



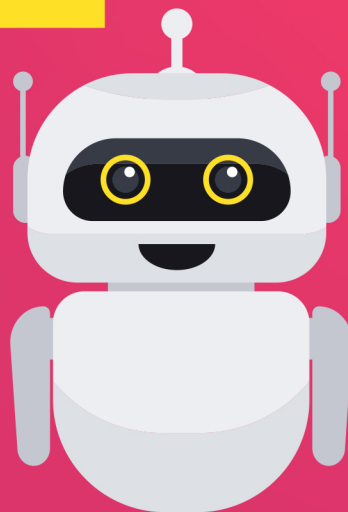
# DIGITAL MARKETING MASTERY COURSE

*Lead the Digital Age*



learn with  
digitalbuddha™

**HELLO**



**COME, LEARN WITH  
DIGITALBUDDHA**

## ABOUT US

Learn with Digitalbuddha is here to serve you with the digital skills you need. We give you the skills and insight to drive the change. We want to be amongst the leading digital institute in India which provides the most relevant knowledge in the digital marketing industry that empowers individuals to create an impact. We are here to enhance your learning through a variety of live experiences.



“ We are committed to provide education for the future and the skills to upgrade your career to the next level ”

## VISION

The core purpose is to provide digital education and service for the development of our society. Our digital institute is committed to excellence, development, innovation and customer satisfaction through combined efforts.

## MISSION

The primary mission is to innovate adaptable, user-friendly & profitable solutions to present and future requirements in the digital marketing industry. We want to be amongst the leading digital institute in India which provides the most relevant knowledge in the digital marketing industry that empowers individuals to create an impact. We are here to enhance your learning through a variety of live experiences.

## CERTIFICATES WE PROVIDE





## **MODULES – 01**

- Introduction to Digital Marketing
- Introduction to Branding
- Introduction to Canva
- Online Reputation Management

## **MODULES – 02**

- Introduction to Website
- Domain and Hosting Purchase
- DNS Management
- WordPress Web Development



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## MODULES – 03

- Introduction to Social Media
- Social Media Platform Creation
- Social Media Strategy
- Competition Analysis
- Content Marketing
- Introduction to Facebook Marketing
- Facebook Pixel
- Custom Audience Creation
- Remarketing
- Split Test
- Content Scheduling
- Instagram Marketing
- Follower Growth Strategy
- LinkedIn Marketing
- Twitter Marketing



## MODULES – 04

- Introduction to Search Engines
- SEO Algorithm
- Introduction to Keywords
- Keyword Research Tools
- On Page SEO
- Off Page SEO
- SEO Site Audit
- Introduction to SEO Tools
- Search Console
- Google Analytics
- Sitemap
- Robots.txt
- SEO Competitor Analysis



## MODULES – 05

- Introduction to Search Engine Marketing
- Introduction to Campaign
- Introduction to Ad Group
- Types of Ad Extension
- Keyword Match Type
- PPC Ad Campaign
- Display Ad Campaign
- YouTube Channel Creation & Optimisation
- YouTube Ad Campaign
- Remarketing
- Conversion Tracking
- Google Business Profile
- Google Ad Sense



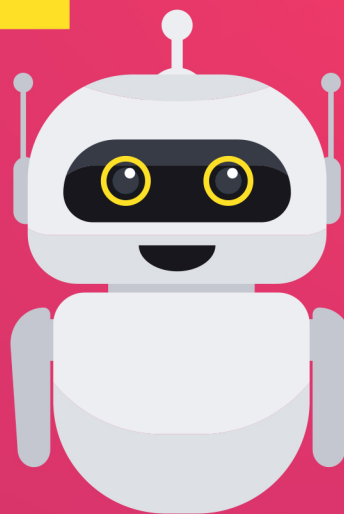


## OUR VERSATILITY

- Practical Sessions
- Doubt Clearing Sessions
- Job Assistance Guaranteed
- Personalised Mentorship
- Soft Skill Training
- Practical Assessment



# THANK YOU!



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🌐 [www.learnwithdigitalbuddha.com](http://www.learnwithdigitalbuddha.com)