



# DISCUSS COACHING

NO-1 INSTITUTE IN INDIA

COMPUTER COURSE | ENGLISH SPEAKING COURSE

81-8400-8500 | 9999-1234-70

## DIGITAL MARKETING

### Module 1: Introduction to Digital Marketing

- What is Digital Marketing
  - Types of Digital Marketing
  - Importance of Online Marketing
  - Digital Marketing Channels Overview
- 

### Module 2: Website Planning & Creation

- Domain & Hosting Basics
  - Website Structure
  - Introduction to WordPress
  - Creating a Website
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### Module 3: Search Engine Optimization (SEO)

- Introduction to SEO
  - On-Page SEO
  - Off-Page SEO
  - Keyword Research
  - Technical SEO Basics
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### Module 4: Social Media Marketing (SMM)

- Facebook Marketing
  - Instagram Marketing
  - Content Creation Strategy
  - Social Media Growth Techniques
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### Module 5: Search Engine Marketing (SEM)

- Google Ads Basics
- Campaign Creation



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- Keyword Targeting
  - PPC (Pay Per Click)
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## Module 6: Content Marketing

- Content Writing Basics
  - Blog Writing
  - Copywriting
  - Content Strategy
- 

## Module 7: Email Marketing

- Email Campaign Creation
  - Lead Generation
  - Email Automation
  - Tools & Templates
- 

## Module 8: Affiliate Marketing

- What is Affiliate Marketing
  - Affiliate Platforms
  - Earning Methods
  - Strategy Building
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## Module 9: YouTube Marketing

- Channel Creation
  - Video SEO
  - Thumbnail Design
  - Monetization
-



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## Module 10: Google Tools

- Google Analytics
  - Google Search Console
  - Google My Business (GMB)
- 

## Module 11: Online Advertising

- Display Ads
  - Remarketing
  - Conversion Tracking
  - Ad Optimization
- 

## Module 12: Freelancing & Earning

- Fiverr & Upwork
  - Client Handling
  - Proposal Writing
  - Pricing Strategy
- 

## Module 13: Advanced Digital Marketing

- Sales Funnel
  - Lead Generation Strategy
  - Marketing Automation
  - Influencer Marketing
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## Module 14: Projects & Practical Training

- Website Project
  - SEO Project
  - Social Media Campaign
  - Google Ads Campaign
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## Module 15: Career & Job Preparation

- Resume Building
  - Interview Preparation
  - Portfolio Creation
  - Job Assistance
- 

**Duration 4 Months**

**Fees 25000**