

# FUNDAMENTALS OF DIGITAL MARKETING

Beginner-Friendly • Live Sessions • Real-World Examples

## ABOUT THIS COURSE

This course is designed to help beginners understand digital marketing concepts, build a strong online presence, and gain practical skills through live sessions and real-world examples.

**10**

**MODULES**

**8 HRS**

**LIVE + RECORDED**

**100%**

**PRATICAL**

Digital Marketing

Paid Ads

Moodle LMS

AI Tools

# COURSE

# MODULES

10 hands-on modules designed for complete beginners

01

## Introduction to Digital Marketing

Understand the digital landscape, platforms & strategy overview

02

## Online Presence Basics

Set up your brand identity, profiles & online footprint

03

## Search Engine Basics

How search engines work—crawling, indexing & ranking

04

## Social Media Basics

Platforms, content strategy & audience engagement fundamentals

05

## Google Tools Setup

Google Analytics, Search Console, Business Profile & more

06

## Chrome & Tools Setup

Essential browser extensions & productivity tools for marketers

07

## Website Creation (No Coding)

Build a professional website using WordPress & Elementor

08

## Website Management

Maintain, update & optimize your website for performance

09

## SEO Basics

On-page SEO, keyword research & content optimisation

10

## Ads Introduction

Intro to Google Ads & Meta Ads—campaigns, targeting & budget

# PRICING & PLANS

100+ Students Trained | Beginner Friendly | 100% Practical Training

## BASIC PLAN

# Rs. 1,500

4 Hours of Live Sessions + Recordings

- 4 Hours Of Live Sessions
- Full Course With Recordings
- Interactive Quiz
- Lifetime Community Access

## FUNDAMENTALS

★ MOST POPULAR

# Rs. 2,000

8 Hours of Live Sessions + Recordings

- 8 Hours of live instruction
- Full Course With Recordings
- Lifetime Community Access
- Certificate Of Completion

## ADVANCED MODULE

# Rs. 5,000

Per Module

- Deep-dive into each topic
- Full Course With Recordings
- Advanced Strategies
- Special Guidance For Freelance Works

## ONE-TO-ONE TRAINING

# Rs. 30,000

6-Month Personal Guidance

- 6-Month Program with 18 Live Sessions
- Full Course With Recordings
- One - One Session
- Lifetime Guidance For Your Business / Freelance Works.

★ Pricing may vary for one-to-one sessions. Contact us for custom packages.

➔ **Enroll Now – Limited Seats Available!**

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