

Digital Marketing course 3 month by skill academy India – training by - Sachin kumar sharma (20 years of experience) Price 4500/- only

Our official website- SkillAcademyIndia.com

SkillAcademyIndia

Learn | Grow | Succeed

Online Training Institute in India

SEO | Google Ads | WordPress | AI TOOLS

COMPLETE DIGITAL MARKETING COURSE

Learn Digital Marketing from Basic to Advanced Level

SPECIAL COURSE FEE ONLY ₹4,500



Learn from **Sachin Kumar Sharma**
Director & Digital Marketing Trainer
20 Years of Industry Experience

Duration: 3 Months | Weekly: Online Classes | Training Language: Hindi & English

LEARN THESE DIGITAL MARKETING SKILLS

Search Engine Optimization (SEO)

- SEO fundamentals and how search engines work
- Keyword research and competitor analysis
- On-page SEO and technical SEO basics
- Off-page SEO and ethical link building
- Website audits and SEO reporting
- Local SEO and Google Business Profile
- Search Console and website performance analysis

2 Social Media Marketing

- Facebook and Instagram marketing
- Creating and managing social media pages
- Content planning and social media calendars
- Reels, posts, stories and audience engagement
- LinkedIn, YouTube and other social platforms
- Brand building and community management
- Social media insights and reporting

3 Facebook & Instagram Ads

- Meta Ads Manager fundamentals
- Campaign objectives and audience targeting
- Creating advertising campaigns
- Ad creatives, copywriting and budgeting
- Lead generation and website traffic campaigns
- Pixel and conversion tracking basics
- Campaign analysis and optimization

4 Google Ads & PPC Marketing

- Google Ads account fundamentals
- Search advertising campaigns
- Display advertising basics
- Keyword selection and bidding strategies
- Ad copy and landing page fundamentals
- Conversion tracking and reporting
- Budget management and optimization

AI Tools for Digital Marketing

- Using AI to research marketing ideas
- ChatGPT for content, planning & brainstorming
- AI-assisted SEO and keyword research
- Creating social media captions and ad copy
- AI image and creative generation tools
- AI-assisted content calendars and plans
- Productivity, automation and responsible AI use

6 WordPress Website Development

- Domain and hosting fundamentals
- Installing and setting up WordPress
- Website design using themes and page builders
- Creating business websites and landing pages
- Pages, menus, forms and navigation
- Plugins and essential settings
- Security, backups and maintenance
- SEO-friendly website setup

7 Content Marketing & Copywriting

- Blog and article writing fundamentals
- Website content and landing page copy
- Social media content creation
- Content strategy and editorial calendars
- Headlines, calls to action and storytelling
- Content distribution and repurposing
- Performance measurement

8 Email & WhatsApp Marketing

- Email marketing fundamentals
- Building subscriber lists ethically
- Email campaign creation
- Newsletters and promotional messages
- WhatsApp Business profile and catalog
- Customer communication and follow-ups

9 YouTube & Video Marketing

- YouTube channel setup and optimization
- Video titles, descriptions and thumbnails
- YouTube SEO fundamentals
- Short-form video and Reels strategy
- Video content planning
- Analytics and audience retention basics

10 Google Analytics & Measurement

- Google Analytics 4 fundamentals
- Google Search Console
- Traffic sources and visitor behavior
- Campaign tracking and UTM basics
- Leads, conversions and reporting
- Performance data and insights

11 E-commerce & Affiliate Marketing

- E-commerce marketing fundamentals
- Product promotion strategies
- Shopping website marketing basics
- Affiliate marketing concepts
- Product content and comparison pages
- Conversion optimization fundamentals

12 Free Tools Training — FREE TOOLS

Learn how to use relevant **free tools** including:

- Google Trends
- Google Search Console
- Google Analytics
- Google Keyword Planner
- Canva Free
- WordPress
- Meta Business Suite
- Google Business Profile
- ChatGPT (free features)
- Other useful tools

Some tools have paid plans, usage limits or features that may change.

FREE Basic Computer Training

FREE — FREE BASIC COMPUTER TRAINING INCLUDED)

No need to worry if you are a beginner!

- Computer fundamentals
- Windows and file management
- **Internet browsing** and safe online practices
- Email creation and use
- Downloading and uploading files
- Basic typing and document handling
- Using browsers and online tools
- Essential computer skills for digital marketing

PRACTICAL TRAINING & CAREER PREPARATION

- Practical assignments and guided exercises
- Website and campaign practice
- SEO and content optimization activities
- Social media content planning
- AI-assisted marketing projects
- Portfolio-building guidance
- **Free internship** opportunity after course completion, subject to availability and terms
- Course completion certificate, subject to successful completion

IMPORTANT REQUIREMENT

Students must have their own laptop or desktop computer and a reliable internet connection to participate effectively in online practical classes.

WHO CAN JOIN?

- Students and freshers
- Job seekers
- Business owners
- Freelancers and aspiring entrepreneurs
- Working professionals
- Beginners interested in digital marketing

No prior digital marketing experience required.

COURSE DETAILS

Course	:	Complete Digital Marketing
Duration	:	3 Months
Fee	:	₹4,500
Mode	:	Online
Languages	:	Hindi & English
Classes	:	Weekly online sessions
Basic Computer Training	:	Free
Internship	:	**Free opportunity** after course completion (subject to availability & terms)
Certificate	:	Provided after successful course completion

CAREER PATHS TO EXPLORE

SEO Executive | Digital Marketing Executive | Social Media Manager | PPC Executive | Content Marketer | WordPress Website Developer | Email Marketing Executive | Freelance Digital Marketer

Career opportunities depend on individual skills, practice and market demand. No guaranteed job or income.

START YOUR DIGITAL MARKETING JOURNEY TODAY!

Join Online Classes Now

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AI TOOLS FOR DIGITAL MARKETING

WHAT IS AI IN DIGITAL MARKETING?

AI Tools is using artificial intelligence technologies to automate tasks, denster conmate tasks, personalize content, and make data-driven decisions.

POPULAR AI TOOLS

ChatGPT
Text Generation & Ideas

Canva AI
Magic Studio & Design

Google Gemini
Advanced Reasoning & Research

AI IMAGE GENERATORS
Midjourney, DALL-E, etc. for Visuals

AI WRITING TOOLS
Jasper, Copy.ai for Ad Copy & Content

HOW AI MARKETING WORKS (6 STEPS)

1. **Data Collection** — Gathering user data and insights
2. **Analyze & Predict** — Identify trends and customer behavior
3. **Set Objectives** — Define marketing goals and targets
4. **Create Personalized Content** — Generate tailored messages
5. **Campaign Optimization** — Real-time monitoring and adjustments
6. **Performance Analytics** — Measure ROI and key metrics

PRACTICAL USES OF AI

Automate customer service and marketing with Chatbots

PRACTICAL USES OF AI

- Segment audiences
- Segmente ausigns
- Optimize ad spend
- Predictive analytics

LEARN PROMPT WRITING EXAMPLE

USER PROMPT

Create an engaging social media post for a new fitness program launching in Mumbai. Target: young adults 20-30 years old.

AI RESULT

Structured prompt: engaging post for ai marketing the nowible markæing.



CAREER OPTIONS

- AI Marketer
- Content Strategist
- Campaign Manager
- Data Analyst
- SEO/SEM Specialist
- Freelancer

WHY LEARN AI TOOLS?

- Automate Tedious Tasks
- Enhance Creativity
- Make Faster Decisions
- Boost Personalization
- Gain Competitive Advantage



Course Highlights: - AI Marketer . Antivyting, Shoces and Fritocation Engamations | Enroll Now for the Latest AI Marketing Course

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GOOGLE ADS & PPC MARKETING

Learn to Advertise on Google and Reach Potential Customers



WHAT IS GOOGLE ADS & PPC?

'**Google Ads** is an online advertising platform that allows businesses to promote their products and services on Google Search and any other advertising placements.

PPC means Pay-Per-Click, a common advertising model where advertisers pay when someone clicks their ad.

In Simple Words: Show your advertisement to people searching for relevant products or services and bring potential customers to your website.'

HOW GOOGLE ADS WORKS

1. **Choose Your Goal**
   Get website visits, leads, sales, or brand awareness.
2. **Research Keywords**
   Discover what potential customers search for.
3. **Create Your Ad**
   Write compelling headlines and descriptions.
4. **Set Budget & Bids**
   Decide your budget and bidding strategy.
5. **Launch Your Campaign**
   Reach relevant audiences through eligible Google placements.
6. **Track & Optimize**
   Measure clicks, conversions, and campaign performance to improve results.

TYPES OF GOOGLE ADS

- **Search Ads**
  Text ads on Google Search
- **Display Ads**
  Visual advertisements across eligible websites and apps.
- **YouTube Ads**
  Video advertising on YouTube
- **Shopping Ads**
  Product listings for eligible e-commerce businesses
- **Performance Max**
  Campaigns designed to reach customers across Google's advertising channels.

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CAREER OPTIONS IN GOOGLE ADS

After learning Google Ads, you can include:

- Google Ads Specialist
- PPC Executive
- Paid Media Specialist
- Digital Marketing Executive
- Performance Marketing Executive
- Freelance Google Ads Consultant

Learn Skills • Build Experience • Grow Your Career

WHAT DOES A GOOGLE ADS SPECIALIST DO?

- Researches keywords and audiences
- Creates and manages advertising campaigns
- Plans budgets and bidding strategies
- Writes ad copy and improves landing pages
- Tracks conversions and campaign performance
- Optimizes campaigns using data and testing



WHY LEARN GOOGLE ADS?

- Practical, in-demand marketing skills
- Opportunities to work with businesses
- Freelancing and agency opportunities

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FACEBOOK & INSTAGRAM MARKETING

WHAT IS FACEBOOK MARKETING?

Using Facebook to promote a business, reach your customers, and buiid relationships.

WHAT IS INSTAGRAM MARKETING?

Leveraging Instagram to showcase products, engage audiences, and build brand awareness.

5-STEP WORKFLOW

1. Setup Accounts & Optimize Profiles
2. Define Target Audience
3. Create Engaging Content
4. Plan & Run Ads Campaigns
5. Analyze Performance & Adjust

KEY SKILLS FOR SUCCESS

ORGANIC	PAID
Free	Budget
Reach	Traffic
Likes	Ads
Long-term	Fast Results
Content	Target
Followers	Sales

- Content Strategy
- Social Media Ads
- Audience Targeting
- Analytics
- Design
- Communication

ORGANIC vs PAID

ORGANIC	PAID
Free	Budget
Reach	Traffic
Likes	Ads
Long-term	Fast Results
Content	Target
Followers	Sales

POPULAR CONTENT FORMATS

- Posts
- Stories
- Stories
- Reels
- Instagram
- Carousels
- Lives
- Shopping

CAREER OPTIONS

- Social Media Manager
- Paid Ads Specialist
- Digital Marketing Executive
- Content Strategist
- Agency Freelancer

COURSE HIGHLIGHTS

- 3 Months Duration
- Comprehensive Curriculum
- Live Projects
- Industry Experts
- Placement Assistance
- Certificate

3 MONTHS ₹4500 INR



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WORDPRESS WEBSITE & LANDING PAGE DEVELOPMENT

WHAT IS WORDPRESS WEBSITE DEVELOPMENT?

Build dynamic and fully functional websites using the WordPress Content Management System (CMS). Key features include themes, plugins, and easy content management.

WHAT IS LANDING PAGE DEVELOPMENT?

Create specific single pages focused on conversions, like lead generation or sales. Key elements include strong headlines, clear benefits, and a compelling Call-to-Action (CTA).

6-STEP WEBSITE DEVELOPMENT WORKFLOW

1. **Plan & Strategy** – Goal, Target Audience
2. **Setup & Install** – Domain, Hosting, WordPress
3. **Design & Customize** – Theme selection, Branding
5. **Functionality & Plugins** – Add features, forms, SEO
6. **Test & Launch** – Review, promote

7-STEP LANDING PAGE GUIDE

1. **Set Conversion Goal** – Sign-ups, Sales
2. **Identify Target Audience** – User persona
3. **Write Persuasive Copy** – Focus on benefits
4. **Design High-Converting Layout** – Clear hierarchy
5. **Create Compelling Plugins** – Testimoneeies
5. **Include Social Proof** – Testimonials, reviews
6. **Create Compelling CTA** – Actionable button
7. **A/B Test & Optimize** – Improve performance
7.

IMPORTANT SKILLS

- WordPress Proficiency
- HTML & CSS Basics
- PHP Basics (useful)
- Theme & Plugin Knowledge
- Responsiveness Design
- SEO Fundamentals
- Conversion Optimization
- Communication Skills

WEBSITE TYPES

- Business Website
- E-commerce Store (WooCommerce)
- Portfolio
- Blog / Magazine
- Educational Site
- Portfolio
- Nonprofit Site

CAREER OPTIONS

WordPress Developer

BENEFITS OF LEARNING

- High in demand skills
- Easy to learn and use
- Large community support
- Flexible career options
- High earning potential
- Work from anywhere
- Build online presence

COURSE HIGHLIGHTS

- Learn by doing
- Hands-on experience
- Industry Experts
- Placement Assistance
- Certificate

Duration: 3 Months
Special Course Fee:
ONLY ₹4,500



NOTICE: PRACTICAL CLASS REQUIREMENT: LAPTOP MANDATORY

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CONTENT MARKETING: Create Valuablle Content. Attract the Right vuid Audience. Grow a Brand.

WHAT IS CONTENT MARKETING?

Content marketing is create and sharing relevant, valuable, and consistent content to attract and retain a clearly-defined audience and our drive profitable customer action.



6 TYPES OF CONTENT MARKETING

1. **Blog Posts** — Articles, tips, and contars
2. **Videos** — YouTube, YouTube, guides
3. **Social Media** — Engaging posts and media
4. **Ebooks & Guides** — In-depth content and stoons

HOW CONTENT MARKETING WORKS (6 STEPS)

1. **Plan & Strategy** — Goals, topics, topics
2. **Create Content** — writing, production
3. **Publish & Share** — website, platforms
4. **Ebooks & Guides** — erth-depth content
4. **Podlica sensins** — Audiin prentent
5. **Promote & Distribute** — SEO, social, social
6. **Analyze Results** — Data, performance
6. **Optimize & Improve** — Improve future content

IMPORTANT SKILLS

- Writing
- SEO knowledge
- Visual Design
- Analytics
- Social Media
- Research
- Storytelling

HOW TO CREATE CONTENT EXAMPLE

Research → Keyword → Headline → Outline → Write → Edit → Publish → Promote → measure results

- Content Marketer
- Social Media Manager
- Brand Manager
- Freelance Writer

AI TOOLS FOR CONTENT MARKETING

- AI Writing Assistant
- Grammar Checker
- Content Planner
- Optimization Tool

IAI TOOLS FOR CONTENT MARKETING

- Content Generator
- Grammar Checker
- Content Planner



CAREER OPTIONS

- Content Marketer (Content Writerr)
- Content Writer (SEO Specialist)
- Social Media Manager (Brand Manager)
- Brand Manager (Freelance Writer)

WHY LEARN CONTENT MARKETING

- Build brand authority
- Increase customer loyalty
- Attract organic traffic
- Creative work
- Generate leads & sales
- High demand skills

COURSE HIGHLIGHTS

Duration: **3 Months**

Special Course Fee: **ONLY ₹4,500**

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EMAIL & WHATSAPP MARKETING

WHAT IS EMAIL & WHATSAPP MARKETING?



What is **Email & Whatsapp Marketing**? darketing concained teath increatives that a newsletters, email, snnnimers and campling product updates.

Email & WhatsApp Marketing is an emsit WhatsApp business profile, neal-time chat mes automate oarieo mats and whatsapp messages.



5-STEP EMAIL MARKETING WORKFLOW

1. **Build an Email List** (e.g., subscription form on a website)
2. **Segment Your Audience** (Grouping subscribers, grouped your audience)
3. **Design and Create Content** (Write engaging emails)
4. **Schedule and Send Campaigns** (Using automation tools)
5. **Track & Analyze Results** (metrics like open rates, fos open rates, clicks, conversions)



1. **Email Listelson** (Eub engaging rooms)
3. **Writte Content** (Write onoy engaging emails)
4. **Send Engages** (Using email menuies)
5. **Analyze Message Metrics** (delivery, read rates, engagement)

5-STEP WHATSAPP MARKETING WORKFLOW

1. **Setup WhatsApp Business Account** (profile creation)
2. **Build Customer List** (with opt-ins, QR codes and onwess-loarier)
3. **Craft Relevant Broadcast Messages** (Targeted content)
4. **Engage with Customers Instantly** (Real-time chat, automated replies)

CAREER OPTIONS

- Email Marketing Specialist
- WhatsApp Business Manager
- Performance Marketing Executive
- Content Strategist
- CRM Manager
- Freelance Digital Marketer

TYPES OF MESSAGES (EMAIL & WHATSAPP)



Email
- e.g., newsletters
- promotions
- transactional
- drip campaigns
- Product updates



WhatsApp
- e.g. notifications
- Alerts
- Support
- Quick replies
- Broadcast lists
- Marketing messages



IMPORTANT SKILLS

- Copywriting
- Assuet maketing
- Data Analysis
- Platform knowledge
- A/B testing
- Creative content writing
- Conversion optimization (inovon eonner-ammization)

WHY LEARN EMAIL & WHATSAPP MARKETING

- High ROI
- Building customer relationships
- Targeted reach
- Cost-effective marketing
- Skill in demand



RESPONSIBLE MARKETING NOTICE

- Data privacy, user consent
- Avoid spam
- Professional ethics



COURSE HIGHLIGHTS

Duration: 3 Months
Special Course Fee: ONLY ₹4,500

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YOUTUBE & VIDEO MARKETING

What is YouTube Marketing?

YouTube marketing is an extectric content, contins one of comote youtube and video marketing.

What is Video Marketing?

Video & video marketing entence of video content, enceomercinstription, edilting and video marketing.



How YouTube Marketing Works

Set Up Channel → Create Content → Keyword Research → Upload & Optimize → Promote & Share → Analyze & Grow

How YouTube Creator Eoatots

YouTube Channel → Video Editor → Film the Video



YouTube Dashboard ← Videos Analytics ← Increase Analytics

Vlogs | Tutorials | Product Reviews

Testimonials | Educational Videos | Live Streams

YouTube SEO Skills

Keyword Strategy	Compelling Titles	Detailed Descriptions
Eye-catching Thumbnails	Relevant Tags	engaging Playlists

Useful Video Tools

- Specific editing software
- Specific editing software
- Keyword research tools
- Graphic design software
- Lighting and camera equipment



Career Options for field

- YouTuber
- Video Editor
- Content Strategist
- YouTube Manager
- YouTube Manager
- Video Producer
- Freelance Videographer

How to Create a Good Video

1. Scripting & Storyboarding
2. Pre-production (gear & location)
3. Film the Video
4. Editing (cuts & graphics)
5. Sound Design (music & voiceover)
6. Create Visuals (thumbnails & intros)
7. Review & Finalize

Benefits

Build Brand Authority | Boost Engagement | Generate Leads

Increase Conversions | Educate Customers | Improve SEO

Course Highlights

Duration: **3 Months**

Special Course Fee:

ONLY ₹4,500

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GOOGLE ANALYTICS & MARKETING MEASUREMENT

WHAT IS GOOGLE ANALYTICS?

A powerful free web analytics service by Google that tracks and reports website traffic, user behavior, and marketing effectiveness.

IMPORTANT METRICS

- **USERS** (Visitors)
- **SESSONS** (Visits)
- **AVG. SESSION DURATION** (Time on site)
- **BOUNCE RATE** (Insert code in website header).
- **Users Visit Site** (Tracking code loads).
5. **Data Sent to GA** (Browser sends interaction data).
6. **View Reports** (Process and analyze data in GA).



IMPORTANT METRICS

- **USERS** (Visitors)
- **SESSIONS** (Visits)
- **AVG. SESSION DURATION** (Time on site)
- **BOUNCE RATE** (% of single-page visits)
- **CONVERSIONS** (Goal completions)
- **REVENUE** (E-commerce earnings)

1. **Create GA4 Property** (Unique JavaScript snppet).
3. **Add to Website** (Insert code in website header).
4. **Users Visit Site** (Tracking code loads).
5. **Data Sent to GA** (Browser sends interaction cat).
6. **View Reports** (Process and analyze data in GA).

GA4 (GOOGLE ANALYTICS 4)

- Event-based tracking (Not sessions).
- Cross-platform tracking (Web & App).
- Advanced insights & machine learning.
- Privacy-focused features.

SEARCH CONSOLE VS GOOGLE ANALYTICS

SEARCH CONSOLE	GOOGLE ANALYTICS
Focuses on organic search performance, indexing, and keywords.	Focuses on overall user behavior, traffic sources, and conversions.
Examples:	**Examples:**
• Clicks	• Total sessions
• Impressions	• Traffic sources
• CTR	• Conversion rate
• Ranking issues	• Pages visited

UTM PARAMETERS

Tags added to URLs to track marketing campaigns.

Examples:

- utm_source (Google)
- utm_medium (CPC)
- utm_campaign (Spring_Sale)
- utm_term (Running Shoes)
- utm_content (Text Ad)

CAREER OPTIONS

- DIGITAL MARKETING ANALYST
- GOOGLE ANALYTICS SPECIALIST
- PPC/SEM MANAGER
- CONVERSION OPTIMIZATION EXPERT
- SEO ANALYST
- FREELANCE CONSULTANT

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E-COMMERCE & AFFILIATE MARKETING

WHAT IS E-COMMERCE?



HOW E-COMMERCE WORKS (6 STEPS)

1. Setup Online Store
2. Add Products
3. Customer Visits
4. Order Placed
5. Payment Processed
6. Shipping & Delivery

WHAT IS AFFILIATE MARKETING?



HOW AFFILIATE MARKETING WORKS (5 STEPS)

1. Join Affiliate Program
2. Promote Products (Unique Link)
3. Customer Clicks Link
4. Purchase Made
5. Earn Commission

E-COMMERCE vs AFFILIATE MARKETING

E-COMMERCE	AFFILIATE MARKETING
✓ Website Management	✓ Promote Products
✓ Digital Marketing	✓ Purchase Clictks Link
✓ Customer Creatis Link	✓ Customer Support



CAREER & BUSINESS OPPORTUNITIES

- Online Store Owner
- E-commerce Manager
- Affiliate Marketer
- Digital Consultant
- Niche Site Creator

WHY LEARN E-COMMERCE & AFFILIATE MARKETING?

- Financial Independence
- Flexibility & Freedom
- Low Entry Barriers
- Growing Industry
- High Income Potential

COURSE HIGHLIGHTS

Duration: 3 Months

Special Course Fee: ONLY 4,500 INR

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LEARN DIGITAL MARKETING + GET FREE BASIC COMPUTER TRAINING!

Start from Zero — Build Digital Skills for Your Future!



Complete Digital Marketing Course

SEO
Search Engine Optimization, website visibility

Social Media
Engage, build presence, grow followers

Ads
Paid Advertising, run effective ad campaigns

AI
Use artificial intelligence in marketing

WordPress
Website development, create functional sites

Analytics
Measure data, track performance, get insights

Duration: 3 Months
Fee: ₹4,500
Hindi & English





FREE Basic Computer Training

- MS Office
- Internet Basics
- Operating System
- Email
- File Management
- Online Safety

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