

FULL CURRICULUM • 2026

Digital Marketing

Learn to grow any business online — including your own.

Every module, every lesson — the complete syllabus, end to end.

22

MODULES

267

LESSONS

6

MONTHS

₹22,500

FULL PROGRAMME

What this course covers

1

Level 1 • Beginner

Introduction to Digital Marketing Course • Market Research • Website building with Wordpress

2 months • 7 modules • 92 lessons • ₹6,500

2

Level 2 • Intermediate

Google Analytics • Email Marketing • Branding

2 months • 7 modules • 62 lessons • ₹7,500

3

Level 3 • Advanced

Instagram Marketing • YouTube Marketing • YouTube Ads

2 months • 8 modules • 113 lessons • ₹8,500

The whole journey

This is the complete syllabus for Digital Marketing — 22 modules and 267 lessons, in the order you will learn them. The level markers show how far each stage carries you, but the curriculum runs as one continuous path from the first lesson to the last.

1

LEVEL 1

Beginner

Introduction to Digital Marketing Course · Market Research · Website building with Wordpress

2 months · 7 modules · 92 lessons · ₹6,500



1. Introduction to Digital Marketing Course

2 lessons

- Intro to Digital Marketing
- Benefits of DM



2. Market Research

3 lessons

- Creating Customer Personas
- Marketing Mix
- Market Research 2



3. Website building with Wordpress

11 lessons

- Installing wordpress Locally Using XAMPP
- Running and Configuring XAMPP
- Step-by-Step Wordpress Installation
- Introduction to the Wordpress Dashboard
- Installing Essential Plugins & Choosing a Theme
- Editing Pages with Elementor
- Creating Pages in Wordpress
- Creating and Managing Wordpress Navigation Menus
- Customizing Header & Footer Sections
- Installing and Configuring an SEO Plugin
- Setting Up an Ecommerce Wordpress Theme



4. Search Engine Optimization (SEO)

44 lessons

- What is SEO
- Why Seo
- What is search Engines
- Search engine Working
- SERP
- Keyword Fundamentals
- type of keywords
- type of seo
- What is technical seo
- What is on Page seo
- What is Off Page
- Importance of Keyword Research
- How to do Keyword research
- Keyword Research - Google Keyword Planner
- Keyword Research Tools
- Keyword Research - AI
- On Page importance
- On page Analysis Tools
- On Page Analysis by AI
- On Page Seo Checklist
- Header Tags
- Image and Alt Tag
- How to write effective meta title_ How to write convincing meta description
- Content Optimization
- Internal Linking in SEO
- Introduction to URL Structure
- Types of URL Structure
- Website Structure
- Robots.txt
- What is Sitemap (Sitemap.xml and sitemap)
- Website Speed Test
- What is W3c Validator & its uses
- Canonical issue
- Custom Error Page
- What is Backlinks & its types
- Backlinks Quality factors
- Off Page Submission Activities
- Blog Submission
- Article submission
- Classified Submission
- panda algorithm
- What is Broken Links
- What is META tags_ Meta Tags Preview
- Send Proposal



5. Facebook Marketing

16 lessons

- What is Social Media Marketing (SMM) & its benefits.
- Top Social Media Platforms for Marketing & Strategies
- Organic vs Inorganic
- Meta Organic (Facebook Page Creation)
- Type of Post on facebook
- What is facebook ads
- Facebook Ads Objectives
- Awareness Ad
- Lead generation ad
- Traffic and Engagement Ad
- Pixel setup and Conversion setup
- Conversion Tracking - Custom Conversion
- Audience Setup - Custom Audience
- Commerce manager - Sales Ad
- AB Testing
- Tools Options



6. Google Ads

11 lessons

- What is Google Ads and why is it important to you
- Types of google ads that we can create
- Creating your google ads account step by step
- The 3 Main Elements of your campaign
- What are keywords and why are they essential
- Finding top keywords for your company with Google Keyword Planner - part 1
- Finding top keywords for your company with Google Keyword Planner - part 2
- The Structure Of Campaigns In google Ads
- Creating a Google Ads Search campaign
- Creating a Google Ad Display campaign
- Creating a Google Ad Video campaign for YouTube



7. Facebook Retargeting

5 lessons

- What is Facebook Retargeting and Why is Important for you
- Creating a Facebook Pixel
- Testing the Facebook Pixel
- Creating an Audience of everyone that visited your website
- Creating your Optimized Facebook Ad with the Pixel

2

LEVEL 2

Intermediate

Google Analytics · Email Marketing · Branding

2 months · 7 modules · 62 lessons · ₹7,500



8. Google Analytics

4 lessons

- Install GA4
- Track Leads
- Track campaigns
- Analytics Overview



9. Email Marketing

7 lessons

- Introduction to Email Marketing
- Setting Up a Business Email Address
- Creating Effective Email Campaigns
- Strategies for Collecting Email Leads
- Free Tools for Email Marketing
- Designing HTML Email Templates
- How to Send Emails Without Paid Tools

- ## 10. Branding

 - Branding vs. Marketing
 - Why You Need a Brand Strategy
 - The Importance of Purpose
 - Brand Structure – Nike Case Study
 - Purpose Examples
 - Defining Your Purpose
 - The Importance of Vision
 - Vision Examples
 - The Importance of Mission
 - Mission Examples
 - The Importance of Values
 - Values Examples
 - Identifying Your Competitors
 - What Makes It Different
 - Differentiator Examples
 - The Importance of Positioning

16 lessons
- ## 11. Content Marketing

 - Content Marketing Explained
 - Choose Your Objective
 - Choose Your Platforms
 - Find Content Ideas
 - Content Formats Explained
 - Text Content
 - Create Text Content
 - Video Content
 - Create Video
 - Content Marketing Guidelines
 - Image Content
 - Content Marketing Plan

12 lessons
- ## 12. Sales Psychology

 - Sales Psychology
 - Reciprocity
 - Curiosity
 - Scarcity
 - Social Proof
 - The 3 Boxes

6 lessons
- ## 13. Copywriting

 - Copywriting
 - Benefits vs Features
 - Know What You're Selling
 - Three Keys In Copywriting
 - Its Never Time or Money
 - Headlines
 - Subheads
 - Use Persuasion
 - Use Power Words
 - The Steps To a Perfect Story
 - The AIDA Model
 - Remove Writers Block

12 lessons
- ## 14. Customer Service

 - Build Customer Rapport
 - Customer Service Explain
 - In Demand Customer Service Skills
 - Improve Active Listening
 - Effective Written Communication

5 lessons

Advanced

Instagram Marketing · YouTube Marketing · YouTube Ads

2 months · 8 modules · 113 lessons · ₹8,500

15. Instagram Marketing

17 lessons

- Introduction to Instagram Marketing
- Complete Guide to Instagram Marketing
- Setting Up an Optimized Instagram Profile
- How to Create and Optimize Instagram Posts
- Using Hashtags to Boost Reach on Instagram
- Using Geotags to Improve Local Reach
- Creating Engaging Instagram Reels
- Best Practices for Posting Instagram Reels
- Strategies for Posting on Instagram
- Instagram Posting Tips & Scheduling
- How to Use Instagram Live Effectively
- Tools for Instagram Live Streaming
- Creating High-Converting Instagram Stories
- Getting Started with Instagram Threads
- Running Ads on Instagram Step-by-Step
- Mentions
- User Generated Content

16. YouTube Marketing

15 lessons

- Writing a High-Converting Channel About Section
- Creating an Eye-Catching YouTube Banner
- Generating Content Ideas for Your YouTube Channel
- Planning Your YouTube Video Like a Pro
- Creating YouTube Shorts that Perform Well
- Finding the Best Recording Style for Your Channel
- Recording Setup for YouTube Videos
- Basic Video Editing Techniques for YouTube
- How to Upload a Video with Best Practices
- Designing Thumbnails That Get Clicks
- Adding End Screens to Boost Engagement
- Using YouTube Cards to Improve Retention
- How to Make Money on YouTube
- Strategies to Grow Subscribers & Boost Views
- Writing the Perfect YouTube Video Script

17. YouTube Ads

19 lessons

- Why Use YouTube Video Ads for Marketing
- Connecting Google Ads with YouTube
- How to Start a YouTube Video Campaign
- Understanding YouTube Video Ad Formats
- Setting Up Bid Strategy & Budget
- Selecting Networks for Ad Placements
- Targeting Specific Locations in Ads
- Targeting by Language & Related Videos
- Targeting by Devices and Frequency Capping
- Targeting by Demographics in YouTube Ads
- Advanced Targeting Using Interests & Demographics
- Expanding Your Audience in YouTube Ads
- Using Keywords for Targeted YouTube Ads
- Placement Targeting for YouTube Ads
- Topic-Based Targeting Explained
- Final Setup Launching Your YouTube Video Ad
- Adding a Companion Banner to Your Ads
- How to Set Bids for YouTube Ads
- Subscription Campaign

○ 18. Pinterest Marketing

12 lessons

- Why Pinterest is Important for Marketing
- Creating a Pinterest Business Profile
- Understanding Saved Pins and Updates
- Optimizing Pinterest Profile for SEO
- Linking External Accounts to Pinterest
- Designing Boards and Creating Pins Effectively
- Gaining Targeted Followers on Pinterest
- How to Collect and Organize Pins and Boards
- Using Paid Content on Pinterest
- Navigating the Pinterest Ad Manager
- Creating a Pinterest Ad Campaign
- Setting Up a Promoted Pin

○ 19. LinkedIn Marketing

11 lessons

- LinkedIn Marketing Complete Guide
- Introduction to LinkedIn Marketing
- Creating an Optimized LinkedIn Profile
- Crafting a Powerful LinkedIn Description
- Designing a Professional LinkedIn Banner
- Writing and Publishing LinkedIn Articles
- Creating a LinkedIn Business Page
- How to Post a Job on LinkedIn
- Running Paid Ads on LinkedIn
- Setting Up a LinkedIn Ad Set
- Building High-Quality LinkedIn Connections

○ 20. X Marketing

17 lessons

- Introduction to Twitter Marketing
- Creating a Twitter Account
- Optimizing Your Twitter Profile
- Designing Your Twitter Logo and Header
- Studying Top Twitter Accounts
- Finding Customers on Twitter
- Using Hashtags Effectively on Twitter
- Monetizing Your Twitter Presence
- Strategies to Gain Twitter Followers
- Crafting Engaging Tweets and Replies
- Creating Engaging Twitter Polls
- Setting Up Your Twitter Ad Campaign
- Navigating the Twitter Dashboard
- Hosting a Twitter Space
- Twitter Premium Features
- Using Twitter Grok for Insights
- Exploring Twitter Jobs and Company Profiles

○ 21. Freelance

21 lessons

- Profile Title
- Profile Rate
- Profile Overview
- Set Availability
- Set Language
- Introduction to Freelancing
- Introduction to Upwork
- Review Upwork
- How to Get Approved Upwork Account
- Create Profile
- Create a Specialized Profile
- Importance of Profile Photo
- Add Education
- Work History
- Portfolio
- Select Skills
- Testimonials
- Certifications
- Get Paid & Tax
- Find Qualified Jobs
- Send Proposal

○ 22. Conclusion

1 lessons

- Conclusion

Certificates & what comes next

You receive a certificate at the end of every level you finish. Join for a single level or the full programme — the choice is yours. Learners who stand out may be invited to work on live client projects as interns; these places are merit-based, limited, and depend on projects being available.