



THE DIGITAL CLICKS  
DIGITAL ACADEMY

TRAINING INSTITUTE

# PROFESSIONAL DIGITAL MARKETING PROGRAMME

25+ MODULES | 10+ CERTIFICATIONS | CERTIFIED EXPERT TRAINERS  
LIVE PROJECT WORK | PLACEMENT ASSISTANCE

BECOME A **DIGITAL MARKETING** EXPERT  
IN JUST 3 MONTHS WITH THE DIGITAL CLICKS

**SPECIAL DISCOUNT  
FOR EARLY COMERS**



FOR MORE DETAILS CALL : +91 7021690170 | 9619584042

# Rule The Digital World

THE DIGITAL CLICKS professional digital marketing program is a comprehensive educational initiative designed to empower aspiring digital marketers with the knowledge and skills needed to excel in today's dynamic industry. In this program, we go beyond the fundamentals and strive to keep our students at the forefront of the ever-evolving digital landscape.

Our esteemed team of experts is dedicated to not only preparing learners for securing their dream jobs but also equipping them with cutting-edge expertise to forge a successful and upward trajectory in their careers. We understand the importance of a strong foundation and set a high standard of knowledge that forms the basis for a promising marketing career.

What sets our program apart is its focus on cultivating long-term success in digital marketing. We not only emphasize the tools and techniques utilized in digital marketing but also prioritize the development of essential business and leadership skills.

**20 Lakh**  
Jobs by  
2023-24

**3 Lakhs**  
Average  
salary  
Per Annum

**15% to 24%**  
Increase in  
Digital Marketing  
spends from

**40%**  
Industry  
Growth

## PROGRAMME OBJECTIVES:

Learn advanced social media tools and techniques to execute compelling Digital marketing	Master the process of organically driving traffic on website/webpage
Create viral marketing campaigns that create traffic and leads	Manage backlash, issues or complaints online and build positive perceptions of brands
Run email marketing campaigns for your businesses and brands	Use analytical tools to analyse data of the digital platforms
Acquire skills to conduct market research to understand what customers think and want	Learn how to build and execute an Integrated Digital Marketing Strategy

## CAREER OPTIONS AFTER COMPLETING YOUR COURSE

- ▶ **DIGITAL MARKETING EXECUTIVE**
- ▶ **SEO EXECUTIVE**
- ▶ **DIGITAL MEDIA MANAGERS**
- ▶ **JUNIOR DIGITAL MARKETING SPECIALIST**
- ▶ **DIGITAL AGENCY ACCOUNT MANAGER**
- ▶ **SEO AUDITOR**
- ▶ **SEARCH ENGINE MARKETING EXECUTIVE**
- ▶ **PAY-PER-CLICK MANAGERS EXECUTIVE-PRO**
- ▶ **SOCIAL MEDIA BRANDING EXECUTIVE**
- ▶ **EMAIL MARKETING EXECUTIVE CERTIFIED**
- ▶ **SEM/SEO SPECIALISTS**
- ▶ **CONTENT STRATEGISTS**
- ▶ **E-COMMERCE SPECIALIST**
- ▶ **PROFESSIONAL**
- ▶ **BRAND MARKETING EXPERT**
- ▶ **SOCIAL MEDIA MARKETERS**
- ▶ **CONTENT MARKETER**
- ▶ **BLOG & WEB SEO MANAGER**
- ▶ **DIGITAL PROJECT MANAGERS**
- ▶ **DIGITAL MARKETING CONSULTANT**
- ▶ **DIGITAL MARKETING ASSOCIATE INTERN**



# Course Highlights

Experience the expertise of renowned faculty and industry leaders through our immersive classroom and online training programs. Gain invaluable insights through engaging case studies, hands-on projects, and challenging assignments. Our goal is to equip you with the essential skills and knowledge that are in high demand in today's organizations.

The Certified Course in Digital Marketing offers a comprehensive curriculum designed to cover various critical aspects of the field. You will receive training in Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing (SMM), Affiliate Marketing, Branding Strategy, Online Marketing, Buyer Personas, customer journey mapping, and much more.

This diverse range of topics will provide you with an in-depth understanding of branding and marketing optimization. By enrolling in this course, you will acquire the necessary skills to effectively plan, develop, and execute a digital marketing strategy for promoting brands, products, or services online. This program is designed to enhance your resume and prepare you for the high-demand roles in digital marketing.

 <b>25+ MODULES</b>	 <b>WORK ON LIVE PROJECTS</b>
 <b>10+ CERTIFICATIONS</b>	 <b>INTERNSHIP OPPORTUNITIES</b>
 <b>INDUSTRY EXPERT TRAINERS</b>	 <b>COMPLETION CERTIFICATIONS</b>
 <b>ONLINE &amp; OFFLINE CLASSES</b>	 <b>PLACEMENT ASSISTANCE</b>
 <b>WEEKEND &amp; WEEKLY BATCH</b>	 <b>RESUME &amp; PERSONALITY DEVELOPMENT</b>

# WHOM IS THIS PROGRAM DESIGNED FOR?



## COLLEGE STUDENTS

This course enables college students to kick start their careers in digital marketing by introducing them to the basics as well as advanced digital marketing subjects required to succeed in this high-demand industry



## CAREER SWITCHERS

This course is the perfect starting point for career switchers who are eager to dive into the dynamic world of digital marketing. This course is designed to empower a seamlessly transition into digital marketing, making you industry ready



## SMALL BUSINESS OWNERS & ENTREPRENEURS

This course equips small business owners and entrepreneurs with the knowledge and skills to reach a wider audience, increase brand visibility, and generate leads using various digital marketing strategies.



## MARKETING PROFESSIONALS SEEKING CAREER GROWTH

This course is designed for marketing professionals who want to expand their opportunities, stay ahead of the competition, and navigate the digital landscape effectively

# Course Modules

## MODULE 1

### INTRODUCTION TO DIGITAL MARKETING

- ▶ Traditional Marketing
- ▶ What is Digital Marketing
- ▶ Importance Of Digital Marketing
- ▶ Digital Marketing Channels
- ▶ Opportunities In Digital Marketing
- ▶ Strategies In Digital Marketing

## MODULE 2

### GOOGLE ADWORDS WITH GOOGLE CERTIFICATION (SEM)

- ▶ PPC training introduction
- ▶ Google Adword networks
- ▶ Set-up PPC campaign
- ▶ Click-through-rates (CTR)
- ▶ Keyword research tools
- ▶ Effective Ads In Creations  
Google Ads, Facebook Ads
- ▶ Quality score measurements
- ▶ Ads position/ bid Management  
landing page
- ▶ Display network campaign
- ▶ Video Ads campaign

## MODULE 3

### ADVANCES ADS [MCC]

- ▶ MCC (My Client Centre)
- ▶ Linking existing Adwords with MCC
- ▶ Merchant client centre
- ▶ Campaign performance reports

## MODULE 4

### REMARKETING/ CONVERSION

- ▶ Remarketing & conversions With  
advance google Adwords

## MODULE 5

### GOOGLE ANALYTICS

- ▶ Web Analytics
- ▶ Dashboard
- ▶ Exporting reports / emailing reports
- ▶ Advertising analytics Adwords data analysis  
Traffic Sources
- ▶ SEO (Webmaster Tools)
- ▶ Conversion Tracking

## MODULE 6

### SOCIAL MEDIA MARKETING & OPTIMIZATION [SMM]

- ▶ Learn Top Social Media Tools
- ▶ Linkedin Marketing & Ads
- ▶ Twitter Marketing & Ads
- ▶ Instagram Marketing & Ads
- ▶ Facebook Marketing & Ads
- ▶ Youtube Marketing & Ads

## MODULE 7

### SEARCH ENGINE OPTIMIZATION (SEO)

- ▶ Keyword research
- ▶ On-page optimization
- ▶ Off-page optimization
- ▶ Technical SEO

## MODULE 8

### EMAIL MARKETING

- ▶ Create attractive & creative  
newsletters with various themes
- ▶ Email marketing with mailchimp

# Course Modules

## MODULE 9

### GOOGLE ADSENSE & AFFILIATE MARKETING

- ▶ Learn to make money via Google AdSense & Affiliate marketing

## MODULE 10

### MOBILE MARKETING

- ▶ Booming, Specific, Measurable, Achievable, Realistic and Timely
- ▶ Adwords universal app mobile marketing & PPC strategy

## MODULE 11

### GRAPHIC DESIGN

- ▶ Learn basic of graphic designing using Canva software

## MODULE 12

### VIDEO CREATION

- ▶ Make beautiful videos online easily
- ▶ Online apps and video editing softwares

## MODULE 13

### CONTENT WRITING

- ▶ Basic writing principles
- ▶ Learn to write headlines for your Ads
- ▶ How to increase your CTR metrics

## MODULE 14

### CONTENT MARKETING

- ▶ Learn to create and distribute valuable, relevant content to attract and engage your brand's target audience.

## MODULE 15

### CREATING A BLOG

- ▶ Create responsive BLOG themes which is Mobile, Tablet & Desktop compatible.
- ▶ Learn to add categories, posts and comments.

## MODULE 16

### CREATING WEBSITE

- ▶ Creating a basic Wordpress website for online presence
- ▶ A professional responsive & mobile friendly website.

## MODULE 17

### LANDING PAGE TECHNIQUE

- ▶ Creating stunning landing pages
- ▶ WordPress themes & plugins
- ▶ CTA placement & optimization

## MODULE 18

### WEBINAR MARKETING

- ▶ Logistics
- ▶ Direct interaction launch feedbacks webinar
- ▶ Tools and platforms

## MODULE 19

### MEDIA BUYING & SELLING

- ▶ Media buying is the business of purchasing advertising space
- ▶ Using media buying for your business? Benefits and Advantages.

## MODULE 20

### CHATGPT-AI

- ▶ Learn the basic of ChatGPT Ai powered language modules

# Course Modules

## MODULE 21

### LEAD GENERATION

- ▶ How to create Your exclusive offer
- ▶ Create A high converting page
- ▶ Creating give away events
- ▶ Ad Swaps

## MODULE 24

### BUILDING RESUME

- ▶ Creating your resume with attractive garaphics
- ▶ Learn to create a format that ls easy to read
- ▶ Do's and Dont's for resume designing

## MODULE 22

### PERSONAL BRANDING

- ▶ Define personal branding
- ▶ Understand the main concepts About personal branding
- ▶ Creating an online presence strategy for self

## MODULE 25

### FREELANCING

- ▶ How to become a freelancer
- ▶ Registering on freelancing websites
- ▶ Applying for online jobs
- ▶ Micro Jobs sites - application & posting

## MODULE 23

### INTERVIEW PREPARATION

- ▶ Introducing yourself in Digital marketing interview
- ▶ How to Answer Technical Jargon Questions
- ▶ The 3 types of Digital media futuristic questions

## MODULE 26

### INFLUENCER MARKETING

- ▶ Learn influencer marketing
- ▶ How to identify the people who act As influencer
- ▶ How to promote your brand with influencer marketing

## THE DIGITAL CLICKS ADVANTAGE

Student have on option to choose between online-offline classes. Our experienced faculty & open discussion teaching methodology is sure to make learning a rich and fun experience for you.



**LIVE ONLINE / OFFLINE CLASSES**



**CLASSROOM-LIKE EXPERIENCE**



**ROLE PLAYS AND CASE STUDIES**



**LEARNING RESOURCES**



**PEER AND FACULTY CONNECT**



**WEEKLY & WEEKEND BATCH TIMING**

# TOOLS YOU WILL LEARN

Quora

HubSpot

Google Ads

Google  
CERTIFICATIONS FOR MARKETERS

Google  
Search Console

WhatsApp  
Marketing

WordPress

facebook  
Ads

MarketPlace

OpenAI

Google Sheets

Twitter  
Ads

amazon  
associates

HubSpot  
Academy

SEMRUSH

Quora for Business

Google  
Webmaster Tools

Google  
Analytics

Google AdSense

Blogger

SEO  
Quake

Google  
Mobile Ads

Instagram  
Business  
ads

mailchimp

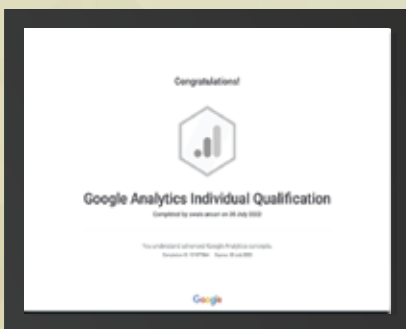
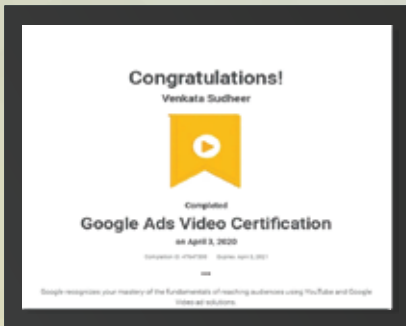
Bing ads

LinkedIn ads

Google  
My Business  
Trusted Verifier

YouTube  
Advertising

# 10+ Certification



# PROGRAM FEES

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**LIVE PROJECT WORK | PLACEMENT ASSISTANCE**

## SUPER OFFER



**LIMITED  
TIME**

~~₹ 60,000~~

**₹ 54,999 (OFFLINE)\***  
**₹ 49,999 (ONLINE)**

(ALL PRICES ARE INCLUDING GST)

DIGITAL MARKETING COURSE	ONLINE	OFFLINE
1st Installment	20,000	20,000
2nd Installment	20,000	20,000
3rd Installment	15,000	20,000
<b>TOTAL FEES</b>	<b>55,000</b>	<b>60,000</b>

(Special offer Pricing not applicable on EMI Facility)



**COURSE DURATION**  
**3 MONTHS WEEKLY**  
**/ WEEKEND BATCH**



**ONLINE / OFFLINE**  
**LECTURES WORK**  
**ON LIVE PROJECTS**

# CORPORATE CLIENT



OF DIGITAL MARKETING EXPERIENCE  
**THE DIGITAL CLICKS**



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UAE  
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