

Digital Marketing - Professional Program

 Duration: 3 to 6 Months

Innovate
Accelerate
Repeat.





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Technologies Covered: Google Ads, Meta Ads Manager, Google Analytics, Google Tag Manager, Google Search Console, Google Business Profile, Mailchimp, WhatsApp Business, Canva, SEMrush, WordPress

Course Modules

Introduction to Digital Marketing

- > Understand Digital Marketing Channels and Business Impact
- > Learn the Customer Journey and Digital Buyer Behavior
- > Explore Marketing Funnels, Trends and Strategies

Website Creation & Management

- > Build and Customize Websites Using WordPress
- > Optimize Site Structure, Design, and Navigation
- > Ensure Mobile Responsiveness and Basic SEO Readiness



Search & Content Marketing

- > Perform Keyword Research and Implement On-Page SEO
- > Build Backlinks and Monitor Site Performance
- > Plan, Create, and Distribute High-Quality Content

Social Media & Email Marketing

- > Develop Content Plans for Facebook, Instagram, LinkedIn & More
- > Create Paid Social Campaigns and Track Engagement
- > Build Email Lists, Automate Campaigns, and Analyze Results

Paid Advertising & Analytics

- > Set Up and Manage Google Ads and PPC Campaigns
- > Optimize Ad Performance Through A/B Testing
- > Use Google Analytics to Measure and Improve Results

Specialized Strategies

- > Learn Affiliate Marketing and Earning Models
- > Collaborate with Influencers and Track Impact
- > Manage Brand Reputation and Monitor Reviews Online

Practical Projects & Career Prep

- > Work on Live Projects and Marketing Simulations
- > Create a Portfolio to Showcase Digital Marketing Skills
- > Get Resume Help, Interview Tips, and Job Search Support

Top 5 Major Projects

- > SEO Setup: Build a Website and Optimize It Using Keyword Research and On-Page SEO
- > Social Media Campaign: Plan Content, Run Ads, and Track Engagement
- > Google Ads: Create and Manage a PPC Campaign with Performance Tracking
- > Email Marketing Funnel: Design an Automated Email Series and Analyze Results
- > Analytics Report: Use Google Analytics to Monitor Traffic and Create a Summary Report

Course Outcomes

- > Industry-Ready Skills: Gain Hands-On Experience in SEO, Social Media, Email Marketing, PPC and Analytics
- > Professional Portfolio: Complete Real-World Projects to Showcase Your Digital Marketing Expertise
- > Career Advancement: Be Prepared for Roles Like Digital Marketer, SEO Specialist, or Social Media Manager with Job-Ready Confidence

Get in touch with us now

Whether you are ready to apply or just want to learn more, we are happy to connect with you.

Office Address

2/27 2nd Floor, Vellore City Centre, Officer's Line,
Vellore, Tamil Nadu - 632001.

Email & Web

support@joyinnovations.net
www.joyinnovations.net

Phone Number

+91 (416) 490 1456
+91 97515 96903

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