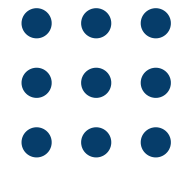


Kotapride Agency



**BECOME A DIGITAL MARKETER**

# **PROFESSIONAL COURSE PACKAGE**

Total Modules: 45

Course Duration: 90 Hours  
(3.5 Months)

Course Fee: Rs. 25,000/-

 [www.kotapride.com](http://www.kotapride.com)





# ABOUT US

We are a team of passionate digital marketing professionals dedicated to equipping individuals and businesses with the skills necessary to thrive in the online world. Our mission is to provide industry-leading training that combines theoretical knowledge with hands-on practical experience. With years of expertise in SEO, PPC, Social Media Marketing, E-commerce, and beyond, we help students, entrepreneurs, and professionals build successful digital marketing careers and businesses.

Our course is designed for those who want to stay ahead in the ever-evolving digital landscape, ensuring they gain the latest insights, strategies, and tools required to excel in the field. Join us on this journey and take a step towards mastering digital marketing!



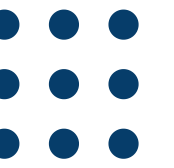
# INTRODUCTION

In today's digital era, businesses and individuals must leverage the power of online marketing to stay ahead in a competitive landscape. Digital marketing is not just about promoting products; it's a strategic approach to building brand awareness, engaging audiences, and driving sales through various online channels.

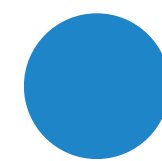
Our "Become a Digital Marketer – Professional Course Package" is designed to provide a structured, hands-on learning experience covering all major aspects of digital marketing. Whether you're a student, entrepreneur, freelancer, or business professional, this course will empower you with industry-relevant skills to thrive in the digital world.







# COURSE OVERVIEW



This professional digital marketing course is designed to equip students, entrepreneurs, and professionals with in-depth knowledge and practical skills in online marketing. Covering a wide range of topics from SEO, PPC, Social Media Marketing, Email Marketing, and E-commerce to Analytics and Affiliate Marketing, this course ensures a comprehensive learning experience to help you build a successful digital marketing career or business.





# VISION & MISSION

Our vision is to be a leading digital marketing training provider, empowering individuals and businesses with cutting-edge skills and strategies to thrive in the digital world. We aim to bridge the gap between industry requirements and skill development by offering high-quality, practical education that drives innovation, creativity, and success.

Our mission is to provide a comprehensive and hands-on digital marketing training program that equips learners with real-world skills and expertise. We strive to create career and business opportunities for students, freelancers, and entrepreneurs by offering practical knowledge in SEO, PPC, content marketing, and social media strategies. By staying updated with industry trends and tools, we ensure our learners gain a competitive edge.





# COURSE MODULES & CONTENT

## 1. Introduction to Digital Marketing & Online Presence

- Understanding the Internet & Digital Marketing
- Role of Digital Marketing in Business & Career Growth
- Freelancer (Work-from-Home Concept)
- Starting Your Own Startup & Digital Marketing Strategies

## 2. Website Development & Management

- Introduction to Websites & Benefits of Web Platforms
- Types of Websites: Static, Dynamic, E-commerce, LMS
- Domain & Hosting – Selection & Setup
- Website Admin Panel & Control Panel Operation
- Website Troubleshooting & Error-Solving Strategies

Website Analytics & Performance Optimization





# COURSE MODULES & CONTENT

## 3. Search Engine & Digital Marketing Strategies

- Understanding Search Engines & Internet Browsers
- SEO (Search Engine Optimization) Strategies & Techniques
- Google Algorithms, Analytics, AdSense, AdWords & Keywords
- PPC (Pay-Per-Click) Advertising & Campaign Management
- Keywords Research & Meta Tag Optimization
- Inbound & Outbound Marketing Strategies





# COURSE MODULES & CONTENT

## 4. Social Media Marketing & Advertising

- Social Media Marketing Strategies
  - Facebook Ads & Marketing
  - Instagram Ads & Organic Growth
  - Facebook Pages, Groups & Engagement Tactics
- Social Media Paid Ads (Advanced Details & Troubleshooting)
- Viral, Inbound & Expansion Digital Marketing
- Influencer Marketing (Audio & Video Strategies)
- Direct & Indirect Marketing Tips for Social Platforms





# COURSE MODULES & CONTENT

## 5. Mobile, Email & SMS Marketing

- Bulk SMS Marketing Strategies
- Voice Call Marketing through Audio Campaigns
- Email Marketing via Business Mail (Gmail, Webmail, Custom Domains)
- Mobile Marketing: Campaigning & Awareness Strategies

## 6. Content Creation & Optimization

- Blog Creation, Optimization & Posting Strategies
- Content Writing Tips & Practical SEO Testing
- Listing on Other Websites & Business Account Creation
- Display Advertising via Local Web Portals & Search Engines





# COURSE MODULES & CONTENT

## 7. E-commerce & Payment Systems

- Adding Products to E-commerce Websites
- Add to Cart & Customer Login Process Optimization
- Types of Payment Gateways & Online Payment System Integration

## 8. Online Reputation & Analytics

- Online Review Marketing (ORM) & Reputation Management
- Google My Business Listing & Local SEO Optimization
- Analytics & Performance Measurement Strategies
- Landing Pages, Plugins & Optimization for Conversion
- Magical Promotion Campaigns for Brand Awareness



# FREQUENTLY ASKED QUESTIONS (FAQ)

## 1. Who can enroll in this course?

This course is designed for students, entrepreneurs, job seekers, freelancers, and professionals looking to enhance their digital marketing skills.

## 2. What is the duration of the course?

The course runs for 90 hours, spread over 3.5 months.

## 3. Is there any prior experience required?

No prior experience is necessary. The course covers both beginner and advanced levels.

## 4. Will I receive a certification?

Yes, you will receive a certification upon successful completion of the course.





# FREQUENTLY ASKED QUESTIONS (FAQ)

## 5. What practical knowledge will I gain?

You will get hands-on training in SEO, PPC, social media marketing, content marketing, website development, email marketing, and more.

## 6. Will I get job assistance after completing the course?

Yes, we provide 100% job assistance and business growth strategies.

## 7. Can I take the course online?

Yes, we offer both online and offline learning options.

## 8. How do I enroll?

You can enroll by contacting us directly or registering on our website.





# TESTIMONIALS

## **Shubham – Entrepreneur**

"This course completely transformed my business. The SEO and social media strategies helped me gain more customers, and my revenue has increased significantly!"

## **Deepak – Freelancer**

"I started as a beginner, but now I confidently work on digital marketing projects for clients worldwide. The practical training and real-world case studies made all the difference!"





# TESTIMONIALS

## **Manoj – Marketing Professional**

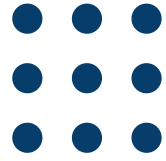
"The best part about this course is the hands-on training. The instructors are industry experts, and I secured a job right after completing it. Highly recommended!"

## **Shobhit – E-commerce Store Owner**

"Thanks to this course, I now manage my own e-commerce website efficiently. I learned how to optimize my store, run ads, and grow my customer base!"







# CONTACT US



9828036274



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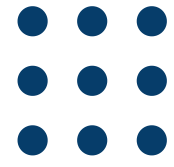
[Online@kotapride.com](mailto:Online@kotapride.com)



621, Mukesh Plaza, Near S.S.  
Dairy, Dadabari, Kota (Raj.)







# THANK YOU

Thank you for trusting us with your learning journey. We look forward to helping you build a successful career in Digital Marketing. Let's grow together and create limitless opportunities!



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