

Digital Marketing

Who Is This Course For?

- **Students:** Kickstart a high-growth career.
- **Job Seekers:** Upgrade your CV with in-demand skills.
- **Entrepreneurs:** Grow your own business 10x.
- **Sales Professionals:** Switch to digital lead generation.

Course Duration: 3 Months / 6 Months

Mode: Offline / Online / Hybrid

Level: Beginner to Advanced

The Curriculum (Deep Dive)

What You Will Learn (Step-by-Step)

We don't just teach theory; we teach you how to execute.

Module 1: Digital Marketing Overview

- Learn the fundamentals of digital marketing along with complete understanding of digital marketing process.

Module 2: Website Planning & Creation

- Understanding Domain & Hosting.
- Building Professional Websites with **WordPress** (No Coding).
- Landing Page Design & Optimization.
- UI/UX Fundamentals.

Module 3: Search Engine Optimization (SEO)

- **Keyword Research:** Finding what people search for.
- **On-Page SEO:** Optimizing content and structure.
- **Off-Page SEO:** Link building and domain authority.
- **Technical SEO:** Site speed, sitemaps, and crawling.
- **Local SEO:** Ranking on Google Maps (GMB).

Module 4: Social Media Marketing (SMM)

- **Facebook & Instagram:** Content strategy, Reels, Stories.
- **LinkedIn Marketing:** B2B lead generation & personal branding.
- **Twitter (X) & Threads:** Trending topics & engagement.
- **YouTube Marketing:** Channel growth, video SEO, and monetization.

Module 5: Performance Marketing (Paid Ads)

- **Google Ads:** Search, Display, Video, and Shopping Ads.
- **Meta Ads (FB/Insta):** Lead generation, retargeting, and pixel setup.
- **Budgeting & Bidding Strategies.**

Module 6: Content Marketing & AI

- Copywriting secrets that sell.
- Blogging for traffic.
- **AI Tools:** Using **ChatGPT** & **Gemini** for content creation.
- Graphic Design basics using **Canva**.

Module 7: Email & Affiliate Marketing

- Building email lists.
- Creating automated email funnels (Mailchimp).
- Basics of earning passive income via Affiliate Marketing.

Module 8: Data Analytics & Reporting

- **Google Analytics (GA4):** Tracking user behavior.
- **Google Search Console:** Monitoring site health.
- Creating professional reports for clients.

Module 9: Ecommerce Marketing

- How to sell products on an E-commerce websites.

Tools & Certifications

Master 20+ Industry Tools

- **Analysis:** Google Analytics, Google Trends, SEMrush, Ahrefs.
- **Design/AI:** Canva, ChatGPT
- **Ads/Marketing:** Google Ads Manager, Meta Business Suite, Mailchimp, WordPress.

Get Certified

Upon completion, you will be prepared for **global** certifications:

1. **Aptech** Digital Marketing Course Completion Certificate

Why Us & Contact

The Aptech Advantage

- **100% Practical Training:** Work on live websites and real ad budgets.
- **Placement Support:** Resume building, mock interviews, and job alerts.
- **Small Batch Size:** Personalized attention for every student.
- **2 Years Membership:** Access to doubt solving sessions

Ready to Digitalize Your Career?

New Batch Starting Soon! Reserve Your Seat Today.

 **Call/WhatsApp: +91 - 95999 41065**