

DIGITAL MARKETING

BASIC COURSE

MASTER DIGITAL MARKETING SKILLS

BENEFITS:

- Basic to Advanced level
- Practical Classes
- Live Websites access
- Tools Access
- Doubt Sessions



ONLINE | OFFLINE BATCHES

REGISTER TODAY

contactus@diginudi.com
+91 9741900500

WHAT YOU WILL LEARN IN THIS COURSE

THIS COURSE COVERS ALL THE ESSENTIAL AREAS OF DIGITAL MARKETING. BY THE END, YOU'LL NOT ONLY UNDERSTAND CONCEPTS BUT ALSO KNOW HOW TO APPLY THEM IN REAL SCENARIOS.



BENEFITS:

- Digital Marketing Fundamentals – how businesses succeed online.
- SEO Basics – how to get discovered on Google.
- Social Media Marketing – strategies to grow your audience.
- Introduction to Paid Ads – reaching the right people at the right time.
- Email Marketing Essentials – building strong customer relationships.
- Content Marketing – creating posts, blogs, and captions that convert.
- Google Analytics Overview – tracking success and improving performance.
- Each module is simplified, beginner-friendly, and supported with practical examples.

DIGITAL MARKETING FUNDAMENTALS



WHAT IS DIGITAL MARKETING & WHY IS IT THE BACKBONE OF MODERN BUSINESS?

- Difference between traditional vs. digital marketing – understand why online is more cost-effective, measurable, and impactful.
- Explore various digital channels: search engines, social media, websites, emails, and ads.
- Learn how all these channels work together to create online growth and visibility.
- By the end of this module, you'll know the big picture of how digital marketing helps businesses grow in the competitive online world.

SEO BASICS (SEARCH ENGINE OPTIMIZATION)



INTRODUCTION TO SEARCH ENGINES AND HOW GOOGLE RANKS WEBSITES.

- Discover the power of keywords and how to identify what people are searching for.
- Basics of On-page SEO: writing titles, descriptions, and headings effectively.
- Basics of Off-page SEO: building backlinks, authority, and trust.
- Introduction to free SEO tools (Google Keyword Planner, Ubersuggest, etc.)

THIS MODULE GIVES YOU A PRACTICAL UNDERSTANDING OF HOW TO MAKE WEBSITES VISIBLE ONLINE WITHOUT SPENDING ON ADS.

SOCIAL MEDIA MARKETING



ROLE OF SOCIAL MEDIA IN BUILDING STRONG BRANDS.

- Step-by-step guidance to set up business pages on Facebook, Instagram, and LinkedIn.
- Learn about different types of content ideas for posts, reels, and stories.
- Basics of engagement: likes, shares, comments, hashtags, and storytelling.

INTRODUCTION TO SIMPLE PAID PROMOTIONS TO BOOST REACH AND FOLLOWERS.

SOCIAL MEDIA ISN'T JUST ABOUT POSTING PICTURES – IT'S ABOUT CREATING ENGAGING CONTENT THAT CONNECTS WITH YOUR AUDIENCE AND BUILDS LOYALTY.

INTRODUCTION TO PAID ADS



WHAT ARE PAID ADS AND WHY DO BUSINESSES USE THEM?

- Basics of Google Ads – Search Ads (text-based) and Display Ads (image-based).
- Introduction to Meta Ads (Facebook & Instagram Ads).
- Understanding ad metrics: impressions, clicks, CTR (Click-Through Rate), and conversions.

THIS MODULE SHOWS YOU HOW BUSINESSES USE ADS TO TARGET THE RIGHT AUDIENCE AND GET RESULTS QUICKLY

EMAIL & CONTENT MARKETING



HOW TO BUILD AN EMAIL LIST FOR LONG-TERM CUSTOMER ENGAGEMENT.

- Writing catchy subject lines that improve open rates.
- Designing simple yet professional newsletters.
- Understanding open rates, click-through rates, and customer behavior.

CONTENT MARKETING



WHY “CONTENT IS KING” IN DIGITAL MARKETING.

- Basics of writing blogs, captions, and website copy.
- Storytelling techniques that attract, inform, and retain customers.

HOW CONSISTENT CONTENT BUILDS BRAND AUTHORITY AND TRUST.

By mastering content & email marketing, you'll learn how to create value-driven communication that makes people trust your brand.

GOOGLE ANALYTICS OVERVIEW



INTRODUCTION TO THE GOOGLE ANALYTICS DASHBOARD.

- Learn how to track where visitors are coming from.
- Basic tracking of website visitors, sessions, and page views.
- Understanding simple reports: audience, acquisition, and behavior.

ANALYTICS IS THE BACKBONE OF SMART MARKETING – YOU’LL LEARN HOW TO MEASURE SUCCESS AND MAKE DATA-DRIVEN DECISIONS.



WHO CAN JOIN?

- Students & freshers exploring career options.
- Entrepreneurs who want to grow their businesses online.
- Job seekers looking for a career in digital marketing.
- Anyone curious about the online marketing world.

COURSE BENEFITS

- Easy-to-follow, beginner-friendly training.
- Hands-on exercises and live examples.
- Strong foundation for advanced courses.
- Boost confidence to handle small projects independently.

DURATION, CERTIFICATION & WHY DIGINUDI?

DURATION & CERTIFICATION

- Certification: DigiNudi Basic Digital Marketing Certificate

WHY CHOOSE DIGINUDI?

- Expert trainers with real-world experience.
- Practical, project-based learning approach.
- Friendly support system for beginners.
- Recognized training institute in Bangalore.

START YOUR JOURNEY TODAY WITH DIGINUDI

THE FIRST STEP TOWARD A SUCCESSFUL
CAREER IN DIGITAL MARKETING!

