

LEARN DIGITAL MARKETING & ANALYTICS

FOR FUTURE READY PROFESSIONAL

CONVERSION, DATA-DRIVEN IMPACT, AND
BUSINESS OUTCOMES



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Drive growth with data-powered strategies — Digital Marketing & Analytics turns insights into impact

ADVANTAGES:

- Gain practical skills you can apply immediately
- Connect with the right audience
- Lower spend, higher ROI
- Measure campaigns instantly
- LMS Access with Practical Labs



Get in touch with us
9971-283-969

For Individual / Institutions / Corporates

Contact Us:

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Digital Marketing & Analytics

Module 1: Digital Marketing Foundations

Marketing channels: SEO, SEM, social media, email.

Analytics basics: KPIs, metrics, dashboards.

Customer journey: Awareness to conversion.

Hands-on: Map a campaign funnel.

Module 2: Search & Social Strategies

SEO essentials: Keywords, on-page, backlinks.

Paid ads: Google Ads, social campaigns.

Social media analytics: Engagement, reach, conversions.

Hands-on: Create a keyword plan and ad mockup.

Module 3: Content & Email Marketing

Content strategy: Blogs, videos, infographics.

Email campaigns: Segmentation, personalization.

Copilot support: AI-generated copy and insights.

Hands-on: Draft a content calendar and email sequence.

Module 4: Analytics & Optimization

Web analytics: Google Analytics, traffic sources.

Conversion tracking: Goals, funnels, attribution.

A/B testing: Optimize ads, emails, landing pages.

Hands-on: Analyze campaign data and optimize strategy.

Module 5: Capstone & Case Studies

Business case study: Apply strategies to real datasets.

Team projects: Group campaign design and reporting.

Wrap-up: Present campaign dashboards and insights.



9+ Years of Excellence



15000+ Professionals
Trained



20+ Institutions Partnered



10+ Enterprises Clients



100+ Global Certifications
Available (IBM, Microsoft,
CISCO, EC Council, AWS,
Google, Certified Learning)



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CUSTOMIZED INDUCTION PROGRAM

- Tailored Curriculum Design
- Role-Specific Training Modules
- Blended Learning Delivery
- Performance Tracking & Feedback
- Certification & Career Readiness

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