Digital Marketing Course In Ahmedabad: Duration (6 months)

Master the Art of Digital Marketing with In-Depth Training in SEO, SMM, PPC, Affiliate Marketing, and More

WHAT YOU'LL LEARN

- Understand the fundamentals of digital marketing and its role in modern business.
- Learn to create and execute social media marketing campaigns across multiple platforms.
- Master SEO techniques to improve website visibility and drive organic traffic.
- Gain expertise in paid advertising strategies, including PPC and third-party ads.
- Learn to optimize Google My Business (GMB) profiles for local SEO.
- Understand the dynamics of launching and selling digital products effectively.

REQUIREMENTS

No prior experience is required; this course is beginner-friendly.

Basic familiarity with computers and the internet is helpful.

A willingness to learn and explore the world of digital marketing.

WHO'S THIS COURSE IS FOR

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

Marketing professionals aiming to enhance their skills in digital platforms.

Job seekers who want to pursue a career in digital marketing.

Freelancers interested in offering digital marketing services.

Students and individuals who want to start their journey in the digital marketing space.

DESCRIPTION

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- **Duration:** 6 Months
- **Start Date:** 24th Feb 2025, Monday . **Note**: Option to start today also, instructor will adjust you to recently started batch. **Enroll now**
- **Days:** Tue-Thu-Sat, 3 days and 2 Hours/Session

₹40000 ₹45000   11.1% off

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Date
01 May to 01 Nov 2025

Time
05:00 PM - 09:00 PM

Total Sessions (Hours)
72 (144h 0min)

Location
Chandkheda

Level
All

Language
Hindi

Mehul Rami
Instructor

Students
7

- **Timings:**5:00 am to 9:00 pm (Choose your 2 hr as per you convenience)
- **Mode:** Offline (IOC Rd, opp. Manikrupa School, Chandkheda, Ahmedabad, Gujarat 382424)
- **Languages**: English, Hindi & Gujarati
- **Fees:** INR 40,000/-

The **Digital Marketing Mastery Course** is a comprehensive training program designed to take you from the basics of digital marketing to advanced strategies. Whether you're a beginner or looking to refine your skills, this course equips you with the knowledge and tools to excel in the dynamic world of digital marketing.

Course Highlights:

Module 1: Fundamentals of Digital Marketing

- Introduction to Digital Marketing and its Importance
- Digital Marketing vs. Traditional Marketing
- Understanding Marketing Funnels and Metrics
- Latest Trends and Innovations in Digital Marketing

Module 2: Search Engine Optimization (SEO)

- Basics of Search Engines and How They Work
- On-Page SEO: Keywords, Meta Tags, and Headers
- Off-Page SEO: Link Building and Guest Posting
- Technical SEO: Site Speed, Mobile Optimization, and Structured Data
- Local SEO and Google My Business (GMB) Optimization

Module 3: Social Media Marketing (SMM)

- Creating Engaging Social Media Campaigns
- Facebook, Instagram, LinkedIn, and Twitter Marketing Strategies
- Social Media Ads: Facebook Meta Ads, Instagram Ads, LinkedIn Ads
- Content Creation for Social Media: Posts, Videos, and Stories
- Analytics and Insights for Social Media Campaigns

Module 4: Pay-Per-Click Advertising (PPC)

- Introduction to PPC and Paid Advertising
- Setting Up Google Ads Campaigns
- Keyword Research for PPC Campaigns
- Analyzing and Optimizing Ad Performance
- Introduction to Third-Party Ads

Module 5: Affiliate Marketing

- Understanding Affiliate Marketing Models
- Setting Up Affiliate Programs
- Strategies to Drive Affiliate Traffic
- Monitoring and Analyzing Affiliate Performance

Module 6: Domain Marketing

- Buying, Selling, and Flipping Domains for Profit
- Domain Valuation and Selection Strategies
- Tools and Platforms for Domain Marketing

Module 7: Digital Product Business

- Creating and Launching Digital Products
- Effective Pricing and Sales Strategies
- Using Marketing Funnels for Digital Products
- Promoting Products via Social Media and Email Campaigns

Module 8: Google My Business (GMB)

- Setting Up and Optimizing GMB Profiles
- Leveraging GMB Insights for Local SEO
- Strategies for Managing Reviews and Customer Engagement

Module 9: Tools and Analytics

- Overview of Digital Marketing Tools: Google Analytics, Tag Manager, and Hootsuite
- Using Heatmaps and Click Tracking Tools
- Measuring Campaign Success with Analytics

Key Takeaways:

- Learn to design and implement successful digital marketing campaigns.
- Gain hands-on experience with industry-standard tools and platforms.
- Build a portfolio of live projects to showcase your expertise.
- Be ready for roles like Digital Marketing Specialist, SEO Analyst, or PPC Expert.