



Baba Digital Institute

Advanced Diploma in Digital Marketing

Program Details



Program Name:

Advanced Diploma in Digital Marketing

Key Detail Information

Mode of Learning

Online | Offline | Hybrid

Duration

2 Months

Daily Hours

1.5 Hours

Class Schedule

Monday to Friday



Why Choose Us?

Placement Assistance:

Comprehensive support with job placements, including expert training and interview preparation.

Live Project Experience

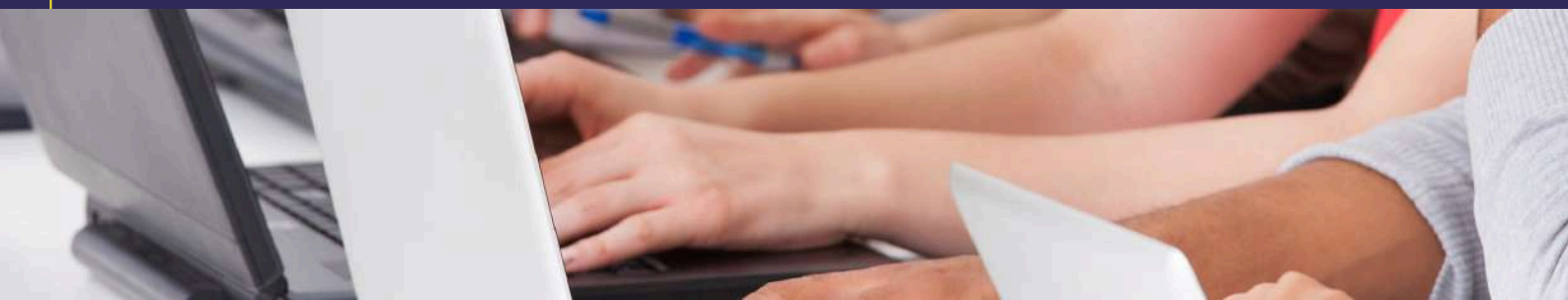
Work on real-time projects for practical exposure

Learn & Earn Opportunity

Gain valuable skills while working on live assignments.

Cutting-edge Tools

Learn to use AI tools like ChatGPT, Canva, and SEMrush.



Comprehensive CURRICULUM

01

Introduction to Digital Marketing

- Fundamentals of Digital Marketing
- Understanding the Marketing Funnel
- Traditional vs. Digital Marketing
- Core Components of Digital Marketing

02

ChatGPT & AI Tools for Marketing

- What is ChatGPT?
- Generating Content Using AI Tools
- Automating Marketing Tasks with AI
- Exploring AI Tools Beyond ChatGPT

03

Canva | Graphic Design

- Introduction to Canva and its Features
- Canva Pro vs. Free Version
- Design Principles for Marketing
- Creating Social Media Graphics, Carousels, and Infographics

04

Social Media Marketing (SMM)

- Basics of Social Media Platforms
- Facebook Ads Manager
- Instagram Ads & Strategy
- LinkedIn Ads & Profile Optimization
- Analytics for Social Media Platforms

05

Website Development with WordPress

Web Design

- Introduction to Web Design
- CMS Systems and Their Applications
- Types of Websites
- XAMPP Server (Local Host) Setup
- Installing WordPress Locally
- Using Page Builders (Elementor)
- Managing Plugins and Themes
- Building a Fully Functional Website

Module 2: Domain & Hosting

- What are Domain and Hosting?
- Types of Hosting and Their Uses
- SSL Certificates and Installation
- Choosing the Right Hosting Provider

06

Search Engine Optimization (SEO)

Keywords

- What Are Keywords?
- Comprehensive Keyword Research Techniques
- Tools for Keyword Research

SEO Strategies

- What is a Search Engine?
- How Search Engines Work
- Types of SEO: On-Page, Off-Page, Technical
- Optimizing Titles, Descriptions, and HTML Tags
- Managing Robots.txt, Redirects, and Sitemaps
- Improving Website Loading Speed
- Link-Building Strategies
- Local SEO and Google My Business

07

Google Tools for Digital Marketing

Google Analytics

- Setting Up Google Analytics
- Tracking KPIs and Goals
- Analyzing Website Performance

Google Search Console

- Understanding Search Console
- Fixing Errors and Optimizing URLs
- Mobile Usability and Performance

Google Tag Manager (GTM)

- Setting Up GTM
- Managing Tags and Triggers
- Using GTM for Conversion Tracking

Google Ads

- Types of Google Ad Campaigns
- Bidding Strategies and Ad Auctions
- Extensions and Quality Scores
- Retargeting and Conversion Tracking

08

Content Marketing

- Basics of Content Marketing
- Storytelling for Brands
- Types of Content: Blogs, Videos, and More
- Content Distribution Strategies

09

Email Marketing

- Building an Email List
- Writing High-Converting Emails
- Email Automation Tools (Mailchimp)
- Analyzing Email Campaigns

10

Affiliate Marketing

- Understanding Affiliate Marketing Models
- Affiliate Platforms and Programs
- Building an Affiliate Website
- Strategies to Drive Affiliate Sales

11

Performance Marketing & Advanced Advertising

- Paid Ads on Google, Facebook, and Instagram
- Conversion Rate Optimization
- Retargeting Strategies
- Analytics and ROI Calculation

12

Social Media Optimization (SMO)

- What is SMO?
- Optimizing Social Media Accounts for Business
- Best Practices for Profile Branding

13

Influencer Marketing

- Finding the Right Influencers for Campaigns
- Negotiating and Collaborating with Influencers
- Analyzing Influencer Campaign ROI

14

Personal Branding

- Creating a Unique Personal Brand
- Building Credibility Online
- Leveraging Social Media for Personal Branding

15

WhatsApp Marketing

- Setting Up WhatsApp Business
- Broadcasting Messages Effectively
- Using WhatsApp for Lead Nurturing

16

Advanced Tools & Bonuses

Free Marketing Tools

Landing Page Setup Using Elementor

Affiliate Marketing Dashboard from Gradink


Free Tickets for Live Events

Affordable Fees with Flexible Payment Options

- Total Course Fee: ₹15,000
- Payment Options: Easy EMI and Installments available.


Contact us now

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