

Digital Marketing Career Program – 2 Months

Highly Practical | Job-Oriented | Execution Focused

Mode: Online | Live Sessions

Training Ratio: 30% Theory | 70% Practical

This 2-month program is designed for learners who already know digital marketing concepts but lack **hands-on execution, confidence, and job readiness**. The program focuses on **real campaign handling, live assignments, tools, strategy building, and interview preparation**.

Program Highlights (Practical-Focused)

- ✓ 2 Months Intensive Job Training
- ✓ 70% Hands-On Practical Training
- ✓ Live Campaign Execution
- ✓ Real-World Assignments (Weekly)
- ✓ Group Discussions & Strategy Reviews
- ✓ Premium Tool Exposure
- ✓ ATS-Friendly Resume Building
- ✓ Portfolio Development with Real Projects
- ✓ Mock Interviews & Practical Tests
- ✓ Community Access & Peer Learning
- ✓ Job Training & Placement Assistance

⊘ *Not suitable for complete beginners*

2-Month Practical Course Structure

Month 1: Core Execution & Campaign Handling

Digital Marketing Foundations (Quick Refresh)

- Digital marketing channels & ecosystem
- Funnels, buyer journey & KPIs
- Understanding business goals

Practical Work

- Create a digital marketing plan for a business
 - Competitor & market analysis
 - Funnel mapping assignment
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Website, Landing Pages & Tracking

- Conversion-focused landing pages
- UX & CRO basics

Practical Work

- Build a landing page
- Add lead forms
- Set up GA4 & conversion tracking
- Website & landing page audit

Assignments

- Landing page creation task
 - Tracking setup checklist
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SEO – Practical Implementation

- On-page SEO
- Technical SEO basics
- SEO tools & audits

Practical Work

- Keyword research using premium tools
- On-page SEO implementation
- Website SEO audit
- SEO performance tracking

Assignments

- Keyword research report
 - SEO audit document
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Group Discussion (Weekly)

Focus Areas

- Campaign ideas & strategies
 - Problem-solving discussions
 - Confidence & communication improvement
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Month 2: Performance Marketing, Strategy & Job Readiness

Google Ads (Search Focus)

- Campaign structure & bidding
- Keyword intent & ad copy

Practical Work

- Google Ads account setup
- Search campaign creation
- Conversion tracking
- Live optimization (keywords, ads, bids)

Assignments

- Google Ads campaign build
 - Optimization report
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Meta Ads (Facebook & Instagram)

- Campaign objectives
- Audience targeting & retargeting
- Creative strategy

Practical Work

- Meta Ads account setup
- Lead & traffic campaigns
- Audience research

- Live campaign optimization

Assignments

- Meta Ads campaign execution
 - Performance analysis task
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Analytics, Reporting & Optimization

- Reading data & performance metrics
- ROI & conversion analysis

Practical Work

- GA4 dashboard setup
 - Looker Studio report creation
 - Optimization plan preparation
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Job-Oriented Training (Core Focus – Month 2)

Resume Building (ATS-Friendly)

- Digital marketing resume structure
- ATS keyword optimization
- Role-based resume creation

Practical Work

- Resume drafting

- Resume review & correction
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Portfolio Development

- Real project case studies
- Campaign screenshots & reports
- Strategy & performance documentation

Practical Work

- Build a complete digital marketing portfolio
 - Case study presentation
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Mock Interviews & Practical Tests

- Common interview questions
- Practical task-based interviews
- Campaign analysis questions

Mock Sessions Include

- Google Ads practical test
 - Meta Ads strategy round
 - SEO & analytics Q&A
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Group Discussions & Community Access

- Weekly strategy discussions
- Industry problem-solving sessions
- Peer learning & feedback

- ✓ Lifetime community access
 - ✓ Mentor guidance
 - ✓ Job updates & interview alerts
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Assignments & Job Practice (Throughout 2 Months)

- ✓ Weekly practical assignments
 - ✓ Campaign strategy tasks
 - ✓ Budget planning exercises
 - ✓ Reporting & optimization tasks
 - ✓ Presentation & communication tasks
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Placement Assistance & Career Support

- Job-oriented training approach
 - Interview scheduling support
 - Resume & portfolio sharing guidance
 - Agency & company referral support
 - Career mentoring & roadmap
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Program Outcome (After 2 Months)

By the end of this program, you will be able to:

- Handle real digital marketing campaigns confidently
- Build and optimize Google & Meta Ads
- Create strategies and manage budgets
- Analyze performance & generate reports
- Clear interviews with confidence
- Be ready for agency or in-house roles