PEP **tech**

GET TRAINED IN
ADVANCED DIGITAL MARKETING

Welcome to Peptech, Mumbai's premier digital marketing institute. Here, we empower you with cutting-edge skills and insights to thrive in the ever-evolving digital landscape. Our expert instructors deliver a comprehensive curriculum tailored for both beginners and experienced professionals. At Peptech, practical experience meets industry-leading strategies, ensuring you're ready to excel. Join us and transform your career with the latest in digital marketing education.

DURATION

5 Months
M W F - 2 Hrs

ACHIEVE THE EXPERTISE

Graduate as a advance digital marketer with hands-on industry experience

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ABOUT US

At Peptech, we offer a comprehensive range of courses designed to provide both theoretical knowledge and practical experience. Our curriculum reflects the latest industry trends and best practices, ensuring that our students are well-prepared for the dynamic world of digital marketing. With expert instructors from industry and a commitment to hands-on learning, Peptech is your gateway to a successful career in digital marketing.Join us at Peptech and benefit from the unparalleled expertise and insights of digital media industry leaders. Transform your passion into a profession with the best in digital marketing education.

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DIGITAL MARKETING COURSE MODULES

Welcome to our comprehensive Digital Marketing Course, where you'll master the latest strategies and tools to excel in the digital landscape. Our curriculum covers everything from SEO and social media to AI-driven marketing, ensuring you're equipped with the skills to thrive in today's competitive market. Whether you're a beginner or looking to enhance your expertise, our course offers hands-on experience and real-world applications to propel your career forward.

• **Introduction to Digital Marketing**	• Local SEO Optimisation	• Instagram Ad Campaign
• **Social Media Marketing**	• Google Analytics	• LinkedIn Ad Campaign
• **Website Development**	• **Google Ads**	• Google Adsense
• Wordpress Website Creation	• Google Search Ad Campaign	• **Chat GPT & AI Tools**
• Ecommerce Website Creation	• Google Display Ad Campaign	• **Canva Graphic Designing**
• Google Business Profile Creation	• YouTube Video Ad Campaign	• **How to start Blogging**
• Landing Page Techniques	• Remarketing Ad Campaign	• **Email Marketing**
• **Search Engine Optimisation**	• Performance Ad Campaign	• **Content Marketing**
• On-Page Optimisation	• Mobile App Ad Campaign	• **Influencer Marketing**
• Off-Page Optimisation	• Facebook Ad Campaign	• **Creative Thinking**

50+ DIGITAL MARKETING TOOLS YOU WILL MASTER

WordPress

shopify

Google Ads
KEYWORD PLANNER

mailchimp

Ubersuggest

yoast

Google AdSense

WOO COMMERCE

Linked in ads

Google Analytics

RankMath

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AI TOOLS IN OUR DIGITAL MARKETING CURRICULUM

ChatGPT

Bard

Replicate

Bing

Adobe Firefly

neural frames

Lexica

Leonardo.Ai

Play.ht

Predis.ai

lumen5

BrandCrowd

copy.ai

CreatorKit

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DIGITAL MARKETING COURSE CURRICULUM 2024

1.INTRODUCTION TO DIGITAL MARKETING

In this module, students will delve into the dynamic world of digital marketing, mastering the latest tools and strategies to effectively promote brands online . You will gain hands-on experience in SEO, Social Media Marketing, Content Creation and Data Analytics, preparing you to excel in today's digital landscape

2. SOCIAL MEDIA MARKETING

In this module, students will master social media marketing, learning to leverage platforms like Facebook, Instagram, and LinkedIn. You will develop skills in content creation, community management, and analytics to drive engagement.

3. WEBSITE DEVELOPMENT

In this module, explore the essentials of web development, including coding languages and frameworks that create dynamic, responsive websites. Gain hands-on experience in building robust, scalable websites tailored to your clients' needs.

4. ECOMMERCE WEBSITE CREATION

In this module, learn to create e-commerce websites with essential features like product listings and secure payments. Build user-friendly online stores that drive sales and enhance customer experience.

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DIGITAL MARKETING COURSE CURRICULUM 2024

5. GOOGLE BUSINESS PROFILE CREATION

In this module, delve into optimizing your Google Business Profile to enhance local search visibility and attract more customers. Discover strategies for maintaining accurate information, engaging with reviews, and leveraging local SEO to boost your business presence.

6. LANDING PAGE TECHNIQUES

In this module, uncover the secrets to designing high-converting landing pages that captivate visitors and drive action. Learn techniques for crafting compelling headlines, persuasive copy, and effective calls-to-action to maximize your marketing campaigns.

7. SEARCH ENGINE OPTIMIZATION

In this module, master the techniques of improving your website's visibility on search engines. Learn strategies to boost organic traffic and achieve higher rankings.

8. ON-PAGE SEO OPTIMISATION

In this module, focus on optimizing individual web pages to rank higher and earn more relevant traffic. Understand key elements like meta tags, content quality, and internal linking.

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9.OFF-PAGE SEO OPTIMISATION

In this module, explore strategies for enhancing your website's authority and credibility through external methods. Learn about building high-quality backlinks, leveraging social media for SEO, and engaging in influencer outreach. Master off-page techniques that drive traffic and improve search engine rankings

10. LOCAL SEO OPTIMISATION

In this module, discover how to optimize your online presence to attract more business from relevant local searches. Learn about local citations, Google My Business, and localized content. Enhance your local SEO strategy to connect with nearby customers effectively.

11. GOOGLE ANALYTICS

In this module, get hands-on experience with Google Analytics to track and analyze website performance. Understand key metrics and generate reports to inform your marketing strategies.

12. GOOGLE ADS

In this module, gain expertise in creating and managing Google Ads campaigns to drive targeted traffic and conversions. Learn how to design compelling ad copy, set budgets, and analyze performance metrics. Master the skills needed to optimize your ads for maximum ROI.

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13. GOOGLE SEARCH CONSOLE

In this module, learn how to use Google Search Console to monitor and improve your website's performance in search results. Gain insights into search queries, indexing status, and troubleshoot potential issues. Enhance your SEO strategy with data-driven decisions and optimize your site for better visibility.

14. GOOGLE SEARCH AD CAMPAIGN

In this module, master the creation and management of Google Search Ad campaigns to drive targeted traffic. Learn keyword research, ad copywriting, and bidding strategies for effective search advertising.

15. GOOGLE DISPLAY AD CAMPAIGN

In this module, explore the techniques for setting up Google Display Ad campaigns to reach a broader audience. Understand the principles of visual ad design, audience targeting, and performance tracking.

16. YOUTUBE VIDEO AD CAMPAIGN

In this module, discover how to create and optimize YouTube video ad campaigns to engage viewers. Learn about different ad formats, targeting options, and strategies to boost viewership and conversions.

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17. REMARKETING AD CAMPAIGN

In this module, delve into the strategies of remarketing to re-engage previous visitors to your website. Understand how to set up remarketing lists, design compelling ads, and track the effectiveness of your campaigns.

18. PERFORMANCE AD CAMPAIGN

In this module, learn how to promote mobile apps through ad campaigns across various platforms. Gain insights into targeting options, ad formats, and techniques to increase app downloads and user engagement.

19. MOBILE APP AD CAMPAIGN

In this module, learn how to promote mobile apps through ad campaigns across various platforms. Gain insights into targeting options, ad formats, and techniques to increase app downloads and user engagement.

20. FACEBOOK AD CAMPAIGN

In this module, master the creation and management of Facebook Ad campaigns to reach your target audience. Learn about audience segmentation, ad formats, and strategies to maximize engagement and conversions.

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21. INSTAGRAM AD CAMPAIGN

In this module, learn to create and manage Instagram Ad campaigns to engage your target audience. Understand ad formats, targeting options, and strategies to maximize reach and interaction on the platform.

22. LINKEDIN AD CAMPAIGN

In this module, explore the creation of LinkedIn Ad campaigns to reach professionals and decision-makers. Learn about LinkedIn's ad formats, targeting capabilities, and strategies for B2B marketing success.

23. GOOGLE ADSENSE

In this module, discover how to monetize your website with Google AdSense. Learn how to set up AdSense, optimize ad placements, and track earnings to maximize your site's revenue potential. Understand best practices for maintaining compliance and enhancing user experience while generating income.

24. CHAT GPT & AI TOOLS

In this module, you will explore the innovative world of AI and ChatGPT. Learn how these advanced tools can enhance productivity, streamline processes, and revolutionize various industries. Dive into practical applications and see the future of technology unfold.

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25. CANVA GRAPHICS AND DESIGNING

Transform your ideas into stunning visuals with Canva. This user-friendly tool offers a vast library of templates and design elements, making it easy for anyone to create professional-grade graphics. Perfect for social media, marketing materials, and more. Elevate your design game effortlessly!

26. HOW TO START BLOGGING

Begin your blogging journey by selecting a niche you're passionate about and choosing a platform like WordPress or Blogger. Consistently create engaging, valuable content to attract and grow your audience.

27. EMAIL MARKETING

In this module, you'll delve into the essentials of email marketing. Discover how to craft compelling emails that engage your audience and drive conversions effectively.

28. CONTENT MARKETING

In this module, you'll learn the fundamentals of content marketing. Discover how to create valuable, relevant content that attracts and retains your target audience. Explore strategies for distributing content across various platforms to maximize reach and engagement. Unlock the secrets to building a strong, loyal customer base through compelling storytelling.

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29. INFLUENCER MARKETING

In this module, you will learn the power of influencer marketing. Discover how to collaborate with influencers to amplify your brand message and reach new audiences. Master the strategies for selecting the right influencers and measuring campaign success

30. CREATIVE THINKING

In this module, you will learn the art of creative thinking. Unlock techniques to generate innovative ideas and solve problems from new perspectives. Enhance your ability to think outside the box and drive creative solutions in your projects.

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WHY CHOOSE PEPTECH INSTITUTE?

4 in 1 Course
Digital marketing website, Graphic Designing & AI Tools

4 Certificates
Gain four prestigious certificates to boost your digital marketing career.

20+ Modules
Master over 20+ comprehensive modules in digital marketing

Micro Batch
Benefit from personalized attention with our micro-batches.

15+ AI Tools
Learn to leverage 15+ advanced AI tools for marketing.

Free Hosting
Enjoy free hosting services included in your course

Agency Style
Experience real-world readiness with our agency-style training

Backup Video
Access backup videos for uninterrupted learning anytime

100% Job
Secure your future with our 100% job placement guarantee

DIGITAL MARKETING COURSE CERTIFICATION

CERTIFICATE
OF COMPLETION

THIS CERTIFICATE IS PROUDLY PRESENTED TO

who has successfully completed the course

ADVANCED DIGITAL MARKETING

offered by **PepTech Academy.**

We commend them for their dedication and achievement in this course.
Congratulations on this significant accomplishment!

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ADMINISTRATION

PROGRAM CONTROLLER

PEPtech

CAREER OPTIONS AFTER COMPLETING THE COURSE

- ✔ Digital Marketing Executive
- ✔ SEO Executive
- ✔ Digital Media Manager
- ✔ Email Marketing Executive
- ✔ Social Media Marketer
- ✔ Content Marketer
- ✔ Blog & Web-SEO Manager
- ✔ Digital Project Manager
- ✔ E commerce Specialist
- ✔ Brand Marketing Experts
- ✔ Content Strategist
- ✔ Pay-Per-Click Manager
- ✔ SEO Auditor
- ✔ Digital Agency Account Manager
- ✔ Social Media Branding Manager

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