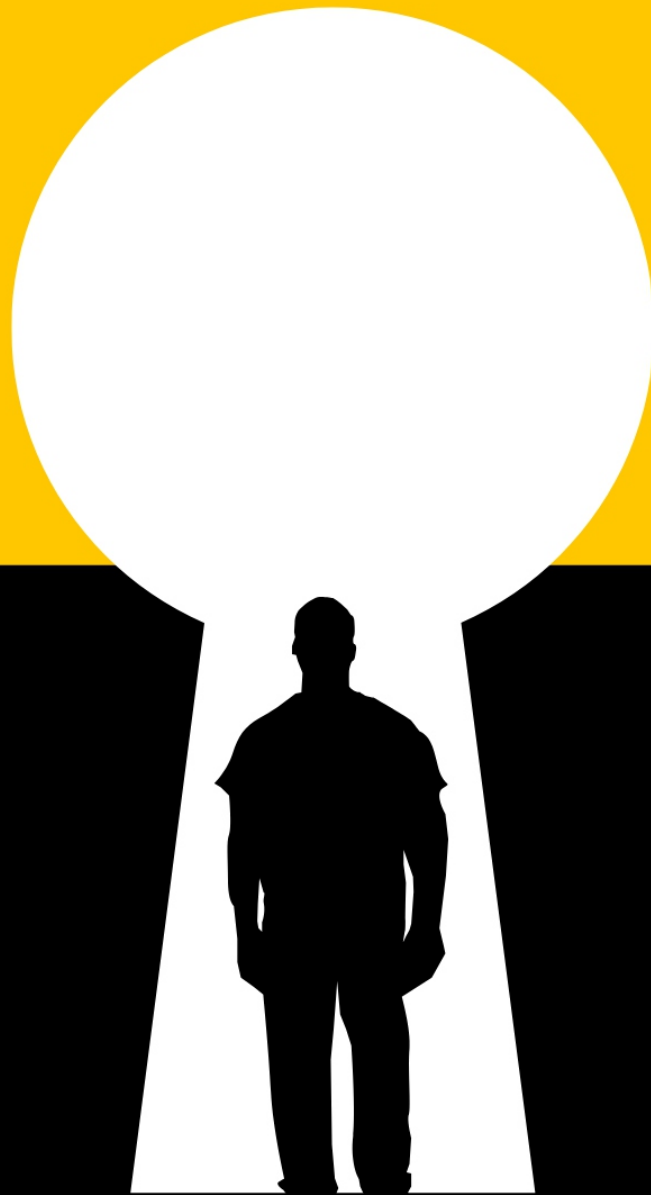


ADVANCED DIGITAL MARKETING

3 MONTHS CLASSROOM PROGRAM



UNLOCK THE DOOR TO YOUR SUCCESS

PROGRAM HIGHLIGHTS

This is a 3 months 360-degree digital marketing course where you will not only learn digital marketing but also implement it in real-time so that you are ready to perform at your job or in a business.



COURSE DURATION

- 3 months course
- 5 classes per week
- Class duration 2 hours



PREREQUISITES

- No prior skills required
- Notebook & Basic Stationary



CLASS FORMAT

- Physical Classroom with 2-way interaction
- Practical sessions
- Internal and External Projects
- Small Batch Size (10-12 Students/Batch)

Need Help?

Whatsapp us at: 7050222065

Or Mail at: info@mydigitalfoundation.com

WHY JOIN THIS COURSE

This course is designed by industry experts in a strategic manner to teach you the most valuable skills in a hands-on way.

100% Practical Course

The most effective way of learning digital marketing is by implementing it. This course will get your hands dirty so you get a deep understanding.

Live Projects

Apart from working on assignments after each module, also get a chance to showcase your skills to Top-brands through projects. A chance to get noticed.

100% Placement Assistance

We have dedicated expert sessions on making a Resume, refining your LinkedIn profile, and interview preparation. We will also share relevant job openings.

Industry Expert Mentors

You will be learning from experts who create and execute digital marketing campaigns day in and day out. This will be real-world learning, not bookish.

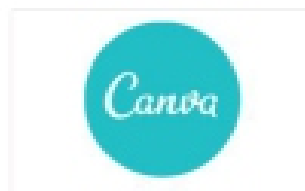
No-Cap Support

You will get direct access to the mentors and the alumni group to seek support. You will also be able to block 1-on-1 calls with mentors for doubt solving



MASTER 24+ TOOLS

In a job, in running a business, and in freelancing - a digital marketer can boost productivity with help of some pro tools. We will teach you how to use these tools within the classes itself.



elementor



MODULE 1

DIGITAL MARKETING FUNDAMENTALS

- Introduction to Digital Marketing
- Importance of Digital Marketing for businesses today
- History of Digital Marketing
- Digital Marketing industry statistics
- Basics of Digital Marketing Channels
- Email Marketing
- Search Engine Optimization
- Google Search, Google Display & Youtube Ads
- Social Media Marketing
- Content Marketing
- Affiliate Marketing
- Dropshipping
- Understanding Customer Value Journey and Funnels
- Customer Journey Case Studies
- Myths around Digital Marketing



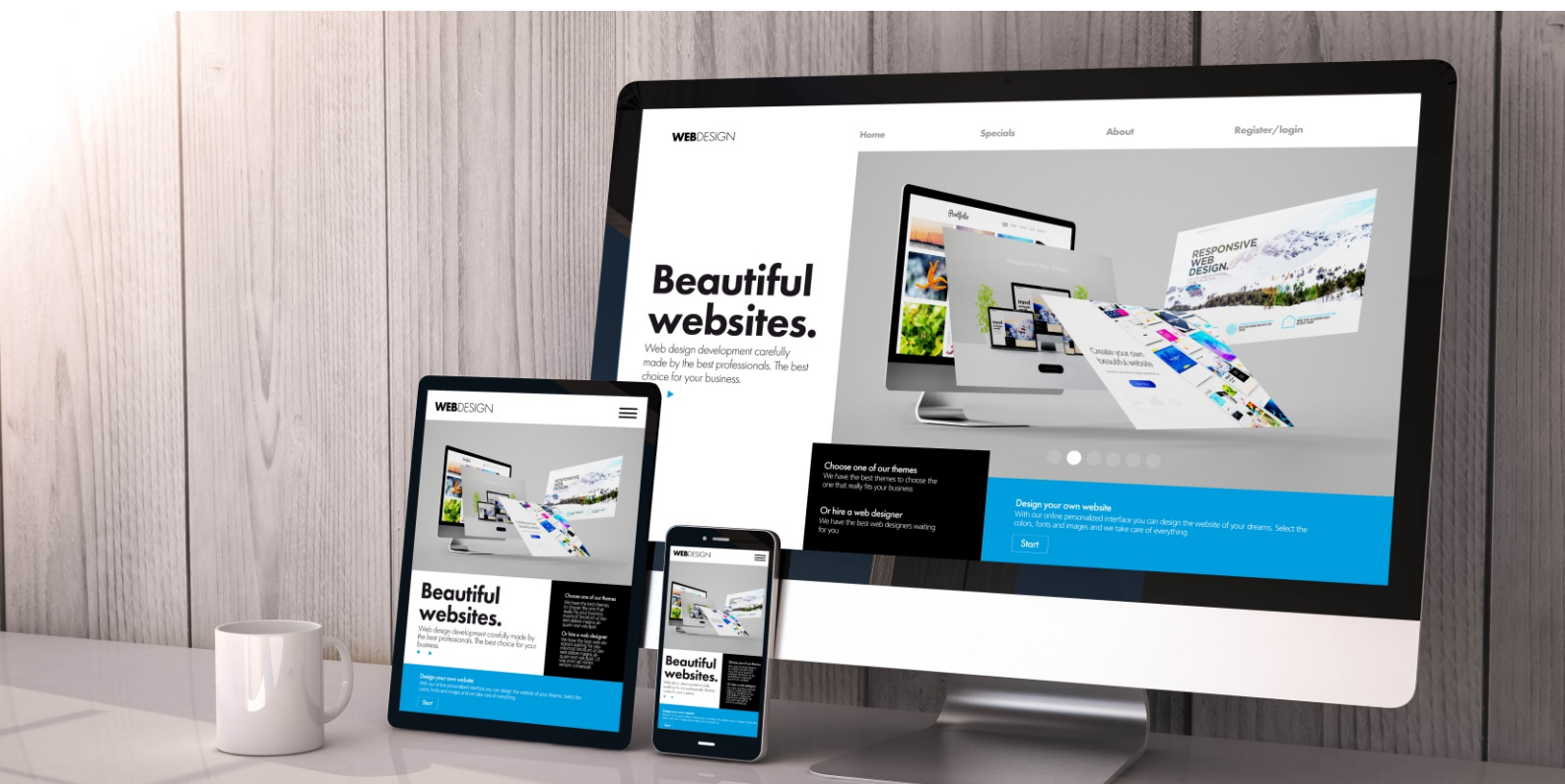
MODULE 2

NO CODE WEBSITE DEVELOPMENT

- Introduction to Content Management Systems
- Selecting a Domain and Hosting service
- WordPress Installation walkthrough
- Understanding the WordPress Admin section
- Setting up the website, Making new pages and blogs
- Changing the appearance and adding functionality
- Using a no-code page builder (Elementor)

LANDING PAGE DEVELOPMENT

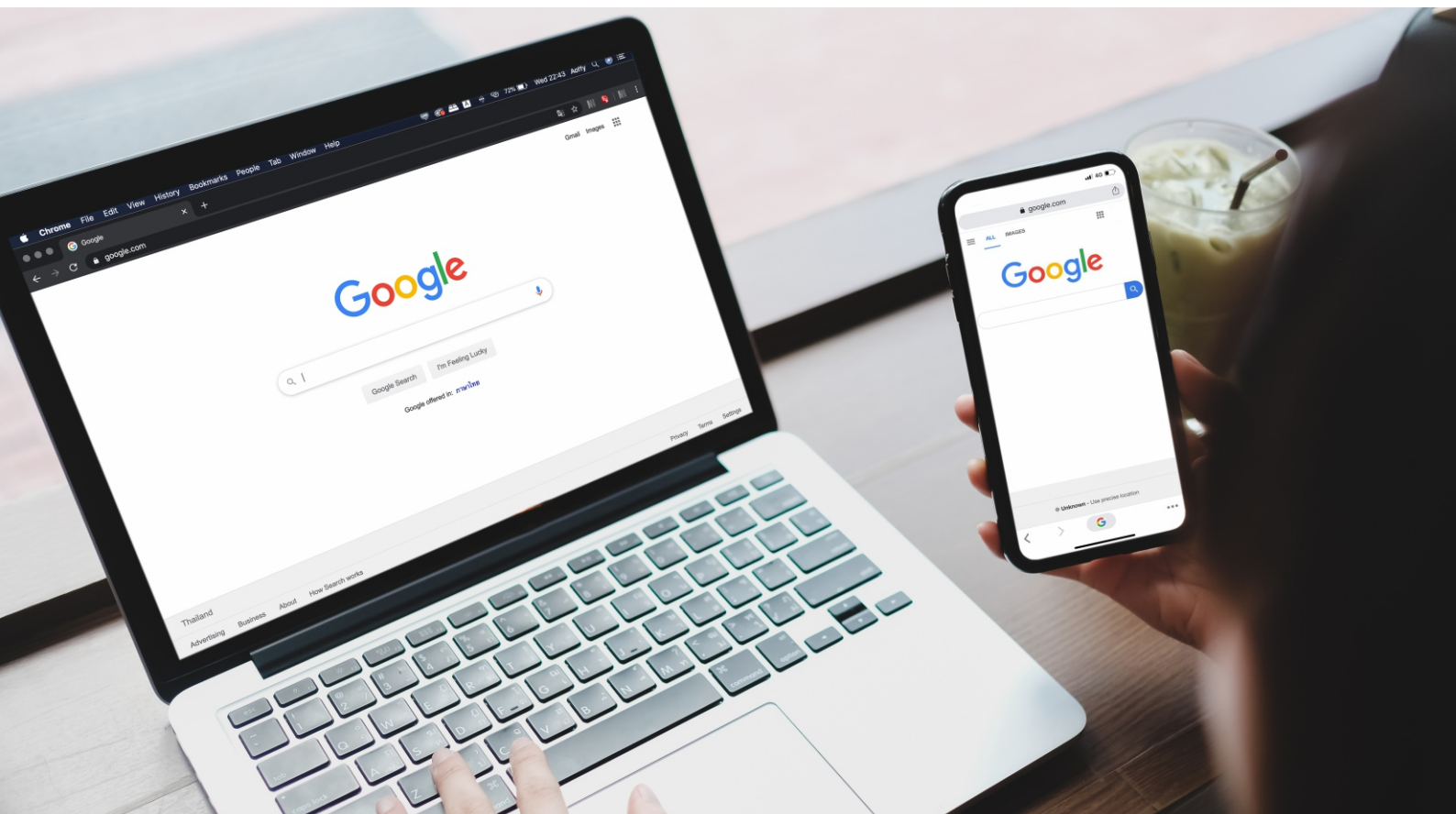
- Understanding the art & science behind landing pages
- Different types of landing pages based on funnels
- Copywriting frameworks / templates for Landing Pages
- Designing a Landing Page without using paid tools



MODULE 3

SEARCH ENGINE OPTIMIZATION

- History of Search Engines
- Decoding how a search engine works - 3 step process
- Understanding On-Page, Off-Page and Technical SEO
- Factors affecting On-Page Optimization
- Factors affecting Technical Optimization
- Factors affecting Off-Page Optimization
- Ranking Factors with weightage
- Keyword Research for any industry using SEO Tools
- Intent-based segmentation
- Using SEO plugin for blog writing and webpages
- Creating SEO friendly research
- Off-Page / Link Building Strategies



MODULE 4

SOCIAL MEDIA MARKETING

- Why businesses and individuals need to use Social Media
- Choosing the right Social Media Platforms
- Master the 4 pillars of social - Planning, Strategy, Scheduling/Publishing & Promoting.
- Developing a Social Media Strategy
- Understanding TG for social media marketing
- Building a Content strategy & calendar or social media
- Amplifying reach on Social Media
- Measuring social media ROI
- Use tools like Buzzsumo, Hootsuite, Buffer, and more



MODULE 5

FACEBOOK & INSTAGRAM ADVERTISING

- Changes in FB Ads after iOS 14
- Basics of Facebook & Instagram Advertising
- Understanding important metrics and terms
- Decoding Campaign objectives and Campaign structure
- Getting used to the Facebook Ad (or Business) Manager
- Installing pixel and creating custom events
- Creating our first Ad campaign (LIVE)
- Generating Leads & Sales with Facebook Ads
- Creating Custom Audiences & Look Alike Audiences
- Designing Remarketing campaigns
- Ad reporting and optimization
- Scaling strategy



MODULE 6

CONTENT & VIDEO MARKETING

- Learning the importance of Content in marketing
- Different content formats to leverage
- Build your own Content Funnel
- Content marketing case studies
- Content Marketing Framework for driving growth
- Using a golden circle framework to make a content strategy
- The power of Storytelling
- Creating a content plan
- Basics of Video Marketing
- Video SEO
- Using YouTube SEO tools to find content opportunities



MODULE 7

EMAIL MARKETING

- Email Marketing statistics
- Email marketing in a funnel
- Types of Email templates
- Best Practices for creating performing Email Sequences
- Measuring email performance
- Tutorial: Using free email marketing tools

MODULE 8

E-COMMERCE

- WooCommerce vs Shopify
- Installing WooCommerce on WordPress
- Creating and setting up an online store
- Uploading of Products: Simple, Variable, Grouped, Digital
- Evaluating store performance with analytics



MODULE 9

GOOGLE ADS

- Basics of Google Ads and how it's different from FB Ads
- Installing Google Ads tracking code on a website
- How do Search Ads work
- Understanding the auction process
- Keyword Research & Setting up a search campaign
- Writing Ad Copies
- Creating a Display campaign
- Creating a Youtube campaign
- Creating a shopping campaign for e-commerce
- Building Remarketing and Similar Audiences
- Integrating Google Ads with Google Analytics
- Case studies of real brands
- Measuring, optimizing, and scaling

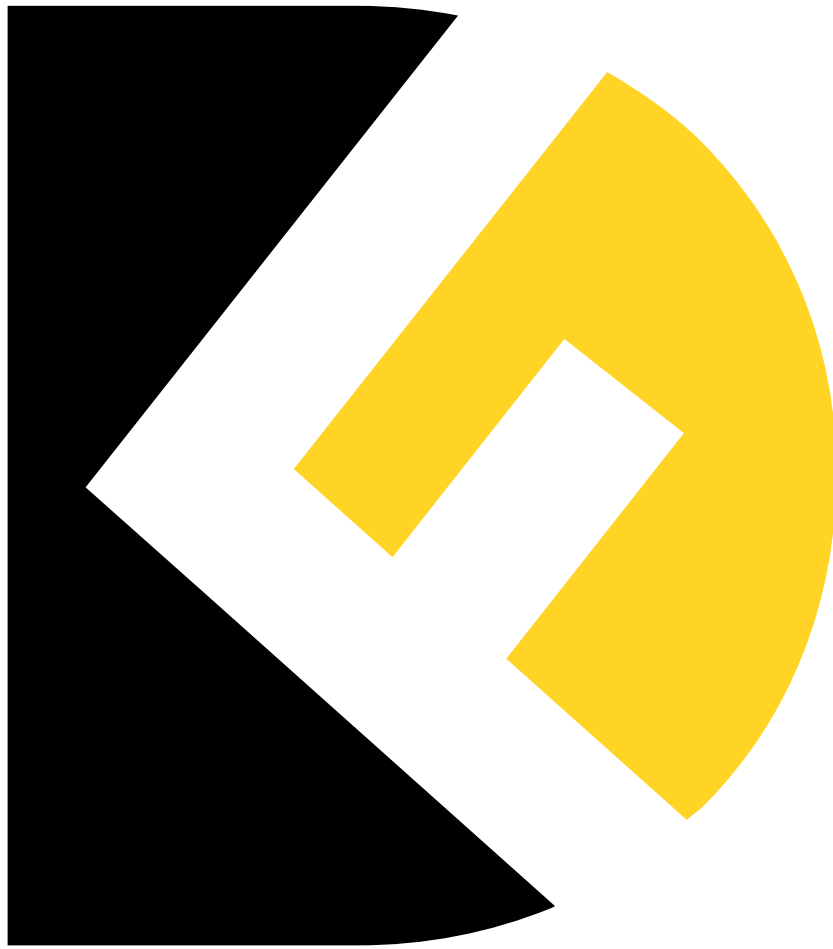


MODULE 10

PERSONAL BRANDING & RESUME MAKING

- Uncover your core professional competencies
- Create your personal branding strategy
- Refine your LinkedIn profile to increase discovery
- Create your own content plan and distribution plan
- Use LinkedIn to get a job or get leads for a business.
- Use cold emailing tools
- Make a better resume to get recruiters' attention





DIGITAL

FOUNDATION

Call us at: 7050222065, 7050984333
Whatsapp us at: 7050222065, 7050984333
Mail at: info@mydigitalfoundation.com



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