DIGITAL FOUNDATION

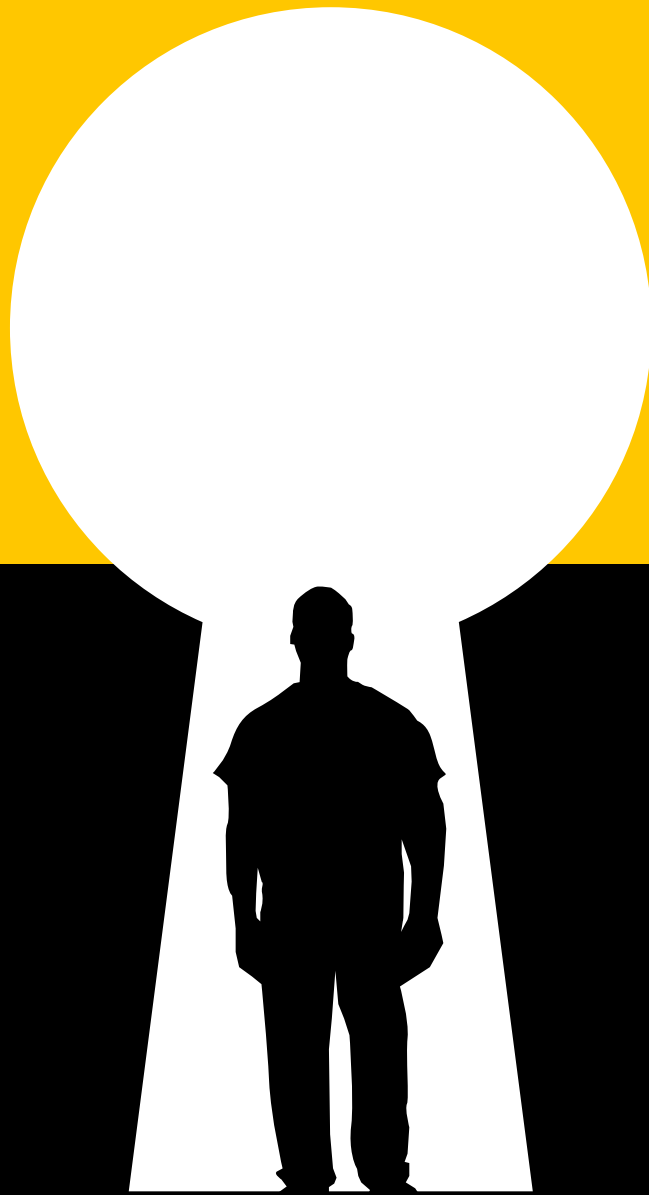www.mydigitalfoundation.com

ADVANCED
DIGITAL MARKETING

5 MONTHS OFFLINE COURSE

UNLOCK THE DOOR TO YOUR SUCCESS

MODULE 1

DIGITAL MARKETING FUNDAMENTALS

- Introduction to Digital Marketing
- Importance of Digital Marketing for businesses today
- Basics of Digital Marketing Channels
- Understanding Customer Value Journey and Funnels
- Customer Journey Case Studies

MODULE 2

SOCIAL MEDIA MARKETING

- What is Social Media Marketing?
- Choosing the right Platform for your Business
- Understanding Social Media Algorithm
- 5 Step Social Media Marketing Process
- Understanding target audience
- Page Creation & Optimization
- Engagement & Performance Review
- Social Media Content Bucket

MODULE 3

GRAPHIC DESIGNING

- Fundamentals of design
- Choosing the right software for design
- Understanding the tools available
- Templates library
- Using Brand Kit
- Understanding social media size
- Design Project (Social Media Post)

MODULE 4

CONTENT MARKETING

- Purpose of Content marketing
- The A-I-D-A Rule for Copywriting
- How to write Content using AI tools
- How to Create a Content Strategy & Calendar
- Hashtag Strategy for Content Marketing

MODULE 5

YOUTUBE & VIDEO MARKETING

- The power of storytelling
- Importance of Video Marketing
- Video Marketing Strategies
- YouTube Video Optimization
- Video SEO and Plugins

MODULE 6

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)

MODULE 7

ADVANCED WEBSITE PLUGINS

- Advanced Website Builders
- Essential Addons For WordPress
- Advance Navigation Tools
- Heatmap Tools
- Website Migration & Backup Tools
- Chat Bot Creator

MODULE 8

LANDING PAGE DEVELOPMENT

- Understanding the 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 9

SEARCH ENGINE OPTIMIZATION

- Decoding how a search engine works
- 3 step process
- 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 using SEO Tools
- Intent-based segmentation
- Using SEO plugin for blog writing and webpages
- Creating SEO friendly research
- Off-Page / Link Building Strategies

MODULE 10

E-COMMERCE WEBSITE

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

MODULE 11
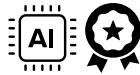
FACEBOOK & INSTAGRAM ADS

- 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 12

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 13

EMAIL MARKETING

- Email Marketing statistics
- Email marketing in a funnel
- Types of Email templates
- Best Practices for creating Email Sequences
- Measuring email performance
- Tutorial: Using free email marketing tools
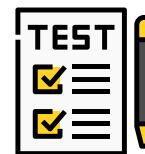
MODULE 14

PERSONAL BRANDING

- 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 recruiter's attention

MODULE 15

ON JOB TRAINING

- Join the best advertising agency in Jharkhand
- Learn in depth concepts
- Improve problem solving skills
- Increase Experience with tools
- Do work for actual clients
- Deliver real results to real customers
- Learn how to handle work load
- Learn how to manage clients
- Learn to crack interviews

TEST AFTER EVERY MODULE

WEEKLY DOUBT CLEARING SESSIONS AVAILABLE

ONLINE STUDY MATERIAL AVAILABLE ON STUDENT PORTAL

STAR STUDENT AWARD & OTHER FUN ACTIVITIES

COURSE HIGHLIGHTS

This is a 5 months 360-degree digital marketing course where you will learn in-depth concepts of digital marketing while implementing them real-time, making you ready to excel at your job or business.

COURSE DURATION

- 5 Months Course
- 3 Classes Per Week
- 2 Hours Sessions

CLASS FORMAT

- Physical Classroom
- Practical Sessions
- Small Batch Size

ALL CERTIFICATES ISSUED BY DIGITAL FOUNDATION ARE LINKEDIN VERIFIED

MOCK INTERVIEW SESSIONS

HOSTEL FACILITY AVAILABLE

PERFORMANCE SCORECARD

100% PLACEMENT ASSISTANCE
IN THE FIELD OF DIGITAL MARKETING

DIGITAL FOUNDATION

4.9
RATING ON GOOGLE

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GOOGLE MAP LOCATION