



Digital Marketing Course

Become a Digital Marketing Pro



An Overview Digital Marketing Course

Our 120+ hour Digital Marketing course is designed to equip freshers and working professionals with the necessary skills and knowledge to succeed in today's digital marketplace. The extensive curriculum covers SEO, PPC, social media marketing, email marketing, web analytics, and so on, along with their best practices. This will give you the much-needed practical exposure and confidence to tackle any digital marketing challenge and thrive in the dynamic and ever-evolving world of digital marketing.

What is Digital Marketing

Digital marketing is the strategic use of internet-based platforms, emerging technologies, and data-driven strategies to promote brands, engage audiences, and drive business growth. With over 5.3 billion internet users worldwide (65% of the global population) and millions of businesses leveraging digital channels daily, it has become the most powerful way to reach customers, build brand loyalty, and increase sales.



Why Become a Digital Marketer?

#3

In- Demand Job

#4

Job on the Rise

#6

Top In-Demand
Jobs of 2025

28%

Estimated Job Growth for
Digital Marketing Roles
2022-2032

7 hrs/day

is how much time an
average person spends
consuming digital media.

90%

of consumers trust online
reviews as much as personal
recommendations

5.2 bn

users worldwide actively
engage in social media
platforms

98%

of Indians use Google
every day

Top Companies Hiring Digital Marketing Talent

accenture

TATA CAPITAL
Count on us

MARRIOTT

pwc

Mphasis
The Next Applied

LARSEN & TOUBRO

KPMG

Jio

EY

ORACLE

SWIGGY

intel

AMERICAN EXPRESS

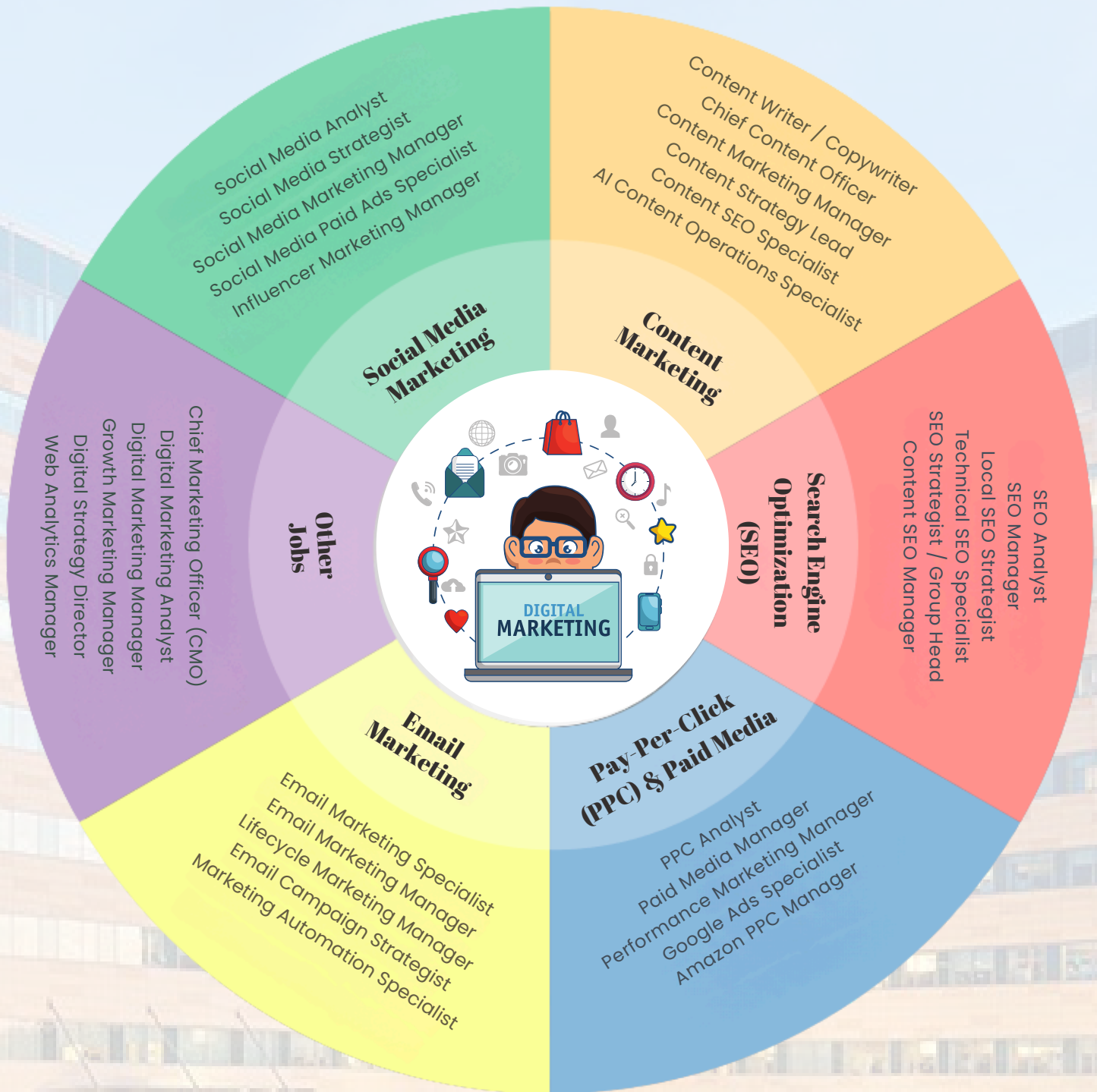
CONCENTRIX

Nasdaq

Deloitte.

and Many More..

Top Job Profile For Digital Marketing



Courses **Highlights**

Our program goes beyond theory with an **industry-focused curriculum**, **hands-on projects**, and real-world case studies. Learn from expert mentors, gain mastery of the latest tools, and build a **professional portfolio**. With **global certification** and **job assistance**, we prepare you to launch your career with confidence.



Instructor-led Training

Get trained by top industry experts



International Certification

Earn 21+ Valuable Certification



10+ Tools

Master the platforms that drive result



100% Placement Assistance

Land Your Dream Job



Real-time Project

Get real-world experience through projects



Mock Interviews & Resume Building

Expert Resume And Interview Training



1:1 Personalized Learning

Dedicated expert guidance always.



100% Practical Learning

Create, Launch, Analyze, Succeed



Lifetime Access

Your career, your timeline

Certifications Provided



Google Ads
Measurement
Certification



Google Ads
Creative Certification



Google Ads
Search Certification



Google Ads
Display Certification



Meta Marketing
Certification



Google Ads
Shopping Certification



Google Ads
Video Certification



Google Ads
Apps Certification

HubSpot



Bing Ads
Certification

Hubspot inbound
marketing certification

and many more....

Skills Covered



Search Engine
Optimization



Search Engine
Marketing



Social Media
Marketing



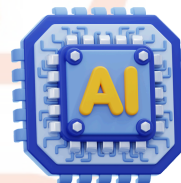
Marketing
Automation Tools



Campaign
Management



Web Analytics



AI in Marketing



Email
Marketing



Content Marketing

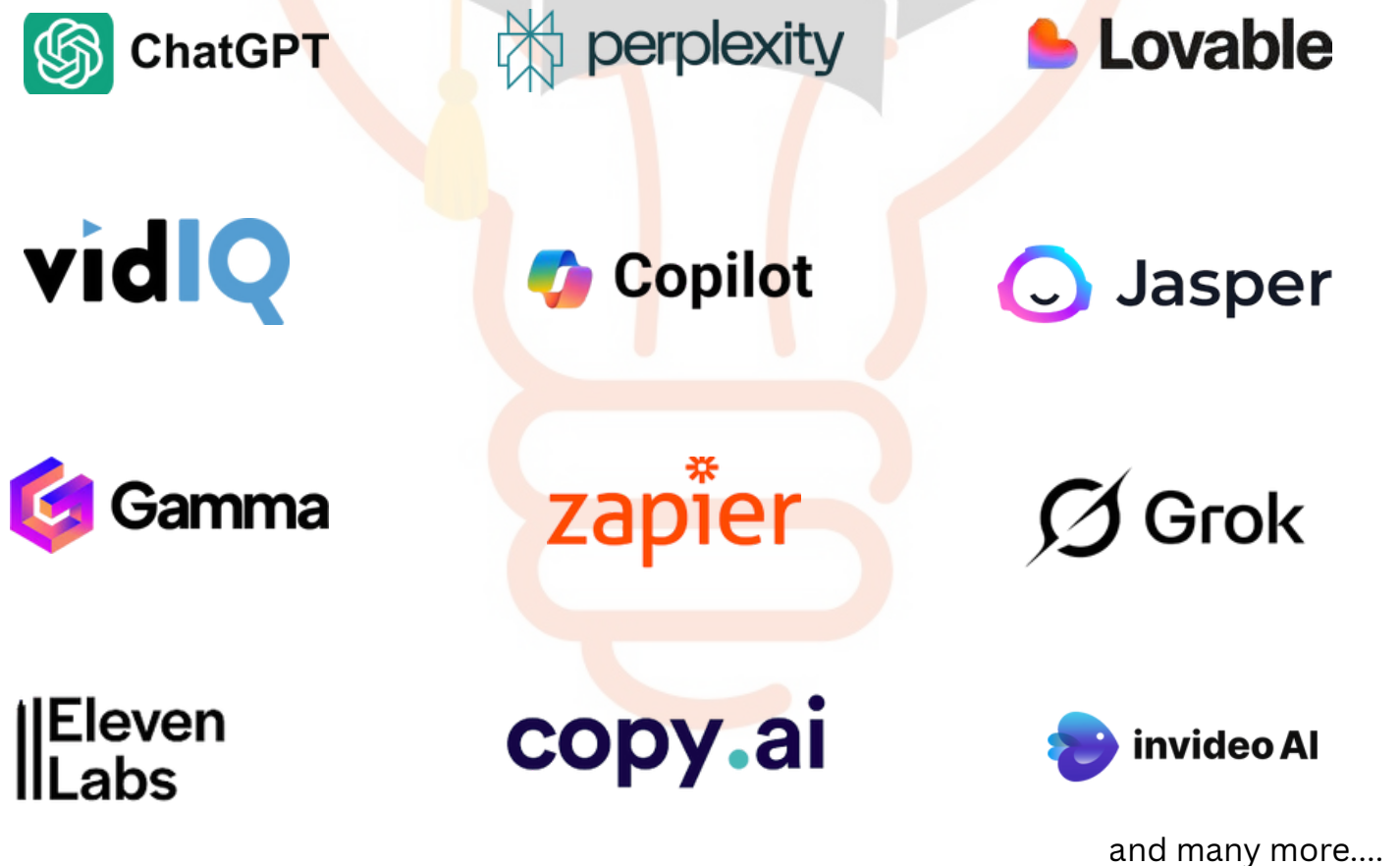


Affiliate Marketing

Tools Covered



AI Tools Covered



Digital Marketing Course

Introduction to Digital Marketing

- What is Marketing
- What is Digital Marketing
- What is Traditional vs. Digital Marketing
- Key Digital Marketing Channels
- Latest Trends & Future of Digital Marketing

Search Engine Optimization (SEO)

- Introduction to SEO: On-page and Off-page Strategies
- Local and International SEO Strategies
- SEO Tools and Platforms Overview
- Conducting and Analyzing SEO Audits
- Measuring and Tracking SEO Performance
- Keyword Research and Selection Techniques
- Off-page SEO: Link Building and Social Signals
- On-page SEO: Meta Tags, Headers, and Content Optimization
- Technical SEO: Site Speed, Mobile-Friendliness, and Schema Markups

Search Engine Marketing (SEM)

- Paid Marketing Fundamentals
- Google Ads Account Setup
- Campaign Types: Search, Display, Video, Shopping, App Campaigns
- Keyword Match Types & Negative Keywords
- Ad Copywriting for CTR Improvement
- Bidding Strategies & Budget Planning
- Remarketing Campaigns
- Quality Score & Ad Rank Optimization
- Conversion Tracking (Leads, Sales, ROI)
- Google Ads Tools & Extensions

Social Media Marketing (SMM)

- Social Media Overview & Strategy Building
- Facebook Marketing: Pages, Groups, Ads Manager
- Instagram Marketing: Reels, Stories, Influencer Outreach
- LinkedIn Marketing: Company Pages, Lead Gen Ads
- Twitter/X Marketing: Community Building & Ads
- YouTube Marketing: Channel Growth, YouTube Ads, SEO for Videos
- Paid Social Media Ads (Facebook, Instagram, LinkedIn, TikTok Ads)
- Social Media Calendar Creation
- Social Listening & Engagement Strategies
- Analytics: Insights, KPIs & ROI Measurement

Website Planning & Creation

- Importance of a Website in Digital Marketing
- Types of Websites (Business, Portfolio, E-commerce, Blog, Landing Page)
- Domain Name Selection & Hosting Basics
- Understanding SSL Certificates & Website Security
- WordPress Installation & Setup
- Choosing & Customizing Themes
- Installing Essential Plugins (SEO, Security, Analytics, Forms)
- Creating Pages (Home, About, Services, Contact, Blog)
- Adding Menus, Widgets & Navigation
- SEO-Friendly Website Structure

Analytics

- Introduction to Analytics & Importance of Data
- Google Analytics (Universal & GA4) Setup
- Understanding Traffic Sources & User Behavior
- Goals, Events & Funnel Tracking
- Bounce Rate, Session Duration & Engagement Metrics
- Campaign Tracking (UTM Parameters)
- Google Tag Manager (GTM) Basics
- Google Search Console: Monitor keyword rankings, impressions, clicks & site indexing.
- Conversion Rate Optimization (CRO)

Amazon PPC

- Introduction to Amazon PPC
- What is Amazon PPC & why it matters
- Organic vs. Paid visibility on Amazon
- Amazon A9 Algorithm & how ads influence ranking
- Ad Types: Sponsored Products Ads, Brands Ads, Display Ads, Video Ads
- Dynamic bidding vs. fixed bidding
- Key Metrics: CTR, CPC, ACOS, ROAS, Conversion Rate
- A/B testing creatives & product listings

Content Marketing & Copywriting

- What is Content Marketing & Its Importance
- Types of Content: Blogs, Videos, Infographics, Podcasts
- Content Strategy & Calendar Planning
- Storytelling in Marketing
- Blogging for SEO & Traffic Growth
- Content Distribution Channels
- Video Marketing: YouTube, Shorts, Reels

Email Marketing

- Introduction to Email Marketing
- Building & Growing Email Lists
- Segmentation & Targeting
- Designing Effective Email Campaigns
- Email Deliverability (Avoiding Spam)
- Drip Campaigns, Funnels & Lead Nurturing
- A/B Testing Subject Lines & CTAs
- Measuring Open Rate, CTR & Conversions

Affiliate Marketing

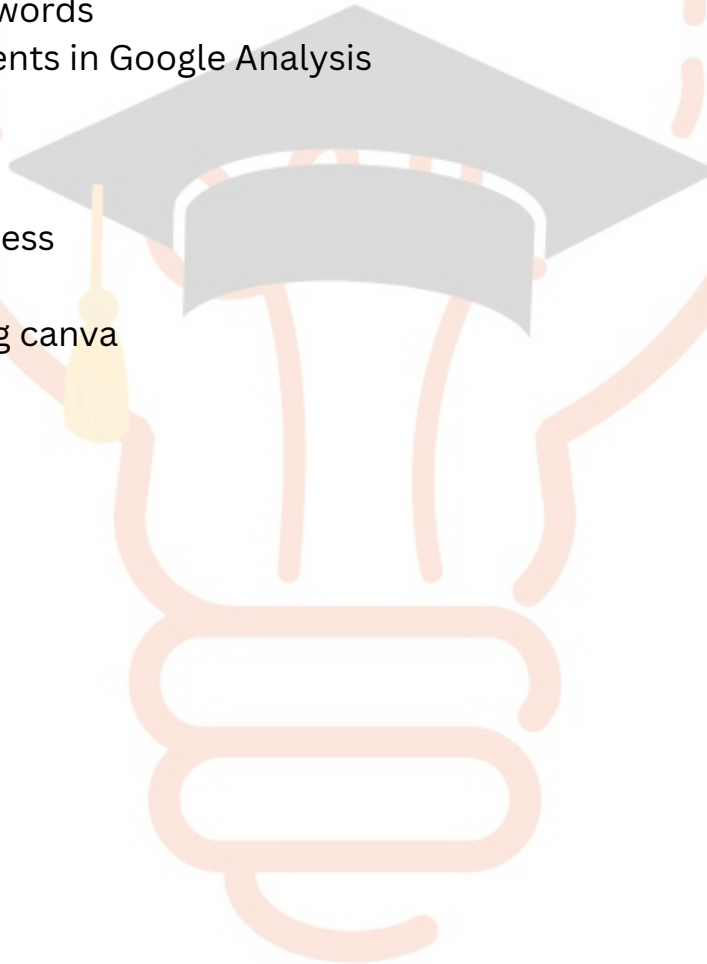
- What is Affiliate marketing
- life cycle of Affiliate marketing
- Different ways of affiliate marketing
- Become an Affiliate
- Write a blog promoting affiliate products

Budget pacing & Advanced Optimization Techniques

- What Google ads budget pacing work
- What Daily and monthly spending limits
- What the budget report is to understand your budget pacing & spend limits
- Creating budget pacing reports
- Create an impression to conversion (ITC)
- Add more exact keywords
- Use in market segments in Google Analysis

Design Thinking

- design thinking process
- What is canva
- hoe to creative using canva



Why **DigiNest Academy**?



Guaranteed Career Support

We go beyond training – with internships, job assistance, and interview preparation to help you land your dream role confidently.



Expert Faculty

Learn from certified digital marketing professionals with years of real-world experience and industry insights.



Personal Mentorship

One-on-one mentor guidance to help you clarify doubts, plan your career path, and stay motivated.



Hands-On Learning

Every session includes live projects, case studies, and tool-based training to ensure practical, job-ready skills.



Flexible Learning Options

Choose from online, offline, or blended classes with lifetime access to recordings and resources.



Your Digital Marketing Career Starts Here

Enroll Now

**Join DigiNest Academy
and unlock global opportunities**

Contact Us



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