

A large, semi-transparent graphic of the 'Q' icon from the logo, with the word 'DIGITRIX' stacked above it and 'Academy' stacked below it. The 'DIGITRIX' text is in a light blue font, and 'Academy' is in a light orange font. A small tagline 'Simplifying Successful Results' is located above the 'Academy' text in the original logo's position.

Digital Marketing Course

Duration: **JOB-READY PROGRAM - 6 Months**

Level : Job Ready

Best For : College students, freshers, non-technical background

A complete program to become a **full-stack digital marketer**, capable of handling **SEO, Google Ads, Meta Ads, Social Media, Email, Analytics, Funnels, Reporting, Audits & Clients**.

Highly suitable for jobs in **agencies, startups, and freelancing**.

Month 1 – Foundations + Social Media Essentials

Explanation:

Students build strong fundamentals and start creating social media content for real brands.

Topics:



- Digital Marketing Ecosystem (Complete Breakdown)
 - Paid vs Organic
 - Performance vs Brand marketing
- Funnel: Awareness → Consideration → Conversion → Retention
- Omni-channel marketing
- Social Media Platforms Overview
 - Instagram, Facebook, YouTube
 - LinkedIn basics for professionals
 - Content format types (short form, long form, reels, carousels)
- Social Media Branding + Content Strategy
 - Niche selection for brands
 - Content pillars creation
 - Writing captions that convert
 - Basic hashtag strategy
- Designing in Canva (Professional)
 - Brand kit creation
 - Carousel designs
 - Ad creatives
 - Reels cover thumbnails
- Practical Work – Month 1
 - Create 15 social media posts

- Write captions for 10 posts
- Create 1-2 reel scripts
- Perform competitor analysis for 1 business

Month 2 – Social Media Advanced + Influencer Strategy

Explanation:

Students learn advanced Instagram growth and brand communication.

Topics:

- Advanced SMM
 - Trend research
 - Reel hooks formula
 - Increasing reach & engagement
 - Community building
 - Brand tone & personality
 - Emotional storytelling
 - Writing viral scripts
- Brand Communication & Persona
 - Community building
 - Brand tone & personality
 - Emotional storytelling
- Influencer Marketing Basics
 - Finding influencers
 - Costing & negotiation
 - Micro vs Macro influencer strategy
- Content Calendar Mastery
 - Building 30-day calendars
 - Scheduling using Meta Business Suite
 - KPI tracking (reach, ER, CTR)
- Practical Work – Month 2
 - Create 30-day SMM plan
 - 20+ content designs
 - 3 in-depth content breakdowns
 - Influencer plan for 1 brand



Month 3 – Google Ads + SEO Foundations

Explanation:

Students start learning the most in-demand digital marketing skills: Ads + SEO.

Topics:

Google Ads (Search + Display)

Campaigns, Ad Groups, Keywords

Match types (Broad, Phrase, Exact)

Ad copywriting

Ad extensions

Negative keywords

Display Ads (awareness level)

Conversion tracking (concept)

SEO Fundamentals Refresher

- Keyword research
- Title & meta creation
- On-page optimization

Internal linking

Image SEO & alt text

Local SEO Basics

Google Business Profile setup

NAP consistency

Local landing page structure

Practical Work – Month 3

Create 1 Search Campaign

1 Display mock campaign

Optimise 5 pages of a demo site

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Month 4 – Meta Ads + Funnels + Landing Page Optimization

Explanation:

Students learn real performance marketing skills, funnel strategy, and landing page optimisation.

Topics:

Meta Ads (Facebook + Instagram)

- Campaign objectives
- Targeting strategies
- Retargeting basics
- Lookalike audiences
- Budget optimization

Landing Page Optimization (CRO Fundamentals)

- Hero section formula
- Writing converting copy
- CTA placement
- Trust signals
- UX-based improvements

Funnels (Lead Generation + E-Commerce)

- Cold → Warm → Hot audience flow
- Lead magnet ideas
- Building mini funnels

- Retention basics

Practical Work – Month 4

- Create 1 Meta Ads campaign outline
- Build a landing page wireframe
- Funnel structure for a client niche

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Month 5 – Analytics, Reporting, Automation + Real Projects

Explanation:

This month focuses on the skills that companies demand the most: Analytics + Reports + Tools.

Topics:

Analytics (GA4 + Insights)

- Traffic analysis
- Engagement metrics
- Attribution basics
- Google Search Console usage
- UTM tracking

Marketing Automation (Beginner)

Email sequences (welcome flow, lead nurturing)
Drip campaigns (overview)
Tools: Mailchimp, Sender, Zoho (overview)
Reports Preparation (Client-Level)
SEO monthly report
SMM monthly report
Ads monthly report
ROI/ROAS basics
Real Client/Project Work
Managing a demo brand's digital presence
Weekly execution (posting + ads + SEO tasks)
Competitor tracking
Practical Work – Month 5
Prepare a full 1-month digital marketing report
Do an audit of 1 business (SEO + SMM + Ads)
Create dashboards in Google Sheets



Month 6 – Freelancing, Interviews & Job Placement

Explanation:

The final month prepares students to start a career confidently: job roles, freelancing, interviews, portfolio building.

Topics:

Freelancing (Fiverr + Upwork)
Creating profiles
Building DM gigs
Pricing strategy
Closing clients
Delivering DM work
Portfolio Building
Turning projects into case studies
Organising SEO/SMM/Ads work
Creating a digital portfolio (Google Drive / Canva PDF / Notion)
Resume + LinkedIn Optimization

- Writing a job-ready resume
- About section
- DM keywords for recruiters
- Interview Preparation
 - Top 40+ DM interview questions
 - Practical scenario questions
 - How to explain your projects
- Placement Support
 - Applying to 30–50 companies
 - HR connections
 - Mock interviews
 - Guidance for assignments
- Practical Work – Month 6
 - Build a complete DM portfolio
 - Create 1–2 real DM case studies
 - Apply for 20+ jobs with faculty guidance



* Outcome After 6 Months

By the end of this course, students can:

- Manage complete digital marketing projects
- Run Facebook/Instagram & Google Ads
- Handle SEO & content
- Create reports, dashboards, and strategies
- Build landing pages
- Work with real clients
- Apply for Digital Marketing Executive / Social Media Manager / Ads Specialist jobs
- Start freelancing



★ Why It's Popular

- Demand is extremely high in Mohali/Chandigarh (Digital Agencies belt)
- Easiest IT domain for NON-technical students
- Freelancing & YouTube/Blogging opportunities

Skills You Learn

1. On-Page SEO (content optimization)
2. Off-Page SEO (backlinks)
3. Technical SEO (sitemaps, robots, schema)
4. Google Analytics & Search Console
5. Local SEO (Google My Business)
6. Tools: Ahrefs, SEMrush, MOZ

Job Roles

- Digital Marketing Executive
- Social Media Manager
- Google Ads Executive
- SEO Executive
- Performance Marketing Intern
- Content Marketer

Freshers' Salary Range

₹12,000 – ₹15,000/month

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Our Partners



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