Digital Marketing Program

Duration: 3 Months
Level: Beginner to Advanced
Mode: Online / Offline

Module 1: Digital Marketing Foundations

Topics Covered

- Introduction to Digital Marketing
- The Digital Marketing Ecosystem & Channels
- Understanding Target Audience & Buyer Personas
- Marketing Funnels (TOFU / MOFU / BOFU)
- Brand Positioning Basics
- Competitor Research Methods

Tasks Assigned

- Map a brand's marketing funnel
- Build 2 buyer personas for a sample brand
- Research and document 3 competitor campaigns
- Present a channel strategy for a sample brand

Session Outcome

Students understand how digital marketing channels work together and can map a funnel-based strategy for a brand.

Module 2: Social Media & Content Strategy

Topics Covered

- Social Media Platform Strategy (Instagram, Facebook, LinkedIn)
- Content Calendar Planning
- Content Pillars & Brand Messaging
- Copywriting for Social Media
- Community Management Basics
- Organic Growth Tactics

Tasks Assigned

- Build a 30-day content calendar
- Write captions for 10 sample posts
- Plan content pillars for a sample brand
- Audit an existing social media page

Session Outcome

Students can plan and execute a structured social media content strategy aligned with brand goals.

Module 3: Meta Ads (Facebook & Instagram)

Topics Covered

- Meta Business Suite & Ads Manager
- Campaign Structure (Campaign / Ad Set / Ad)
- Audience Targeting & Custom Audiences
- Ad Creative Best Practices
- Budgeting & Bidding Basics
- Pixel & Conversion Tracking Basics

Tasks Assigned

- Set up a Meta Ads Manager account structure
- Build a sample campaign with 2 ad sets
- Design ad creatives for a campaign
- Set up a Meta Pixel on a test page

Session Outcome

Students can independently structure and launch a Meta Ads campaign for a business.

Module 4: Google Ads & Search Marketing

Topics Covered

- Google Ads Account Structure
- Search Campaigns & Keyword Research
- Ad Copywriting for Search
- Display & Performance Max Basics
- Quality Score & Ad Rank
- Conversion Tracking with Google Ads

Tasks Assigned

- Perform keyword research for a sample business
- Build a search campaign structure
- Write 5 search ad copy variations
- Set up conversion tracking in a test environment

Session Outcome

Students can research keywords and build a functional Google Search Ads campaign structure.

Module 5: SEO & Website Optimisation

Topics Covered

- SEO Fundamentals (On-page / Off-page / Technical)
- Keyword Research for SEO
- On-Page Optimisation
- Basic Technical SEO Audit
- Backlinks & Off-Page Basics
- Local SEO & Google Business Profile

Tasks Assigned

- Run an SEO audit on a sample website
- Optimise on-page elements for 3 pages
- Set up and optimise a Google Business Profile listing
- Build a basic backlink outreach list

Session Outcome

Students can audit a website for SEO issues and apply on-page optimisation improvements.

Module 6: Analytics & Reporting

Topics Covered

- Google Analytics 4 Basics
- Setting Up Goals & Events
- Reading Campaign Performance Data
- Building Marketing Reports
- Key Metrics & KPIs
- Data-Driven Decision Making

Tasks Assigned

- Set up a GA4 property on a test account
- Build a monthly marketing performance report
- Analyse a sample campaign's performance data
- Present key metrics and recommendations

Session Outcome

Students can read marketing data and translate it into a clear, actionable performance report.

Module 7: AI Tools for Digital Marketing

Topics Covered

- AI for Content Ideation & Copywriting
- AI Tools for Ad Creative Generation
- AI for Keyword & Competitor Research
- Automating Reports with AI
- Prompt Writing for Marketing Tasks
- AI Productivity Workflows

Tasks Assigned

- Generate ad copy variations using AI tools
- Use AI to research a competitor's strategy
- Automate a reporting task using AI
- Write effective prompts for a marketing use case

Session Outcome

Students learn to use AI tools to speed up research, content creation and reporting in a marketing workflow.

Module 8: Real Client Simulation & Career Growth

Topics Covered

- Understanding Client Briefs & Goals
- Campaign Planning & Proposal Building
- Client Reporting & Presentation
- Freelancing & Agency Career Paths
- Portfolio & Case Study Building
- Interview Preparation

Tasks Assigned

- Build a marketing proposal for a mock client
- Present a campaign plan and reporting deck
- Build a portfolio case study
- Prepare a marketing resume and LinkedIn profile

Session Outcome

Students graduate with a practical portfolio and the confidence to work with real clients or apply for marketing roles.

Final Capstone Project

Students must complete:

- Complete Funnel Strategy Document
- 1 Meta Ads Campaign Structure
- 1 Google Ads Campaign Structure
- 1 SEO Audit Report
- 1 Monthly Performance Report
- Portfolio Presentation

Enrol Now

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Seats are limited each batch — get in touch to enrol.