



Ignite Your Digital Marketing Career

Unleash your potential in the rapidly evolving world of digital marketing. This program equips you with hands-on skills and a comprehensive understanding of how to drive online success for any business.

Program Overview

Your Path to Digital Marketing Mastery

Our program is designed to transform aspiring digital marketers and local business owners into proficient strategists, covering essential channels like SEO, SEM (Google Ads), and Social Media Marketing (Meta Ads).

Gain practical experience in planning and simulating digital marketing campaigns, culminating in a detailed strategy for a local business.

2 Months Online

Foundational & Core Concepts

1 Month Offline

Industry Immersion & Integrated Project

Online Phase: Months 1 & 2

Foundations of Digital Marketing

This online phase builds a strong theoretical understanding and hands-on proficiency in core digital marketing channels, practical tool usage, and basic performance measurement.



Month 1: SEO & SEM

Master organic search ranking and paid search advertising.



Month 2: Social Media & Analytics

Develop social strategies and master campaign measurement.

Month 1: Weeks 1 & 2

SEO: Drive Organic Growth

Week 1: SEO Fundamentals & On-Page

- Introduction to how search engines work.
- Keyword Research: identifying high-impact keywords (Ubersuggest, Google Keyword Planner).
- On-Page SEO: content optimization, URL structure, image alt text, internal linking.
- Technical SEO Basics: site speed, mobile-friendliness, XML sitemaps.

Hands-on: Perform keyword research and optimize a web page for target keywords.

Week 2: Off-Page SEO & Tools

- Off-Page SEO: Backlink building (guest posting, broken links).
- Local SEO: Google My Business optimization, citations, reviews.
- In-depth SEO Tools: SEMrush (audits, competitor analysis), Ubersuggest.
- Basic SEO Auditing to identify website issues.

Hands-on: Conduct a basic SEO audit using SEMrush and find backlinking opportunities.

Month 1: Weeks 3 & 4

SEM: Master Google Ads

Week 3: Google Ads Fundamentals & Structure

- Introduction to Paid Search: Google Ads auction and Quality Score.
- Account & Campaign Structure: hierarchy, campaigns, ad groups.
- Keyword Match Types: Broad, Phrase, Exact, Negative.
- Ad Copywriting: crafting compelling headlines, descriptions, CTAs, extensions.

Hands-on: Set up a mock Google Ads account, create campaign structures, and draft ad copies.

Week 4: Google Ads Optimization & Reporting

- Bidding Strategies: Manual CPC to Automated bidding (Target CPA).
- Targeting Options: Location, Demographics, Audiences.
- Performance Monitoring: Impressions, Clicks, CTR, ROAS.
- Campaign Optimization: A/B testing, bid adjustments, budget management.

Hands-on: Analyze campaign data and recommend optimizations to improve CTR and ROAS.

Month 2: Weeks 5 & 6

Social Media: Connect & Convert

Week 5: Social Strategy & Organic Growth

- Social Media Landscape: Facebook, Instagram, LinkedIn, TikTok, YouTube.
- Content Strategy: content pillars, calendars, visual storytelling.
- Platform-Specific Best Practices: engagement, hashtags, community management.
- Influencer Marketing Basics: identification, collaboration, ROI.

Hands-on: Develop a content calendar and research relevant influencers.

Week 6: Meta Ads (Facebook/Instagram)

- Meta Ads Manager: platform navigation and setup.
- Campaign Objectives: Awareness, Traffic, Leads, Sales.
- Audience Targeting: Core, Custom, Lookalike Audiences.
- Ad Formats: Image, Video, Carousel, Stories.
- Pixel Setup & Events: tracking website actions.

Hands-on: Set up a mock Meta Ads campaign, define audiences, and design creatives.

Month 2: Weeks 7 & 8

Advanced Social & Analytics

Week 7: LinkedIn & Other Social Ads

- LinkedIn Ads: objectives (leads, brand awareness) and professional targeting.
- LinkedIn Ad Formats: Sponsored Content, Message Ads.
- YouTube/TikTok Advertising: overview of ad formats and targeting.
- Social Listening & Reputation Management: tools and techniques.

Hands-on: Draft LinkedIn ad copies and research social listening tools.

Week 8: Google Analytics 4 & Conversion

- GA4 Introduction: account setup, events-based data model.
- Event & Conversion Setup: tracking purchases, lead forms, clicks.
- Audience Segmentation & Custom Reports for deeper insights.
- Attribution Models: understanding credit for marketing touchpoints.

Hands-on: Navigate GA4, set up mock conversion events, and analyze user flows.



Offline Phase: Month 3

Capstone Project: Real-World Campaigns

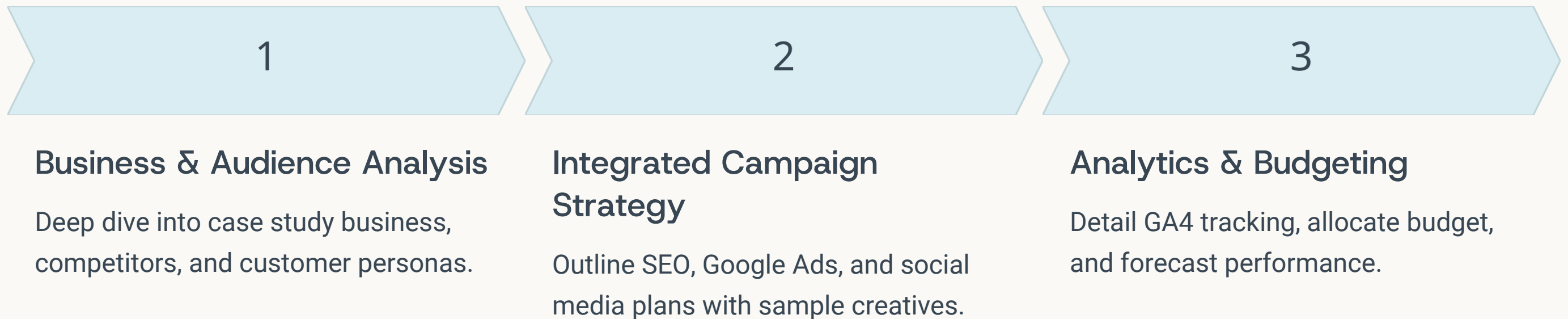
This intensive offline phase focuses on applying all learned digital marketing skills to plan and simulate a comprehensive campaign for a local business, culminating in a detailed strategy presentation.

- **Week 9:** Project Kick-off, Business Analysis & Audience Research.
- **Week 10:** Campaign Strategy & Content Development (SEO, Google Ads, Social).
- **Week 11:** Analytics Framework, Simulation & Budgeting.
- **Week 12:** Campaign Presentation & Career Launchpad.

Month 3: Weeks 9–11

Develop & Simulate Your Strategy

Work in teams to plan a multi-channel digital marketing campaign for a local business, from initial analysis to performance forecasting.



Hands-on: Perform SWOT analysis, create buyer personas, draft ad copies, and develop an analytics tracking plan.

Present Your Vision & Launch Your Career

Final Project Presentation

Pitch your comprehensive campaign plan to mentors and industry guests, simulating a client pitch. Cover objectives, strategies, analytics, and forecasts.

Career Development Workshops

- Resume & Portfolio Building
- LinkedIn Optimization
- Mock Interviews
- Networking Session with Industry Professionals

