

Digital Marketing Fundamentals

Build a strong foundation in digital marketing and understand how businesses attract, engage and convert customers online.

- Digital Marketing Ecosystem
- Customer Journey & Marketing Funnel
- Target Audience & Buyer Persona
- Digital Marketing Channels
- Marketing KPIs & Performance Metrics
- Lead Generation & Conversion Fundamentals

Website & WordPress

Learn how websites work and develop the skills to create professional business websites and landing pages.

- Domain & Hosting Fundamentals
- WordPress
- Website Structure
- Pages, Posts & Navigation
- Themes & Plugins
- Landing Pages
- Forms & Call-to-Actions
- Mobile-Friendly Website Fundamentals

AI-Powered Digital Marketing

Learn how Artificial Intelligence can make digital marketing research, content creation and campaign planning more efficient.

- Generative AI Fundamentals
- Prompt Engineering
- AI for Content Creation
- AI for SEO
- AI for Social Media
- AI for Ad Copy
- AI for Marketing Research
- AI-Powered Marketing Workflows

SEO & AI Search

Develop the skills required to improve online visibility and create search-friendly content.

- Keyword Research
- Search Intent
- Competitor Analysis
- On-Page SEO
- Technical SEO

- Off-Page SEO
- Local SEO
- Google Business Profile
- Content Optimization
- GEO & AEO Fundamentals
- AI Search Optimization

Content & Social Media Marketing

Learn how to plan, create and manage content for today's major digital platforms.

- Content Strategy
- Content Pillars
- Social Media Strategy
- Instagram Marketing
- LinkedIn Marketing
- YouTube Marketing
- Reels & Short-Form Content
- Content Calendar Planning
- Personal Branding

Meta Ads

Understand how businesses use Facebook and Instagram advertising to reach specific audiences and generate leads.

- Meta Ads Manager
- Campaign Structure
- Audience Targeting
- Custom & Lookalike Audiences
- Lead Generation
- Creative Strategy
- Ad Copy & CTAs
- Campaign Performance
- Optimization Fundamentals

Google Ads

Learn the fundamentals of paid search advertising and how businesses connect with customers actively searching online.

- Google Ads Fundamentals
- Search Campaigns
- Keyword Research
- Keyword Planner
- Match Types
- Negative Keywords
- Responsive Search Ads
- Quality Score & Ad Rank
- Bidding & Conversion Goals

- Campaign Optimization

Analytics, Tracking & Reporting

Learn how to measure digital marketing performance and turn data into meaningful insights.

- Google Analytics 4
- Google Tag Manager
- Events & Conversions
- Traffic Acquisition
- Google Business Profile
- Marketing KPIs
- Campaign Reporting
- Performance Dashboards

Email, WhatsApp & Marketing Automation

Understand how businesses nurture leads and maintain customer relationships through digital communication and automation.

- Email Marketing
- Audience Segmentation
- Lead Nurturing
- WhatsApp Business
- Follow-Up Strategies
- CRM Fundamentals
- Marketing Automation
- AI-Powered Automation Workflows

Performance Marketing & CRO

Learn how marketers measure results and improve campaigns based on performance data.

- CPL, CPA, CAC & ROAS
- Conversion Rate
- Conversion Rate Optimization
- Landing Page Optimization
- Funnel Optimization
- A/B Testing Fundamentals
- Performance Analysis

Career Preparation & Final Project

Bring your learning together through practical work, portfolio development and career preparation.

- Resume Development
- LinkedIn Profile
- Portfolio Development

- Interview Preparation
- Mock Interviews
- Digital Marketing Career Roles
- Business & Competitor Analysis
- Complete Digital Marketing Strategy
- Final Capstone Project

