

# *Digital* **Marketing Course**

Address : CID, Bus Stop, near Dominos, Chandan Nagar,  
Beltola Tiniali, Guwahati, Assam 781028



## **DIGITAL MARKETING COURSE BRIEF**

### **Digital Marketing Fundamentals & Strategy**

- Importance of Digital Marketing for businesses and myths around it.
- Basics of Digital Marketing Channels – SEO, PPC, Email Marketing, SMM & more.
- Customer Journey, Funnels, and Strategy.

### **Website & Landing Page Creation (No-Code)**

- Website making from scratch using WordPress. Understanding every bit of WordPress dashboard.
- Using Elementor Page Builder to create professional web pages.
- Understanding the psychology and science behind a Landing Page or Sales Page.
- How to create a landing page from scratch using Elementor.

### **Search Engine Optimization (Latest Strategies)**

- Decode how a Search Engine works and how it ranks pages.
- Learn On-Page optimisation factors and implement them practically on a website with RankMath/Yoast.
- Learn to do a technical audit and implement technical SEO
- Learn intent-based Keyword Research using SEMRush/Ubersuggest.
- Off-Page SEO – Learn the finest Link Building strategies that will boost your DA.

### **Graphic Designing and Video Editing for Content Creation**

- **Software Includes**
  - Adobe Photoshop
  - Adobe Premiere Pro

- o Canva

## **Facebook & Instagram Advertising**

- Understanding Facebook & Instagram ad strategy and user journey.
- Setting up structured campaigns. Installing Pixel and setting up Aggregated Events.
- Best practices for Ad Creatives & Ad Copies.
- Split testing, Optimisation & Scaling strategies.
- Running conversion & lead ads to drive measurable results. Learn to Read reports.

## **Email WhatsApp SMS Marketing**

- Types of emails for different audience temperatures. Learn the email marketing framework.
- Creating email lists through lead magnets & nurturing the lists.
- Email best practices to get a high open rate.
- Using Email Marketing tools like Get Response/Mailchimp to create campaigns & automation.
- Creating an e-com website using WooCommerce and adding products.
- Integrating payment gateway and selling through the website.

## **Google Advertising / SEM / PPC Ads**

- Setup a Google Ads Account and understand the dashboard.
- Create your first search campaign by doing keyword research, writing copies.
- Setup conversion tracking for your website.
- Create Display, YouTube and Shopping campaigns.
- Learn to test and scale campaigns. Optimise for lower CPC and higher ROI.

## **Social Media Marketing (Strategy and Content)**

- Understand the power of, and difference between, popular social media platforms.
- Master the 4 pillars of social – Planning, Strategy, Scheduling/Publishing & Promoting.
- Learn to make a social media content strategy and content calendar.
- Get exposed to case studies from real brands and get winning learnings.

### **Marketing Analytics**

- Create a Google Analytics account and integrate it with a website property.
- Understand the GA dashboard and uncover insights from data.
- Create funnels in GA.

### **Personal Branding & Resume Preparation**

- Understand your core competencies and create your branding strategy.
- Refine your LinkedIn and other social media profiles to showcase your niche expertise.
- Create your own content plan and promote on schedule.
- Use LinkedIn to get a job or get leads for a business. Learn to use tools like Hunter.

### **Marketing Automation**

- Master Automation tools and create connections between various apps.
- Create workflows that improve efficiency.
- Automate any tasks to create a seamless experience for internal or external stakeholders.
- Learn about leveraging operators.

## Capstone Brand Project

- Work just like how a real agency works.
- Apply all your learnings to a real business challenge.
- Watch your amazing ideas accepted and applied by brands.

## Job opportunities

Lucrative job avenues for Digital marketing professionals

- Social Media Executive
- Digital Marketing Strategist
- SEO Expert
- Content Writer
- Client Service Executive
- Copywriter
- Business Development Executive

## Job functions/ responsibilities

- **Social Media Executive:** Driving brand image, product awareness across various Social media channels
- **Digital Marketing Strategist:** Effectively planning, creating digital marketing strategies to boost sales for brands.
- **SEO Expert:** Working on optimizing SEO strategies for websites in collaboration with website developers, and content writers ensuring Rank 1 on Google search engines.
- **Content Writer:** Creating excellent content, proofreading, and editing new and existing content to ensure regular traffic to websites.
- **Client Service Executive:** Pitching marketing ideas based on client needs. Ensuring successful online campaigns and brands digital image and performance. Managing client relationships.
- **Copywriter:** Studying the marketing value of words to become top digital marketer. Writing excellent marketing copy for brands.
- **Business Development Executive:** Doing market research to target new brands, businesses, client's. Working on robust strategies for boosting data-driven sales.

# Master 12+ Tools

Get Hands-on experience on tools that are used in industry

 **Meta Ads**

 **Google Ads**

 **Google Search Console**

 **Google Analytics**

 **WooCommerce**

 **SEMRUSH**

 **elementor**

 **Pabbly**

 **WORDPRESS**



 **hunter**

 **Razorpay**

 **Adobe Photoshop**

 **Adobe Creative Cloud  
Premiere Pro CC**

 **Audacity®**

CID, Bus Stop, near Dominos, Chandan Nagar, Beltola Tinali,  
Guwahati, Assam 781028

## Call Us : +9170023 90792

✉ [info@assamcareerhub.com](mailto:info@assamcareerhub.com)  
🌐 [www.assamcareerhub.com](http://www.assamcareerhub.com)