

*Ignite the Flame of Education*

# Digital Marketing & Growth Strategy

## Engage in Digital Marketing Mastery

**Duration: 3 Months | Mode: Online | Level: Beginner to Advanced**  
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## Scope of Digital Marketing

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**4-8 million**  
jobs by 2025



**\$190 billion**  
industry in India by 2025



**200000+**  
Indian businesses are  
actively present on LinkedIn



**80% CFOs**  
are set to spend more on  
Digital Marketing

# Here is all the **Career Fields** you can excel at

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**Digital Marketing Specialist**

**SEO Analyst**

**Social Media Manager**

**PPC (Google Ads) Expert**

**Content Marketing Strategist**

**Email Marketing Specialist**

**Analytics Automation Specialist**

**Brand Manager**

**Content Producer**

**Affiliate Marketer**

# **CAREERS**



# Here is how your **Career Trajectory** will look like

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# Why **CodeEmy** is Unique ?

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Category	CodeEmy	UpGrad	SimpliLearn	Edureka	IIDE
Live Classes	✓	✓	✓	✓	✓
Placement Assistance	✓	✓	✗	✗	✓
Interview Training	✓	✓	✗	✗	✓
LinkedIn Profile & Resume Building	✓	✗	✗	✗	✗
Earn While your Learn	✓	✗	✗	✗	✗
Freelancing	✓	✗	✗	✗	✗
Campus Leader board across the college	✓	✓	✓	✗	✗
Lifetime Access to content	✓	✗	✗	✓	✓
Offline Project Fest (Every 3 Month once)	✓	✗	✗	✗	✗
Course Duration	3 - 4 Months	7-11 Months	5 Months	5 Weeks	4-5 Months
Price	₹15,000	₹ 1,05,000	₹ 1,00,000	₹ 20,000	₹ 72,000

△ **Disclaimer:**

The names of other companies mentioned here are used solely for comparison purposes to highlight the unique features of our offerings. We do not intend to misuse, defame, or misrepresent any organization in any way. There is no affiliation or endorsement implied. Our intent is purely informational and respectful.

# UNIQUENESS

### Week 1

- What is Digital Marketing?
- Digital Marketing vs Traditional Marketing
- Digital Marketing Channels Overview
- Understanding Buyer Persona & Customer Journey
- **Project:** Create a Digital Marketing Plan for a Brand

### Week 2

- Basics of SEO & Search Engine Algorithms
- Keyword Research (Tools: Google Keyword Planner, Ubersuggest)
- On-Page SEO (Meta Tags, Headers, Alt Text)
- Off-Page SEO (Backlinking Strategies)
- **Project:** Optimize a Blog Post for SEO

### Week 3

- Introduction to Google Ads & Pay-Per-Click (PPC)
- Creating Google Search Ads Campaign
- Keyword Match Types & Bidding Strategies
- Ad Extensions & Quality Score
- **Project:** Run a Google Ads Simulation Campaign

### Week 4

- Social Media Platforms Overview (Facebook, Instagram, LinkedIn, X)
- Content Strategy for Social Media
- Paid Ads on Facebook & Instagram
- Creating Engaging Content (Graphics & Videos)
- **Project:** Plan a Social Media Campaign for a Product Launch



## Week 5

- Importance of Content in Digital Marketing
- Content Creation Strategy (Blog, Video, Infographics)
- Copywriting Basics & SEO Writing Tips
- **Project:** Write a 1000-word SEO Blog Post

## Week 6

- Introduction to Email Marketing
- Building & Segmenting Email Lists
- Writing High-Conversion Emails
- Email Automation Tools (Mailchimp, Sendinblue)
- **Project:** Create an Email Campaign for a Product

## Week 7

- Google Analytics & Google Tag Manager Basics
- Setting Up Goals & Conversion Tracking
- Analyzing Campaign Performance
- **Project:** Create a Google Analytics Dashboard

## Week 8

- Creating a Complete Digital Marketing Strategy
- Budget Allocation for SEO, Ads, and Social Media
- Freelancing & Career Opportunities

### Major Project Ideas:

- Complete Digital Marketing Plan for an E-Commerce Brand
- Run a Paid Ad Campaign for a Local Business
- SEO Audit for a Website



## /// Hands - On Projects

### Mini Projects (Beginner to Intermediate Level)

#### 1. SEO Blog Optimization

- **Skills Used:** SEO (On-Page & Off-Page), Keyword Research, Content Writing
- **Goal:** Optimize a blog post for targeted keywords to improve ranking.

#### 2. Social Media Campaign Plan

- **Skills Used:** Social Media Marketing (Facebook, Instagram), Canva, Hashtag Strategy
- **Goal:** Create a 7-day content calendar for a brand with creative posts and captions.

#### 3. Email Newsletter Campaign

- Skills Used: Email Marketing, Mailchimp/Sendinblue, Copywriting
- Goal: Design and send an engaging email newsletter for a product/service.

### Major Projects (Advanced Level)

#### 1. Complete Digital Marketing Strategy for a Brand

- **Skills Used:** SEO, SEM (Google Ads), Social Media Ads, Content Marketing, Analytics
- **Goal:** Develop a 360° marketing strategy for an e-commerce or service-based brand.

#### 2. Google Ads Campaign with Performance Report

- **Skills Used:** Google Ads, PPC, Keyword Bidding, Conversion Tracking
- **Goal:** Create and run a real or simulated Google Ads campaign, track conversions, and analyze results.

#### 3. Social Media Brand Awareness Campaign

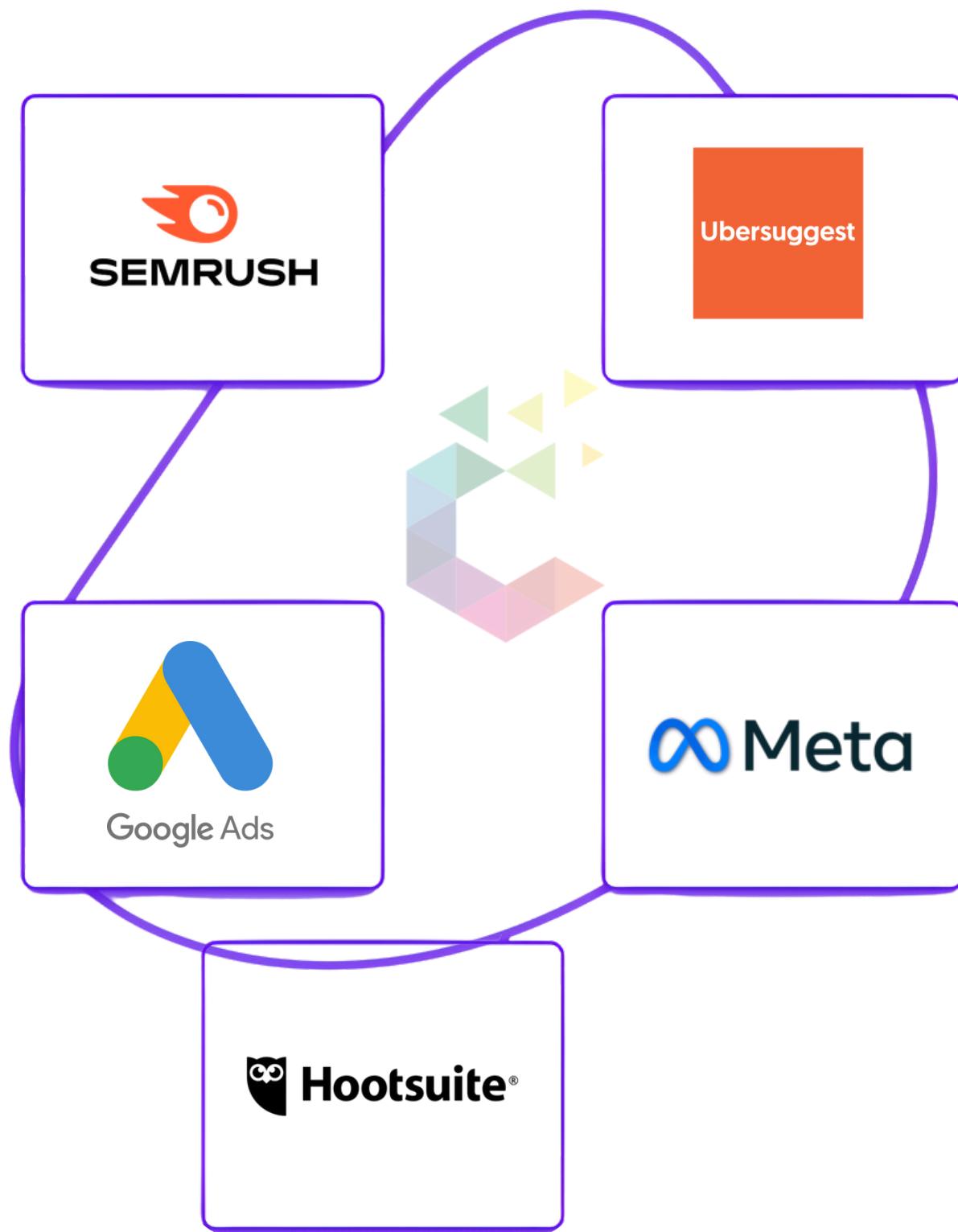
- **Skills Used:** Facebook & Instagram Ads, Content Strategy, Analytics
- **Goal:** Design, execute, and measure a social media ad campaign to increase brand reach.



# Tools

## You will learn

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# Showcase

## your learning journey

### Certificate of Completion from CODEEMY



### Certificate of Internship from CODEEMY



### Approved by:



अखिल भारतीय तकनीकी शिक्षा परिषद्  
All India Council for Technical Education



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