



Digital Marketing Training Modules

**All Latest Modules Covered With
AI Tools & Techniques**

Class Pattern + Duration + Timing



Why Choose DigitalOnfront?

Industry Experts

Learn From Professionals With 12+
Years of Experience



Why Choose DigitalOnfront?

Practical Training

Work On Live Projects and Real-World
Case Studies



Why Choose DigitalOnfront?

Placement Support

Dedicated Career Guidance and Job
Placement Assistance



Our Training Programs

1. Digital Marketing Course
2. Advanced Digital Marketing Course
3. Customized Digital Marketing Course



Digital Marketing Course

Class Pattern: Online | Duration: 3 Months | Timing: Wed & Fri 4:30 PM to 6:30 PM

- **Module 1: Digital Marketing Overview**
 - Introduction to digital marketing and its importance.
 - Overview of channels (SEO, SEM, social media, etc.).
- **Module 2: Domain Name Hosting and SSL Tools**
 - Basics of domain names and hosting.
 - Importance of SSL certificates for security.
- **Module 3: Website Creation**
 - Step-by-step guide to creating a basic website.
 - Tools and platforms (e.g., WordPress, Wix).
- **Module 4: Landing Page Creation**
 - Purpose of landing pages.
 - Tools for designing effective landing pages.
- **Module 5: Content Creation with AI and without AI**
 - Basics of creating engaging content.
 - Overview of AI content tools (e.g., ChatGPT, Jasper).
- **Module 6: Professional Blogging with AI and without AI**
 - Setting up a blog and content strategy.
 - Monetization options for blogs.
- **Module 7: Social Media Profile/Page Optimization**
 - Optimizing profiles/pages for businesses.
 - Best practices for engagement.
- **Module 8: SEO (On Page)**
 - Introduction to on-page SEO techniques.
 - Tools for keyword placement and content optimization.
- **Module 9: SEO (Off Page)**
 - Basics of off-page SEO (backlinks, guest posting).
 - Tools for link-building strategies.
- **Module 10: Email Marketing Software and Tools**
 - Overview of email marketing platforms (e.g., Mailchimp).
 - Creating and managing email campaigns.
- **Module 11: Video/Image Creation with AI and without AI**
 - Basics of visual content creation.
 - Tools for creating videos and images.
- **Module 12: Post, Reels & Story Creation with AI and without AI**
 - Introduction to short-form content for social media.
 - Tools and strategies for engagement.
- **Module 13: YouTube Channel Creation and Promotion**
 - Setting up a YouTube channel.
 - Basics of video SEO and promotion.



Advanced Digital Marketing Course

Class Pattern: Online | Duration: 4 Months | Timing: Sat & Sun 4:30 PM to 6:30 PM

- **Module 1: Digital Marketing Overview**
 - Recap of digital marketing fundamentals.
 - Trends and future opportunities.
- **Module 2: Domain Name Hosting and SSL Tools**
 - Advanced hosting solutions and domain management.
 - Security protocols for websites.
- **Module 4: Website Creation**
 - Advanced customization techniques.
 - Integrating plugins and third-party tools.
- **Module 5: Landing Page Creation**
 - High-conversion landing page strategies.
 - A/B testing and optimization.
- **Module 8: Keyword Planning and its Impact**
 - Advanced keyword research techniques.
 - Tools like SEMrush, Ahrefs, and Google Keyword Planner.
- **Module 9: Google and Bing Ads Overview**
 - Setting up and managing ad campaigns.
 - Budgeting and performance tracking.
- **Module 17: Lead Generation via Google and Bing Ads**
 - Strategies for generating high-quality leads.
 - Conversion optimization.
- **Module 18: Lead Generation via Facebook/Instagram Ads**
 - Advanced targeting techniques.
 - Retargeting strategies for better ROI.
- **Module 19: GTM and Google Analytics**
 - Setting up Google Tag Manager.
 - Tracking user behavior with Google Analytics.
- **Module 20: Conversion Tracking and Goals**
 - Setting up conversion tracking for campaigns.
 - Analyzing and optimizing goals.
- **Module 15: WhatsApp/SMS Marketing Software and Tools Training**
 - Tools for bulk messaging and automation.
 - Best practices for effective communication.
- **Module 21: Automation Follow-ups with Free AI Tools**
 - Automating workflows for marketing.
 - Using AI tools to save time and improve efficiency.
- **Module 22: Affiliate Marketing**
 - Setting up affiliate programs.
 - Advanced techniques for earning through affiliate marketing.
- **Module 6: Professional Blogging with AI and without AI**
 - Advanced blogging strategies.
 - Using analytics to optimize content.
- **Module 13: Video/Image Creation with AI and without AI**
 - Advanced techniques for professional-grade content.
 - Tools for animation and editing.
- **Module 16: Post, Reels & Story Creation with AI and without AI**
 - Advanced strategies for social media virality.
 - Tools for analytics and performance tracking.
- **Module 14: YouTube Channel Creation and Promotion**
 - Advanced video marketing strategies.
 - Monetization and collaborations.

By DigitalOnfront



Contact Us For

**digital marketing service delivery &
coaching**

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www.digitalonfront.com