

# DIGITAL MARKETING COURSE.

COMPLETE ONLINE/OFFLINE TRAINING.  
DURATION :- 02 MONTHS



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360° DIGITAL ADS



# CAREER IN DIGITAL MARKETING

## WHY BUILD A CAREER IN DIGITAL MARKETING?

### MASSIVE DEMAND FOR DIGITAL MARKETERS

EVERY STARTUP, SMALL AND MEDIUM BUSINESS (SMB), AND LARGE ENTERPRISE NEEDS DIGITAL MARKETERS FOR GROWTH.

### 5.5 LAKH PER ANNUM AVERAGE SALARY

DIGITAL MARKETERS ACROSS VARIOUS FIELDS EARN AN AVERAGE OF INR 5.5 LPA IN INDIA. WITH EXPERIENCE, THE SALARY GROWS.

### GREAT GROWTH PROSPECTS AND PROMISING CAREER

EVERY STARTUP, SMALL AND MEDIUM BUSINESS (SMB), AND LARGE ENTERPRISE NEEDS DIGITAL MARKETERS FOR GROWTH.

### 10+ CAREER PATHS AND JOB ROLES

AS A DIGITAL MARKETER, YOU HAVE THE OPPORTUNITY TO WORK IN VARIED FIELDS WITH MORE THAN 10 DESIGNATIONS & PROFILES.

### START YOUR OWN BUSINESS OR GROW EXISTING ONE

AS A DIGITAL MARKETER, YOU HAVE THE OPPORTUNITY TO WORK IN VARIED FIELDS WITH MORE THAN 10 DESIGNATIONS & PROFILES.

### EASY TO LEARN PRACTICE, AND EARN

DIGITAL MARKETING DOESN'T REQUIRE TECHNICAL KNOWLEDGE. YOU CAN LEARN IT EASILY, PRACTICE, AND MONETIZE YOUR SKILLS.

# WHO SHOULD LEARN DIGITAL MARKETING?

**THIS ADVANCED DIGITAL MARKETING COURSE IS FOR YOU IF YOU ARE:**



## COLLEGE STUDENT

START SHAPING YOUR CAREER RIGHT FROM COLLEGE TIME BY LEARNING IN-DEMAND DIGITAL MARKETING SKILLS..



## GRADUATE

TIME FOR YOU TO UPSKILL, PREPARE YOURSELF FOR A BRIGHT FUTURE, AND KICKSTART A CAREER IN DIGITAL MARKETING



## COLLEGE DROPOUT/JOB SEEKER/HOUSEWIFE

NOT SURE WHICH CAREER IS RIGHT FOR YOU? NOT FINDING ANY JOBS? LEARN DIGITAL MARKETING WITH US TO INSTANTLY LAND YOUR FIRST JOB.



## FREELANCER

WHETHER YOU ARE AN EXISTING FREELANCER OR WANT TO BECOME ONE, DIGITAL MARKETING IS THE MOST-REWARDING SKILL FOR FREELANCERS TODAY



## MARKETING/SALES PROFESSIONAL

IT IS VITAL FOR MARKETING & SALES PROFESSIONALS TODAY TO HAVE KNOWLEDGE & SKILLS OF DIGITAL MARKETING FOR HUGE HIKES AND GROWTH.



## BUSINESS OWNER

ACCELERATE YOUR BUSINESS GROWTH BY EXECUTING STRATEGIC & RESULT-DRIVEN DIGITAL MARKETING STRATEGIES

# DIGITAL MARKETING COURSE CURRICULUM.



## COURSE CURRICULUM



### MODULE 01

#### INTRODUCTION TO DIGITAL MARKETING

- SCOPE OF DIGITAL MARKETING.
- REQUIREMENT OF DIGITAL MARKETING.
- LATEST TRENDS IN DIGITAL MARKETING.
- DIGITAL MARKETING FOR WORKING PROFESSIONALS.
- D.M. FOR SMALL, MEDIUM, AND LARGE BUSINESSES.
- JOB OPPORTUNITIES IN DIGITAL MARKETING.

### MODULE 02

#### GRAPHIC DESIGNIN- CANVA/FILMORA

- DIGITAL BANNER DESIGNING
- GRAPHIC DESIGN FUNDAMENTALS
- HOW TO USE CANVA?
- LOGO & GRAPHIC DESIGNING
- LIVE PRACTICE- DESIGNING LOGOS & BANNERS
- VIDEO EDITING-FILMORA

### MODULE 03

#### DOMAIN MARKETING

- WHAT IS DOMAIN NAME?
- TYPES OF DOMAINS AND EXTENSION
- S HOW TO BUY RIGHT DOMAIN NAME?
- WHAT IS WEB HOSTING, CPANEL & FTP ACCOUNT?
- WHAT IS DOMAIN MARKETING?

### MODULE 04

#### BUILDING WORDPRESS WEBSITES

- SCOPE OF DIGITAL MARKETING.
- REQUIREMENT OF DIGITAL MARKETING.
- LATEST TRENDS IN DIGITAL MARKETING.
- DIGITAL MARKETING FOR WORKING PROFESSIONALS.
- D.M. FOR SMALL, MEDIUM, AND LARGE BUSINESSES.
- JOB OPPORTUNITIES IN DIGITAL MARKETING.

### MODULE 05

#### SEO MASTERY

- WHAT IS SEO?
- IMPORTANCE OF SEO
- HOW DO SEARCH ENGINES WORK?
- INTRODUCTION TO SERP
- DIFFERENT SEO TECHNIQUES
- TOP RANKING FACTORS
- BLACK HAT VS WHITE HAT SEO
- DIFFERENT GOOGLE ALGORITHMS
- ON-PAGE SEO BASICS
- OFF-PAGE SEO BASICS
- TECHNICAL SEO BASICS
- TECHNICAL SEO ADVANCED
- ADVANCED KEYWORD RESEARCH
- WORKING ON ON-PAGE SEO
- WORKING ON OFF-PAGE SEO
- LOCAL SEO



# DIGITAL MARKETING COURSE CURRICULUM.



## COURSE CURRICULUM



### MODULE 06

#### GOOGLE ADSENSE

- WHAT IS GOOGLE ADSENSE?
- ACCOUNT APPROVAL & ACCOUNT SETUP
- ADSENSE GUIDELINES & REQUIREMENTS
- NICHE CONTENT RESEARCH
- TRAFFIC STRATEGY

### MODULE 07

#### GOOGLE ANALYTICS

- BASICS OF GOOGLE ANALYTICS
- HOW TO SET UP GOOGLE ANALYTICS?
- CONCEPT OF COOKIES
- UNDERSTANDING WEBSITE ANALYTICS
- REPORTS IN GOOGLE ANALYTICS
- USERS/ACCESS IN GOOGLE ANALYTICS
- AUDIENCE CREATION IN GOOGLE ANALYTICS
- GOOGLE ANALYTICS FOR SEO
- GOOGLE ANALYTICS FOR PPC CAMPAIGNSS

### MODULE 08

#### GOOGLE TAG MANAGER + GOOGLE ANALYTICS.

- WHAT IS GOOGLE TAG MANAGER?
- SETTING UP GOOGLE TAG MANAGER SNIFFERS?
- WHY INTEGRATE GA AND GTM?
- COMPONENTS OF TAG MANAGER TAGS, TRIGGERS, AND VARIABLES

- SETTING UP FIRST TRACKING
- TRACKING VIDEOS
- TRACKING LINKS
- TRACKING VISIBLE ELEMENTS
- TRACKING SCROLLS
- FACEBOOK PIXEL + GTM

### MODULE 09

#### EMAIL MARKETING

- WHAT IS EMAIL MARKETING?
- HOW TO DO EMAIL MARKETING?
- TOP TOOLS FOR EMAIL MARKETING

### MODULE 10

#### AI TOOLS FOR DIGITAL MARKETING

- CONTENT CREATION
- IMAGE CREATION BY USING AI
- MARKETING TIPS USING AI



# DIGITAL MARKETING COURSE CURRICULUM.



## COURSE CURRICULUM



### MODULE 11

#### SOCIAL MEDIA MARKETING

- FACEBOOK MARKETING
- BASICS OF FACEBOOK ADS
- TYPES OF FACEBOOK ADS
- OBJECTIVES OF FACEBOOK ADS
- AUDIENCE AND TARGETING OPTIMIZATION
- PLACEMENT OPTIONS IN FACEBOOK ADS
- AD COPIES AND COPYWRITING
- LANDING PAGE OPTIMIZATION FOR RELEVANCY
- BUYER PERSONA
- UNDERSTANDING ADVANCED FACEBOOK PIXEL
- FACEBOOK ANALYTICS
- A/B TESTING
  
- INSTAGRAM MARKETING
- INSTAGRAM PROFILE CREATION
- PROFILE CUSTOMIZATION
- BEST PRACTICES FOR INSTAGRAM POSTS
- INSTAGRAM GROWTH STRATEGY
- IMPORTANCE OF HASHTAGS
- WORKING OF INSTAGRAM ALGORITHM
- RUNNING ADS ON INSTAGRAM
  
- LINKEDIN MARKETING
- INTRODUCTION TO LINKEDIN
- BEST PRACTICES FOR PROFILE SETUP
- BEST PRACTICES FOR POSTS
- LINKEDIN ADVERTISING
- FACEBOOK VS LINKEDIN ADVERTISING
- LINKEDIN AD OBJECTIVES
- LINKEDIN AD FORMATS

- TWITTER MARKETING
- INTRODUCTION TO TWITTER
- WORKING OF TWITTER ALGORITHM WORK
- HOW DO BUSINESSES USE TWITTER?
- TWITTER ADVERTISING

- PINTEREST MARKETING
- PINTEREST MARKETING
- BRAND BUILDING ON PINTEREST
- PINTEREST CONTENT STRATEGY
- HOW TO DRIVE ENGAGEMENT?

### MODULE 12

#### GOOGLE ADS MASTERY

- INTRODUCTION TO GOOGLE ADS
- HOW DOES GOOGLE ADS WORK?
- DIFFERENT TYPES OF GOOGLE ADS
- IMPORTANCE OF LANDING PAGES
- UNDERSTANDING SEARCH ADS
- SEARCH AD CREATION, OPTIMIZATION
- UNDERSTANDING DISPLAY ADS
- DISPLAY AD CREATION, OPTIMIZATION,
- UNDERSTANDING REMARKETING ADS
- YOUTUBE ADS
- RUNNING APP INSTALL ADS
- ALL SETTINGS IN GOOGLE ADS
- CALL ONLY ADS
- TOOLS RELATED TO GOOGLE ADS
- COMPETITOR-ORIENTED AD CAMPAIGNS
- STRATEGIES FOR AD CAMPAIGNS
- SHOPPING CAMPAIGNS
- SCRIPTS & TRACKING

# DIGITAL MARKETING COURSE CURRICULUM.



## COURSE CURRICULUM



### MODULE 13

#### SOCIAL MEDIA OPTIMIZATION (SMO)

- INTRODUCTION TO SMO
- SOCIAL PLATFORMS & SUPPORTED CONTENT
- SWOT ANALYSIS
- CONTENT STRATEGIES ACCORDING TO PLATFORM
- POWER OF ORGANIC REACH
- FACEBOOK PAGE/PROFILE OPTIMIZATION
- LEAD GENERATION ORGANICALLY
- USING CHATBOTS FOR SMO
- TOOLS FOR SMO & POST SCHEDULING
- CREATING SOCIAL MEDIA CALENDAR
- CLIENT/AGENCY FOR SOCIAL MEDIA
- TOOLS FOR SOCIAL CONTENT CREATION
- ALGORITHMS OF SOCIAL MEDIA PLATFORMS
- RULE OF CONSISTENCY ON SOCIAL MEDIA
- TOOLS FOR CONTENT IDEAS
- SOCIAL MEDIA BEST PRACTICES
- INFLUENCER MARKETING
- SMO REPORT CREATION

### MODULE 14

#### YOUTUBE MARKETING

- ROLE AND WORKING OF YOUTUBE
- ANALYTICS OF TOP YOUTUBE CHANNELS
- UNDERSTANDING YOUTUBE ALGORITHM
- YOUTUBE RANKING FACTORS
- SETTING UP YOUTUBE CHANNEL
- GROWING YOUTUBE CHANNEL ORGANICALLY
- YOUTUBE EARNING OPPORTUNITIES
- YOUTUBE CHANNEL MONETIZATION
- YOUTUBE FUNNELS
- TOOLS TO USE FOR CHANNEL GROWTH
- WORKING ON REAL PROJECTS
- ESSENTIALS FOR RECORDING VIDEOS
- CASE STUDIES OF SUCCESSFUL CHANNELS
- CHANNEL STRATEGIES FOR DIFFERENT NICHES

### MODULE 15

#### NATIONAL & INTERNATIONAL FREELANCING

- EARNING AS A FREELANCER
- TOP FREELANCING PLATFORMS
- BUILDING FREELANCING PROFILE
- LIVE WALKTHROUGH: HOW TO WIN PROJECTS?
- HOW TO SET PRICING FOR YOUR SERVICES?



# JOB / PLACEMENT ASSISTANCE



ONCE YOU COMPLETE THE **DIGITAL MARKETING COURSE**, YOU WILL GET **PLACEMENT ASSISTANCE** TO HELP YOU PREPARE FOR THE JOB. WE WILL EVALUATE YOUR SKILLS, PREPARE YOU FOR THE INTERVIEW, AND ARRANGE INTERVIEWS WITH COMPANIES.



- **INTERVIEW PREPARATION AND LIVE PRACTICE**
- **APPEALING RESUME BUILDING**
- **CONDUCTING INTERVIEWS AT VARIOUS COMPANIES**
- **INTERNSHIP OPPORTUNITIES**
- **GETTING HIGH-PAYING FREELANCE PROJECTS**

**DIGITAL**  
**MARKETING**  
MAKE YOUR TOMORROW BETTER



# SOME STUDENTS SPEAK FOR US!



**Omkar Bhargude**

1 review

★★★★★ a week ago **NEW**

Best Digital Marketing Training Institute in Pune.  
As well as best marketing agency for your Business Profile.

Reply 1



**Vaishnavi Khaple**

1 review

★★★★★ a month ago

FC Roads Pune first Practical Digital Marketing Training Institute.  
From basic to advanced all points covered.  
Thank you Sir.

Reply 1



**Viru Patil**

Local Guide · 16 reviews · 7 photos

★★★★★ a week ago **NEW**

Best Digital Marketing Course in Deccan Pune .  
Really great experience from 360 Digital Ads training Institute, Thanks Prasad Sir for your valuable Guidance.

Reply 1



**Ashok hawale**

1 review

★★★★★ a week ago **NEW**

Best Digital Marketing Training as well as Marketing Agency in Pune.

Reply 1



**Sumit Amale**

3 reviews

★★★★★ a week ago **NEW**

Best trainers with lots of knowledge and experience to share. Had great time and learnt a lot. I liked how everything was taught practically. Also loved the support they are offering during as well as after the course.

Reply 1



**Shubham shedge**

2 reviews

★★★★★ 2 months ago

Perfect Digital Marketing Training Institute for Freshers.

Reply 1

# SOME STUDENTS SPEAK FOR US!

## Royal Colours Magic

1 review

★★★★★ 2 months ago

360° Digital Ads- Practical Digital Marketing Course in Pune!

I recently completed the Practical Digital Marketing Course in Pune, and I was ... [More](#)



1

## Response from the owner 2 months ago

Dear Sahani Sir, ... [More](#)

Edit Delete

## Vaibhav Yerunkar (Digital marketing)

9 reviews

★★★★★ 6 months ago

It's good to Learn in easy way .Teacher's are very helpful . Its a perfect place for learn new skills in good way 🙌

Reply



1

## Siddhant Kunjir

3 reviews · 21 photos

★★★★★ 7 months ago

my experience in 360 digital Ads was incredibly positive. I gained a deeper understanding of the subject, improved my critical thinking skills, and felt well-prepared for future courses or real-world applications. I highly recommend this class to anyone interested in Digital Marketing

Reply



1

## Vivek Gawai

1 review

★★★★★ 4 months ago

Had a great experience with 360 digitals ads. Best faculty and affordable price. Thanks prasad sir for providing us best knowledge about digital marketing.



1

## Response from the owner 4 months ago

Thank you Vivek For your valuable feedback. We are always happy to help you.

Edit

Delete



## Allegra Hospitality

Local Guide · 17 reviews · 26 photos

★★★★★ 5 months ago

Hi I am an entrepreneur run own resort at Konkan . i love social media because its amazing tool of marketing .I wish I have to learn Digital marketing for my various product . Mr Kalkutte he is a excellent faculty. His teaching structure ... [More](#)

Reply

1



## Futurize Pixel Media

★★★★★ 5 months ago

Reply



## Darshan Wagh

1 review

★★★★★ 5 months ago

Hi I am an interior designer I run my business very well. But now days digital marketing is a great marketing platform. I join my course of Digital Marketing in this Institute. It is a great experience. I get better and knowledge about my ... [More](#)



1

## Response from the owner 4 months ago

Thank you Darshan For your valuable feedback. We are always happy to help you.

Edit

Delete

# OUR STUDENTS SPEAK FOR US!



**Purva Zalte**

2 reviews

★★★★★ 2 months ago

Best Digital Marketing Training Institute in Pune and also Best Digital Marketing Firm for all kind of Business Profile.

Reply



**Abhishek Sanas**

3 reviews · 3 photos

★★★★★ 8 months ago

Best Digital Marketing Training as well as Branding Agency i

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**sachin ingle**

5 reviews · 5 photos

★★★★★ a month ago

Best Digital Marketing Training Institute @Pune.

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**Suyash Pachakar**

5 reviews · 1 photo

★★★★★ a year ago

Best Digital Marketing Agency in Pune



**Ganesh Mankar**

3 reviews · 5 photos

★★★★★ 8 months ago

Very nice Experience Best Digital Ads Agency in Pune (F.C Road)

Reply



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**+91 9970607072**



**www.360digitalads.com**



**360digitalads01@gmail.com**

**THANK YOU !!**

**SINHGAD ROAD, PUNE, 411041.**