

# Digital Marketing Institute



## A FOUNDATION COURSE

- ◆ Digital Marketing Fundamentals
- ◆ Landing Pages (Funnels, Unbounce, Mailchimp)
- ◆ Ad copy creation (canva designing)
- ◆ Instagram Marketing
- ◆ Facebook Marketing
- ◆ keywords planning
- ◆ Google ads (search and display ads)
- ◆ Google my buisness - Local ads
- ◆ Lead Generation
- ◆ Whatsapp Marketing and automation

**MOCK INTERVIEWS RESUME BUILDING**  
**INTERVIEW PREPARATION**

## Empowering You in the Digital Age

## B ADVANCE COURSE

- ◆ Video Marketing (Youtube, Vimeo)
- ◆ Email Marketing and Automation (mail chimp, mailmunch)
- ◆ Domain and Hosting
- ◆ Wordpress (CMS)
- ◆ Search engine optimization
- ◆ Google Analytics
- ◆ Google Search Console
- ◆ Link Building and Backlinks
- ◆ Competitor Research (ahrefs, SEMrush)
- ◆ SEO Audit  Google updates
- ◆ LinkedIn & Twitter Marketing
- ◆ Content Writing
- ◆ Blogging and Content Marketing
- ◆ E-commerce
- ◆ Remarketing / Retargeting
- ◆ Conversion tracking and events
- ◆ Google Tag manager
- ◆ Online Reputation Marketing
- ◆ App Store Optimization and Marketing
- ◆ Mobile Marketing
- ◆ Affiliate Marketing (Amazon, Hostgator, CJ, JVZOO)
- ◆ Adsense (Website and youtube)
- ◆ AI Tools  Freelancing

## C DIPLOMA COURSE

- ◆ Graphics
- ◆ Social media post design
- ◆ Marketing ad design
- ◆ Layout design
- ◆ Logo design
- ◆ Adobe photoshop
- ◆ Adobe illustrator
- ◆ Interview Preparation
- ◆ Resume building
- ◆ Test

## A FOUNDATION COURSE

**45 DAYS** + 2 weeks hand holding support

**FEES | `12,000 (Offline), `10,000 (online)**

## A + B. FOUNDATION COURSE + ADVANCE COURSE

**3 MONTHS** + 1 Month online internship

**FEES | `24,000 (Offline), `20,000 (online)**

## A + B + C

**FOUNDATION COURSE + ADVANCE COURSE + DIPLOMA COURSE**

**5 MONTH** + 1 Month Internship

**FEES | `36,000 (Offline), `30,000 (online)**