



**TRAINING DURATION:
120 HOURS**

SKILLS BUILDING TRAINING

Join our training program to upgrade your skills and accelerate your career growth with confidence and excellence.

Real-World Industry Experience

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MASTER CERTIFICATE IN DIGITAL MARKETING

Digital Marketing is the practice of promoting products, services, and brands using digital channels such as search engines, websites, social media platforms, email, mobile apps, and online advertising networks. It enables businesses to connect with their target audience in a measurable, cost-effective, and highly targeted manner.

In today's digitally driven economy, consumers rely heavily on online platforms to research, compare, and purchase products. Digital marketing helps organizations reach the right audience at the right time with the right message by leveraging data, analytics, and technology.

Unlike traditional marketing, digital marketing allows real-time tracking of performance, audience behavior analysis, and continuous optimization of campaigns. This makes it one of the most powerful tools for business growth, brand building, and customer engagement.

About Company

Certed Technologies is a leading EdTech and corporate training organization committed to delivering industry-relevant, future-ready skill development programs. With a strong portfolio across IT, design, data, and emerging technologies, we collaborate with universities, colleges, corporates, and training institutes to deliver job-oriented training solutions.

Mission: To empower learners with practical, outcome-based training that enhances employability, creativity, and professional excellence in the digital economy.

Market Scope – DIGITAL MARKETING

Industry Overview

The digital marketing industry is rapidly growing as businesses increasingly rely on online platforms to reach and engage customers. With the rise of internet usage, social media, e-commerce, and mobile technology, digital marketing has become a core business function across all industries.

It offers measurable, data-driven, and cost-effective marketing solutions through channels such as search engines, social media, email, and online advertising. The industry continues to evolve with advancements in analytics, automation, and AI, creating strong demand for skilled digital marketing professionals across startups, agencies, and global enterprises.

Career Opportunities

- ✦ Digital Marketing Specialist
- ✦ SEO / SEM Analyst
- ✦ Social Media Manager
- ✦ Content & Email Marketer
- ✦ PPC / Ads Specialist
- ✦ Freelance Digital Consultant

Key Benefits of the Program

✓ Industry-Aligned Curriculum

Structured modules covering digital marketing fundamentals, SEO, SEM (Google Ads), social media marketing, content marketing, email marketing, web analytics, conversion optimization, and performance marketing aligned with current industry practices.

✓ Hands-On Learning

Practical training through live campaigns, real-time tools, case studies, and a final capstone project focused on business growth and lead generation.

✓ Creative & Technical Integration

Integrated learning of strategy, content creation, paid advertising, analytics, marketing automation, and AI-driven marketing tools across multiple digital platforms.

✓ Portfolio Development

Includes SEO audits, Google Ads campaigns, social media calendars, analytics reports, landing pages, and performance dashboards to build a strong professional portfolio.

✓ Certification Support

Preparation and eligibility support for industry-recognized certifications such as Google Ads, Google Analytics, Meta (Facebook) Marketing, and Digital Marketing Professional certifications (institution-specific).

✓ Interview & Placement Skills

Resume building, campaign presentation skills, marketing case discussions, analytics interpretation, freelancing guidance, and placement readiness support..

Course Structure

Module 1 – Introduction to Digital Marketing

Topics:

- What is digital marketing?
- Digital vs Traditional Marketing
- Digital Marketing Landscape & Trends
- Industry Applications & Career Pathways

Module 2 – Marketing Foundation & Digital Strategy

Topics:

- Marketing Principles & Target Audience
- Market Research & Competitor Analysis
- Customer Journey Mapping

Module 3 – Website Planning & Development

Topics:

- Fundamentals of Websites, Hosting & Domains
- WordPress Setup & Customization
- Landing Page Best Practices

Module 4 – Search Engine Optimization (SEO)

Topics:

- Keyword Research & Tools
- On-Page SEO Techniques
- Off-Page SEO & Backlinks
- Technical SEO & Sitemap Optimization

Module 5 – Search Engine Marketing (SEM / Google Ads)

Topics:

- Introduction to PPC & Google Ads
- Search & Display Campaign Setup
- Bidding, Budgeting & Targeting
- Performance Tracking & Optimization

Module 6 – Social Media Marketing (SMM)

Topics:

- Strategies for Facebook, Instagram, LinkedIn
- Organic Content Planning & Scheduling
- Meta Ads Manager Setup
- Audience Engagement & Growth Tactics

Module 7 – Content Marketing & Blogging

Topics:

- Content Strategy & Topic Research
- Blogging Platforms & SEO Content
- Storytelling & Engagement Techniques

Module 8 – Email Marketing & Automation

Topics:

- Email List Building Techniques
- Crafting Campaigns & Automated Sequences
- Tools & Analytics

Module 9 – Display, Video & Remarketing Ads

Topics:

- YouTube & Display Advertising
- Retargeting Strategies
- Creative Design Considerations

Module 10 – Analytics & Data Interpretation

Topics:

- Introduction to Google Analytics
- KPI Tracking & Dashboard Setup
- Conversion Rate Optimization (CRO)

Module 11 – Advanced Topics (Capstone Project)

Topics:

- Influencer Marketing
- Affiliate Marketing
- E-commerce Growth Tactics
- Freelance & Agency Business Basics

Outcomes of the Program

 **Job-Ready Digital Marketers**

 **Performance-Driven Marketing Skills**

 **Multi-Channel Expertise**

 **Data & Analytics Proficiency**

 **Strong Professional Portfolio**

 **Career & Freelancing Readiness**

Career Roles After Completion

 **Digital Marketing Executive / Specialist**

 **SEO Analyst / SEO Specialist**

 **PPC & Performance Marketing Analyst**

 **Social Media Manager**

 **Digital Marketing Analyst**

 **Freelance Industries**

THANK YOU!



Contact Us

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