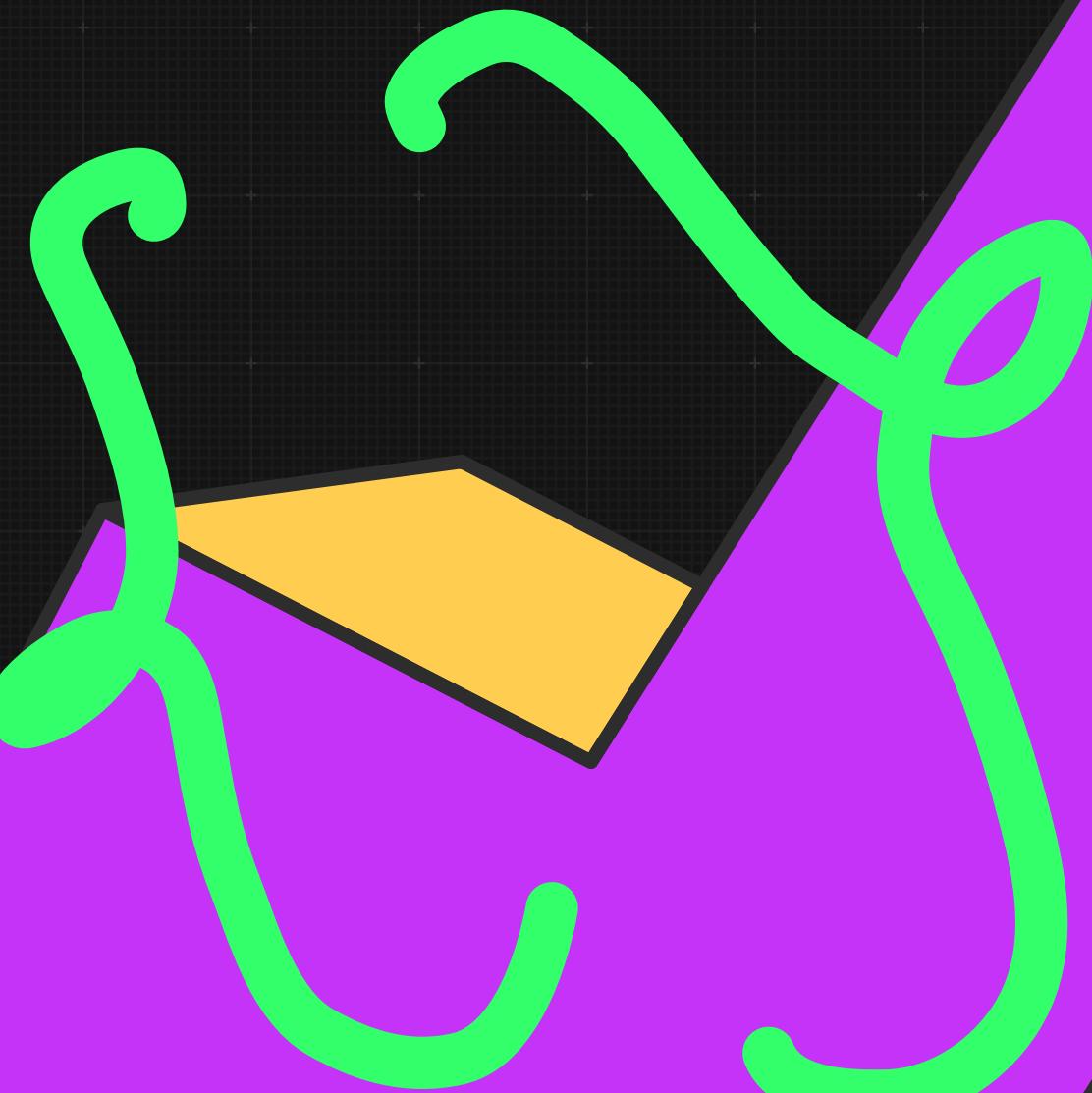


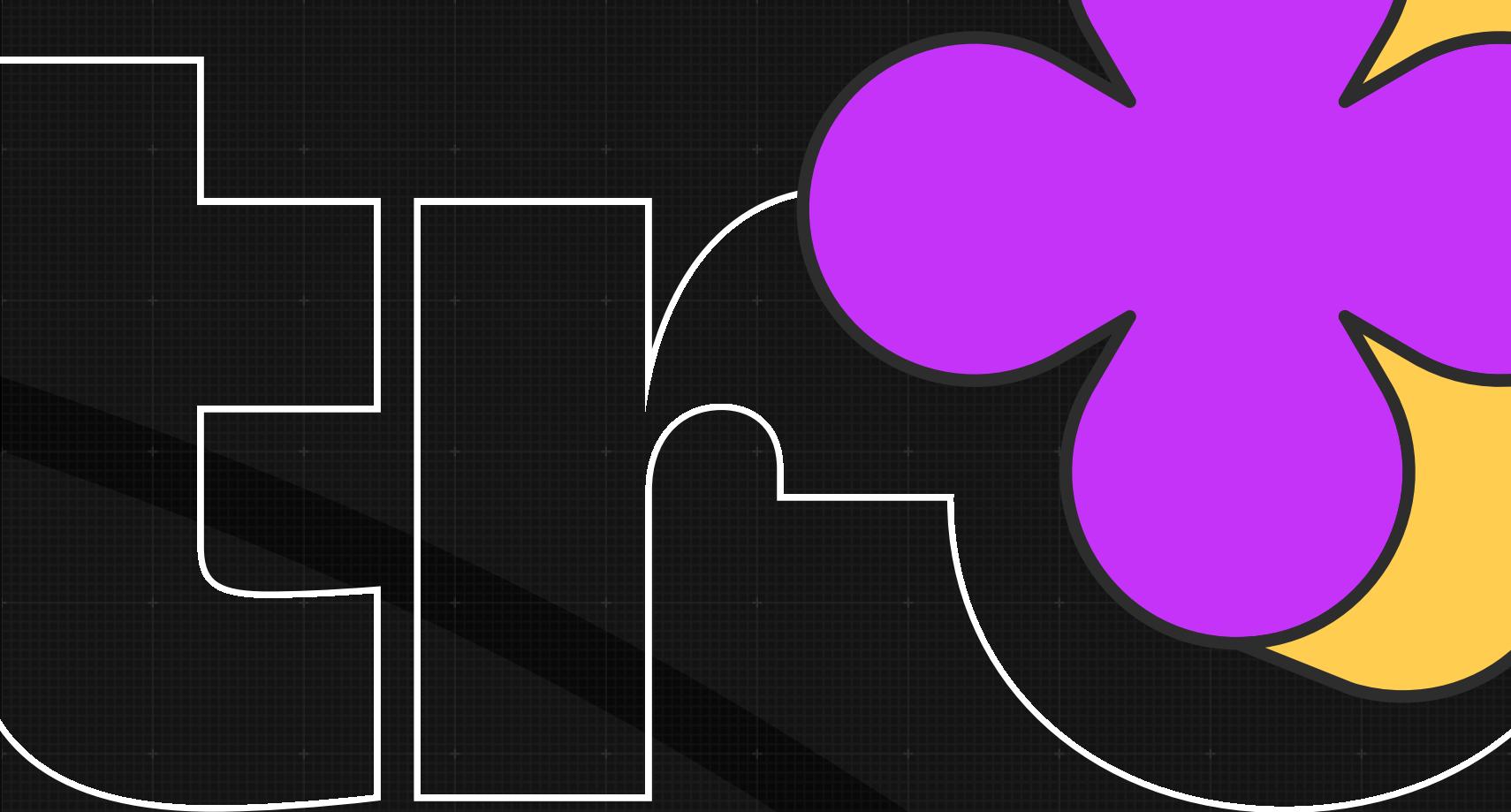


TRON  
ACADEMY



ADVANCED DIPLOMA IN

# Digital Marketing



# why tron.?

Welcome to Tron Academy, where we bridge the gap between theoretical knowledge and practical experience. Our mission is to equip students with real-world skills, ensuring they are job-ready from day one. With a focus on hands-on learning and industry-relevant projects, Tron Academy stands out as a leader in digital education.

Tron Digital, our sister company, is a renowned digital marketing agency with a proven track record of success. By collaborating with Tron Digital, our students gain exclusive access to live projects, internships, and insights from industry experts. This unique partnership ensures our curriculum is aligned with the latest market trends and demands.

# why digital marketing.?

## Why Choose **Digital Marketing**?

### 01. What is Digital Marketing?

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and websites to connect with current and prospective customers.

### 02. Why is Digital Marketing Important?

Digital marketing helps businesses of all sizes make themselves more visible and reachable to a larger audience. It provides a level playing field for small businesses to compete with large corporations.

### 03. What Career Opportunities are Available?

Digital marketing offers a plethora of career opportunities, including roles such as SEO specialist, content creator, social media manager, PPC expert, and email marketing strategist.

## **04. Who Should Consider a Career in Digital Marketing?**

Anyone looking to make a mark in the digital world should consider a career in digital marketing. Whether you're a fresh graduate, a career switcher, or an entrepreneur, our courses are designed to cater to all levels of expertise.

## **05. Is Digital Marketing a Good Career Choice?**

Yes, digital marketing is one of the fastest-growing fields today, with high demand for skilled professionals across various industries.

## **06. How is the Job Market for Digital Marketers?**

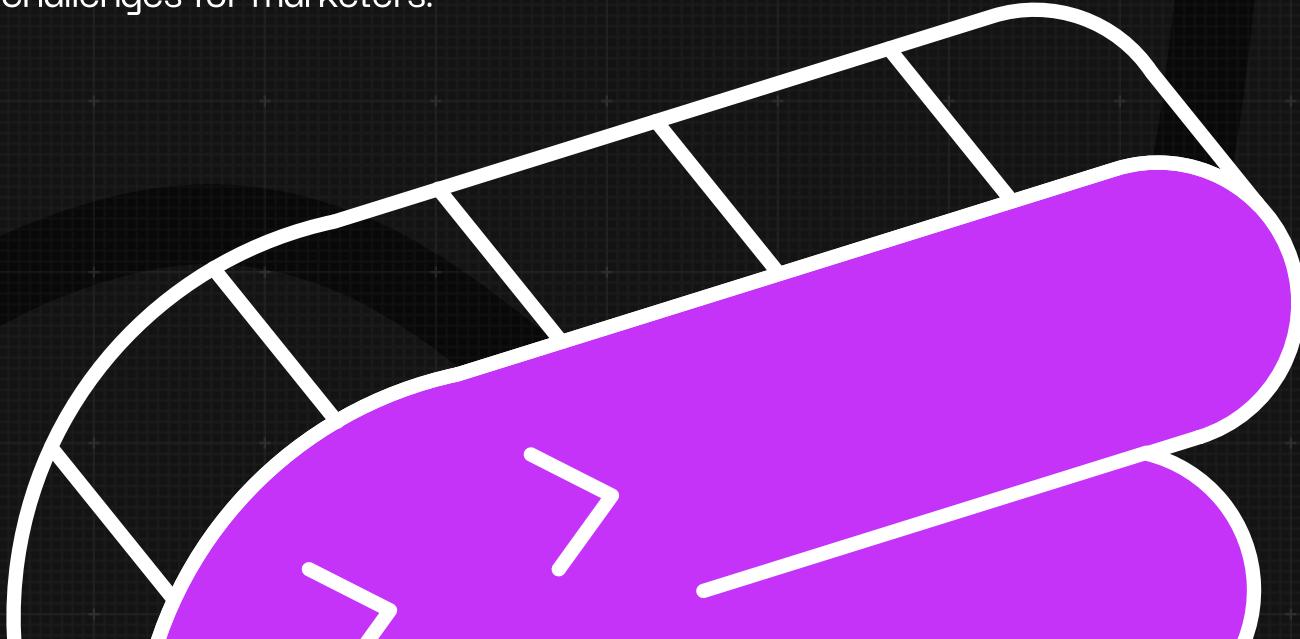
The job market for digital marketers is robust and growing, with opportunities in virtually every industry, from tech and retail to healthcare and finance.

## **07. How Does Digital Marketing Help Businesses?**

Digital marketing helps businesses reach a larger audience, generate leads, increase brand awareness, and ultimately drive sales.

## **08. What is the Future of Digital Marketing?**

The future of digital marketing is bright, with continuous advancements in technology creating new opportunities and challenges for marketers.



## **09. What Makes a Successful Digital Marketer?**

Successful digital marketers are analytical, creative, and adaptable, with a keen understanding of consumer behavior and market trends.

## **10. How Does Digital Marketing Compare to Traditional Marketing?**

Digital marketing offers more precise targeting, better analytics, and often a higher return on investment compared to traditional marketing methods.

## **11. What Are the Biggest Challenges in Digital Marketing?**

Some of the biggest challenges include staying updated with rapidly changing technology, creating engaging content, and analyzing data effectively.

## **12. What Industries Benefit the Most from Digital Marketing?**

Virtually every industry can benefit from digital marketing, but it is particularly impactful in e-commerce, technology, healthcare, and retail.



# life set

# digital marketing program



## Placement Guarantee:

100% job placement guarantee  
upon course completion.



## Internship and Work Experience

### Certificate:

Gain practical experience and a certificate  
to showcase your skills.



## Work on GCC Based Projects:

Engage in real-world projects  
tailored to the GCC market.

**DURATION:**  
5 MONTHS

**SCHEDULE:**  
2 HRS/DAY

**FEE:**  
RS 60,000

# introduction modules

**9 Weeks**

## **1. Introduction to Digital Marketing**

Digital Marketing Concepts and Terminology

Evolution and Impact of Digital Marketing

Personal Branding Basics

## **2. Website Development and Management**

Domain, Hosting, and Website Basics

WordPress Development and Customization

Integrating Personal Branding into Websites

## **3. Content Marketing**

Content Creation and Optimization

Blogging Strategies and Techniques

Social Media Content Creation and Management

## **4. Search Engine Optimization (SEO)**

On-Page and Off-Page SEO  
Technical SEO and Local SEO  
Blog Writing and Optimization

## **5. Social Media Marketing (SMM)**

Facebook, Instagram, LinkedIn, Twitter and snapchat Marketing  
Advanced Social Media Analytics  
Meta Ad

## **6. Search Engine Marketing (SEM)**

Google Ads  
PPC Strategies and Campaign Management

## **7. Web Analytics**

Microsoft Clarity, Google Analytics, and Tag Manager  
Basic Data Analysis and Reporting  
Life Set Course Modules

## **8. Email Marketing, Affiliate Marketing, and Influencer Marketing**

Email Campaign Creation and Management  
Advanced Email Marketing Techniques  
Strategies and Techniques for Affiliate Marketing  
Performance Tracking and Optimization  
Identifying and Collaborating with Influencers  
Campaign Management and ROI Measurement

# specialization options

**Choose One - (7 Weeks)**

## **1. SEO**

Advanced On-Page and Off-Page SEO Techniques  
Technical SEO Deep Dive  
Local SEO Strategies  
Advanced Keyword Research and Analysis  
SEO Tools and Software  
SEO for E-commerce and CMS Platforms

## **2. Performance Marketing**

Advanced PPC Strategies  
Display Advertising and Programmatic Buying  
Advanced Google Ads Techniques  
Facebook and Instagram Ads, LinkedIn and Twitter Ads  
Conversion Rate Optimization, Landing Page Optimization  
Retargeting and Remarketing Strategies

### **3. Social Media**

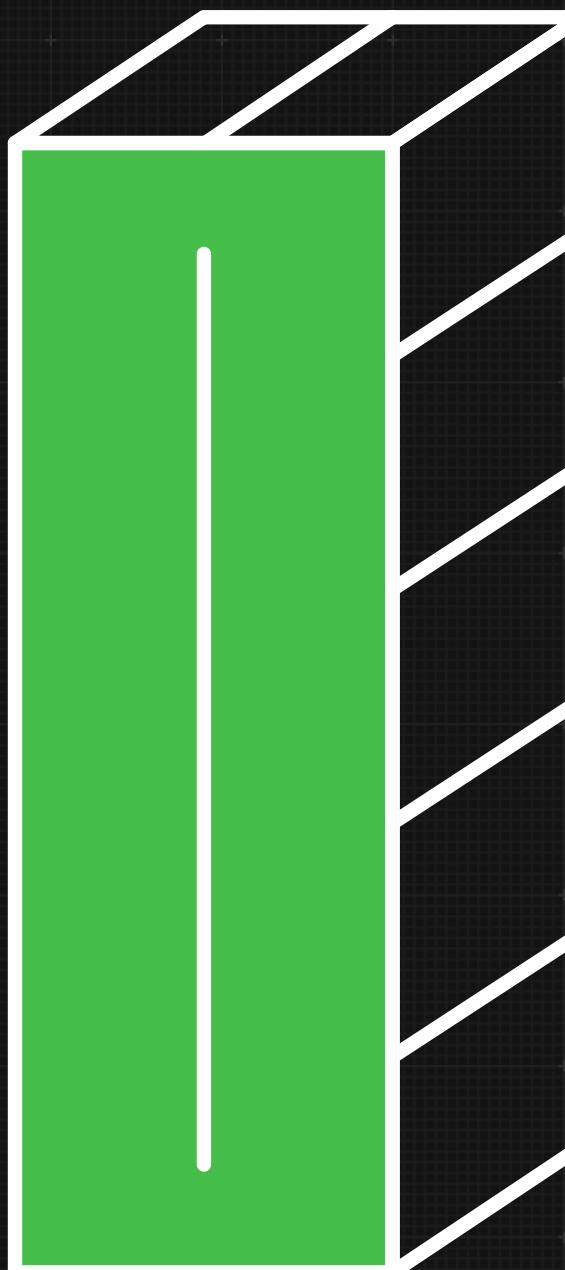
- Social Media Strategy Development
- Content Creation for Social Media
- Advanced Social Media Analytics
- Paid Social Media Campaigns
- Community Building and Engagement
- Crisis Management on Social Media
- Social Media Tools and Automation

### **4. Web Development**

- Advanced WordPress Development
- Introduction to Other CMS Platforms
- Front-End and Back-End Development Basics
- Website Performance Optimization
- Security Best Practices
- Responsive Design Techniques
- UI/UX Optimization

### **5. Content Writing**

- Advanced Blogging Techniques
- Copywriting for Digital Platforms
- Content Strategy Development
- SEO Writing and Optimization
- Content Distribution Channels
- Analytics for Content Performance
- Creating Engaging Multimedia Content



## 6. Designing and Editing

Graphic Design Principles

Advanced Adobe Creative Suite Techniques

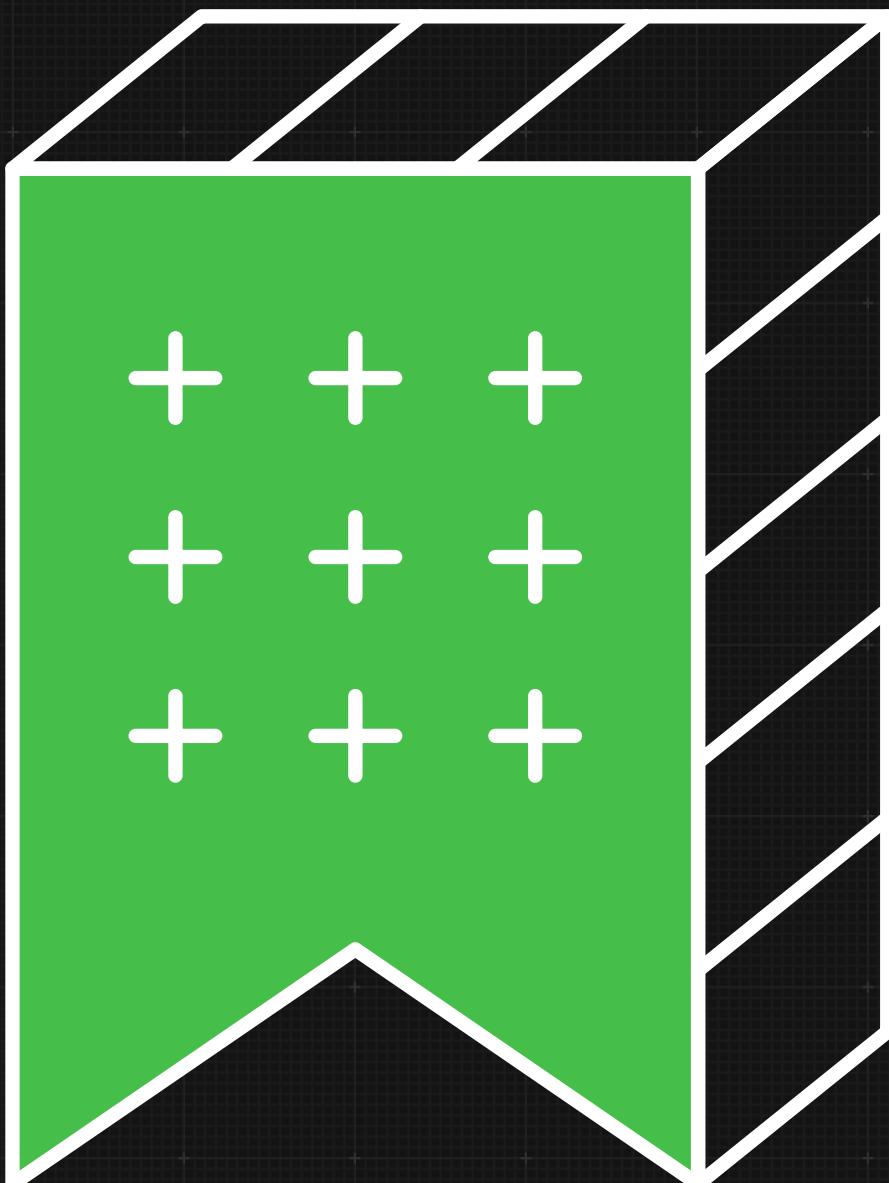
Video Editing and Production

UX/UI Design Fundamentals

Creating Visual Content for Social Media

Designing for Web and Mobile

Branding and Visual Identity



# further specialization options:

**Choose One - (4 Weeks)**

## 1. AI in Marketing

- AI-Powered Marketing Tools
- AI in Content Creation and Personalization
- Predictive Analytics and Customer Insights
- AI in Advertising and Media Buying
- Ethical Considerations and Future Trends
- Practical Use Cases and Hands-on Experience

## **2. Automation in Marketing**

Automation Tools and Platforms

Email and Lead Nurturing Automation

Social Media and Ad Campaign Automation

CRM Integration and Workflow Automation

Measuring and Optimizing Automation Performance

Creating and Managing Automated Workflows



# basic digital marketing course



## Placement Support:

Assistance in securing a job after course completion.



## Internship Certificate:

Validate your practical experience with an official certificate.



## Internship with UAE Based Projects:

Hands-on experience with projects based in the UAE.

**DURATION:  
2 MONTHS**

**SCHEDULE:  
2 HRS/DAY**

**FEE:  
RS. 45,000**

# basic course modules

7 Weeks

## 1. Introduction to Digital Marketing

Digital Marketing Concepts and Terminology  
Evolution and Impact of Digital Marketing  
Personal Branding Basics

## 2. Website Development and Management

Domain, Hosting, and Website Basics  
WordPress Development and Customization  
Integrating Personal Branding into Websites

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Google Ads

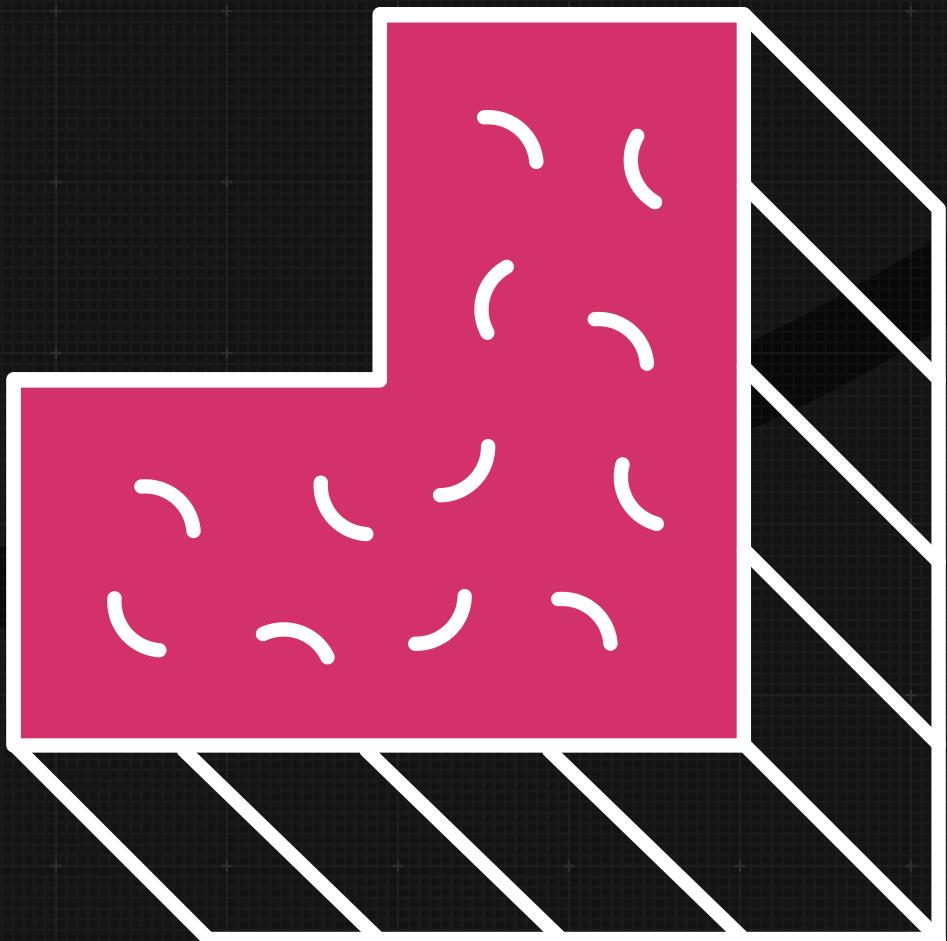
PPC Strategies and Campaign Management

## **7. Web Analytics**

Microsoft Clarity, Google Analytics, and Tag Manager

Basic Data Analysis and Reporting

Life Set Course Modules



# portfolio and work experience certificate

## **Why it matters?**

We believe in the power of experience and a strong portfolio.

Our programs are designed to help you build both,  
ensuring you stand out in the job market.

# industry standard tools

We teach you the best tools available in the market, ensuring you are proficient in the latest technologies.

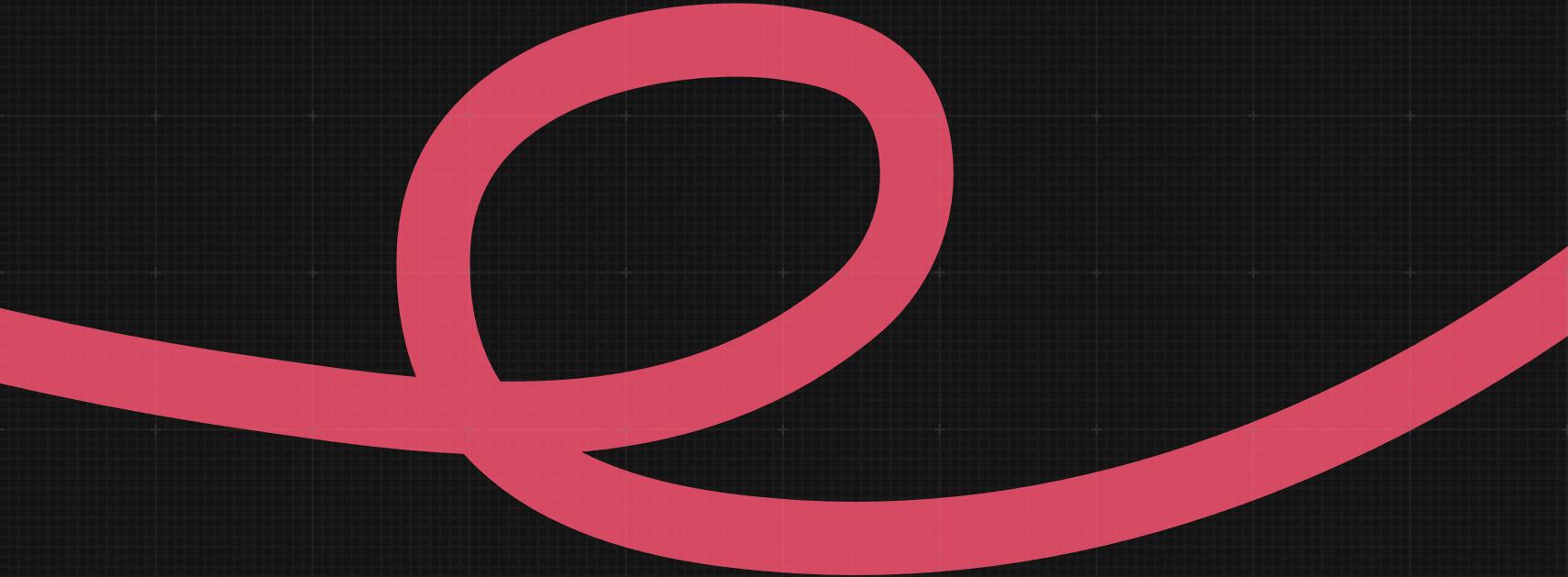
Tools will change, and new ones will emerge. Our focus is on making sure you understand the principles and can adapt to any tool.

# other certifications



We don't believe in relying solely on free certifications like those from HubSpot and Google.

These certifications may look good on paper but don't necessarily translate into job readiness.



# mission and vision

## **Mission:**

To provide practical, hands-on education that prepares students for real-world challenges. We aim to bridge the gap between theoretical knowledge and practical application.

## **Vision:**

To revolutionize education by focusing on practical experience and niche expertise. We believe that traditional education, which emphasizes theory over practice, leaves students unprepared for the job market. Our goal is to change that by providing real-world experience and helping students secure meaningful employment in their chosen fields.

# com www soon

**CALL NOW !**

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