



90 DAYS ADVANCED DIGITAL MARKETING

Class Syllabus

A Government of India certification program



MINISTRY OF
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Ministry of MSME, Govt. of India



Government of India
Ministry of Commerce and Industry
Department for Promotion of Industry and Internal Trade

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50 DAYS ADVANCED DIGITAL MARKETING

LIVE Class Syllabus

Canva Graphic Designing



- ✓ Introduction
- ✓ Canva Homepage Explanation
- ✓ How to create a digital visiting card
- ✓ How to create YouTube Thumbnail
- ✓ How to create social media post
- ✓ Learn about text and Font
- ✓ All about image editing and image effect
- ✓ Colour Psychology
- ✓ All about logo
- ✓ How to edit video
- ✓ All about Animation and effect
- ✓ canva important app explanation
- ✓ How to create a mockup
- ✓ How to create a Responsive form
- ✓ Canva Tips and Tricks
- ✓ Understanding the importance of Branding
- ✓ All important PDFs of canva



WordPress Website Development & Blogging Class



1. What is Blog /Blogging?

2. How to Make Money from Blogging?

3. Structure of Blogging website

4. Domain Name

- What is a Domain Name ?
- How to buy Domain Name?
- How do domain Names work?
- What is an IP Address ?
- Type of Domain Name?
- What is Subdomain?

5. SSL

- What is SSL?
- Why is SSL Important for our Website?
- Type of SSL Certificate

6. Hosting

- What is Hosting ?
- What are the things we should keep in mind when we buy Hosting?
- Types of Hosting Services ?
- How Hosting Works?
- How to connect Domain with Hosting ?

7. DNS

- What is DNS?
- How does DNS work?
- How to select Domain Name



8. Wordpress

- What Is Wordpress ?
- History of Wordpress
- Type of Wordpress
- What is the Difference between Wordpress.com and Wordpress.Org?
- How does Wordpress Work ?
- General Settings in Wordpress?

9. Theme

- What is Theme?
- What is the Work of Theme?
- How to Install a WordPress Theme?
- Required files for Theme
- How to Customize Theme?

10. Plugin

- What are Plugins?
- How to Install a Plugin?
- Important Plugins for Blogging Website?

11. Category

- Why is category important ?
- How to make Categories?

12. Menu

- Why Menu is important ?
- How to make Menu ?

13. Page

- important page for Blogging Website?
- How to make a Blogging Website Page?
- How to customize a Page ?

14. Post

- What is a post ?
- How to write a post ?
- How to put an image in post ?
- How to Add featured images in post ?
- How to add a backlink ?

15. Web Stories

- What is Web Stories
- Importance of Web Stories
- How to find keywords / Trends

16.Google

- What is the Search console?
- How to analysis Google Analytics
- What is Sitemap?
- How to apply for Adsense?

E-commerce Website Development on WordPress



- Woocommerce for Shopping Website
- Customization Of E-commerce Website
- Add New Product & Shipping Cost
- WooCommerce Plugin
- Payment Gateway
- Razorpay Integration
- Tax, Shipping, and E-mail Setting
- Generate Invoice
- live Chat
- Courses Sell
- LMS Plugin

Business Website Development on WordPress



- Theme Customizer
- important Plugins
- Create Dynamic Page
- Create form
- Live Chat from Your Customer

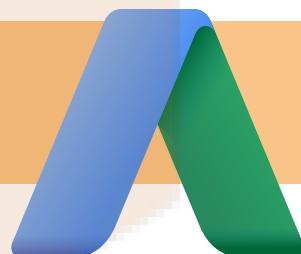
Search Engine Optimisation



- Importance Of SEO How to Find Keywords?
- What is On Page SEO?
- On-Page SEO
- On Page Seo Factor – Meta Title and Meta Description
- What is Off Page SEO?
- Off-page SEO factor – Link Building
- Off-page SEO factor – Brand Building and content strategy
- What is Technical SEO?
- What is Backlink ?
- Important SEO Tools
- How to write an SEO post ?
- Web 2. O



Google Ads Mastery



- WHY GOOGLE ADS?
- GOOGLE ADS DASHBOARD
- GOOGLE ADS ACCOUNT STRUCTURE
- Reputation Management
- Advanced Features and Advertising
- TYPES OF GOOGLE ADS



- WHAT IS CONVERSION SETUP
- HOW TO CONVERSION SETUP
- KEYWORD PLANNER
- KEYWORD RESEARCH
- KEYWORD MATCH TYPE
- KEYWORD THEME MATCHING
- GOOGLE ADS COPY
- GOOGLE ADS EXTENSION
- SEARCH CAMPAIGN AND QUALITY SCORE
- LEAD GENERATION
- GOOGLE SHOPING ADS
- YOUTUBE ADS
- DISPLAY CAMPAIGN AND PLACEMENTS
- BIDDING SECRETS AND CAMPAIGN OPTIMIZATION
- AUCTION INSIGHTS AND IT'S ANALYSIS

Facebook & Instagram Ads Mastery

1. Advantages of Facebook Advertising
2. Crafting the Best Buyer Persona and Customer Journey
3. Optimizing Facebook Pages for Advertising
4. Linking Facebook Business Page with Instagram
5. Facebook Business Manager and Ads Manager
6. Creating Facebook Business Manager
7. Adding Payment Method and Billing
8. Hierarchy of Facebook Advertising
9. Understanding Campaigns, Ad Sets, and Ad Formats
10. Complete Ad Anatomy
11. Writing Ad Copy, Headlines, and Descriptions
12. Creating Winning Creatives
13. CTA Optimization, Metrics, and KPIs
14. Reducing CPC and Increasing CPM
15. Competitor Research
16. Naming Convention for Campaigns
17. Campaign Objectives in Facebook Business Manager
18. Budget Optimization - CBO & ABO
19. Complete Settings of Facebook Ad Set
20. Types of Audience (Custom, Saved, Lookalike)
21. remarketing and pixel setup
22. Basic Audience Targeting (Location, Gender, Age)
23. Advanced Audience Targeting (Demography, Interest, Behavior)
24. Open, Narrow, Expanded, and Laser Targeting
25. Placement and Dimensions of Facebook Advertising
26. Creating Lead Generation Ads for FB Marketing
27. Creating Instant Forms



Social Media Management and Optimisation

Facebook

- Account Creation and Types
- Optimizing Facebook Profile/Page
- Content Creation
- Settings Overview:
- Growth Strategies:
- Content Strategy and Scheduling:



Instagram

- Account Creation and Types:
- Optimizing Instagram Account
- Content Creation
- Settings Overview
- Growth Strategies
- Trending Audio and Reels
- Content Strategy and Scheduling:



Youtube

- How to make Professional YouTube channel
- How to select your niche
- Competitor Analysis /VidiQ
- YouTube Setting Overview
- Social Blade tool for Analysis
- YouTube Algorithm
- Keywords and Tips
- how to add i button
- All about YouTube Shorts



Social Media Management and Optimisation

Pinterest

- Account Creation and Types
- Optimizing Pinterest Profile/Bords:
- Content Creation
- Settings Overview:
- Growth Strategies:
- Content Strategy and Scheduling:



LinkedIn

- Account Creation and Types:
- Optimizing LinkedIn Profile/Company Page
- Content Creation
- Settings Overview
- Growth Strategies
- Trending Audio and Reels
- Content Strategy and Scheduling:



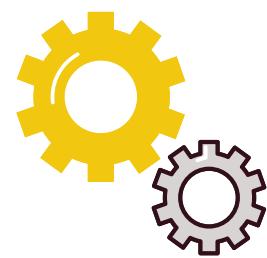
Whatsapp

- WhatsApp Business Account Setup:
- Optimizing WhatsApp Business Profile:
- Engagement and Communication:
- Settings Overview:
- Bulk messaging



Tools and Techniques:

- Creating a dynamic Social Media Calendar.
- Conducting a thorough Profile Audit.
- Setting Monthly KPIs for tracking progress.
- Exploring analytics tools for insights.
- How to schedule post for all Platform at a time



Email Marketing

- ✓ Understand how email marketing fits into a digital marketing strategy
- ✓ Write effective email copy, subject lines, and preview text
- ✓ Test, execute, and optimize an email marketing campaign
- ✓ Measure and analyze email campaign results



Content Writing



- ✓ Content marketing trends
- ✓ Comprehensive learning
- ✓ SEO friendly Article and blog writing
- ✓ Social Media Post
- ✓ Website Content
- ✓ Copywriting



Chat GPT & AI Tools

- ✓ Introduction to AI
- ✓ Chat GPT – AI Magic Revealed
- ✓ Prompt Ideas
- ✓ Future of AI
- ✓ Use Cases of Chat GPT
- ✓ Prompt Demo
- ✓ Passive Income Ways through Chat GPT
- ✓ How use Chat GPT Smartly to its full potential.
- ✓ Smart Prompts
- ✓ First Mover Advantages
- ✓ A Breakthrough in Machine Learning
- ✓ Social Media Content Creation
- ✓ Marketing and Advertising



OTHER

How To crack job



- ✓ Techniques of cracking interview
- ✓ Impressive talk Techniques
- ✓ Speak effectively
- ✓ Psychology of interviewer
- ✓ Key point of making resume
- ✓ Types of communication



How To Start Your On Online Business



- ✓ How to start with Minimum Investment
- ✓ Strategy of online Business
- ✓ How to close sales
- ✓ How to create your network
- ✓ How to Increase sales



Learn the Top 30 important tools for Digital Marketing

Total woth ₹20,000/- ~~₹20,000/-~~ 100% free

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Digital Marketing Jobs In Market

Job Title	No. of Jobs Listed				Monthly Average Salary
	Naukri	Shine	Times Job	Monster Jobs	
Content Marketing	35,000	26,500	61,000	18,540	18K TO 1.0 L
Digital	37,000	53,000	12,627	8,765	22K TO 45 K
Digital Marketing Sales	37,000	53,000	12,627	8,765	22K TO 45 K
Email Marketing	3,693	31,000	66,110	10,823	15 K TO 35 K
SEO (Marketing)	1,16,868	2,800	59,866	10,319	12K TO 35 K
Digital Marketing Manager	1,093	58,561	8,000	2,136	30K TO 1.4 L
Social Media Marketing	1,07,243	32,000	61,936	10,823	15K TO 35K

Our Placement Partner



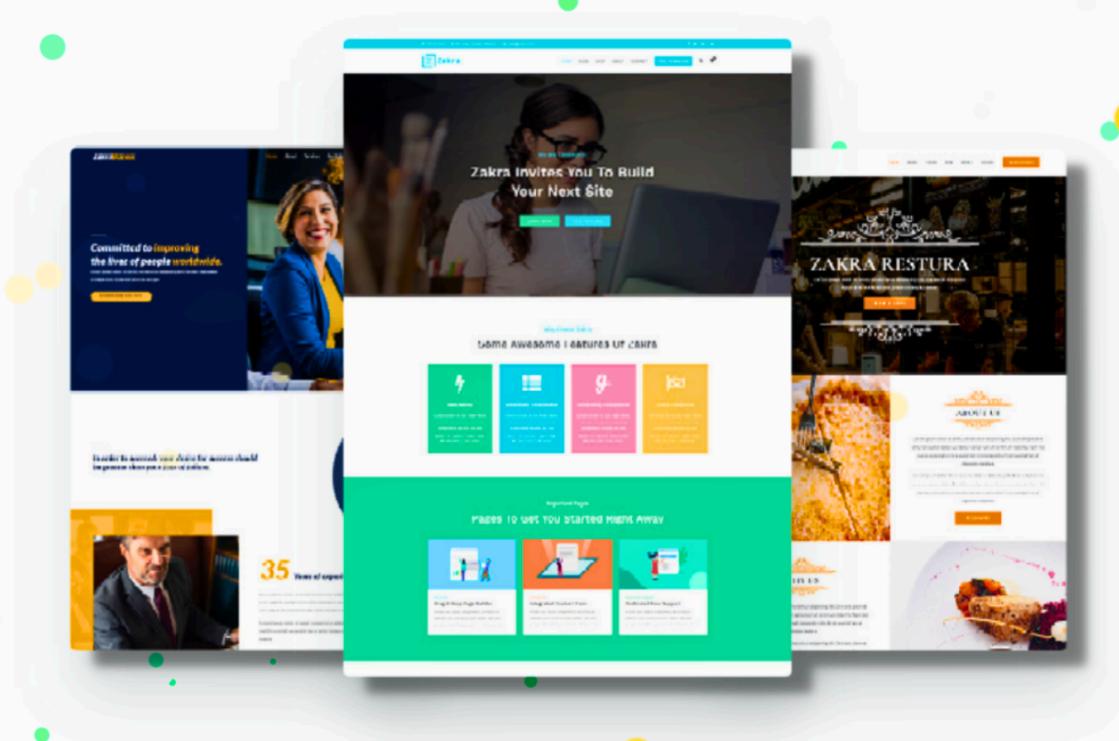
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After Completing Get Certificate Government Approved

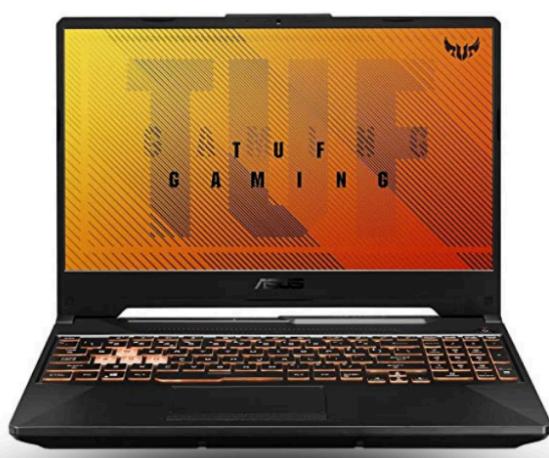
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