

A Flight For

Digital Future



# What we Offer

Join our upcoming workshops,  
one for 7 days and one for 15  
days, to enhance your digital  
skills



## 7 Day

digital marketing+  
Website Creation + PPC +  
SEO + SMO



## 15 Day

7 Days + Word Press + FB ads +  
Lindin ads + Backlinks + affiliate  
Marketing + Whatsapp + E-Mail  
Marketing



# Course

## DAY 1

### Digital Marketing Fundamentals

Prior to jumping into the tools, it is important to create a digital marketing strategy. We'll cover:

- \* Size & importance of digital marketing
- \* Future trends in digital marketing – growth and future opportunities
- \* Steps to creating a digital marketing strategy
- \* Building a strategy from the ground up
- \* Integrating digital marketing into existing marketing plans.



## DAY 2

# Website Creation

The website is the home-base for digital marketing, yet most businesses don't spend time thinking about their website. This section will cover:

- \* introduction
- \* basic elements of a website
- \* website content





**DAY 3 - 4**

## **PPC (Pay Per Click)**

**This course will help you gain in-depth knowledge of bidding methods, ranking algorithms, performance measurement, ad platforms, lead generation improvement, and search engine marketing, which will help you master PPC and gain a PPC Certificate.**

### **PPC (SEM, SMM)**

- \* Introduction to PPC**
- \* Basic Concepts of PPC**
- \* Google ads**
- \* Facebook ads**

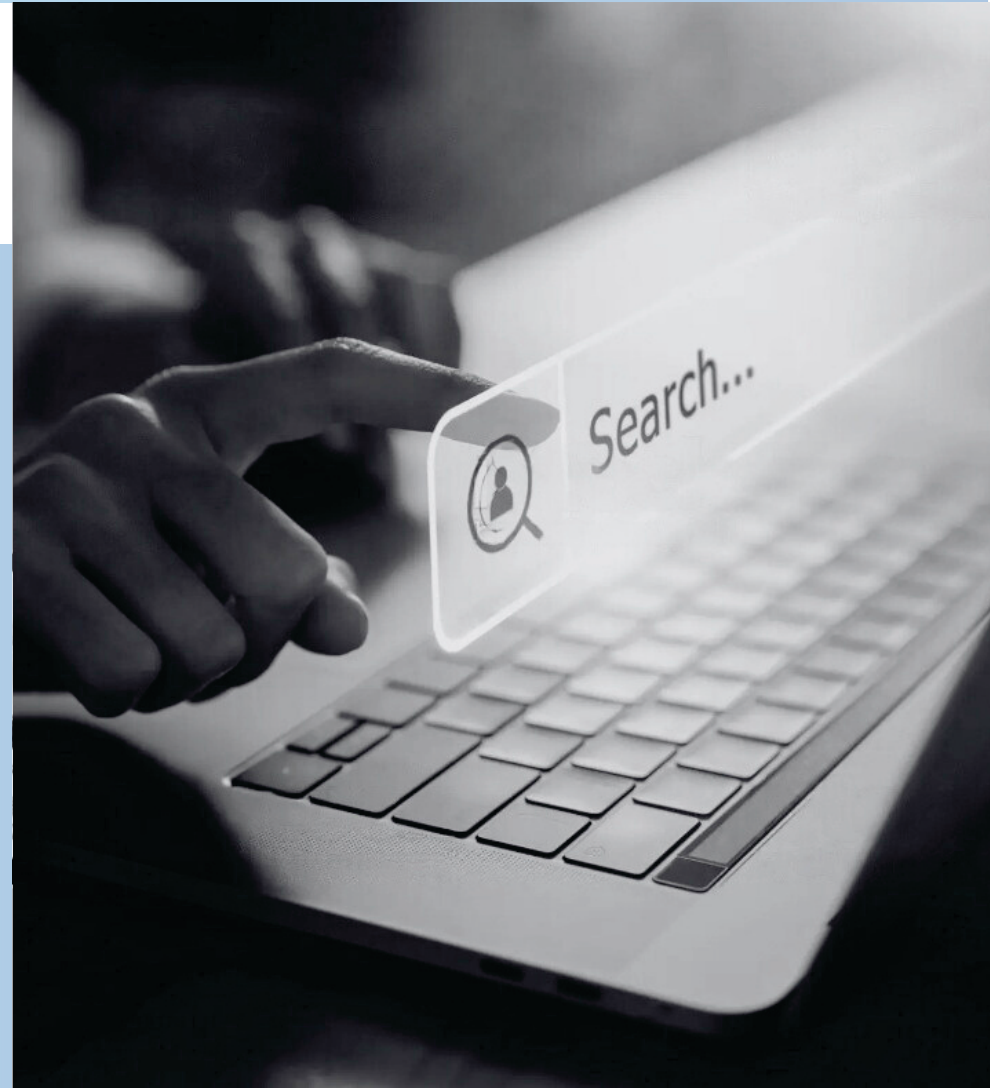


## DAY 5

# Search Engine Optimisation

SEO is one of the oldest and most important aspects of digital marketing. For many businesses, search engine optimization is among the biggest drivers of digital marketing return on investment.

- \* SEO Introduction
- \* How SEO Works
- \* Tools - Basic Information ( Semrush , Google tools)



## DAY 6

# Social Media Optimisation

The process of optimizing and promoting content on social media platforms to increase visibility and engagement.

- \* Introduction to SMO
- \* Benefits of SMO
- \* Social Media Platform You Should Use
- \* SMO Tips



**DAY 7**

## **Doubt Session**

- **Expert Faculty**
- **1 on 1 Mentoring session**
- **Super sessions**
- **Expert Faculty**





# Course 2

## DAY 1

### Digital Marketing Overview

Prior to jumping into the tools, it is important to create a digital marketing strategy. We'll cover:

- \* Size & importance of digital marketing
- \* Future trends in digital marketing – growth and future opportunities
- \* Steps to creating a digital marketing strategy
- \* Building a strategy from the ground up
- \* Integrating digital marketing into existing marketing plans.





## DAY 2

# Wordpress

**WordPress is a user-friendly content management system (CMS) for creating websites, blogs, and online stores. It offers customizable themes and plugins, requires little coding knowledge, and has a large supportive community.**



## DAY 3

# Website Creation

The website is the home-base for digital marketing, yet most businesses don't spend time thinking about their website. This section will cover:

- \* Introduction
- \* Basic elements of a website
- \* Website content



## DAY 4 - 7

# PPC (Pay Per Click)

This course will help you gain in-depth knowledge of bidding methods, ranking algorithms, performance measurement, ad platforms, lead generation improvement, and search engine marketing, which will help you master PPC and gain a PPC Certificate.

### PPC Overview

- \* Google ads , Keyword Anylasis , Competition Anylasis
- \* Facebook and Insta ads
- \* linkdin ads
- \* PPC Master Class & Doubt Clearing Session



**DAY 8 - 9**

## **Search Engine Optimisation**

**SEO is one of the oldest and most important aspects of digital marketing. For many businesses, search engine optimization is among the biggest drivers of digital marketing return on investment.**

- \* SEO Introduction**
- \* How SEO Works**
- \* On Page SEO : internal and external links**
- \* Off Page SEO : Types of Link ; Intro to Backlink ; Backlink Strategies ; Do Follow/No Follow**

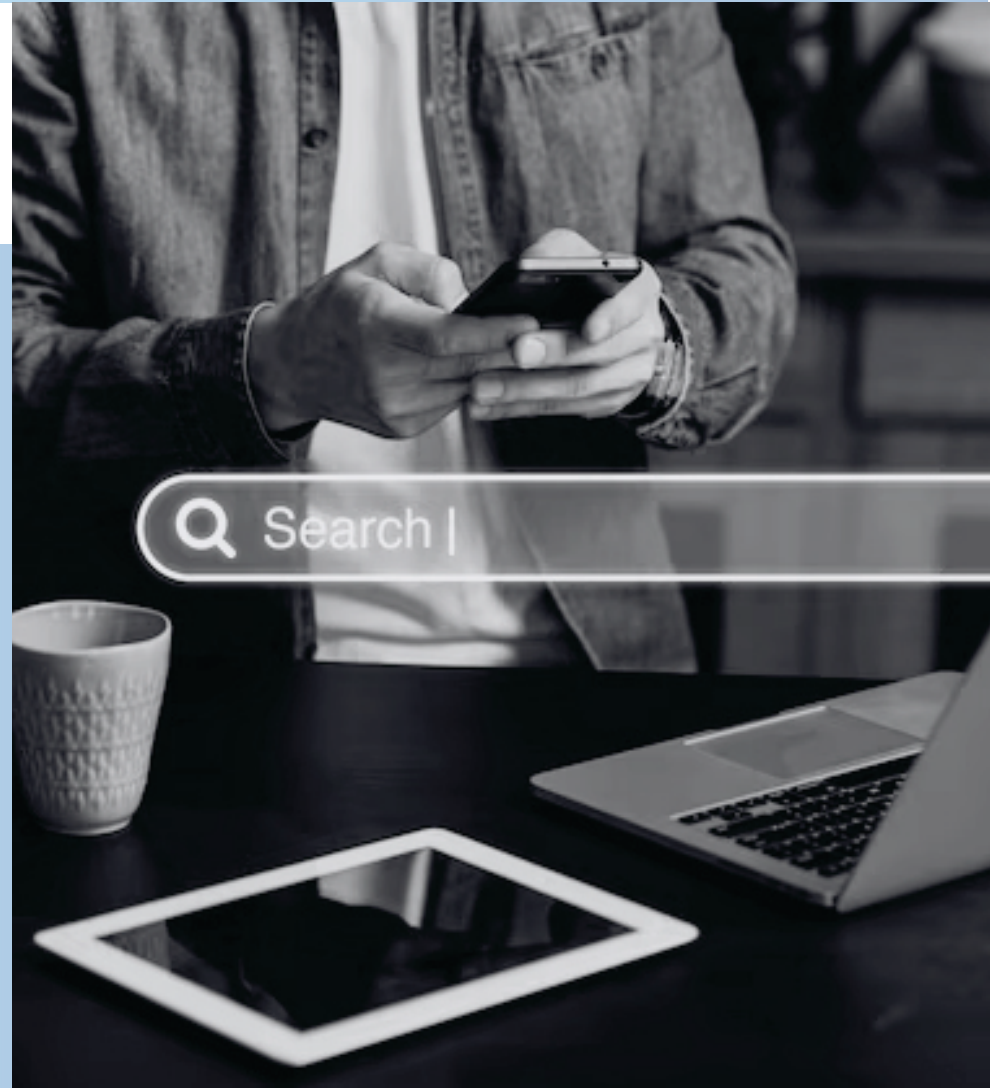


**DAY 10 - 11**

## **Search Engine Optimisation**

**\* Technical SEO ; SEO Audit ; Sitemap.xml ; Sites Speed Audit ; Mobile Friendliness And Responsiveness; SSL Certification ; Canonical Tag ; Types Of Redirec .**

**\* SEO Reports and SEO Strategies**





**DAY 12**

## **Social Media Optimisation**

The process of optimizing and promoting content on social media platforms to increase visibility and engagement.

- \* Introduction to SM0
- \* Profile Building



## DAY- 13

# Affiliate Marketing

Affiliate Marketing is a Performance-based strategy where affiliates promote a merchant's products or services and earn a commission for driving sales or actions. It's a win-win model benefiting both businesses and affiliates.

\* High Ticket / Low Ticket



## DAY- 14

# Whatsapp and Email Marketing

**WhatsApp Marketing** : Sending promotional messages, offers, or updates to customers or potential clients using WhatsApp as a communication channel.

**Email Marketing** : Sending targeted marketing messages, newsletters, or promotions directly to a list of subscribers' email addresses to promote products or services and maintain customer engagement.



**DAY 15**

## **Practical and Doubt Session**

- **Expert Faculty**
- **1 on 1 Mentoring session**
- **Super sessions**
- **Expert Faculty**



**Thank You**