

Sadhvi Academy Digital Marketing Course Details

At Sadhvi Academy, we are delighted to offer you our comprehensive Digital Marketing Course designed to equip students with the skills and knowledge needed to excel in marketing field. Having the confident to start their own business with digital marketing strategies. Our course is structured to cover the essential topics in SEO, SEM, SMM and more.

Course Package

| Digital Marketing - Course | 96 Hours |
|--|---------------|
| Modules | Fees |
| Modules 1 - Introduction to Digital Marketing | |
| Modules 2 - SEO (Search Engine Optimization) | |
| Modules 3 - SEM (Search Engine Marketing) | |
| Modules 4 - SMO (Social Media Optimization) | |
| Modules 5 - SMM (Social Media Marketing) | |
| Modules 6 - Website Audit and Optimization | |
| Modules 7 - Wordpress Website Creation – Basic | |
| Modules 8 - E-Mail Marketing | |
| Actual Price | 25,000 |
| Offer Price | 15,000 |

Digital Marketing Course Syllabus

Introduction to Digital Marketing

- Course Overview
- Digital Marketing Landscape
- Setting Objectives and KPIs
- Understanding the Customer Journey

Search Engine Optimization (SEO)

- Introduction to SEO
- On-Page SEO
- Off-Page SEO
- Technical SEO
- SEO Tools and Analytics

Social Media Marketing (SMM)

- Introduction to Social Media Marketing
- Developing a Social Media Strategy
- Content Creation and Curation
- Social Media Advertising
- Analytics and Reporting

Search Engine Marketing (SEM)

- Introduction to SEM
- Google Ads Fundamentals
- Campaign Management
- Performance Tracking and Optimization
- Tools and Platforms

Content Marketing

- Introduction to Content Marketing
- Content Strategy Development
- Content Creation and Distribution
- Measuring Content Performance

Email Marketing

- Introduction to Email Marketing
- Creating Effective Email Campaigns
- Email Marketing Tools
- Measuring Email Campaign Performance

Analytics and Reporting

- Introduction to Web Analytics
- Google Analytics
- Creating Dashboards and Reports
- Advanced Analytics Techniques

Capstone Project and Review

- Capstone Project
- Project Presentation

Additional Benefits (For Advanced Course):

- **Course Completion Certificate:** Earn a certificate upon successfully completing the Advanced Digital Marketing Course, showcasing your proficiency.
- **Free Job Preparation Course:** Access a complimentary course to prepare for job interviews, refine your resume, and enhance your job-seeking skills.
- **Networking Opportunities:** Connect with professionals in the industry through networking events and discussions.
- **Placement Assistance:** Benefit from our placement assistance with daily job updates designed to help you secure opportunities in the digital marketing field.

Join Sadhvi Academy and embark on a transformative journey to become a proficient Digital Marketer. Enroll now and unlock your potential in the world of digital marketing!

Sadhvi Academy