



DIPLOMA IN **Digital Marketing**

Your Path to a Bright Future

WHY

CHOOSE THIS COURSE?

Choosing Ambit Automation's Diploma in Digital Marketing means choosing a comprehensive learning experience that covers everything from the basics to advanced strategies. With businesses increasingly relying on digital platforms, the demand for skilled digital marketers is higher than ever. Our course is perfect for students and parents looking to invest in a career with diverse roles, flexible career paths, and continuous learning opportunities.

Course Highlights

Our course is tailored to ensure you gain practical experience and confidence. The curriculum includes theoretical knowledge but places a strong emphasis on practical applications. You'll work on real projects, engage in hands-on exercises, and receive mentorship from industry experts. This practical approach ensures that you are well-prepared to apply what you've learned in real-world scenarios, giving you a competitive edge in the job market.

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In today's digital age, a career in digital marketing is more than just a trend—it's a gateway to countless opportunities.

Ambit Automation, Kerala's top digital marketing institute, offers a course designed to provide hands-on, practical training that guarantees job placement and career success. This course is your ticket to mastering the skills required to thrive in the dynamic world of digital marketing.

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Course Details

Duration : 3 Months

Mode : In-Person/Offline Classes

Eligibility : Minimum Qualification – 12th Grade

**Certification : Bharat Sevak Samaj (BSS),
Recognized by leading industry bodies**

Digital Marketing Course Syllabus

Module 1:

- Introduction to Digital Marketing
- Overview of Digital Marketing
- Importance and Benefits
- Key Channels and Platforms
- Understanding the Digital Customer Journey
- Setting Digital Marketing Goals

Module 2:

- SEO Techniques
- Basics of Search Engine Optimization
- Keyword Research and Analysis
- On-Page and Off-Page SEO Strategies
- Technical SEO Fundamentals
- SEO Tools and Software
- Measuring SEO Success

Module 3:

- Social Media Marketing Strategies
- Introduction to Social Media Platforms
- Creating a Social Media Strategy
- Content Planning and Scheduling
- Engaging with Audiences
- Social Media Advertising
- Measuring Social Media Performance

Module 4:

- Effective Content Marketing
- Understanding Content Marketing
- Types of Content (Blogs, Videos, Infographics, etc.)
- Creating a Content Strategy
- Content Creation Process
- Content Distribution Channels
- Measuring Content Effectiveness

Module 5:

- Email Marketing Best Practices
- Introduction to Email Marketing
- Building and Segmenting Email Lists
- Crafting Effective Email Campaigns
- Personalization and Automation
- Email Marketing Tools
- Analyzing Email Campaign Performance

Module 6:

- PPC Advertising Fundamentals
- Introduction to Pay-Per-Click Advertising
- Setting Up PPC Campaigns
- Keyword Selection and Bidding
- Writing Effective Ad Copy
- Tracking and Optimizing Campaigns
- PPC Tools and Platforms

Module 7:

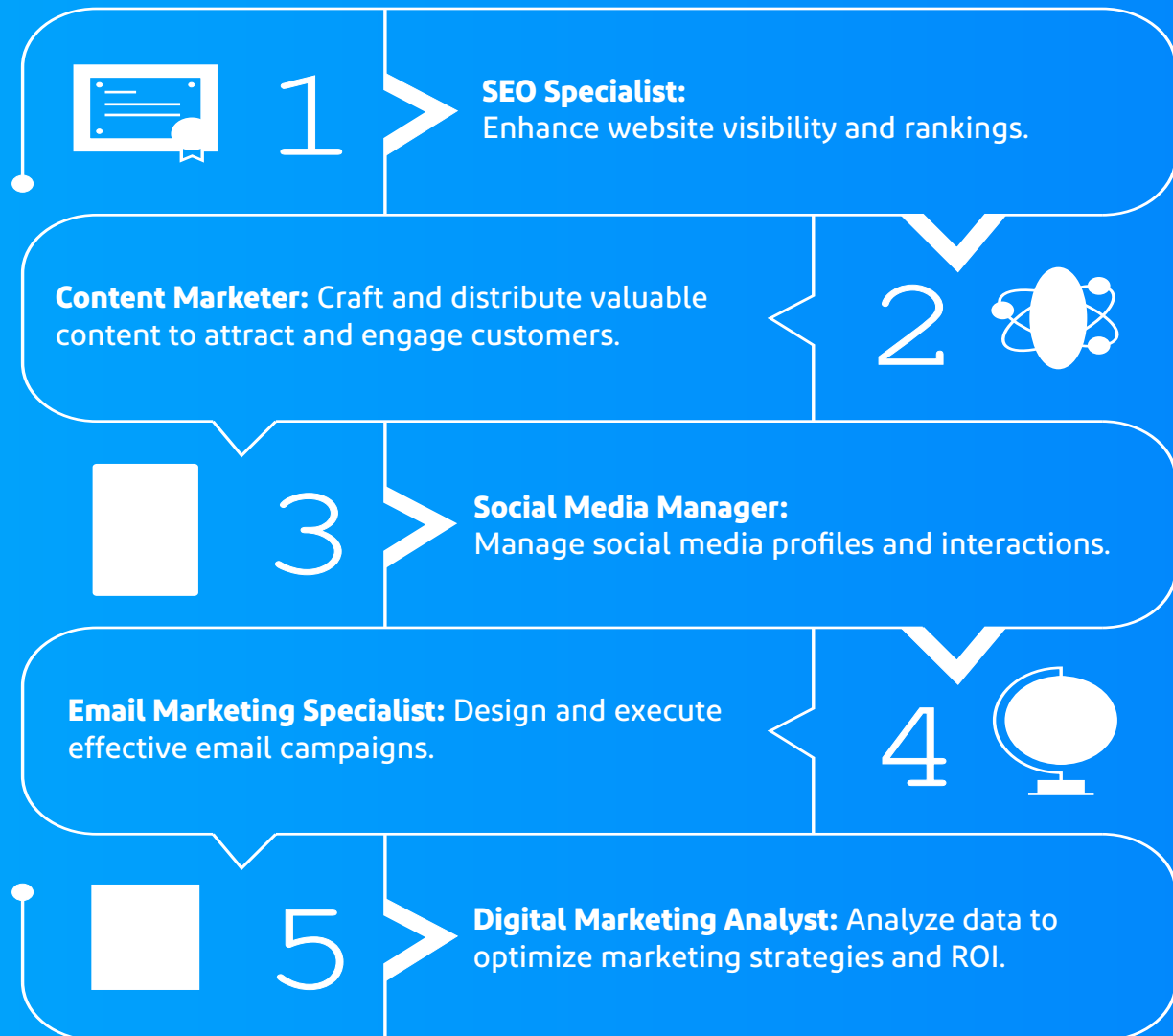
- Data Analytics and Interpretation
- Importance of Data in Digital Marketing
- Overview of Analytics Tools (Google Analytics, etc.)
- Setting Up and Using Analytics
- Tracking Key Metrics and KPIs
- Interpreting Data for Insights
- Making Data-Driven Decisions
- Hands-On Projects



Our course includes real-world scenarios and case studies, along with practical assignments using industry-standard tools. This hands-on approach ensures that students are not only learning the theoretical aspects but are also able to apply their knowledge effectively.

Job Opportunities

Graduates of Ambit Automation's Diploma in Digital Marketing have a high job placement rate, with opportunities in various roles such as:



About Ambit Automation

Located in Cochin, Kerala, Ambit Automation is renowned for its excellence in digital marketing education. As the best digital marketing institute in Kerala, we offer top-notch training delivered by industry experts. Our courses are designed to provide practical experience, ensuring that students are job-ready from day one. With a strong focus on hands-on learning and real-world applications, Ambit Automation stands out as the preferred choice for students and parents seeking quality digital marketing education.

Enroll Today

Invest in your future with Ambit Automation's Diploma in Digital Marketing. Visit our website, attend a counseling session, and start your journey towards a successful digital marketing career.



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