

Week 4 - Day 19 (19 July 2025)

Summary of Training Program

During the **4-week Digital Marketing and Website Development Training**, I gained hands-on experience in various aspects of **digital marketing** and **web development**.

Key areas covered:

- Digital Marketing Basics
- **Email Marketing** using Mailchimp
- Website Development
- Keyword Planning
- LinkedIn and Social Media Marketing
- Canva AI Tools
- **SEO**
- **PPC Campaigns**
- Google Ads

We also worked on a **group project** to develop a portfolio website (Trifolio), which helped in applying theoretical knowledge to practical tasks, including **WordPress development, content management, website planning, and optimization**.

Sessions like the **interactive Grow Digital session** provided insights into real-world digital marketing strategies and tools. Overall, the training enhanced **technical skills, creativity, and understanding of digital marketing workflows**, preparing me to design professional websites and execute effective online marketing campaigns.

Quizzes Conducted

Two quizzes were conducted during the training to assess learning and practical understanding:

- **Quiz 1:** Focused on digital marketing basics, including types of marketing, email marketing, and tools like Mailchimp.

- **Quiz 2:** Covered website development, keyword planning, LinkedIn and social media strategies, and Canva AI tools.

Both quizzes were **interactive and timed**, helping students reinforce theoretical concepts, apply learned skills, and gain confidence in implementing **digital marketing strategies** effectively in real-world scenarios.

Date: 19 July 2025

Topic: Summary of Training Program and Quizzes Conducted

Week: 4 | **Day:** 19