTube Channel Organically
- YouTube Earning Opportunities
- YouTube Channel Monetization
- YouTube Funnels
- Tools to Use for Channel Growth
- Working on Real Projects
- Essentials for Recording Videos
- Editing Voiceovers Using Right Tools
- Editing Videos Using Right Tools
- Uploading a Demo Video & Optimizing It
- Checklist for YouTube Videos
- Adding Viral Elements to Videos
- Case Studies of Successful Channels
- Power of YouTube Live
- Channel Strategies for Different Niches

Course Curriculum



Module 18

App Store Optimization (ASO)

- What is App Store Optimization?
- Optimize Ranking on Google Play Store
- Optimize Ranking on Apple App Store
- On-Page ASO Elements
- Off-Page ASO Elements
- Different Strategies for ASO
- Tools to Use for ASO
- Using Google Play Console
- Paid Campaigns for ASO
- How to Increase App Downloads?
- Google Firebase & Analytics for ASO
- iOS App Store Optimization Strategies
- App Store Marketing on Facebook
- App Store Marketing on Google
- App Ratings & Rankings System

Module 19

Online Reputation Management(ORM)

- What is ORM?
- How does ORM Work?
- Different ORM Tools
- Impact of ORM on Sales/Revenue

- Difference Between ORM and SMO
- Handling Negative Comments
- User Behavior Study
- ORM Strategies
- Press Release for ORM
- Creating a Review Magnet
- ORM Auditing
- Parameters to Decide ORM Score
- ORM Models
- ORM Projects, Clients, Billing

Module 20

National & International Freelancing

- Earning as a Freelancer
- Top Freelancing Platforms
- Building Freelancing Profile
- Live Walkthrough: How to Win Projects?
- How to Set Pricing for Your Services?

DIGITAL MARKETING

Job/Placement Assistance

Once you complete the Digital Marketing Course, you will get advanced placement assistance to help you prepare for the job. We will evaluate your skills, prepare you for the interview, and arrange interviews with top companies.

- Interview Preparation and Live Practice
- Appealing Resume Building
- Conducting Interviews at Various Companies
- Internship Opportunities
- Getting High-Paying Freelance Projects

Students We've Trained Work at Renowned Companies, Startups, and Brands



Our Students Speak for Us!



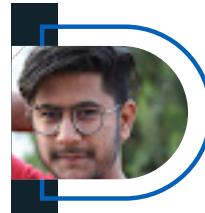
**Sparsh
Jethwani**

"I learned digital marketing out of curiosity. But now I am aware of how small businesses become big brands. I will use it for my home bakery, grow my business and reach more people."



**Riya
Bhardwaj**

"WsCube Tech's Digital Marketing Training is designed in such a way that you get interest in each subject. The teachers are very good and they have deep knowledge. They solve all your doubts and teach you two extra things to help you in learning better."



**Keshav
Bohra**

"I obtained valuable digital marketing techniques, thanks to perfect sessions. I had a great experience with faculty & administration. My learning was accomplished on time and I recommend this institute to everyone for digital marketing course."



**Kapil
Sarva**

"I joined Digital marketing training because I wanted to market my own start-up. I wanted to learn to do it more efficiently. I loved the training. I think everyone who wants to market their brand or even build more engagement online should join WsCube Tech."



**Surya Prakash
Sharma**

"WsCube Tech is best institute for digital marketing. I am running my own business, and for marketing, I learned digital marketing from here. Topics are covered in practical manner and I am able to develop strategies for my marketing. Thanks!"



**Jitendra
Singh**

"I have done my summer training in Digital Marketing from WsCube Tech. The environment is quite different from other institutes. It mostly works on practical knowledge rather than theoretical."

Industry-Recognized Certification

Become a Certified Digital Marketer



Live Online and
Classroom Training



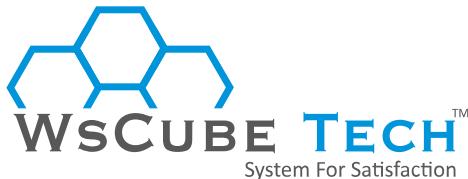
Job Assistance
for Faster Hiring



Internships
for Experience

Culture & Activities at WsCube Tech





Take Your Career's Most Important Step Today

Towards Building a Thriving Career in Digital Marketing!

■ **Course Duration:** 6 Months

■ **Fees:** Call us for fee details as we offer varied discounts

Call Now to Book 2-Days of FREE Demo Classes:

+91 85610-89567, +91 78789-85501, +91 92696-98122, +91 86195 38456

Contacts Us:

-
- www.wscubetech.com
 - [/wscubetech](https://www.linkedin.com/company/wscubetech/)
 - [@wscubetechindia](https://twitter.com/wscubetechindia)
 - [@wscubetech.india](https://facebook.com/wscubetech.india)
 - [@wscubetechjodhpur](https://youtube.com/wscubetechjodhpur)
 - [@wscubetechindia](https://instagram.com/wscubetechindia)

