

# ADVANCE DIGITAL MARKETING



## Course Overview

The Advanced Digital Marketing Course is designed to equip learners with a deep understanding of digital tools, strategies, and platforms that power today's online marketing landscape. This course combines foundational knowledge with hands-on practical's, enabling learners to build, manage, and grow their digital presence across platforms.

Starting from the fundamentals of digital marketing, the course explores social media management, paid marketing strategies, search engine optimization (SEO), local marketing, email marketing, affiliate marketing, and web analytics. Learners will engage in real-time practical's using tools like Canva, Facebook Ads Manager, Google My Business, Google Analytics, and more—preparing them to implement strategies effectively in real-world scenarios.

# Course Objective

By the end of this course, learners will be able to:

- Understand the fundamentals and importance of digital marketing in today's business environment.
- Differentiate between traditional and digital marketing methods.
- Build and manage a strong presence across various social media platforms.
- Create engaging content using tools like Canva and organize posts using a content calendar.
- Develop and manage paid advertising campaigns on Facebook, Instagram, and LinkedIn.
- Apply SEO techniques to improve website visibility and ranking on search engines.
- Leverage local marketing tools like Google My Business to target regional audiences.
- Plan and execute effective email marketing strategies.
- Understand the working of affiliate marketing and explore earning opportunities through platforms like Amazon Affiliates.
- Analyse digital performance using Google Analytics and social media analytics tools to drive data-driven decisions.



AUDIENCE



SOCIAL MEDIA



WEBSITE



ANALYSIS



RESEARCH



VIRAL



NETWORK



CONTENT

# Skills you will learn

By the end of this course, you will be able to:

- Explain the fundamentals and importance of digital marketing.
- Compare traditional marketing with modern digital strategies.
- Build and manage professional social media profiles across platforms.
- Create visually appealing content using Canva.
- Plan and schedule content using a content calendar.
- Run paid ad campaigns on Facebook, Instagram, and LinkedIn.
- Perform keyword research and apply SEO techniques to boost rankings.
- Optimize websites for better search engine visibility.
- Use Google My Business and local directories for local marketing.
- Design and implement email marketing campaigns.
- Understand affiliate marketing and set up affiliate programs (e.g., Amazon).
- Analyze performance data using Google Analytics and social media insights.
- Apply data-driven decisions to improve digital campaigns.
- Explore various career paths in digital marketing and related domains.

## Program Highlights



# Curriculum

## Fundamentals of Digital Marketing

-What is Digital Marketing & it's importance

-Leveraging Skillset and Money Making Aspects

-Difference between Traditional & Digital Media

## Social Media Management

-Why was Social Media built? (The root cause)

-The concept behind Social Media (The inception formulae)

-Creating a good presence on all the Digital Platforms (Practical's)

-Creating Batch Content -Canva (Practical's)

-Content Calendar (Practical's)

-National & International Case Studies for viral content (Practical's)

## Social Media Marketing (Paid)

-What is an Ad, Why to run Ads, it's types and some insight

-Creating FB & Instagram Ads (Practical's)