

ADVANCED DIGITAL MARKETING COURSE

COURSE OVERVIEW

Are you planning to build a high-income career in digital marketing? ACME IT Centre brings you the most powerful and practical **Advanced Digital Marketing Course in Dehradun**, designed to make you job-ready with hands-on learning, real client-style projects, and mastery over top industry tools.

This course doesn't just teach you theory — it turns you into a skilled digital marketer who can confidently work on SEO, Google Ads, social media ads, content marketing, analytics, and complete digital strategies.

If you want a course that gives **results**, **skills**, and **career growth**, this is the right place to start.

COURSE DURATION

6 Months (Advanced Level Training) – Weekday & Weekend Batches

This long-term 6-month digital marketing mastery program ensures that every student becomes job-ready with in-depth concepts, real practice, and industry projects.

COURSE FEES

₹54,999/- Only

Pay easily with **flexible installment options** so you can focus on learning without financial pressure.

This investment guarantees a complete skill transformation and prepares you for high-paying digital marketing roles.*

WEEK-WISE COURSE BREAKDOWN

WEEK 1: INTRODUCTION TO DIGITAL MARKETING

- Fundamentals of Digital Marketing
- How businesses use digital platforms
- Marketing funnel understanding
- Customer journey & segmentation

WEEK 2: WEBSITE PLANNING & WORDPRESS

- Domain & hosting basics
- Installing WordPress
- Essential plugins
- Creating basic business website
- Understanding UI/UX basics

Mini Project: Create a small 3-page business website

WEEK 3: SEARCH ENGINE OPTIMIZATION (SEO)

- Keyword research (Short tail, long tail)
- On-page optimization techniques
- Technical SEO basics

- Off-page SEO strategy
- SEO audit steps

Tools Covered: Google Search Console, Google Keyword Planner, Ubersuggest, Yoast SEO

WEEK 4: CONTENT WRITING & BLOGGING

- Writing SEO-friendly content
- Blog structure and readability
- Content strategy for businesses
- Using AI tools ethically

Activity: Write and publish 1 optimized blog

WEEK 5: GOOGLE ADS – SEARCH ADVERTISING

- Campaign types overview
- Creating search ads
- Keyword match types
- Understanding ad strength & quality score
- Conversion tracking basics

Tools: Google Ads, Google Tag Manager

WEEK 6: GOOGLE DISPLAY & VIDEO ADS

- Display targeting types
- Creating responsive display ads
- YouTube video ad formats
- Bumper ads, Skippable ads

Exercise: Create a display ad campaign for a travel website

WEEK 7: SOCIAL MEDIA MARKETING (SMM)

- Facebook & Instagram page setup
- Audience research
- Caption writing techniques
- Hashtag strategy
- Social calendar creation

Tools: Meta Business Suite, Creator Studio

WEEK 8: FACEBOOK & INSTAGRAM ADS

- Ad objectives
- Custom & lookalike audiences
- Pixel setup

- Funnel-based ad strategy

Exercise: Create Lead ads for a clothing ecommerce store

WEEK 9: EMAIL MARKETING & AUTOMATION

- Building email lists
- Newsletter creation
- Drip email sequences
- Automation workflows

Tools: Mailchimp, Sender.net

WEEK 10: GOOGLE ANALYTICS (GA4) & TRACKING

- Setting up GA4
- Understanding metrics and reports
- User behaviour & acquisition insights
- Event tracking

Tools: Google Analytics 4, Tag Manager

WEEK 11: ECOMMERCE MARKETING

- Creating product pages
- Product SEO
- Retargeting ads
- Conversion optimization techniques

Mini Project: Optimize product pages for a clothing ecommerce store

WEEK 12: PORTFOLIO BUILDING + FINAL PROJECTS

- Building your digital marketing portfolio
- Resume & interview preparation
- Showcase your projects

FINAL PROJECTS INCLUDED:

1. **Travel Website Marketing Project** (SEO + Ads + Social Media)
2. **Clothing Ecommerce Store Project** (Product SEO + Ads + Email)
3. **Business Website Project** (SEO + Google Ads + Content Strategy)
4. **Portfolio Website Project** (WordPress + Personal Branding)

TOOLS COVERED IN THE COURSE

- Google Ads
- Google Analytics (GA4)
- Google Search Console

- Google Keyword Planner
- Meta Business Suite
- WordPress
- Yoast SEO
- Canva
- Mailchimp / Sender
- Ubersuggest
- Google Tag Manager
- ChatGPT (Ethical use)

CERTIFICATION PROVIDED

- ACME IT Centre Digital Marketing Certificate
- Google Ads Certifications (Guidance provided)
- HubSpot Certification Assistance

WHO CAN JOIN THIS COURSE?

- Students
- Working professionals
- Business owners
- Freelancers
- Anyone looking to start a digital career

CAREER OPPORTUNITIES AFTER COURSE

- Digital Marketing Executive
- SEO Specialist
- Social Media Manager
- Google Ads Expert
- Content Writer
- Email Marketing Specialist
- Freelancer
- Website Manager

CONTACT US

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If you are searching for the **best Digital Marketing Course in Dehradun**, this 6-month program is designed to transform beginners into professionals with practical training and real projects.

Start your journey today and build a successful digital career!