

## Advanced Digital Marketing Course

Digital Marketing, Social Media, ChatGPT, Prompt Engineering, Google Ads, Facebook, SEO, WordPress, Instagram, YouTube.

### WHAT YOU'LL LEARN

- SEO
- Social Media Optimization
- Social Media Marketing
- Google Ads

### REQUIREMENTS

Laptop

### WHO'S THIS COURSE IS FOR

Students

Businssman

Housewife

### DESCRIPTION

#### Course Description

#### Module 1: Introduction to Advanced Digital Marketing

- Overview of Digital Marketing Trends and Strategies
- Understanding Consumer Behavior in the Digital Era
- Role of AI and Automation in Digital Marketing
- Importance of Omnichannel Marketing

#### Module 2: Advanced SEO Techniques

- Technical SEO: Site Audits, Speed Optimization, and Mobile-First Indexing
- Keyword Research for Competitive Niches
- Advanced On-Page SEO: Schema Markup, Content Silos, and Internal Linking
- Advanced Off-Page SEO: Authority Building, Outreach, and Link Detoxing
- Voice Search Optimization
- Tools: SEMrush, Ahrefs, Screaming Frog, Google Search Console

#### Module 3: Pay-Per-Click (PPC) Advertising



₹ 15000 ~~₹35000~~

57.1% off



Date

01 May to 01 Jul 2025

Time

11:30 AM - 01:30 PM

Total Sessions (Hours)

36 (72h 0min)

Location

Juhapura

Level

All

Language

Hindi



Salman Mansuri

Instructor

Digital Marketing Specialist | SEO Expert |  
Meta Ads

- Advanced Google Ads Strategies: Bidding, Ad Extensions, and Campaign Optimization
- Retargeting and Remarketing Campaigns
- Creating High-Converting Landing Pages
- Programmatic Advertising and Real-Time Bidding (RTB)
- Managing Ad Campaigns on Bing, Amazon, and Other Platforms
- Tools: Google Ads Manager, Keyword Planner

#### **Module 4: Social Media Marketing (SMM)**

- Developing Advanced Social Media Strategies
- Social Media Analytics and KPI Tracking
- Creating Viral Campaigns
- Influencer Marketing: Selection, Outreach, and ROI
- Social Media Advertising on Facebook, Instagram, LinkedIn, and TikTok
- Tools: Hootsuite, Sprout Social, Buffer

#### **Module 5: Content Marketing Mastery**

- Advanced Content Strategy: Topic Clusters and Content Mapping
- Content Personalization and AI-Powered Content
- Video Marketing and Interactive Content Creation
- Blogging for Authority and Thought Leadership
- Podcasting for Brand Building
- Tools: Grammarly, Canva

#### **Module 6: Email Marketing Automation**

- Building Segmented Email Lists
- Designing High-Converting Email Campaigns
- Automated Email Workflows
- A/B Testing and Email Analytics
- Tools: Mailchimp