

DIGITAL MARKETING

PROFESSIONAL COURSE

Master Digital Marketing Skills



Course Advantages

- 100% Practical Training
- Industry Expert Mentors
- Placement Support Available

Join Us Today

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Digital Marketing Roadmap

Complete Digital Marketing Ecosystem

Perfect For You

- **Channel Connections**
Deep dive into how online marketing channels connect seamlessly
- **Customer Journeys**
Learn to map and build customer journeys across SEO, Paid Ads, Social Media, and Email
- **Branding vs. Performance Marketing**
Understand the differences and strategies behind branding and performance campaigns



Advanced SEO & Local SEO

Rank Higher. Get Found Faster

Success Metrics:

- Boost website traffic by up to 300%
- Improve local visibility in Google Maps
- Craft a standout portfolio
- Master tools used by top SEO professionals

What You'll Learn :

- Keyword Research & Competitor Analysis
- Technical SEO
- Link Building Strategies
- Local SEO:
Google Business Profile
- SEO Tools:
SEMrush, Ahrefs,
Ubersuggest



Master SEO & Get Your Business Found Online

Social Media Marketing

(Organic + Paid Strategies)

Short & Impactful:

- Stand out with your work
- Your portfolio, your spotlight
- Make your projects impossible to ignore

Key Takeaways :

- Brand Strategies for Instagram, Facebook, LinkedIn, YouTube
- Community Growth & Engagement Hacks
- Paid Campaigns:
Targeting, Retargeting & Lookalike Audiences
- Case Studies of Successful Campaigns



Master Social Media & Build a Brand That Wins

Paid Advertising

Drive Traffic. Boost Conversions. Maximize ROI

Short & Clear:

- Boost with Paid Ads
- Smart Ad Spend
- Targeted Reach
- Drive Results Fast

Skills You'll Gain:

- Google Ads:
Search, Display, YouTube
- LinkedIn Ads for B2B
- Budget management & campaign scaling
- Meta Ads:
Facebook & Instagram
- Conversion tracking & ROI analysis



Master Paid Ads & Turn Clicks Into Customers

Email Marketing & Automation

Build Connections. Automate Growth.
Drive Sales

Compact Options:

- Turn emails into revenue
- Send less. Sell more
- Smarter emails, stronger results

Course Highlights

- Professional Campaign Building
- Personalization & Segmentation Strategies
- Automation Workflows
- Tools Mastery
- A/B Testing & Optimisation
- Deliverability & Compliance Best Practices



Master Social Media & Build a Brand That Wins

Content & Copywriting for Professionals

Write to Engage. Persuade to Convert.
Sell Smarter.

Elevate Your Writing Game:

- Write smarter, sell better
- Shape brand voice with precision
- Learn what makes content convert
- From scroll to click

Master These Skills

- Writing Persuasive Ad Copies
- Creating Content That Drives Sales
- Landing Page Content Strategies
- A/B Testing for Better Performance
- Writing Clear, Compelling Copy

Master the Art of Words & Convert Like a Pro

Web Analytics & Tracking

Track Smarter. Measure Better. Optimize Performance.

Topics Covered

- Google Analytics: Advanced Tracking
- Google Tag Manager: Event Tracking & Conversion Pixels
- Understanding Dashboards & Reports

Web Analytics & Tracking

- Set up GA & Tag Manager
- User insights
- Make smarter, data-led decisions



Turn Data Into Insights & Insights Into Growth

Affiliate & Influencer Marketing

Partner Smart. Expand Reach. Grow with Networks.

Professional & Clear:

- Affiliate & Influencer Strategy
- Performance-Driven Partnerships
- Creator-Led Marketing

Learning Outcomes

- Basics of Affiliate Networks
- Choosing the Right Influencers for Campaigns
- Landing Page Content Strategies
- Structuring Partnerships for Business Growth

Leverage Partnerships & Influence for Success

Career & Placement Support

Get Skilled. Get Hired. Build
Your Digital Future

Your Learning Journey:

- Portfolio Creation Using Live Projects
- Resume Building for Digital Marketing Roles
- Mock Interviews & Career Guidance
- Internship Opportunities with Real Campaigns

Placement Supports

- Resume & portfolio refinement
- Guidance for freelance & full-time
- Personalised career roadmap

Launch Your Digital Career with Confidence

Who Can Join?

Your Background Doesn't Matter but
Your Future Does

Perfect For You

- **Students & Graduates**
Aiming for a Career in Digital Marketing
- **Professionals**
Seeking a Career Switch
- **Freelancers**
Want to Expand Their Services
- **Business Owners**
Looking to Scale Faster



Course Benefits

Get Certified. Launch Your Career

What Makes This Course Powerful:

- **Industry-Standard Syllabus**
Designed by Experts
- **Practical, Job-Ready Projects**
Hands-On Learning
- **Internship with Real-Time Campaigns**
Work on Live Projects
- **Placement Assistance**
With Top Companies
- **Certifications**
From Google, Meta, HubSpot & DigiNudi



Duration & Certification

Learn Today. Lead Tomorrow

Duration

- Total Course Length: 3 – 4 Months
- Balanced mix of theory + 100% practical training

Certification

- Professional Digital Marketing Certificate from DigiNudi
- Certification of Completion with portfolio ready projects



Why Choose DigiNudi?

Practical, Career-Focused Training You Can Trust

What Makes DigiNudi Different?

- **Experienced Trainers & Mentors**
Learn from industry experts with real-world digital marketing experience
- **100% Practical Training Approach**
Hands-on sessions, live projects, and case studies instead of boring theory
- **Internship with Real-Time Campaigns**
Work on Live Projects



CONTACT US

Have questions or need guidance about our Digital Marketing course?

Reach out to us we're here to help you take the next step in your learning journey.



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