



# 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 Communication & Persona

- Brand tone & personality
- Emotional storytelling
- Writing viral scripts

### 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

---

## **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

Simplifying Successful Results

---

## 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

---

Simplifying Successful Results

## **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

---

Simplifying Successful Results



★ 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

### Our Partners



भारतीय प्रौद्योगिकी संस्थान मंडी

INDIAN INSTITUTE OF TECHNOLOGY MANDI



CENTRAL INSTITUTE OF INDIAN LANGUAGES

MINISTRY OF EDUCATION, GOVERNMENT OF INDIA



Simplifying Successful Results

GILLRIX



Academy

