



OXdui
THE TECH SCHOOL

Digital Marketing

Route Map | Master Classes | 90 Days Program

Add-On Certificate

Who we are ?

Bridging the gap between the educated and unemployed with a

100% Placement Assistance

OXdu Tech School is a learning centre with expert professionals who help individuals to explore the digital world and pave new paths for their careers.



Digital Marketing

What you will learn ?



Website Development



Search Engine Optimization



Search Engine Marketing



Affiliate Marketing



Email Marketing



Social Media Marketing



Digital Marketing Tools



Addons



Blogging



PPC



Youtube Marketing



Ai Tools

Why we are unique ?



Embassy Attestation
Certifications



Learn in
Malayalam



Rated
5 Star



India's Top
Placement Cell



50+
Hiring Partners



Lifelong Placement
Assistance



One-to-One
Training



100% Moneyback
Guarantee



Flexible
Timing



Challenge Based
Training

Who Can Learn Digital Marketing ?

- +2 Students (Any stream)
- Any undergraduate degree
- Entrepreneurs
- Professionals





Social Media Managing

- Introduction to Social Media Management
- Different social media platforms
- Scope of Social Media Marketing
- Social Media Marketing Strategies
- Understanding Social Media Algorithms and Trends
- Content Planning and Scheduling Tools
- Advanced Social Media Analytics and Metrics

Influencer Collaboration Strategies

Content Marketing

Advanced Social Media Work Plan Development





Google Business Profile (GBP)

- Introduction to Google My Business
- Setting Up and Verifying Your GBP Listing
- Optimizing GBP Business Information
- Leveraging GBP Posts for Engagement
- Showcasing Products and Services on GBP
- GBP Reviews and Reputation Management
- Insights and Performance Tracking on GBP
- Utilizing GBP Messaging for Customer Interaction
- GBP and Local SEO Integration



Instagram

- Instagram Marketing Introduction
- Creating an Instagram Business Account
- Setting Up Ads on Instagram
- Hashtag Strategy and Optimization
- Instagram Stories for Business
- Instagram Reels and IGTV Marketing
- Influencer Collaborations on Instagram
- Instagram Shopping and E-commerce



- Instagram Analytics and Insights
- Community Engagement on Instagram
- Understanding the Instagram Algorithm
- Organic Growth Strategies for Instagram



Threads

- Introduction to Instagram Threads
- Setting Up Threads
- Sharing Photos and Videos
- Staying Engaged with Followers
- Exploring Creative Features in Threads
- Threads for Personal Branding and Businesses





Facebook

- Introduction to Facebook
- Creating an Effective Facebook Business Page
- Content Strategies for Facebook
- Facebook Page Optimization
- Understanding Facebook Reach and Engagement
- Facebook Groups: Community Building and Marketing
- Using Facebook Messenger for Business
- Facebook Shop: E-commerce Integration
- Analyzing Performance with Facebook Insights
- Customer Relationship Management on Facebook
- Community Engagement on Facebook
- Understanding the Facebook Algorithm
- Organic Growth Strategies for Facebook



(X) Twitter

- Introduction to Twitter Marketing
- Crafting Engaging Tweets and Content
- Utilizing Twitter Hashtags and Trends
- Twitter Advertising and Promoted Tweets
- Building a Relevant Twitter Follower Base
- Analytics and Measuring Success on Twitter





Pinterest

- Introduction to Pinterest
- Creating and Optimizing Pins
- Utilizing Pinterest Boards and Descriptions
- Pinterest SEO and Discovery Strategies
- Pinterest Advertising and Promoted Pins
- Analytics and Measuring Success on Pinterest



LinkedIn

- Introduction to LinkedIn Marketing
- Crafting an Effective LinkedIn Profile
- Leveraging LinkedIn Posts for Engagement
- Building a Professional LinkedIn Network
- LinkedIn Company Pages and Showcase Pages
- LinkedIn Content Strategy and Thought Leadership
- LinkedIn Advertising: Sponsored Content and InMail
- Using LinkedIn Groups for Networking and Marketing
- LinkedIn Analytics and Performance Measurement





YouTube

- Introduction to YouTube Marketing
- Creating a Compelling YouTube Channel
- Content Strategy for YouTube Videos
- Video SEO and Optimization
- Engaging with YouTube Audience
- YouTube Analytics and Performance Tracking
- Monetization and Ad Revenue on YouTube
- Collaborations and Influencer Marketing on YouTube



Social Media Marketing

- Introduction to Social Media Marketing
- Understanding the Role of Social Media in Marketing
- Benefits and Challenges of Social Media Marketing
- Defining Goals and Objectives for Social Media Campaigns
- Identifying Target Audience and Personas
- Choosing the Right Social Media Platforms
- Types of Social Media Ads
- Crafting Compelling Ad Copy and Visuals



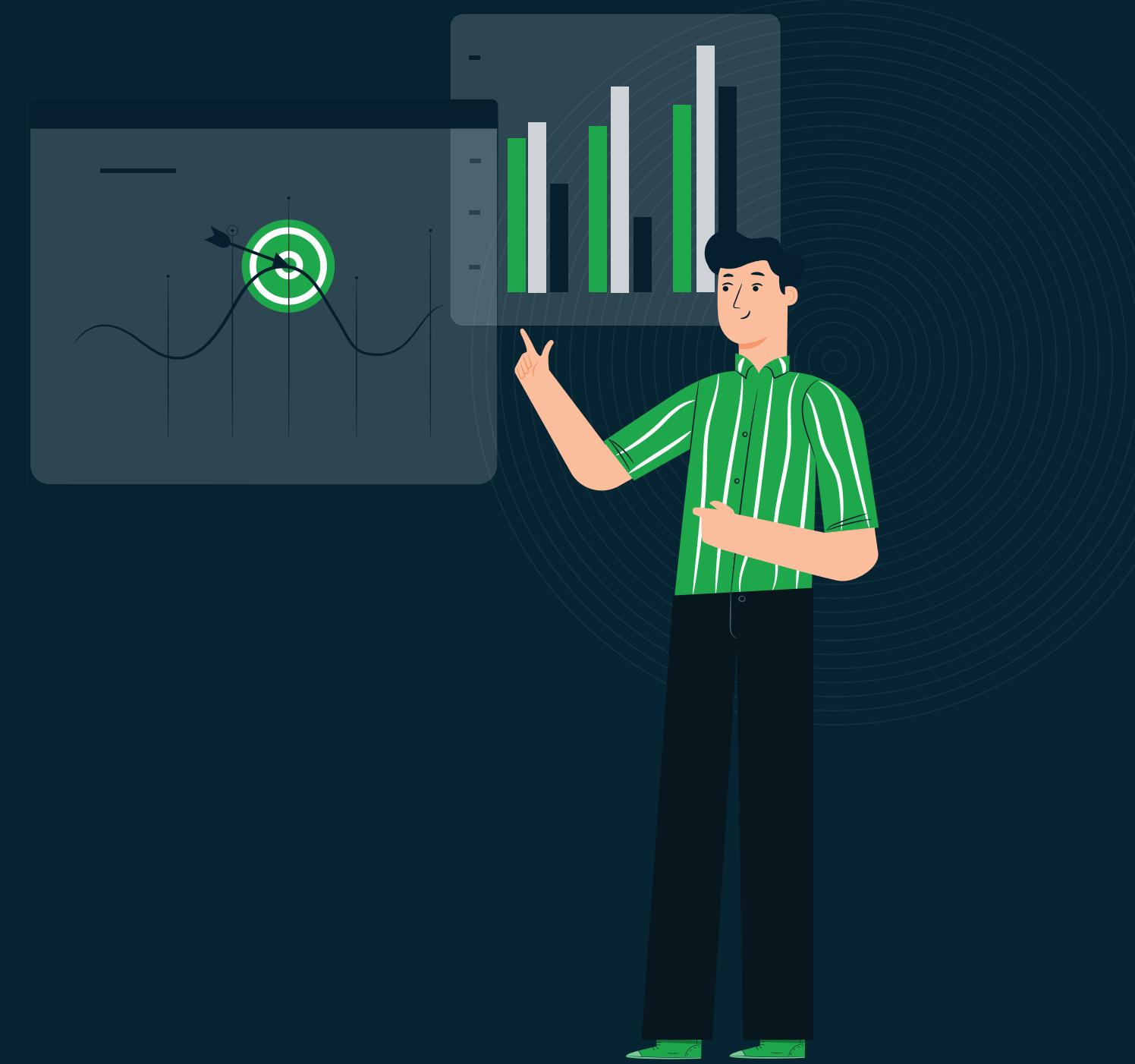
- Ad Targeting and Audience Segmentation
- Demographic, Geographic, and Psychographic Targeting
- Custom Audiences and Lookalike Audiences
- Behavioral and Interest-based Targeting
- Budgeting and Bidding Strategies
- Analyzing and Optimizing Ad Performance
- Split Testing and Optimizing Ad Elements
- Implementing Trends in Campaigns
- Measuring ROI and Performance Metrics
- Calculating Return on Investment (ROI) for Social Media Ads
- Tracking Key Performance Indicators (KPIs)
- Reporting and Data Analysis

- **Meta Ads Library**

- Exploring Meta's Ad Library Platform
- Accessing Information About Ad Campaigns

- **Meta Awareness Campaigns**

- Creating Effective Awareness Campaigns
- Crafting Compelling Ad Copy and Visuals
- Utilizing Storytelling for Brand Awareness



- **Meta Traffic Campaigns**
 - Driving Traffic to Websites or Landing Pages
 - Optimizing Ad Links and Call-to-Action (CTA)
- **Meta Engagement Campaigns**
 - Encouraging User Engagement with Ads
 - Utilizing Polls, Questions, and Interactive Elements
- **Meta Leads Campaigns**
 - Generating Leads through Ad Campaigns
 - Incorporating Lead Forms and Contact Information Collection
- **Meta Sales Campaigns**
 - Promoting Products or Services for Sales
 - Creating Compelling Offers and Discounts
- **Meta App Campaigns**
 - Driving App Installs and Usage
 - Utilizing App Install Ads and In-App Engagement
- **Snapchat Ads**
 - Introduction to Advertising on Snapchat
 - Ad Formats and Creative Best Practices



- Twitter Ads
 - Creating Promoted Tweets and Ad Campaigns
 - Utilizing Trends and Twitter Amplify
- LinkedIn Ads
 - Sponsored Content, InMail, and Display Ads
 - Targeting B2B Audience on LinkedIn

Search Engine Marketing (SEM)

- Differentiating between SEM and SEO
- Keyword Research and Analysis
- Quality Score and Ad Ranking Factors
- Ad Campaign Structure and Settings
- Targeting Options: Location, Language, Devices
- Bid Management and Budgeting
- Setting and Adjusting Campaign Budgets
- Ad Performance Analysis and Optimization
- Display Advertising and Remarketing
- Audience Targeting and Remarketing Lists



- Setting Up Conversion Tracking
- Analyzing Ad Performance Metrics
- ROI Calculation and Campaign Evaluation
- Ad Policies and Compliance Guidelines
- Emerging Trends in SEM
- Voice Search and SEM
- Future of SEM: Predictions and Adaptation

- Google Smart Ads

- Introduction to Google Smart Ads
- Setting Up Smart Campaigns
- Automated Bidding and Budgeting
- Ad Customization and Variations
- Performance Monitoring and Optimization
- Utilizing Automated Ad Extensions
- Leveraging Machine Learning in Smart Ads
- Smart Shopping Campaigns
- Tracking Conversions and ROI with Smart Ads
- Limitations and Considerations with Smart Ads
- Future of Smart Advertising

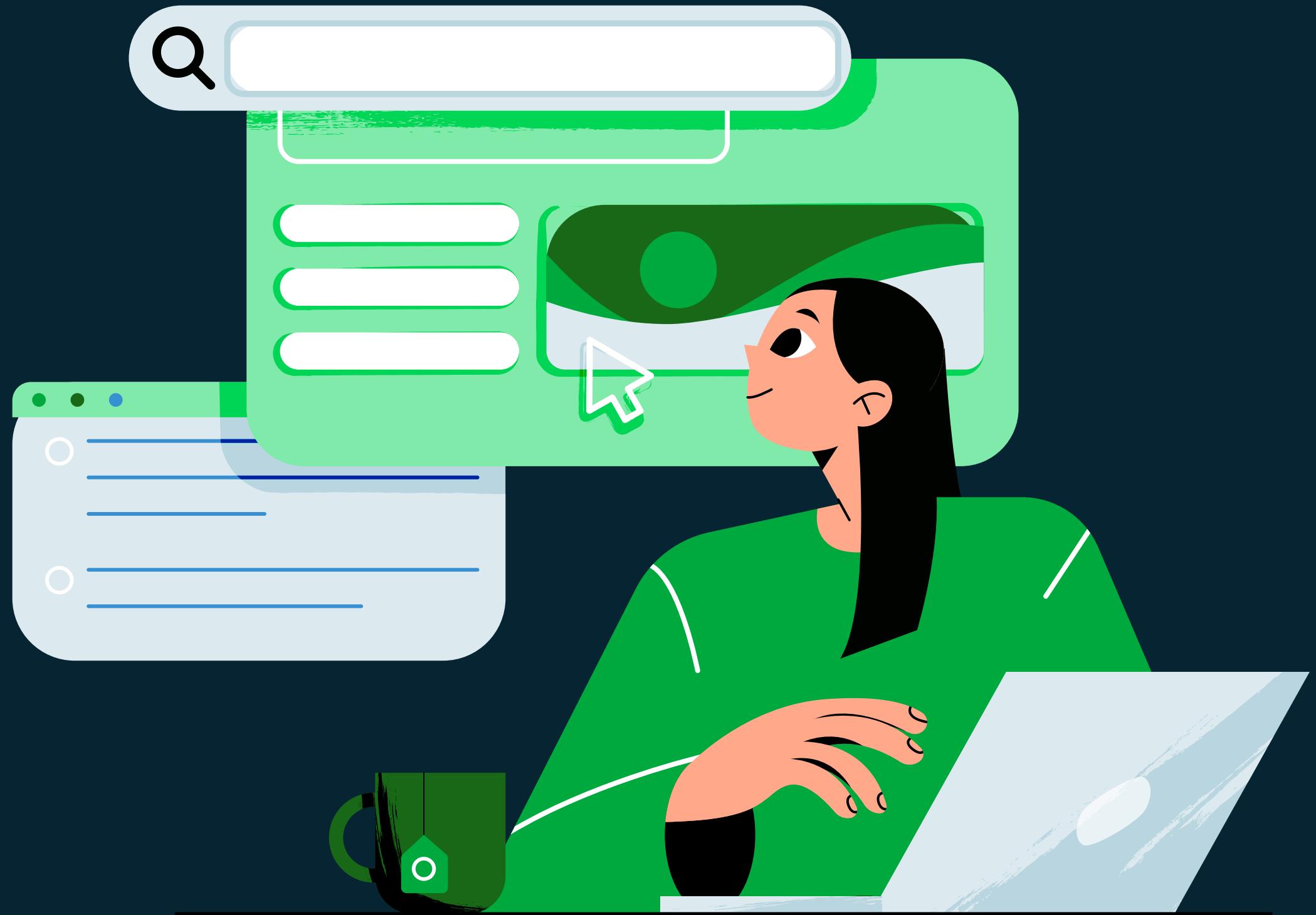


- **Google Call Ads**

- Introduction to Google Call Ads
- Setting Up Call-Only Campaigns
- Crafting Effective Call Ad Copy
- Configuring Call Extensions
- Mobile User Experience and Call Ads
- Bid Strategies for Call Ads
- Call Ad Performance Monitoring
- Call Ads for Local Businesses
- Call Ads in Multi-channel Marketing
- Challenges and Best Practices
- Future Trends in Call Advertising

- **Google Responsive Search Ads**

- Introduction to Responsive Search Ads
- Creating Responsive Search Ads
- Dynamic Ad Components and Variations
- Ad Copy Customization and Optimization
- Ad Strength and Performance Insights
- Testing and Iterating Responsive Ads
- Best Practices for Responsive Search Ads
- Aligning Responsive Ads with Campaign Goals
- Monitoring and Analyzing Ad Performance



- Optimizing for Ad Relevance and Quality
- Future Trends in Ad Personalization

④ Google Display Ads

- Introduction to Google Display Ads
- Understanding Display Network and Its Benefits
- Targeting Options: Audiences and Placements
- Creating Effective Display Ad Campaigns
- Designing Compelling Display Ad Creatives
- Ad Formats: Banners, Responsive, Interactive
- Ad Auctions and Bidding Strategies
- Ad Placement and Contextual Targeting
- Display Ad Performance Metrics
- Remarketing and Audience Engagement
- A/B Testing and Ad Creative Optimization
- Ad Campaign Budgeting and Management
- Display Ad Policies and Compliance
- Future Trends in Display Advertising



- Merchant Centre

- Introduction to Google Merchant Center
- Understanding the Role in E-commerce Marketing
- Integration with Google Shopping and Ads
- Setting Up a Merchant Center Account
- Creating and Verifying a Merchant Center Account
- Product Data Feed Creation
- Structuring Product Data for Feed Submission
- Best Practices for High-quality Product Data
- Uploading Data Feeds to Merchant Center
- Handling Disapprovals and Data Errors
- Linking Merchant Center with Google Ads
- Dynamic Remarketing with Merchant Center
- Displaying Relevant Product Ads to Past Visitors
- Showcasing Product Collections and Ranges
- Promoting In-store Availability and Inventory
- Measuring Performance with Merchant Center
- Analyzing Product-Level Performance Metrics
- Integrating Merchant Center with Other Platforms
- Challenges and Best Practices
- Future Trends in E-commerce with Merchant Center
- Evolving Role of Product Feeds in Marketing
- Predictions for Future Merchant Center Features

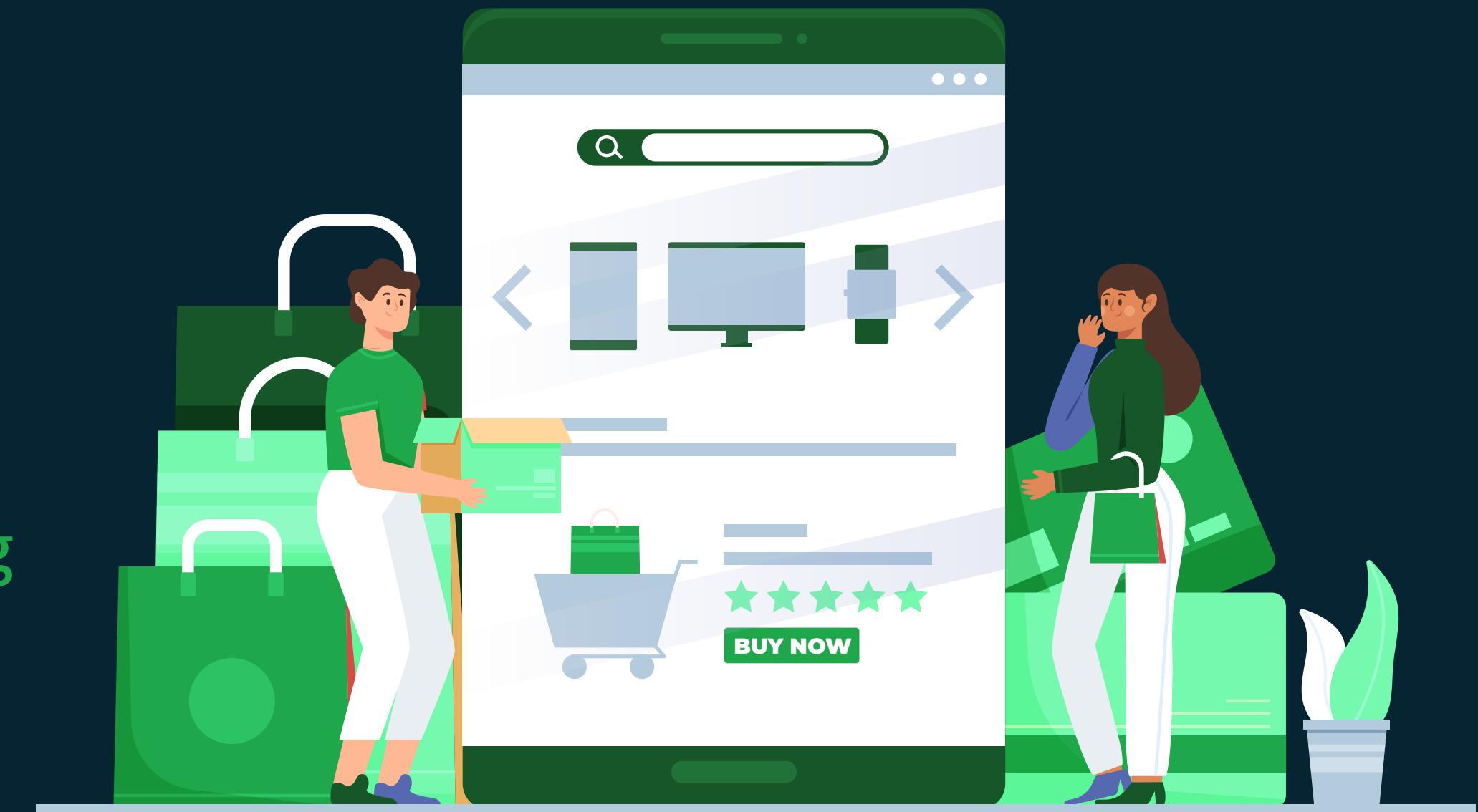


● Google Shopping Ads

- Introduction to Google Shopping Ads
- Setting Up Google Merchant Center and Products Feed
- Creating Effective Shopping Campaigns
- Designing High-Quality Product Images
- Google Shopping Ad Formats
- Product Grouping and Campaign Organization
- Maximizing Product Listing Ad Performance
- Tracking and Measuring Shopping Campaigns
- Remarketing with Google Shopping Ads
- Local Inventory Ads (LIA)
- Google Shopping and Multi-channel Marketing
- Challenges and Best Practices
- Future Trends in E-commerce with Google Shopping

● Google Video Ads

- Introduction to Google Video Ads
- Types of Video Ad Formats
- Creating Compelling Video Ad Campaigns
- Video Content Creation and Optimization
- Ad Length and Storytelling
- Bidding and Budgeting for Video Ads
- Customizing Video Ad Campaigns



- Remarketing and Sequencing with Video Ads
- Tracking and Measuring Video Ad Performance
- Integrating Video Ads with YouTube
- Challenges and Best Practices
- Future Trends in Video Advertising



④ Google App Ads

- Introduction to Google App Ads
- Setting Up App Campaigns
- App Ad Formats and Assets
- Targeting Options for App Ads
- Bidding Strategies for App Ads
- Ad Creative Optimization
- Tracking and Measuring App Ad Performance
- Remarketing and Retargeting for Apps
- App Deep Linking and Engagement
- App Ads and Multi-channel Strategy
- Challenges and Best Practices
- Future Trends in App Advertising



- Google Discovery Ads

- Introduction to Google Discovery Ads
- Creating Effective Discovery Ad Campaigns
- Ad Creative and Visual Storytelling
- Targeting Options for Discovery Ads
- Bidding Strategies for Discovery Ads
- Ad Performance Metrics and Analytics
- Ad Creative Customization and Optimization
- Integrating Discovery Ads with Other Channels
- Challenges and Best Practices
- Future Trends in Discovery Advertisingg



WordPress Development

- Introduction to WordPress Development
- Understanding WordPress as a CMS
- Setting Up a WordPress Website
- Domain Registration and Web Hosting
- Exploring the WordPress Dashboard
- Navigating the Dashboard Interface
- Understanding the Admin Menu and Tools



- Customizing Website Appearance with Themes
- Installing and Activating WordPress Themes
- Customizing Themes: Colors, Fonts, Layouts
- Child Themes: Customization and Maintenance
- Extending Functionality with Plugins
- Installing and Activating Plugins
- Essential Plugins for Security, SEO, and Performance
- Creating and Managing Content
- Understanding Posts, Pages, and Custom Post Types
- Managing and Understanding User Roles and Permissions
- Search Engine Optimization (SEO) with WordPress
- Using SEO Plugins for On-page Optimization
- Understanding Website Speed and Loading Times
- Caching and Performance Optimization
- Implementing Basic Security Measures
- Responsive Design and Mobile Optimization
- Testing and Adjusting Responsive Design
- Website Backup and Maintenance
- Troubleshooting Common Issues
- Future Trends in WordPress Development
- Evolving Features and Functionality
- Predictions for the Future of WordPress



Search Engine Optimization

- Introduction to SEO
- Search Engine Basics
- Keyword Research and Analysis
- Content Optimization
- SEO Analytics and Metrics
- SEO Tools and Resources
- SEO Audit and Site Evaluation
- User Experience and SEO
- Algorithm Updates and Adaptation
- Ethical Considerations in SEO
- Future Trends in SEO
- Meta Elements and Content Optimization
 - . Meta Title, Meta Descriptions, and Their Importance
 - . Meta Keywords: Historical Context and Current Relevance
 - . Structured Data Schema and Rich Snippets
 - . Open Graph and Twitter Card Markup
 - . Importance of Content Optimization for SEO
 - . Writing Engaging and Keyword-Rich Content



● Technical SEO Essentials

- Robots.txt: Directing Search Engine Crawlers
- Sitemap: Guiding Search Engines to Content
- Canonical Tags: Preventing Duplicate Content Issues
- Page Speed and Mobile-Friendly Design
- Image Optimization for Faster Loading
- Leveraging Browser Caching and Compression

● Website Indexing and Crawling

- Understanding How Search Engines Crawl Websites
- Crawling Frequency and Indexing Prioritization
- Identifying and Fixing Crawl Errors

● Advanced On-Page Optimization

- URL Structure and SEO-Friendly URLs
- Header Tags (H1, H2, H3) and Content Organization
- Keyword Density and Natural Integration
- Internal Linking Strategies for SEO

● Mobile SEO and User Experience

- Mobile-Friendly Design and Mobile-First Indexing
- Responsive Design vs. Mobile-specific Sites
- Usability and UX Considerations for Mobile Users



● Local SEO Optimization

- Importance of Local SEO for Businesses
- Google My Business Optimization
- Local Citations and NAP Consistency

● Website Analytics and Tools

- Utilizing Google Tag Manager for Tracking
- Google Search Console: Monitoring Site Performance
- Google Analytics: Analyzing User Behavior
- Microsoft Clarity: Gaining User Insights
- Using SEO Tools for Site Audits and Analysis

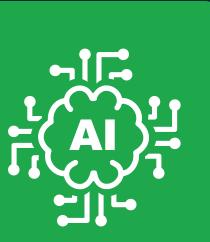
● Evaluating and Improving User Experience

- Analyzing User Behavior with Heatmaps and Recordings
- A/B Testing for Improved Conversions
- Reducing Bounce Rates and Enhancing Dwell Time

● Ongoing SEO Maintenance

- Regularly Monitoring SEO Performance
- Analyzing Search Rankings and Traffic Trends
- Adapting to Algorithm Changes and Updates





Artificial Intelligence in Digital Marketing

- Introduction to Artificial Intelligence (AI)
- Understanding AI and Its Applications
- AI-Powered Personalization
- Personalizing User Experiences with AI Algorithms
- AI in Content Creation
- AI-Generated Blog Posts, Product Descriptions, and Social Media Posts
- AI-Enhanced SEO Strategies
- Social Media Analysis with AI
- Future of AI in Digital Marketing
- Exploring Emerging AI Technologies and Trends

AI



Certifications



Fundamentals of Digital Marketing



Google

- Google Ads Display Certification
- Google Ads Search Certification
- Google Ads Video Certification



Google Analytics Certification



Facebook Blueprint Certification (Optional)



YouTube Certification



Hubspot

- Content Marketing
- Digital Marketing
- SEO
- Inbound Marketing
- Social Media Marketing
- Email Marketing



SEMRush

- Semrush SEO Toolkit Exam
- Content Marketing and SEO Fundamentals Exam
- Link Building Test
- Rank Tracking Test
- Competitive Analysis and Keyword Research Test



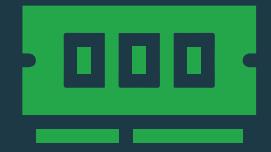
Minimum System Requirements



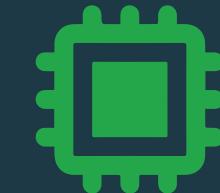
Operating System



Storage Capacity



RAM Capacity



Processor

Windows 7
or above

Minimum
Storage

4 GB
or above

Pentium dual
core or above

Our Approaches:

- Practical approach: 75% of the time you will be doing hands-on programming.
- Best-in class mentors: Mentors with deep technical expertise.
- Project oriented approach: Demonstrate a good quality project by the end of free DM internship.
- Plenty of quality Embedded Systems free course materials.
- Knowledge sharing and industry trends update to students.
- Tutorial and How-to-do training.
- Resume preparation, Interview facing tips and career advices.
- Live sessions for Personal counselling, Higher studies guidance, Placement guidance.
- Placement assistance for those who complete the internship programme successfully.

Our Hiring Partners

+50 Companies

We are Located in

KONDOTTY

Opp. PPMHSSchool
Kottukkara- 673638
Phone : +91 8129 313 838

MANJERY

Coming soon

TIRUR

Coming soon

RAMANATUKARA

Vaidyarangadi
Ramanatukara 673633
Phone: +91 8891 686 627

PERINTHALMANNA

Coming soon

COCHIN

Coming soon



**Don't hesitate
to Connect with us**



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