



DIGITAL MARKETING CERTIFICATION PROGRAM

Program Overview

This certification program is designed to provide participants with practical skills and knowledge in the field of digital marketing. Over one month, students will learn the key strategies, tools, and techniques required to create impactful digital campaigns, optimize website performance, and increase online visibility. By the end of the program, participants will have developed a comprehensive digital marketing strategy for a real-world project.

What You'll Learn

Introduction to Digital Marketing and Content Creation

1. Digital Marketing Basics:

- Understanding digital marketing and its importance.
- Overview of different channels (SEO, SEM, social media, email, etc.).
- Setting digital marketing goals and KPIs.

2. Content Marketing:

- Creating engaging and relevant content.
 - Content calendars and scheduling.
 - Tools for content creation (e.g., Canva, Adobe Express).
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Search Engine Optimization (SEO) and Social Media Marketing

1. SEO Fundamentals:

- Keyword research and on-page optimization.
- Understanding search engine algorithms.
- Tools for SEO analysis (e.g., SEMrush, Ahrefs, Google Search Console).

2. Social Media Marketing:

- Building brand presence on platforms like Facebook, Instagram, LinkedIn, and Twitter.
- Creating effective ad campaigns using Facebook Ads Manager.
- Social media analytics and performance tracking.

Paid Marketing (SEM) and Email Marketing

1. Search Engine Marketing (SEM):

- Running ad campaigns on Google Ads.
- PPC (Pay-Per-Click) campaign setup and optimization.
- Measuring ROI for ad campaigns.

2. Email Marketing:

- Crafting effective email campaigns.
- Tools like Mailchimp for email automation.
- Analyzing email campaign performance.

Analytics, Strategy, and Final Project

1. Digital Analytics:

- Using Google Analytics to track website performance.
- Understanding user behavior and conversions.
- Creating performance reports and dashboards.

2. Strategy Development and Implementation:

- Creating a comprehensive digital marketing strategy.
- Finalizing a real-world project: campaign design, execution, and reporting.
- Presenting the project and getting peer feedback.



Key Features

Hands-on Experience: Practical training with tools like Google Analytics, Facebook Ads, and Canva.

Live Projects: Work on real-world campaigns to gain industry experience.

Expert Mentorship: One-on-one guidance from digital marketing professionals.

Certification: Industry-recognized certification upon successful completion.

Learning Outcomes

By the end of this certification program, participants will:

- Understand the key concepts and tools of digital marketing.
- Develop and execute SEO, SEM, social media, and email campaigns.
- Measure campaign performance using analytics tools.
- Create a professional digital marketing strategy and portfolio.
- Be job-ready for roles like Digital Marketing Specialist, SEO Analyst, and Social Media Manager.

Enroll Now

Kickstart your digital marketing career with this comprehensive certification program. Learn in-demand skills, gain hands-on experience, and develop a professional portfolio to succeed in this growing field!



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