

Digital Marketing Course 2024: Be a Digital Marketing Nomad

Learn Digital Marketing, Copywriting, Ads, SEO, Video Creation. Become a Digital Marketing Nomad.

WHAT YOU'LL LEARN

- Understand the fundamentals of digital marketing and how it drives business success.
- Techniques to optimise websites and master SEO for improved search rankings.
- Crafting engaging social media campaigns across platforms like Facebook, Instagram, and LinkedIn.
- Analysing data through tools like Google Analytics to refine and boost marketing efforts.

REQUIREMENTS

A basic understanding of internet usage and social media.

A laptop or desktop with a stable internet connection.

No prior marketing experience required – this course covers all fundamentals.

WHO'S THIS COURSE IS FOR

Beginners looking to start a career in digital marketing.

Entrepreneurs and small business owners aiming to grow their online presence.

Professionals looking to expand their knowledge and skillset in digital marketing.

Anyone interested in staying up-to-date with the latest trends in online marketing.

DESCRIPTION

"The Complete Digital Marketing Course" is a comprehensive program designed for anyone looking to master the world of online marketing. Whether you're starting from scratch or looking to expand your knowledge, this course covers all the essential areas of digital marketing, including SEO, social media, content marketing, email marketing, PPC, and more.



₹ 20000 ~~₹25000~~

20% off



Date

01 May to 01 Jun 2025

Time

10:00 AM - 12:00 PM

Total Sessions (Hours)

20 (40h 0min)

Location

Jagatpur

Level

Beginner

Language

English



Rajvi Sheth

Instructor

Instructor Rating

5

Students

9

Course Duration and Schedule

- **Total Duration:** 1 Month
 - **Start Date:** Option to start today also, instructor will adjust you to recently started batch. **Enroll now**
 - **Weekly Schedule:** 5 days a week (Monday to Friday)
 - **Session Length:** 2 hours per session.
 - **Total Sessions:** 20 sessions (40 hours).
 - **Timings:** 10:00 am to 12:00 pm
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Module 1: Introduction to Digital Marketing

- Understand the basics of digital marketing and how it connects businesses with customers.
- Learn about the evolution of digital marketing and its impact on industries worldwide.

Module 2: Search Engine Optimisation (SEO)

- Learn the importance of SEO for improving search engine rankings and driving organic traffic.
- Dive into on-page SEO, keyword research, link building, and content optimisation.

Module 3: Social Media Marketing

- Master the key social media platforms: Facebook, Instagram, Twitter, and LinkedIn.
- Create engaging content and develop effective social media campaigns to attract and retain followers.
- Learn how to use paid social media advertising for business growth.

Module 4: Content Marketing

- Develop strategies for creating valuable, engaging content that speaks to your target audience.
- Learn the different types of content (blogs, videos, infographics) and their role in attracting and converting customers.

Module 5: Email Marketing

- Explore email marketing techniques that nurture leads and build customer relationships.
- Learn how to design effective email campaigns, optimise for conversions, and build a subscriber list.

Module 6: Pay-Per-Click Advertising (PPC)

- Understand the fundamentals of PPC advertising on platforms like Google Ads and social media.
- Learn how to create and optimise PPC campaigns to maximise return on investment (ROI).

Module 7: Analytics and Reporting

- Gain hands-on experience with Google Analytics to track website and campaign performance.
- Learn how to measure success, identify improvement areas, and adjust marketing strategies accordingly.

By the end of this course, you will have the confidence to create, implement, and manage successful digital marketing campaigns across multiple platforms. Whether you're looking to advance your career or grow your business, this course will provide you with the knowledge and skills to succeed in the digital marketing space.