



ADVANCED DIGITAL MARKETING COURSE



About Course

At **HD Media Marketing**, we offer industry-focused Digital Marketing Courses designed to equip you with practical skills, real-world knowledge, and hands-on experience. Whether you're a student, business owners or working professional – our courses are tailored to help you succeed in today's digital-first economy.

**LAUNCH YOUR
CAREER TODAY!**

Course Highlight



Duration

4 month

Duration



Mode of
Study

Online / Offline

Classes



Format

Hands-On

(Training On Tools
Used Industry Wide)



EMI

EMI Available



Certificate

30+ Certificate

Become a Certified

Digital Marketing

Professional

Features	HD Media Marketing	Other Industries
1. Live Projects	Yes	Yes
2. 1-1 Mentor	Yes	No
3. Mock Interviews	Yes	Yes
4. Portfolio	Yes	No
5. Internship	Yes	No
6. Guaranteed Interviews	Yes	No



Industries Looking for Digital Marketing Expert



E-Commerce



**Media &
Entertainment**



**Technology &
Software**



**Education
Institution**



**Hospitality &
Travel**



Healthcare



**Financial
Services**

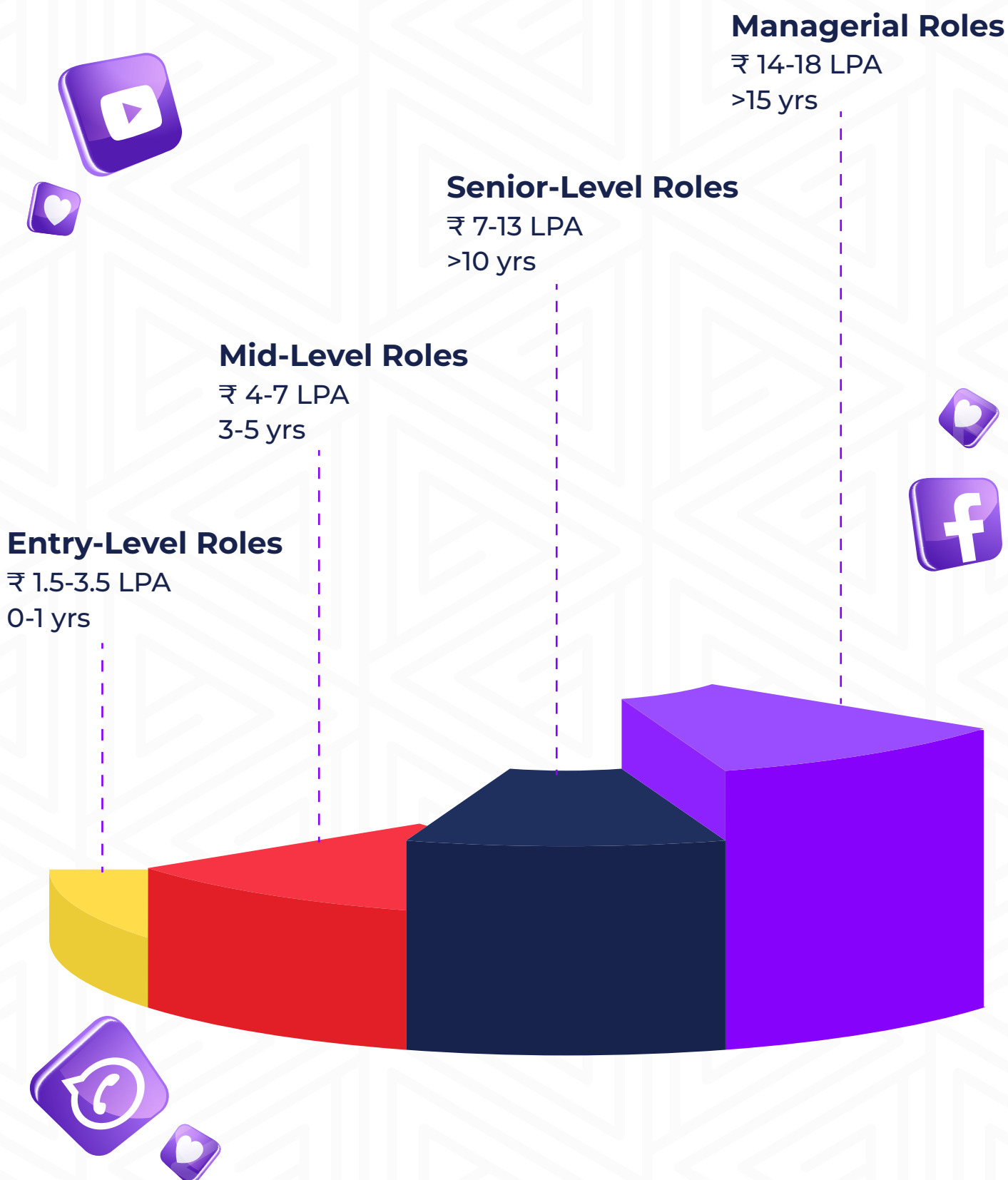


Real Estate



Retail

A Digital Marketing Career Offers



The Core Curriculum in Details

Module 1

Introduction To Digital Marketing

What is Digital Marketing?

Importance of Digital Marketing

Difference between Traditional & Digital Marketing

Discuss the Recent Trends & Current Scenario of The Industry

How to Use Digital Marketing to Increase Sales

How to Conduct a Competitive Analysis?

Module 2

Design Essentials Video

Social Media Posters

How to Create Attractive Creatives & Types

Colour Theory

Designing Tools (Canva & Capcut)

Module 3

Website planning & Creation

Understanding the Functionality of WordPress

How to Develop a Website

How to Incorporate Different Design Elements into Your Website

How to Add Content

Install & Activate Plugins

The Functionality of Different Plugins

Module 4

Search Engine Optimization

Introduction to Search Engine Optimisation.

How does a Search Engine Work.

On-Page SEO – Content Research, Keyword Research, Meta Tags (SEM).

Off-Page SEO – Link Building.

Factors Affecting the Rank of a Webpage What is Google's Algorithm?.

Website Speed Optimisation Audit Website.

Google My Business.

Module 5

Search Engine Marketing (Google & Facebook)

Features of the Google Ads Platform & its Algorithm Creating Campaigns.

Search Volume Google AdWords Ad Creation.

Site & Keyword Targeting.

CPC, CPA & CPM-Based Accounts Demographic Targeting.

Google Keyword Planner.

Module 6

Social Media Marketing

Understanding how SMM works.

Targeting Demographics through Social Media Metrics Like,

Cost-Per-Click(CPC), Cost-Per-View(CPV), Cost-Per-Impression(CPM), & more.

How businesses leverage social platforms.

Social Media Analytics

Social Media Advertising.

Module 7

Content Marketing & Strategy

Creating a Social Media Content Calendar for a Brand.

Content Marketing Tools.

Chat GPT (AI tool). & AI Content Detection.

What is Plagiarism Content?.

What is Google EEAT?.

Types of Content.

Content-Based on Current Trends.

Module 8

Web Remarketing (SMM)

Basics of Remarketing.

How to Create Remarketing Lists on Google Ads.

How to Use Google Ads Tag & Facebook Pixel Code.

Module 9

Email Marketing

How to Build the Right Subscriber List.

Build a Database by Segmenting Based on Demographics, Mode of Acquisition, Target Group.

Email Marketing Tools.

Designing Email Copies & Automating Emails.

Extracting Information from Email Campaign Analytics.

Module 10

Web Analytics

Google Analytics.

Concepts of Bounce Rate, Page View, Session Time.

How to Optimally use Google Analytics Behaviour & Acquisition Reports.

Google Search Console.

Google Tag Manager.

Understanding Design Essentials – Typography, Colors & Themes.

Module 11

Mobile Marketing

In-App Messaging.

Push Notifications.

Creating Copies.

Whatsapp Marketing.

Module 12

Affiliate Marketing

How to Participate in Affiliate Marketing?

Amazon Affiliate?

Rules of Affiliate Programs.

How to Promote Amazon Products on The Website?

Module 13

Youtube Marketing

How to Start a YouTube Channel?

Keyword Research?

Youtube Studio.

Calendar Preparation?

Module 14

Influencers Marketing

How to Find Influencers?

Paid vs Barter?

Coupon Code Strategies?

Collaborate With Influencers.

Agreement With Influencers?

Let's Master the Tools



Semrush



Ahrefs



Canva



E-Commerce



**Keyword
Planner**



**Google
Analytics**



Excel



Chatgpt



**Google
Trands**



WordPress



Google Ad Manager

Ad Manager



**Google Search
Console**



**Meta Business
Suite**



Buffer



**Youtube
Studio**



Mailchimp



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