

Complete Digital Marketing - Starter Course (3 months)

Master Digital Marketing Strategy, Social Media Marketing, SEO, YouTube, Email, Facebook Marketing, Analytics & More!

WHAT YOU'LL LEARN

- Understand the basics of digital marketing, its significance in today's business landscape, and the key elements involved.
- SEO Fundamentals: Master the basics of Search Engine Optimization, including keyword research, on-page, off-page, and technical SEO, to boost organic search.
- Email Marketing Essentials: Develop email campaigns that build customer relationships, drive engagement, and increase conversions with best practices in segment.
- PPC Advertising: Gain hands-on experience with paid ads on Google and social media platforms, covering campaign setup, targeting, bidding, and budget management.
- Marketing Analytics & Reporting: Create detailed reports to showcase campaign performance, ROI, and actionable insights for continuous improvement.
- Campaign Optimization: Learn to analyze campaign performance metrics, identify trends, and optimize ads and content for improved results.

REQUIREMENTS

No prior digital marketing experience is required!

It is Suitable for all types of businesses

You must be prepared to take action and see real results

WHO'S THIS COURSE IS FOR

Entrepreneurs, business owners, bloggers, social media fans

Anyone who owns a website and wants to increase web traffic, conversions, and sales

Anyone looking to add highly paid skills to their CV

Aspiring Digital Marketers

Individuals looking to transition into a new career can benefit from a digital marketing course.

DESCRIPTION



₹ 25000 ~~₹30000~~

16.7% off



Date

01 May to 01 Jul 2025

Time

10:30 AM - 11:30 AM

Total Sessions (Hours)

50 (72h 0min)

Location

Ranip

Level

All

Language

English



Rahul Soni

Instructor

Digital Marketing Expert & Trainer

Instructor Rating

5

" Complete Digital Marketing - Starter Course" is a comprehensive program designed to equip learners with the essential skills and knowledge needed to excel in the dynamic world of digital marketing. This course encompasses a wide range of topics, including search engine optimization (SEO), social media marketing, content creation, email marketing, and much more.

Through a structured curriculum and engaging instructional materials, this course empowers individuals to harness the power of digital platforms to effectively promote products, services, or brands. Whether you're a seasoned marketer looking to expand your skill set or a beginner seeking to enter the digital marketing arena, this course caters to all proficiency levels.

Key Learn Points:

- 1. Search Engine Optimization (SEO):** Understand the fundamentals of SEO, keyword research, on-page optimization, and off-page optimization to improve website visibility and organic traffic.
- 2. Social Media Marketing:** Learn how to create compelling social media strategies, build a strong brand presence, engage with target audiences, and leverage platforms such as Facebook, Twitter, Instagram, LinkedIn, and more.
- 3. Content Creation and Marketing:** Master the art of creating high-quality content that resonates with your target audience, drives traffic, and generates leads. Explore various content formats, including blog posts, videos, infographics, and podcasts.
- 4. Email Marketing:** Discover the power of email marketing campaigns to nurture leads, build customer relationships, and drive conversions. Learn about email automation, effective copywriting, segmentation, and A/B testing.
- 5. Pay-Per-Click (PPC) Advertising:** Gain insights into creating and managing PPC campaigns on platforms like Google Ads and Bing Ads. Learn how to optimize campaigns, conduct keyword research, and analyze performance metrics.
- 6. Analytics and Data-driven Insights:** Explore tools and techniques for tracking and analyzing website traffic, user behavior, and campaign performance. Utilize data to make informed decisions and improve marketing strategies.
- 7. Conversion Rate Optimization (CRO):** Understand the principles of CRO to maximize website conversions and improve user experience. Learn about A/B testing, user testing, and optimizing landing pages for

better results.

8. Mobile Marketing: Explore the unique opportunities and challenges of mobile marketing, including mobile advertising, app marketing, and responsive design.

9. E-commerce Marketing: Dive into the strategies and tactics specific to promoting products and services in the e-commerce realm. Learn about product listings, shopping campaigns, and conversion optimization for online stores.

10. Marketing Automation: Discover how to streamline and automate marketing processes using tools like CRM systems, email autoresponders, and chatbots. Enhance efficiency and scalability in your marketing efforts.

"Complete Digital Marketing - Starter Course" provides a comprehensive and practical learning experience, combining theoretical knowledge with real-world case studies and hands-on exercises. With expert guidance and up-to-date industry insights, you'll acquire the skills necessary to succeed in the ever-evolving landscape of digital marketing. Enroll today and unlock your potential as a digital marketing master.

This course covers all key aspects of digital marketing, providing a solid foundation for beginners while offering advanced strategies for experienced professionals. From search engine optimization (SEO) and pay-per-click (PPC) advertising to social media marketing, content creation, email marketing, and analytics, this course covers it all.

This Course also equips you with the tools and techniques to measure the success of your campaigns, analyze data-driven insights, and make data-backed decisions to continuously optimize your marketing efforts.

Whether you're a business owner looking to expand your online presence, a marketing professional seeking to enhance your digital skills, or an aspiring digital marketer eager to kickstart your career, this course provides the comprehensive knowledge and practical expertise necessary to thrive in the ever-evolving world of digital marketing.