

# ADVANCE DIGITAL MARKETING COURSE




## DIGITAI

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## INNOVATIVE & COLLABORATIVE

Digitai's digital marketing course integrates groundbreaking techniques with collaborative learning, offering students a hands-on approach to mastering the latest digital tools. By engaging in team-based projects and real-world scenarios, participants not only refine their technical skills but also enhance their ability to work effectively in dynamic, team-driven environments.

# ABOUT OUR COMPANY

**DIGTAI** is a premier digital marketing training institute and development company. We have 15 years of experience in digital marketing with industry expert. Our mission is to bridge the gap between innovative education and impactful digital solutions. We offer cutting-edge training programs that cover a wide range of digital marketing disciplines, including SEO, content marketing, and social media strategies, all delivered by seasoned industry professionals.

In addition to our training expertise, we provide bespoke digital marketing services designed to elevate businesses in the digital realm. Our team excels in creating tailored strategies that drive results, leveraging advanced tools and creative approaches to enhance your online presence. At **DIGTAI**, we are dedicated to empowering individuals and businesses to succeed in the fast-paced digital landscape.

BRINGING IDEAS AND INNOVATION  
TO LIFE THROUGH TECHNOLOGY



UNLEASH DIGITAL GROWTH



## WHY BUILD A CAREER IN DIGITAL MARKETING?



Every startup, small and medium business (SMB), and large enterprise needs digital marketers for growth.



Digital marketers across various fields earn an average of INR 5.5 LPA in India. With experience, the salary grows.



Every startup, small and medium business (SMB), and large enterprise needs digital marketers for growth.



As a digital marketer, you have the opportunity to work in varied fields with more than 10 designations and profiles.



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Digital marketing doesn't require technical knowledge. You can learn it easily, practice, and monetize your skills.

# WHO SHOULD LEARN **DIGITAL MARKETING**?

This Advanced Digital Marketing Course is for you If you are:



## COLLEGE STUDENT

Start shaping your career right from college time by learning in-demand digital marketing skills



## GRADUATE

Time for you to upskill, prepare yourself for a bright future, and kickstart a career in digital marketing



## COLLEGE DROPOUT/JOB SEEKER/HOUSEWIFE

Not sure which career is right for you? Not finding any jobs? Learn digital marketing with us to instantly land your first job.



## FREELANCER

Whether you are an existing freelancer or want to become one, digital marketing is the most-rewarding skill for freelancers today



## MARKETING & SALES PROFESSIONAL

It is vital for marketing & sales professionals today to have knowledge & skills of digital marketing for huge hikes and growth



## BUSINESS OWNER

Accelerate your business growth by executing strategic & result-driven digital marketing strategies.



## LOOKING TO SWITCH CAREER

Not satisfied with your current job profile? Switch to digital marketing, the 21st century's most interesting and highly-paid skills

# PROGRAM FEATURES



## EXPERT FACULTY

Learn from digital marketing industry experts with real-world experience.



## SOFT SKILLS

Get valuable guidance on crucial skills for presentations, interviews, and resume building.



## CORPORATE EXPOSURE

Accelerate your business growth by executing strategic & result-driven digital marketing strategies.



## SUPER SESSIONS

Engage with experts from leading brands & agencies through interactive Q&A sessions.



## LIVE PROJECTS

Provide marketing solutions for real-world brand problems & present to a jury of industry experts.



## EXCLUSIVE MASTERCLASSES

Discover the synergy of business, economics, and digital marketing with exclusive masterclasses.

BOOST YOUR DIGITAL FOOTPRINT



# CAREER SUPPORT FEATURES



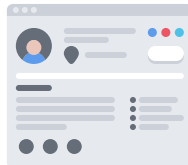
## CAREER COUNSELLING

Dedicated assistance to help figure out the right next step for your career.



## RESUME ASSISTANCE

One-on-one sessions to design & refine your resumes for your dream job.



## LINKEDIN PROFILE BUILDING

Optimize LinkedIn profiles for better networking & career opportunities.



## INTERVIEW PREPARATION

Comprehensive guidance to master interview skills & land your dream job.



## PRESENTATION SKILLS TRAINING

Elevate your speaking abilities & develop a commanding presence.

TURN CLICKS INTO CUSTOMERS





DIGITAL STRATEGIES THAT WORK

# COURSE CURRICULUM

## MODULE 01

### Introduction to Digital Marketing

- What is Digital Marketing?
- Scope of Digital Marketing
- Requirement of Digital Marketing
- Latest Trends in Digital Marketing
- Digital Marketing for Working Professionals
- Digital Marketing for Small, Medium, and Large Businesses
- Job opportunities in Digital Marketing

## MODULE 02

### Successful Digital Marketing Case Studies

- Objectives of Online Marketing
- Elements of Successful Digital Strategy
- Secrets of Successful Digital Marketing
- Campaigns
- Practical: Defining a Business Objective

## MODULE 03

### Graphic Designing Using Canva

- Digital Banner Designing
- Graphic Design Fundamentals
- How to Use Canva?
- Logo & Graphic Designing
- Live Practice– Designing Logos & Banners

## MODULE 04

### Domain Marketing

- What is Domain Name?
- Types of Domains and Extensions
- How to Buy Right Domain Name?
- What is Web Hosting, cPanel & FTP Account?
- What is Domain Marketing?
- How to Sell a Domain Name?
- Top Domain Selling Platforms

# COURSE CURRICULUM

## MODULE 05

### Building WordPress Websites

- What is WordPress?
- Why Learn WordPress in Digital Marketing?
- WordPress.com vs WordPress.org
- WordPress installation and Creating 1st Website
- WordPress Page Builders
- WordPress Plugins And Settings Large Businesses
- Using WordPress for Blogging
- WordPress for Personal Websites
- WordPress for Business Websites
- WordPress for eCommerce

## MODULE 06

### ECommerce Website Development With Shopify

- Shopify Introduction
- Why Use Shopify for eCommerce?
- Setting up Free Shopify Account
- Important Tools for Shopify
- Building eCommerce Site With Shopify

## MODULE 07

### SEO Mastery

- What is SEO?
- Importance of SEO
- How do Search Engines Work?

- Introduction to SERP
- Different SEO Techniques
- Top Ranking Factors
- Black Hat vs White Hat SEO
- Different Google Algorithms
- On-Page SEO Basics
- Off-Page SEO Basics
- Technical SEO Basics
- Technical SEO Advanced
- Advanced Keyword Research
- Working on On-Page SEO
- Working on Off-Page SEO
- Local SEO
- Mobile SEO
- Google Search Console in Depth
- Indexing in Search Console
- Fixing Errors in Search Console
- HTTPS & SSL Certificate
- Optimizing Website Speed
- SEO Case Studies
- e-Commerce SEO
- SEO Reporting

## MODULE 08

### Google AdSense

- What is Google AdSense?
- Account Approval & Account Setup
- AdSense Guidelines & Requirements
- Niche Content Research
- Traffic Strategy



# COURSE CURRICULUM

## MODULE 09

### Blogging

- What is a Blog?
- How does Blogging Work?
- Benefits of Blogging
- SEO in Blogging
- Making Money with Blogging
- Niche Blogging and Categories
- Creating 90-Days Blog Strategy
- Monetizing the Blog
- Applying for Google AdSense
- Applying for Other Ad Platforms

## MODULE 10

### Google Analytics

- Basics of Google Analytics
- How to Set Up Google Analytics?
- Concept of Cookies
- Understanding Website Analytics
- Reports in Google Analytics
- Users/Access in Google Analytics
- Audience Creation in Google Analytics
- Google Analytics for SEO
- Google Analytics for PPC Campaigns
- Important Metrics in Google Analytics
- Ecommerce Tracking
- Analytics Report Creation
- Filter Creation
- Understanding Attribution
- Alternatives to Google Analytics
- Similar Products
- Link Tracking
- UTM Parameters

## MODULE 11

### Google Tag Manager + Google Analytics

- What is Google Tag Manager?
- Setting up Google Tag Manager Sniffers?
- Why Integrate GA and GTM?
- Components of Tag Manager
- Tags, Triggers, and Variables
- Setting up First Tracking
- Tracking Videos
- Tracking Links
- Tracking Visible Elements
- Tracking Scrolls
- e-Commerce Events Tracking With GTM
- Facebook Pixel + GTM
- Facebook Events Tracking With GTM

## MODULE 12

### Email Marketing

- What is Email Marketing?
- How to do Email Marketing?
- Top Tools for Email Marketing
- Automation in Email Marketing
- Omnichannel Marketing
- How to Write an Email?
- Important Metrics for Email Marketing
- Call to Actions in Email Marketing
- Email Cycles
- Conversion Rate Optimization
- Spam Score in Email Marketing
- Lead Generation
- Email Marketing Funnels

# COURSE CURRICULUM

## MODULE 13

### Social Media Marketing

#### ► Facebook Marketing

- Basics of Facebook Ads
- Working of Facebook Ads
- Types of Facebook Ads
- Objectives of Facebook Ads
- Audience and Targeting Optimization
- Placement Options in Facebook ads
- Ad copies and Copywriting
- Landing Page Optimization for Relevancy
- Buyer Personal
- Understanding Advanced Facebook Pixel
- Facebook Analytics
- A/B Testing
- Tracking Options
- Spying Competitors
- Facebook Ads for Affiliate Marketing
- Running All Objective Ads
- Running Video Ads
- Running Dynamic Ads
- Strategies for Facebook Ads
- Retargeting and Remarketing Ads
- Lead Generation & Funnels
- Reporting for Facebook Ads
- Facebook Messenger Marketing
- Facebook Scaling Models and Strategies
- How to Get Clients for Facebook Ads?
- Different Facebook Marketing Tools

#### ► Instagram Marketing

- Instagram Profile Creation
- Profile Customization
- Best Practices for Instagram Posts
- Instagram Growth Strategy
- Importance of Hashtags
- Working of Instagram Algorithm
- Running Ads on Instagram
- Case Studies

#### ► Twitter Marketing

- Introduction to Twitter
- Working of Twitter Algorithm work
- How do Businesses Use Twitter?
- Twitter Advertising
- Billing & Account Setup
- Types of Twitter Ads
- Audience Bidding, Budgets, and Creatives
- Case Studies

#### ► LinkedIn Marketing

- Introduction to LinkedIn
- Best Practices for Profile Setup
- Best Practices for Posts
- LinkedIn Advertising
- Facebook vs LinkedIn Advertising
- LinkedIn Ad Objectives
- LinkedIn Ad Formats
- Targeting Budget
- Scheduling Options
- Billing Account Setup
- Practical- LinkedIn Ad Creation
- LinkedIn Automation

# COURSE CURRICULUM

## Social Media Marketing

### ► Quora Marketing

- Introduction to Quora
- Working of Quora Algorithm
- Quora Profile Best Practices
- Building Quora Profile
- Answering Questions Perfectly
- Quora Traffic Building Strategies
- Types of Quora Ads
- Live Case Studies

### ► Pinterest Marketing

- Pinterest Marketing
- Brand Building on Pinterest
- Pinterest Content Strategy
- How to Drive Engagement?
- Optimizing Profile and Best Practices
- Influencer Marketing
- Analytics, Measurement Tools, and Ads

## MODULE 14

### Google Ads Mastery

- Introduction to Google Ads
- How does Google Ads Work?
- Different Types of Google Ads
- Importance of Landing Pages
- Understanding Search Ads
- Search Ad Creation, Optimization, & Reporting
- Understanding Display Ads
- Display Ad Creation, Optimization, Reporting

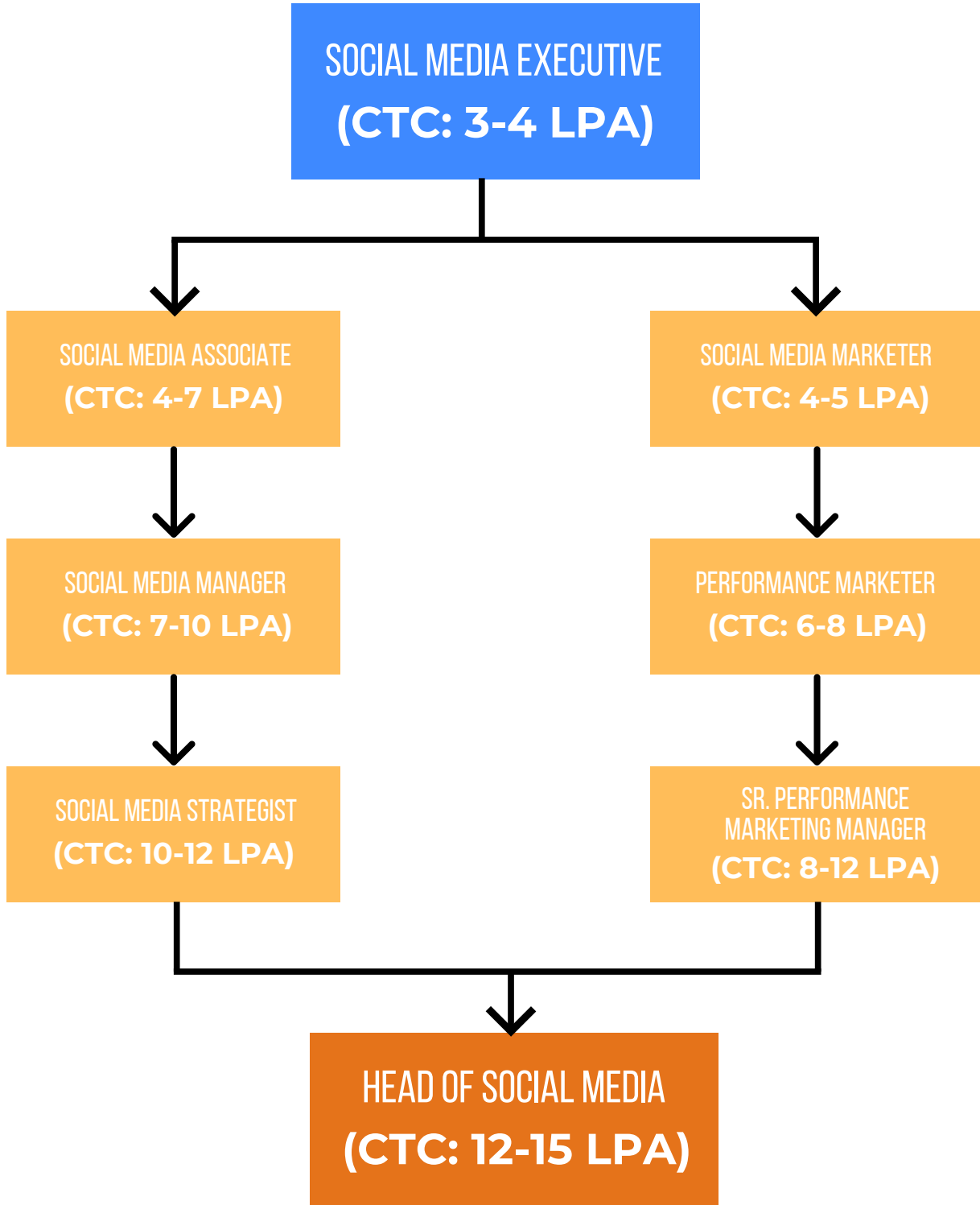
- Understanding Remarketing Ads
- YouTube Ads
- Running App Install Ads
- All Settings in Google Ads
- Call Only Ads
- All types of Audiences in Google Ads
- Optimizing Different Google Ads
- Conversion-based Campaigns & Optimization
- Tools Related to Google Ads
- Competitor-oriented Ad Campaigns
- Strategies for Ad Campaigns
- Shopping Campaigns
- Scripts & Tracking

## MODULE 15

### YouTube Marketing

- Role and Working of YouTube
- Analytics of Top YouTube Channels
- Understanding YouTube Algorithm
- YouTube Ranking Factors
- Setting Up YouTube Channel
- Growing YouTube Channel Organically
- YouTube Channel Monetization
- YouTube Funnels
- Tools to Use for Channel Growth
- Working on Real Projects
- Essentials for Recording Videos
- Editing Voiceovers Using Right Tools
- Editing Videos Using Right Tools
- Uploading a Demo Video & Optimizing It
- Adding Viral Elements to Videos
- Case Studies of Successful Channels
- Power of YouTube Live

# GROWTH PATH



For additional expertise, please email us at [info@digitai.in](mailto:info@digitai.in), and our support team will get back to you promptly

# DIGITAL MARKETING TOOLS

## INDUSTRY TOOLS

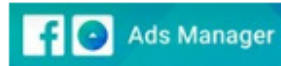


## SEO TOOLS

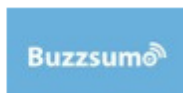


DIGITAL WINS, GUARANTEED

## SOCIAL MEDIA MARKETING TOOLS



## KEYWORD RESEARCH TOOLS



## ANALYTICS



## WEBSITE DESIGN

balsamiq

↳ Landingi

## OTHERS

OpenAI  
ChatGPT

mailchimp

GMass

Canva

bitly

freepik

HubSpot

## AI TOOLS

OpenAI

copy.ai

Midjourney

runway

DALL-E

synthesia

descript

Simplified

VOICEMOD

Adobe  
Firefly

D-ID

# JOB PLACEMENT

Once you complete the Digital Marketing Course, you will get advanced placement assistance to help you prepare for the job. We will evaluate your skills, prepare you for the interview, and arrange interviews with top companies.

- Interview Preparation and Live Practice
- Appealing Resume Building
- Conducting Interviews at Various Companies
- Internship Opportunities
- Getting High-Paying Freelance Projects



IGNITE YOUR ONLINE IMPACT





# THANK YOU

## BECAUSE, WE'RE HERE TO HELP

We're here to empower your career with cutting-edge digital marketing training and hands-on expertise.



@DIGITAI.IN

STAY CONNECTED! SCAN & FOLLOW US ON INSTAGRAM



YOUR FEEDBACK MATTERS! SCAN TO REVIEW US

### WEBSITE

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