



A Venture of Digitrix Infotech Pvt Ltd

Simplifying Successful Results

Digital Marketing Mastery Program (Job-Ready in 6 Months)

 Call / WhatsApp: 9041417268

Program Overview

A complete **job-ready digital marketing program** designed to transform beginners into **full-stack digital marketers**.

This program covers:

- SEO + GEO (AI Optimization)
- Google Ads & Meta Ads
- Social Media Marketing
- Funnels & Landing Pages
- Analytics & Reporting
- Freelancing & Client Handling

 **Best For:** College Students | Freshers | Non-Technical Background

Why Choose This Program?

- ✓ Real Projects & Practical Training
- ✓ Build Job-Ready Portfolio
- ✓ Learn AI + Marketing (GEO)
- ✓ Freelancing + Placement Support
- ✓ Industry-Focused Curriculum



Month 1 – Foundations + Social Media Essentials

Concepts Covered:

- Digital Marketing Ecosystem
- Paid vs Organic Marketing
- Performance vs Brand Marketing
- Marketing Funnel (Awareness → Consideration → Conversion → Retention)
- Omni-channel Marketing

Platforms:

- Instagram, Facebook, YouTube
- LinkedIn (Professional Basics)

Content & Branding:

- Content Formats (Reels, Carousels, Shorts)
- Niche Selection
- Content Pillars
- Caption Writing
- Hashtag Strategy

Design:

- Canva (Professional Use)
- Brand Kit Creation
- Ad Creatives & Thumbnails

Practical Work:

- Create 15 Social Media Posts
- Write 10 Captions
- Create Reel Scripts
- Competitor Analysis



Month 2 – Advanced Social Media + Influencer Strategy



Growth Strategy:

- Trend Research
- Viral Content Strategy
- Reel Hooks Formula
- Engagement Growth Techniques
- Community Building



Brand Communication:

- Brand Tone & Personality
- Emotional Storytelling
- Script Writing



Influencer Marketing:

- Finding Influencers
- Pricing & Negotiation
- Micro vs Macro Strategy



Planning:

- 30-Day Content Calendar
- Scheduling (Meta Business Suite)
- KPI Tracking (Reach, Engagement, CTR)



Practical Work:

- 30-Day SMM Plan
- 20+ Content Designs
- Influencer Strategy



Month 3 – Google Ads + SEO + GEO (AI Optimization)

Google Ads:

- Search & Display Campaigns
- Campaign Structure (Campaign → Ad Group → Keywords)
- Match Types (Broad, Phrase, Exact)
- Ad Copywriting
- Ad Extensions
- Negative Keywords
- Conversion Tracking (Concept)

SEO (Search Engine Optimization):

- Keyword Research
- Title & Meta Creation
- On-Page SEO
- Internal Linking
- Image SEO
- Local SEO
- Google Business Profile

GEO (Generative Engine Optimization):

- Optimizing content for AI platforms (ChatGPT, Gemini, Perplexity)
- Structuring content for AI answers
- Entity-based SEO
- Future of Search (AI-driven discovery)

Practical Work:

- Create Google Ads Campaign
- Display Campaign Mock
- Optimize 5 Website Pages
- GEO Content Creation



Month 4 – Meta Ads + Funnels + Landing Pages

Meta Ads:

- Facebook & Instagram Ads
- Campaign Objectives
- Targeting & Retargeting
- Lookalike Audiences
- Budget Optimization

Funnels:

- Cold → Warm → Hot Audience Journey
- Lead Generation Funnels
- E-commerce Funnels

Landing Pages (CRO):

- Hero Section Optimization
- CTA Placement
- Trust Signals
- UX Improvements

Practical Work:

- Meta Ads Strategy
- Landing Page Wireframe
- Funnel Plan



Month 5 – Analytics, Reporting & Real Projects



Analytics:

- Google Analytics (GA4)
- Traffic Analysis
- User Behavior
- Attribution Basics
- Google Search Console



Reporting:

- SEO Reports
- Ads Reports
- Social Media Reports
- ROI & ROAS



Automation:

- Email Marketing Basics
- Drip Campaigns
- Tools Overview



Real Work:

- Manage a Demo Brand
- Weekly Execution
- Competitor Tracking



Practical Work:

- Full Marketing Report
- Business Audit
- Dashboard Creation



Month 6 – Freelancing, Portfolio & Placement

Freelancing:

- Fiverr & Upwork Setup
- Profile Optimization
- Pricing Strategy
- Client Closing

Portfolio:

- Case Studies
- Project Documentation
- Personal Branding

Job Preparation:

- Resume Building
- LinkedIn Optimization
- Interview Questions
- Mock Interviews

Placement Support:

- Apply to 30–50 Companies
- HR Connections
- Assignment Guidance

Practical Work:

- Complete Portfolio
- 2 Case Studies
- Job Applications

Final Outcome


After completing this program, you will be able to:

- ✓ Run Google & Meta Ads
- ✓ Perform SEO + GEO
- ✓ Handle Social Media Accounts
- ✓ Build Funnels & Landing Pages
- ✓ Work with Real Clients
- ✓ Start Freelancing
- ✓ Crack Digital Marketing Jobs



Career Opportunities

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

 **Freshers Salary:** ₹12,000 – ₹25,000/month

 **Freelancing Potential:** Unlimited



Why This Course is in Demand

- ✓ High demand in Mohali & Chandigarh
- ✓ Best for Non-Technical Students
- ✓ Fastest Growing Industry
- ✓ AI + Marketing = Future-Proof Career



Our Location



 Digitrix Infotech Pvt Ltd.

3rd Floor, E-300, Industrial Area, Sector 75, Sahibzada Ajit Singh Nagar, Punjab

Our Websites

 Academy: <https://www.digitrixacademy.com/>

 Company: <https://www.digitrix.com/>



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-  Start your journey in **Digital Marketing + AI**

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