



THE DIGITAL CLICKS
DIGITAL ACADEMY

TRAINING INSTITUTE

PROFESSIONAL DIGITAL MARKETING PROGRAMME

25+ MODULES | 10+ CERTIFICATIONS | CERTIFIED EXPERT TRAINERS
LIVE PROJECT WORK | PLACEMENT ASSISTANCE

BECOME A **DIGITAL MARKETING** EXPERT
IN JUST 3 MONTHS WITH THE DIGITAL CLICKS

**SPECIAL DISCOUNT
FOR EARLY COMERS**



FOR MORE DETAILS CALL : +91 7021690170 | 9619584042

Rule The Digital World

THE DIGITAL CLICKS professional digital marketing program is a comprehensive educational initiative designed to empower aspiring digital marketers with the knowledge and skills needed to excel in today's dynamic industry. In this program, we go beyond the fundamentals and strive to keep our students at the forefront of the ever-evolving digital landscape.

Our esteemed team of experts is dedicated to not only preparing learners for securing their dream jobs but also equipping them with cutting-edge expertise to forge a successful and upward trajectory in their careers. We understand the importance of a strong foundation and set a high standard of knowledge that forms the basis for a promising marketing career.

What sets our program apart is its focus on cultivating long-term success in digital marketing. We not only emphasize the tools and techniques utilized in digital marketing but also prioritize the development of essential business and leadership skills.



PROGRAMME OBJECTIVES:

Learn advanced social media tools and techniques to execute compelling Digital marketing	Master the process of organically driving traffic on website/webpage
Create viral marketing campaigns that create traffic and leads	Manage backlash, issues or complaints online and build positive perceptions of brands
Run email marketing campaigns for your businesses and brands	Use analytical tools to analyse data of the digital platforms
Acquire skills to conduct market research to understand what customers think and want	Learn how to build and execute an Integrated Digital Marketing Strategy

CAREER OPTIONS AFTER COMPLETING YOUR COURSE

- DIGITAL MARKETING EXECUTIVE
- SEO EXECUTIVE
- DIGITAL MEDIA MANAGERS
- JUNIOR DIGITAL MARKETING SPECIALIST
- DIGITAL AGENCY ACCOUNT MANAGER
- SEO AUDITOR
- SEARCH ENGINE MARKETING EXECUTIVE
- PAY-PER-CLICK MANAGERS EXECUTIVE-PRO
- SOCIAL MEDIA BRANDING EXECUTIVE
- EMAIL MARKETING EXECUTIVE CERTIFIED
- SEM/SEO SPECIALISTS
- CONTENT STRATEGISTS
- E-COMMERCE SPECIALIST
- PROFESSIONAL
- BRAND MARKETING EXPERT
- SOCIAL MEDIA MARKETERS
- CONTENT MARKETER
- BLOG & WEB SEO MANAGER
- DIGITAL PROJECT MANAGERS
- DIGITAL MARKETING CONSULTANT
- DIGITAL MARKETING ASSOCIATE INTERN



Course Highlights

Experience the expertise of renowned faculty and industry leaders through our immersive classroom and online training programs. Gain invaluable insights through engaging case studies, hands-on projects, and challenging assignments. Our goal is to equip you with the essential skills and knowledge that are in high demand in today's organizations.

The Certified Course in Digital Marketing offers a comprehensive curriculum designed to cover various critical aspects of the field. You will receive training in Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing (SMM), Affiliate Marketing, Branding Strategy, Online Marketing, Buyer Personas, customer journey mapping, and much more.

This diverse range of topics will provide you with an in-depth understanding of branding and marketing optimization. By enrolling in this course, you will acquire the necessary skills to effectively plan, develop, and execute a digital marketing strategy for promoting brands, products, or services online. This program is designed to enhance your resume and prepare you for the high-demand roles in digital marketing.

 25+ MODULES	 WORK ON LIVE PROJECTS
 10+ CERTIFICATIONS	 INTERNSHIP OPPORTUNITIES
 INDUSTRY EXPERT TRAINERS	 COMPLETION CERTIFICATIONS
 ONLINE & OFFLINE CLASSES	 PLACEMENT ASSISTANCE
 WEEKEND & WEEKLY BATCH	 RESUME & PERSONALITY DEVELOPMENT

WHOM IS THIS PROGRAM DESIGNED FOR?



COLLEGE STUDENTS

This course enables college students to kick start their careers in digital marketing by introducing them to the basics as well as advanced digital marketing subjects required to succeed in this high-demand industry



CAREER SWITCHERS

This course is the perfect starting point for career switchers who are eager to dive into the dynamic world of digital marketing. This course is designed to empower a seamlessly transition into digital marketing, making you industry ready



SMALL BUSINESS OWNERS & ENTREPRENEURS

This course equips small business owners and entrepreneurs with the knowledge and skills to reach a wider audience, increase brand visibility, and generate leads using various digital marketing strategies.



MARKETING PROFESSIONALS SEEKING CAREER GROWTH

This course is designed for marketing professionals who want to expand their opportunities, stay ahead of the competition, and navigate the digital landscape effectively

Course Modules

MODULE 1

INTRODUCTION TO DIGITAL MARKETING

- ▶ Traditional Marketing
- ▶ What is Digital Marketing
- ▶ Importance Of Digital Marketing
- ▶ Digital Marketing Channels
- ▶ Opportunities In Digital Marketing
- ▶ Strategies In Digital Marketing

MODULE 2

GOOGLE ADWORDS WITH GOOGLE CERTIFICATION (SEM)

- ▶ PPC training introduction
- ▶ Google Adword networks
- ▶ Set-up PPC campaign
- ▶ Click-through-rates (CTR)
- ▶ Keyword research tools
- ▶ Effective Ads In Creations
Google Ads, Facebook Ads
- ▶ Quality score measurements
- ▶ Ads position/ bid Management
landing page
- ▶ Display network campaign
- ▶ Video Ads campaign

MODULE 3

ADVANCES ADS [MCC]

- ▶ MCC (My Client Centre)
- ▶ Linking existing Adwords with MCC
- ▶ Merchant client centre
- ▶ Campaign performance reports

MODULE 4

REMARKETING/ CONVERSION

- ▶ Remarketing & conversions With
advance google Adwords

MODULE 5

GOOGLE ANALYTICS

- ▶ Web Analytics
- ▶ Dashboard
- ▶ Exporting reports / emailing reports
- ▶ Advertising analytics Adwords data analysis
Traffic Sources
- ▶ SEO (Webmaster Tools)
- ▶ Conversion Tracking

MODULE 6

SOCIAL MEDIA MARKETING & OPTIMIZATION [SMM]

- ▶ Learn Top Social Media Tools
- ▶ Linkedin Marketing & Ads
- ▶ Twitter Marketing & Ads
- ▶ Instagram Marketing & Ads
- ▶ Facebook Marketing & Ads
- ▶ Youtube Marketing & Ads

MODULE 7

SEARCH ENGINE OPTIMIZATION (SEO)

- ▶ Keyword research
- ▶ On-page optimization
- ▶ Off-page optimization
- ▶ Technical SEO

MODULE 8

EMAIL MARKETING

- ▶ Create attractive & creative
newsletters with various themes
- ▶ Email marketing with mailchimp

Course Modules

MODULE 9

GOOGLE ADSENSE & AFFILIATE MARKETING

- ▶ Learn to make money via Google AdSense & Affiliate marketing

MODULE 10

MOBILE MARKETING

- ▶ Booming, Specific, Measurable, Achievable, Realistic and Timely
- ▶ Adwords universal app mobile marketing & PPC strategy

MODULE 11

GRAPHIC DESIGN

- ▶ Canva Designing
- ▶ Basic Illustrator
- ▶ Basic Photoshop

MODULE 12

VIDEO CREATION

- ▶ Make beautiful videos online easily
- ▶ Online apps and video editing softwares

MODULE 13

CONTENT WRITING

- ▶ Basic writing principles
- ▶ Learn to write headlines for your Ads
- ▶ How to increase your CTR metrics

MODULE 14

CONTENT MARKETING

- ▶ Learn to create and distribute valuable, relevant content to attract and engage your brand's target audience.

MODULE 15

CREATING A BLOG

- ▶ Create responsive BLOG themes which is Mobile, Tablet & Desktop compatible.
- ▶ Learn to add categories, posts and comments.

MODULE 16

CREATING WEBSITE

- ▶ Creating a basic Wordpress website for online presence
- ▶ A professional responsive & mobile friendly website.

MODULE 17

LANDING PAGE TECHNIQUE

- ▶ Creating stunning landing pages
- ▶ WordPress themes & plugins
- ▶ CTA placement & optimization

MODULE 18

WEBINAR MARKETING

- ▶ Logistics
- ▶ Direct interaction launch feedbacks webinar
- ▶ Tools and platforms

MODULE 19

MEDIA BUYING & SELLING

- ▶ Media buying is the business of purchasing advertising space
- ▶ Using media buying for your business? Benefits and Advantages.

MODULE 20

CHATGPT-AI

- ▶ Learn the basic of ChatGPT Ai powered language modules

Course Modules

MODULE 21

LEAD GENERATION

- ▶ How to create Your exclusive offer
- ▶ Create A high converting page
- ▶ Creating give away events
- ▶ Ad Swaps

MODULE 24

BUILDING RESUME

- ▶ Creating your resume with attractive garaphics
- ▶ Learn to create a format that Is easy to read
- ▶ Do's and Dont's for resume designing

MODULE 22

PERSONAL BRANDING

- ▶ Define personal branding
- ▶ Understand the main concepts
About personal branding
- ▶ Creating an online presence strategy for self

MODULE 25

FREELANCING

- ▶ How to become a freelancer
- ▶ Registering on freelancing websites
- ▶ Applying for online jobs
- ▶ Micro Jobs sites - application & posting

MODULE 23

INTERVIEW PREPARATION

- ▶ Introducing yourself in
Digital marketing interview
- ▶ How to Answer Technical Jargon Questions
- ▶ The 3 types of Digital media futuristic questions

MODULE 26

INFLUENCER MARKETING

- ▶ Learn influencer marketing
- ▶ How to identify the people who act
As influencer
- ▶ How to promote your brand with
influencer marketing

THE DIGITAL CLICKS ADVANTAGE

Student have on option to choose between online-offline classes. Our experienced faculty & open discussion teaching methodology is sure to make learning a rich and fun experience for you.



**LIVE ONLINE / OFFLINE
CLASSES**



**CLASSROOM-LIKE
EXPERIENCE**



**ROLE PLAYS AND
CASE STUDIES**



**LEARNING
RESOURCES**



**PEER AND FACULTY
CONNECT**



**WEEKLY & WEEKEND
BATCH TIMING**

TOOLS YOU WILL LEARN

Quora

HubSpot

Google Ads

Google
CERTIFICATIONS FOR MARKETERS

Google
Search Console

WhatsApp
Marketing

WordPress

facebook
Ads

MarketPlace

OpenAI

Google Sheets

Twitter
Ads

amazon
associates

HubSpot
Academy

SEMRUSH

Quora for Business

Google
Webmaster Tools

Google
Analytics

Google AdSense

Blogger™

Seo
Quake

Google
Mobile Ads

Instagram
Business
ads

mailchimp

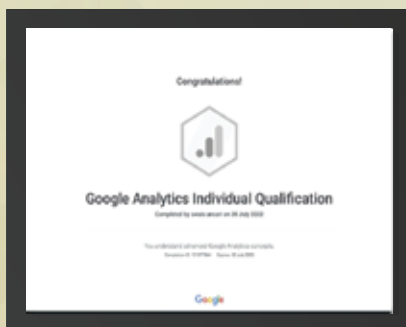
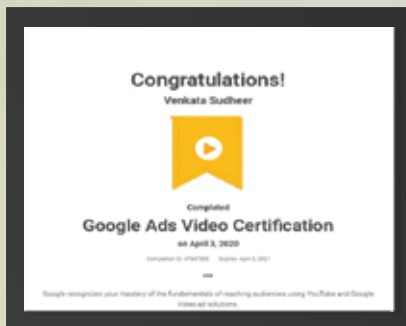
Bing ads

LinkedIn ads

Google
My Business
Trusted Verifier

YouTube
Advertising

10+ Certification



PROGRAM FEES

25+ MODULES | 10+ CERTIFICATIONS | CERTIFIED EXPERT TRAINERS
LIVE PROJECT WORK | PLACEMENT ASSISTANCE



**LIMITED
TIME**

SUPER OFFER

~~₹ 60,000~~

₹ 49,999 (OFFLINE)*

₹ 44,999 (ONLINE)

(ALL PRICES ARE INCLUDING GST)

DIGITAL MARKETING COURSE	ONLINE	OFFLINE
1st Installment	20,000	20,000
2nd Installment	20,000	20,000
3rd Installment	15,000	20,000
TOTAL FEES	55,000	60,000

(Special offer Pricing not applicable on EMI Facility)



COURSE DURATION
3 MONTHS WEEKLY
/ WEEKEND BATCH



ONLINE / OFFLINE
LECTURES WORK
ON LIVE PROJECTS

CORPORATE CLIENT



OF DIGITAL MARKETING EXPERIENCE
THE DIGITAL CLICKS



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