

Complete Digital Marketing Master Course



Bengaluru



Instructor Led Classroom Training

MASTER DIGITAL MARKETING?

Digital marketing has become omnipresent nowadays. Whether you want to ensure your career growth or optimize your business presence, mastering digital marketing skills is important. The Program is designed to help you develop a deep understanding of your consumers and the various digital channels available to reach them.





Fasten Your Career & Business Growth Become an expert in...

Increasing online brand awareness

Bringing targeted traffic to website

Generate potential leads

Increase sales with less marketing expense

Course Highlights



130+ Hours

Classroom Sessions



8000 INR

Incentive from Govt. of India
on Course Completion



15+

Industry Certifications



3 Capstone Projects

Hands-on Experience



15+

Specialization Modules



40+

Digital Marketing Tools



5 Digital Marketing Internships

Experience Certificate from Digital Vidya and Partner Companies

Website Development & Designing

Specialization Modules

START

01

02

03

04

05

Getting started with the Journey

Core Modules

Get Placed with a Right Opportunity

Core Modules (In Class)



Getting Started with the Course

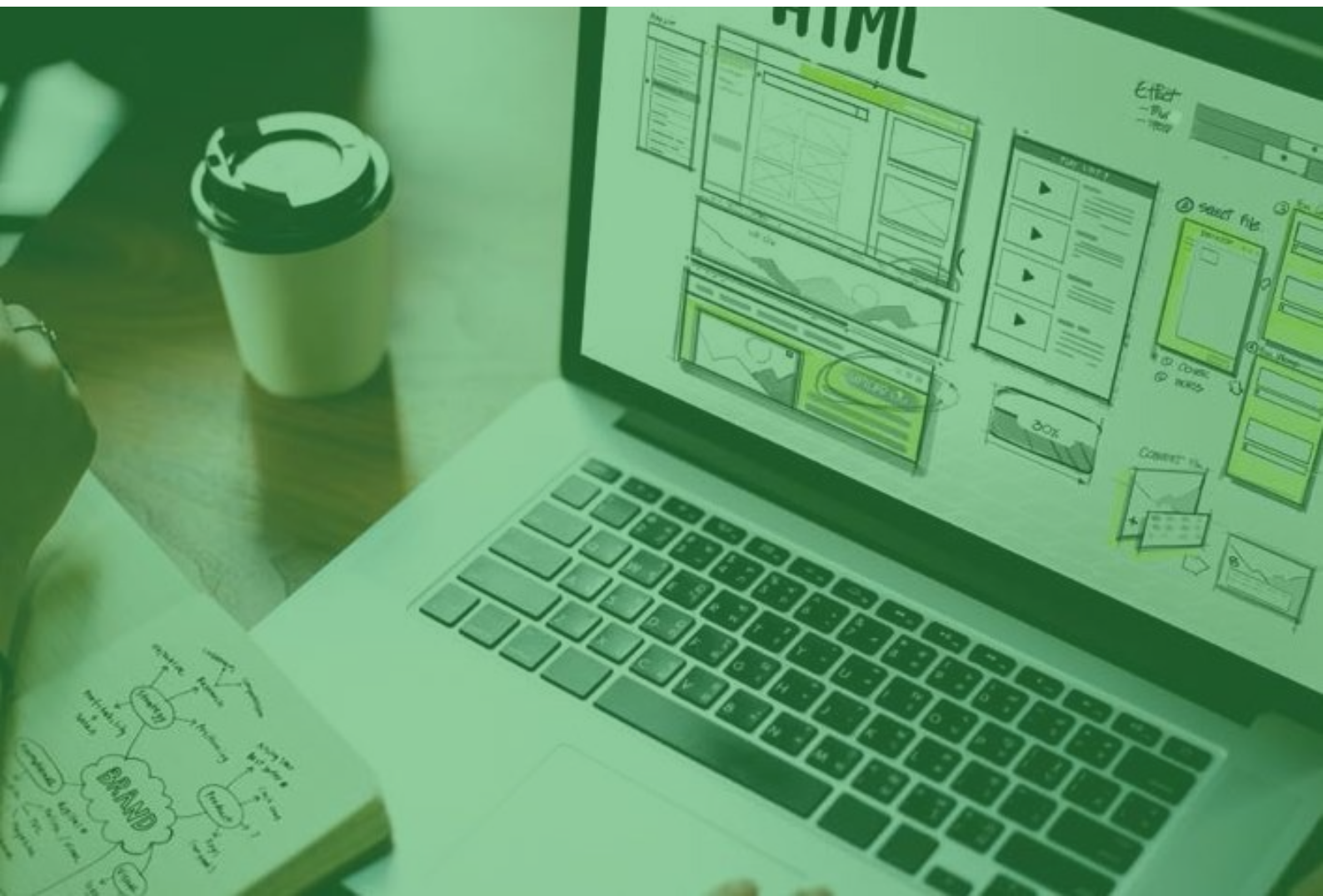
- Understand the course structure
- Meet your Mentor
- Guidance on completing the course smoothly

Blog Development & Designing using Wordpress

- Get a domain & hosting for yourself
- WordPress installation
- Theme Customisation
- Building Home Page & Blog Section
- Learn to create Brand Logo & Images for blog
- Learn content writing for your blog post
- Content Optimization of Blog Post

Fundamentals to Marketing

- How to think like a Marketer?
- Marketing Strategies for Business



Search Engine Optimization

Introduction to SEO

- Overview of Search Engine Optimization
- Evolution of Search Engines
- Importance of SEO in Digital Marketing

Fundamentals of Search Engines

- How Search Engines Work
- Crawling, Indexing, and Ranking
- Google Algorithms: Panda, Penguin, and Hummingbird

Keyword Research

- Importance of Keywords in SEO
- Tools for Keyword Research (e.g., Google Keyword Planner, SEMrush, UberSuggest)
- Long-Tail Keywords and Intent Analysis

On-Page SEO

- Title Tags, Meta Descriptions, and Header Tags
- URL Structure and Internal Linking
- Image Optimization and Alt Text
- Page Speed Optimization

Off-Page SEO

- Link Building Strategies and Best Practices
- Social Signals and SEO
- Canonical URL, Robot Texts and Backlink Outreach Campaigns

SEO Analytics and Reporting

- Website Audit for a famous brand
- Big Brand Case study and presentation making
- Creating SEO Strategy for an ed-tech Website



Search Engine Marketing

Introduction to SEM

- Overview of Search Engine Marketing
- Distinction between SEO and SEM
- Importance of SEM in Digital Marketing
- Google Ads Fundamentals
- Setting Up a Google Ads Account
- Keyword Research and Match Types
- Creating Effective Ad Copy
- Bidding Strategies and Budgeting

Google Search Ads Features

- Ad Extensions: Types and Implementation
- Quality Score and Ad Rank
- Targeting Options: Demographics, Locations, and Devices
- Google Ads Editor: Bulk Editing and Optimization

Display Advertising

- Introduction to Display Advertising
- Creating Compelling Display Ads
- Targeting Options in Display Campaigns
- Display Ad Campaign Optimization

Video Advertising

- YouTube Advertising Overview
- Creating Video Ads and Campaigns
- Video Ad Metrics and Optimization

Shopping Campaigns

- Introduction to Google Shopping
- Setting Up Product Listings
- Merchant Center Integration
- Optimizing Shopping Campaigns

SEM Analytics and Reporting

- Google Analytics for SEM
- Conversion Tracking and Goals
- Performance Metrics and KPIs
- Analyzing and Interpreting Reports



Social Media Marketing

Introduction to Social Media Marketing

- Differentiate between organic and paid social media
- Identify strategies used by brands to create a strong social media presence
- Create a content calendar

Organic SM Level 1

- Create business page on Facebook and Instagram
- Interpret how algorithms work
- Audit business pages of brands
- Create high performing viral content
- Setup business automations on Facebook using META tools

Organic SM Level 2

- Create a LinkedIn page
- Setup a complete page from scratch
- Identify content that works on LinkedIn
- Create content strategies for LinkedIn
- Create lists, threads and moments on Twitter

Meta Ads Level 1

- Create a business page on Facebook
- Create a FB Pixel and analyze various successful cases
- Understand dynamic ad creative, A/B testing, advantage budget, cost caps and bidding strategies

Meta Ads Level 2

- Understand core, custom and lookalike audience
- Go through various case studies
- Understand FB ads placements and know brands safety measures
- Create headlines and ad copies

Meta Ads Level 3

- Create and curate ad creatives
- Execute an end to end campaign on Facebook and Instagram

LinkedIn Ads

- Introduction and benefits of LinkedIn Ads
- Learn to create LIVE campaigns
- Practice the campaign structure and learn optimization
- Identify crucial metrics and analyze LinkedIn metrics

Learn WhatsApp and Snapchat Marketing

- Learn WhatsApp and Snapchat Marketing
- Create WhatsApp business account
- Setup and learn in-built tools
- Automation on WhatsApp and WhatsApp API
- Account creation on Snapchat
- Learn Snapchat filters with brand case studies
- Snapchat for business and ads

Meta Ad Optimisation

- Learn about Meta ads metrics and correlations
- Solve numericals
- Analyse FB dashboard and evaluate ROI & ROAS
- Create FB ad reports and customise them
- Perform A/B test on campaigns and ad sets

Meta Ads Level 2

- Introduction and benefits of Twitter Ads
- Learn and practice types of Twitter Ads
- Optimization of Twitter Ads
- Analyze twitter ads dashboard
- Describe the female dominated Pinterest platform
- Create pins and boards on Pinterest

YouTube Organic

- Create and generate ideas for YouTube Channel
- Change video visibility and add cards, timestamp
- Metrics to measure success in YouTube

Email Marketing

Introduction to Email Marketing

- Understanding the Basics
- Definition and Importance of Email Marketing
- Evolution of Email Marketing
- Email Marketing Strategy
- Setting Objectives and Goals
- Target Audience and Segmentation
- Types of Email Campaigns

Building and Growing Email Lists

- List Building Strategies
- Opt-in Forms and Lead Magnets
- Managing Email Lists
- Segmentation and Personalization
- List Hygiene and Maintenance
- GDPR and Compliance

Crafting Compelling Email Content

- Writing Effective Copy
- Understanding Your Audience
- A/B Testing Subject Lines
- Personalization and Dynamic Content
- Designing Engaging Emails
- Best Practices for Layout and Design
- Mobile Responsiveness
- Multimedia in Emails

Email Automation and Sequences

- Introduction to Automation
- Benefits and Use Cases
- Setting Up Automated Workflows
- Drip Campaigns and Sequences
- Nurturing Leads
- Behavioral Triggers
- Measuring and Analyzing Automated Campaigns

Deliverability and Optimization

- Factors Influencing Email Deliverability
- Sender Reputation
- Authentication Protocols (SPF, DKIM, DMARC)
- Avoiding Spam Traps
- Testing and Optimization
- A/B Testing for Campaigns
- Analyzing Metrics (Open Rates, Click Rates)
- Continuous Improvement Strategies

Integration with Other Marketing Channels

- Email and Social Media Integration
- Cross-Channel Campaigns
- Social Sharing and Forwarding
- Integrating with CRM Systems
- Leveraging Customer Data
- Coordinating Marketing Efforts

Inbound Marketing

Introduction to Inbound Marketing

- Understanding Inbound Marketing
- Evolution of Marketing Strategies
- Inbound vs. Outbound Marketing

Inbound Methodology

- Attract: Creating Compelling Content
- Convert: Turning Visitors into Leads
- Close: Turning Leads into Customers
- Delight: Building Lasting Customer Relationships

Creating Buyer Personas

- Definition and Importance of Buyer Personas
- Conducting Persona Research
- Developing and Using Buyer Personas in Marketing

Content Creation and Marketing

- Content Strategy and Planning
- Blogging for Inbound Marketing
- Visual Content Creation
- Content Optimization for SEO

Email Marketing for Inbound

- Building and Nurturing Email Lists
- Creating Effective Email Campaigns
- Marketing Automation for Lead Nurturing
- Measuring Email Marketing Performance

Conversion Optimization

- Understanding Conversion Rate Optimization (CRO)
- Landing Page Design and Best Practices
- A/B Testing for Inbound Marketing
- Analyzing and Improving Conversion Rates



Web Analytics and Google Analytics

Introduction to Web Analytics and Google Analytics

- Understanding the Importance of Web Analytics
- Introduction to Google Analytics
- Creating a Google Analytics Account
- Navigating the Google Analytics Interface

Setting Up Google Analytics

- Installing Google Analytics Tracking Code
- Setting Up Goals and Conversions
- Configuring E-commerce Tracking
- Integrating Google Analytics with Other Google Products

Understanding Basic Metrics

- Exploring Key Metrics and Dimensions
- Analyzing Audience Reports
- Interpreting Acquisition Reports
- Evaluating Behavior Reports

Advanced Reporting and Customization

- Customizing Dashboards and Reports
- Using Advanced Segments
- Creating Custom Reports
- Setting Up and Using Custom Dimensions and Metrics

Campaign Tracking and Attribution

- Understanding UTM Parameters
- Analyzing Campaign Reports
- Analyzing Multi-Channel Funnels

Event Tracking and Enhanced E-commerce

- Implementing Event Tracking
- Analyzing Events in Google Analytics
- Configuring Enhanced E-commerce Tracking
- Interpreting E-commerce Reports

Data Visualization and Exporting

- Creating Data Visualizations in Google Analytics
- Exporting Data and Reports
- Sharing Reports and Collaborating with Others

Specialization Modules (In Class)

Content Marketing in association with LinkedIn

- Identifying & creating “Good” Content
- Framework to begin a content marketing program
- How to show ROI for content programs
- About key resources and tools to create and curate content

Pre-requisites: Social Media Marketing Module

Media Buying & Planning

Setting up the objectives

Understand the key tasks to draft an “awesome” digital media plan

Segmentation & targeting of the audience

Best practice to execute the campaigns

Multiple formats & appropriate for our targeted digital platforms

Pre-requisites: All core modules

Programmatic Marketing

Real-time bidding

How Programmatic Advertising Works

Types of Programmatic Advertising

Advantages and Challenges

Pre-requisites: Social Media & Search Engine Marketing Module

Quora Marketing

- Learn how to set up your account?
- Basics of research
- How to drive traffic from Quora?
- How to avoid common mistakes using Quora?
- Learn How to create a Personal brand through Quora?
- Learn to Run High Converting Ads through Quora?

Pre-requisites: Search Engine Optimization Module

Advance SEO

Local SEO (Google My Business)

Mobile App SEO

Voice Search SEO

Youtube SEO

Pre-requisites: Search Engine Optimization Module



Advanced Modules (Optional) (Online)

Role of Artificial Intelligence (AI) in Digital Marketing

Introduction to AI

Using AI in Digital Marketing

AI Marketing Use Cases

- Data Analysis
- Natural Language Processing
- Media Buying
- Automated Decision Making
- Content Generation
- Real-time Personalization

Example around Chatbot

Importance of AI around Digital Marketing

Pre-requisites: All core modules

Podcast Marketing

Introduction & Importance of Podcast

- Understand the Podcast Genres and Diversity
- How to indulge towards listening to Podcast?
- Learn to create your own
- Impact of Podcast & personal development
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Pre-requisites: No specific Module

Enhance your Instagram Profile

Learn to Optimize your Bio

- Understand the importance of relevant hashtags & right time for your Content
- How to increase the followers?
- Sponsored posts and product reviews
- Learn ways to engage with audience
- Instagram ads and track your followers
-

Pre-requisites: Social Media Marketing Module

Ecommerce Marketing

- Explore how the billion-dollar online market industry
- How do we be a part of the new age e-tail?
- The pros and cons of listing on marketplace and own website
- Set up your own store
- Drive marketing campaigns for conversions and sales

Pre-requisites: Website Development & Designing

Adobe Analytics

- Calibrate the digital marketing strategies on the basis of results
- How to create a digital measurement strategy?
- How to utilize the best of class tools to understand the needs of your audience
- and cater to them with the relevant products and services?
- How to measure the ROI from different marketing channels?

Pre-requisites: Web Analytics Module

How to become a Freelancer in Digital Marketing

- Brand's Necessity To utilize Digital Marketing Services
- How The Brand Is Currently Reaching Out To Customers?
- Generating Custom Reports & Automated Reports
- Evaluating Other Digital Marketing Services Providers
- Creating Customized Presentations and Proposal

Pre-requisites: No specific Module

Integrated Digital Marketing Strategy

- The Customer
 - India on Digital - digital trends: internet users, male v/s female, age groups,
 - Devices, multi-screening,
- Marketing Principles: AIDA, Purchase Cycle, Moments of Truth
- Creating Digital Moments of Truth - AHA Moments
- Digital Strategy: Branding v/s Acquisition. What would differ?
- Analytics (Attribution: various models, cross-device)
- Campaign Optimization - Test, Learn, Deploy what works. Repeat
- Trends (Power of the internet (Arab Spring, #MeToo, US Elections, branded: Jago Re,
- Internet brands - OnePlus)

Pre-requisites: All core modules

Power of Marketing Automation

- Introduction to Marketing Automation & How it Works?
- Benefits & Uses for Business
- Understand the Key Components of Automation
- Challenges, Consideration & best practices of Marketing Automation
- Learn the implementation of Automation for your Business
- Get deeper into Future Trends and use cases of Marketing Automation

Pre-requisites: Web Analytics Module

Affiliate Marketing

- Find profitable offers
- Spy on other affiliates
- Run profitable campaigns
- Scale successful campaigns to multiply earnings
- Tools used by super-affiliates

Google Tag Manager

- In order to measuring the success of the campaigns, to track the traffic sources or what users
- are doing on the website marketers have to install a tracking script.
- GTM solves this problem for marketers, without touching the website code.
- Web-based interface to install, configure and customise your tracking.
- It's preview mode lets you test before going live.
- Version control to roll back to any previous setup.

Pre-requisites: Web Analytics Module

Digital Marketing with Chat GPT [1 Module]

- Learn to create an effective Customer Persona
- Creating ads for Facebook, Google, and LinkedIn
- Social Media Content Planning & generating engaging social media updates using Chat GPT
- Identifying hashtags, topics, and keywords for social media posts
- Using Chat GPT to create compelling emails, effective subject lines and assess email potential
- Creating and optimizing funnels for your business and marketing channels
Identifying bottlenecks and drop-off points
- Generating insights from marketing metrics
- Understanding how to use prompts in Chat GPT for digital marketing tasks

Pre-requisites: No specific Module

Marketing Analytics

- Introduction, Importance & Components of Marketing Analytics
- Customer Acquisition Analytics
- Segmentation & Targeting
- Learn about Lead Scoring, Attribution & Data Integration
- Statistics in Marketing Analytics
- Understand the Marketing Metrics, KPIs & Data Sources

Pre-requisites: All Core Modules



Online Reputation Management

• Introduction to ORM

- Overview of the importance of online reputation.
- Real-world examples of ORM impact.
- Brief on the ORM process and its role in digital marketing.

• ORM Strategy Essentials

- Defining ORM objectives for individuals and businesses.
- Choosing the right channels for monitoring.
- Aligning ORM goals with overall marketing objectives.

• Quick dive into tools

- Meltwater~Talkwalker~Locobuzz overview

• Building a crisis management plan

- Identifying potential online reputation threats.
- Creating a basic crisis response plan.
- Learning from successful crisis management case studies.

• Proactive Reputation Management

- Strategies for generating positive online content.
- Quick overview of influencer partnerships.
- Utilizing user-generated content for reputation enhancement.

• Measuring ORM Success

- Defining key performance indicators (KPIs).
- Quick analysis of metrics from ORM tools.
- Highlighting the importance of ongoing measurement.



Assignments

Search Engine Optimization (SEO)

Duration: 8 Hours

Assignment Promises

- Research the right keywords to get your website ranked better on Google.
- Analyse your website pages and implement on-page SEO techniques.
- Identify your competitors and analyse their websites to build competitive advantage.
- Learn local SEO and Mobile SEO to target users specifically.
- Identify the keywords and strategies implemented by your competitors.

Tools you will Learn

- RankWatch
- Google Keyword Planner
- Broken Link Checker

Search Engine Marketing (SEM)

Duration: 10 Hours

Assignment Promises

- Set up a Google Ads Account to run ads on Google.com and Google's associated properties
- Understand how to create ad-groups, write catchy ad text and select keywords to run and optimise your ad campaign's performance
- Create and run responsive ads on Google Display Network to show your ads on all devices
- Connect your marketing objective to Ads solutions to achieve a business's objective

Tools you will Learn

- Google Ads
- Merchant Centre

These assignments will require running live Google Ads Campaigns by spending Rs 1000.

Social Media Marketing (SMM)

Duration: 12 Hours

Assignment Promises

- Learn to create buyer persona and create content calendar for multiple Social Media platforms
- Create pages and set automations on Facebook and Instagram
- LinkedIn Business Page creation and setting up post
- Twitter account creation and posting threads
- Create end to end campaigns on Facebook, LinkedIn and Twitter
- Learn how to create a Youtube video

Tools you will Learn

- Canva
- HootSuite

Email Marketing

Duration: 8 Hours

Assignment Promises

- Become hands-on on Legal Aspects involved in sending Emails in various countries
- Never let your emails land in Spam Folders - Be equipped with key techniques
- Start to manage your emails professionally using MailChimp

Tools you will Learn

- MailChimp
- Hubspot
- Active Campaign
- Get Prospect
- Covert Kit
- SPF Validation Tools
- Chrome Extensions: Clearbit Connect, Anymail finder, Email Extractor, VoilaNorbert, Email Generator

Inbound Marketing

Duration: 10 Hours

Assignment Promises

- Learn secret techniques to multiply your reach without increasing your Ad budget.
- Learn step-by-step approach to nurture your emails contacts automatically.
- Build an effective Landing Page
- Strategize Drip Marketing Campaign to nurture your leads.

Tools you will Learn

- Unbounce
- Customer.io

Web Analytics

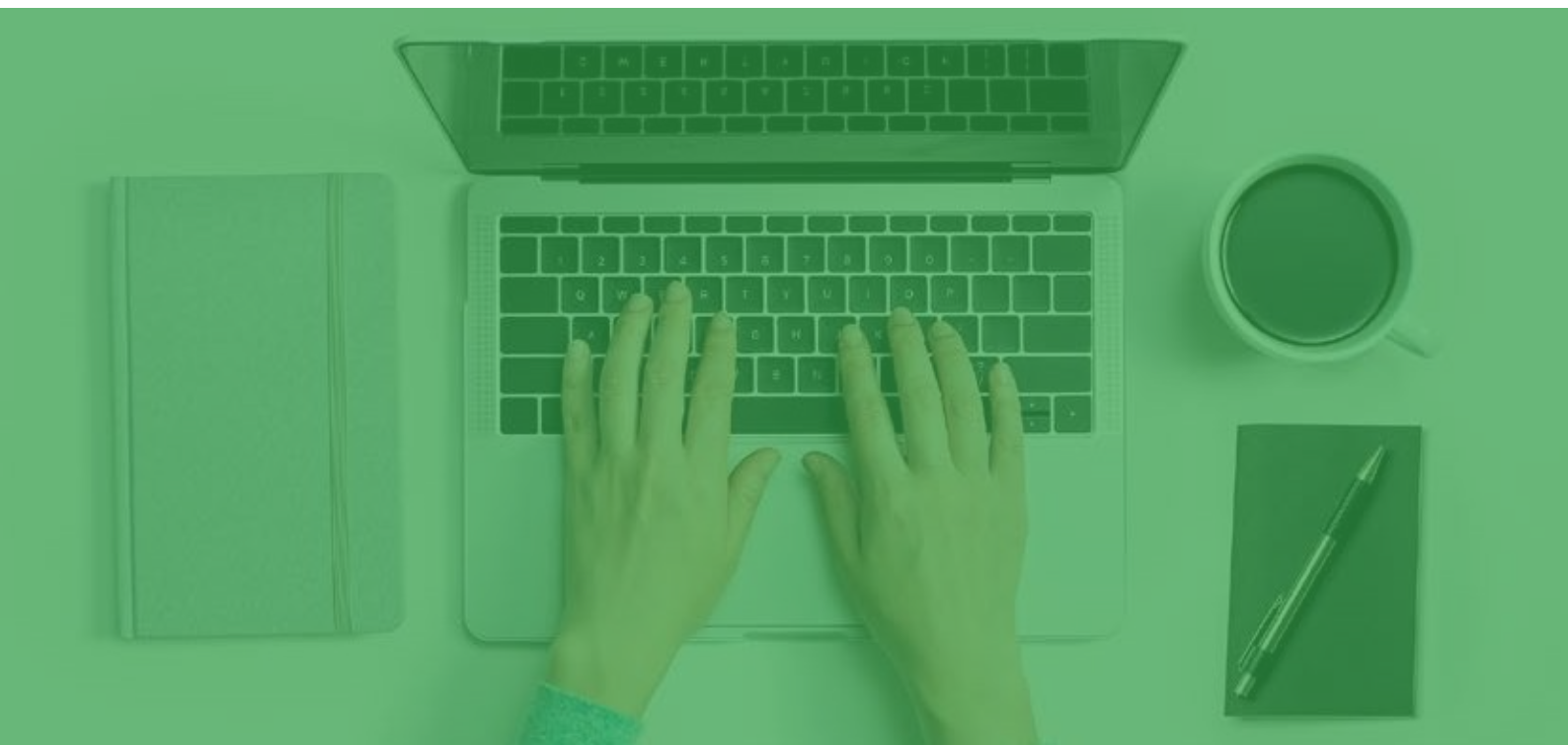
Duration: 8 Hours

Assignment Promises

- Presenting data in a story telling format
- Studying a live e-commerce website's data
- Understanding user behaviour
- Understanding Traffic and
- Share your data analysis observations
- Draw your campaign life cycle and outreach plan.
- Creating and Implementing Measurement Model for any type of Business.
- A simulation of real life project enables you to work with deeper understanding and the best practices.

Tools you will Learn

- It's a practical implementation of Google Analytics with select tools covered in the entire Digital Marketing Course depending upon the tactics and strategies you define for your assignment project.



CAPSTONE PROJECTS (ONLINE)

Search Engine Marketing

Duration: 4 weeks

Learning Outcomes

- Learn how to research and segment keywords based on the themes
- Use Google Keyword Planner for the forecast & prepare a final list of keywords based on data analysis
- Hands-on learning on keyword match types and segments based on matches
- Create and launch 1st live campaign on the Search network
- Create video and banner assets on Canva
- Conduct research & create 1st live campaign for your YouTube and Display network
- Analyze the search terms of the Google search campaign
- Learn to use filters in reports and create pivot tables
- Perform report analysis through data and quantitative tables

Search Engine Optimization

Duration: 4 weeks

Learning Outcomes

- Learn to make end-to-end SEO strategies.
- Detailed research on keywords and brand requirements.
- SEO-friendly content writing.
- Executing On-Page Optimisation Techniques for best results.
- Learn best practices for Link building including Outreaching.
- SEO Audit and Competitor Research.

Social Media Marketing

Duration: 5 weeks

Learning Outcomes

- Create a result-oriented social media Strategy for - Building awareness, increase in followers & engagement, manage website traffic and sales - for businesses at different Life cycle stages.
- Applying the macro & micro business objectives for creating optimal marketing mix for various SM platforms - LinkedIn, FB, Instagram, etc
- Understanding the user journey by tracking various metrics like - Reach - CTR - Traffic - Conversion by executing case studies in a structured manner
Attempt to all the customer queries and create required FAQs.

Internship

You will be working closely with the Marketing team. This internship provides a one-of-a-kind chance to gain hands-on experience in advanced optimization techniques, developed and refined by our experienced marketing team. It will give you unique expertise in the industry, setting you apart from others.

★ Online Content Writing Internship

Company: Vskills

Duration: 1 month

Time Commitment: 12 hrs/week (Work from Home)

Eligibility: Admission Test and Interview

★ SEO Internship

Company: Digital Vidya

Duration: 1.5 months

Time Commitment: 10 hrs/week (Work from Home)

Eligibility: SEO Module completion

★ Performance Marketing (Meta) Internship

Company: SStringz and Digital Vidya

Duration: 1.5 months

Time Commitment: 10 hrs/week (Work from Home)

Eligibility: SMM and SEM module completion

★ Performance Marketing Internship

Company: Digital Vidya

Duration: 15 days

Time Commitment: 10 hrs/week (Work from Home)

Eligibility: SEM Module completion

★ Social Media Marketing Internship

Company: Digital Vidya

Duration: 15 days

Time Commitment: 10 hrs/week (Work from Home)

Eligibility: SMM Module completion

Case Study Exercises

Digital Vidya has identified top Digital Marketing Campaigns in recent times. We have worked with the implementation team of each of these campaigns and designed 60 hrs of case studies exercises. You will create a Business Case Solution in each individual exercise.

SMM Case Study Exercise: Cadbury Dairy Milk



Duration: 20 Hours

Learning Outcomes

- Generate a perfect idea to create a rewarding social media marketing campaign.
- Learn to connect your social media marketing campaign with a special event to ensure maximum attention from the audience.
- Identify the best ways to get user-generated content.
- Choose the most relevant social media channels for your campaign to ensure better results with minimal effort.

SEO Case Study Exercise:

Duration: 20 Hours

Learning Outcomes

- Gain competency in improving search engine ranking of your website content and blogs.
- Implement and learn to get your content indexed in the search engines frequently.
- Learn to analyze which web pages are working well and which need improvement.
- Research and shortlist best keywords to make your content searchable.

Tools you will Learn

- Google Analytics
- Google Keyword Planner
- Google Search Console

SEM Case Study Exercise: Carwale



Duration: 4 Hours

Learning Outcomes

- Create an effective search engine marketing campaign to target relevant people.
- Learn to set appropriate budget to get the most out of your campaigns.
- Analyze the performance of your campaigns and keep track of the conversions.

Tools you will Learn

- Google Keyword Planner
- Google Ads

Web Analytics Case Study Exercise: Puma



Duration: 8 Hours

Learning Outcomes

- Discover ways to turn your website into a conversion tool that ensures sales.
- Identify the geographies from where your website traffic is coming from.
- Analyse the interaction of the visitors with your website.
- Assess the points of improvement and update your website to deliver better experience.

Tools you will Learn

- Google Analytics

Inbound Marketing Case Study Exercise: Myntra



Duration: 8 Hours

Learning Outcomes

- Take the bird's eye view of the Inbound Marketing strategies adopted by big brands.
- Create a next level Inbound Marketing strategy for your business.
- Create an appealing landing page to get targeted people landed on your website or product page.
- Design a landing page

Tools you will Learn

- Unbounce.com Landing Page Builder

Email Marketing Case Study Exercise: Microsoft



Duration: 8 Hours

Learning Outcomes

- Create appealing content for your promotional emails.
- Learn to properly segment users based on their demographics and interests.
- Create relevance of your product for the prospects to convert them into customers.

Tools you will Learn

- MailChimp

CAREER OPTIONS

(for freshers)



Social Media Analyst

Salary : 20k to 32k
After 3 years of experience
Designation- Social Media Manager
salary 42k to 80k



PPC Analyst

Salary: 22k to 35k
After 2 years of experience
Designation - Sr. PPC Analyst
Salary: 45k to 90k



Content Marketing Executive

Salary: 25k to 40k
After 3 years of experience
Designation- Content Marketing Manager
Salary: 50k to 70k



Digital Marketing Executive

Salary: 27k to 45k
After 3 years of experience
Designation- Digital Marketing Manager
Salary: 65k to 1L



Online Reputation Executive

Salary: 23k to 32k
After 3 years of experience
Designation- Online Reputation Manager
Salary: 42k to 60k



Freelance Digital Marketer

Monthly earning with just
2-3 projects: 50k to 85k
Monthly earning with just
4-5 projects: 1.2L to 2L