



ADVANCED DIGITAL MARKETING

CHANNELS . PERSONAS . JOURNALS .
SEO . PAID . SOCIAL . EMAIL .
ANALYTICS . AUTOMATION . REPORTING

DURATION

80 Hours

LEVEL

Advanced

MODULES

8

MODE

**Classroom •
Online • Hybrid**

01 COURSE OVERVIEW

A complete digital marketing course covering strategy, channels, analytics and reporting. The course is built around the funnel: research and positioning first, then acquisition channels, conversion optimisation, retention and measurement. Every channel module ends with a live exercise on a real account or sandbox.

Learners produce a full marketing plan with budgets, calendars and a reporting dashboard.

WHO IT IS FOR

Marketing executives and managers

Business owners running campaigns

Freelancers and agency staff

Graduates entering marketing

PREREQUISITES

Basic computer and internet knowledge.

02 LEARNING OUTCOMES

01 Build buyer personas from research, not assumption.

03 Plan and run SEO, paid, social and email programmes.

05 Set up GA4 and report on attribution.

07 Present performance and budget recommendations.

02 Map campaigns to funnel stages and KPIs.

04 Improve conversion with landing page testing.

06 Automate nurture with CRM workflows.

03 MODULE STRUCTURE

8 MODULES

01 STRATEGY AND RESEARCH

Market and competitor research

Positioning

Channel mix

PRACTICAL

PERSONA AND JOURNEY MAP

Buyer personas

Funnel stages

Budget planning

02 WEBSITE AND CONVERSION

Site structure

CRO principles

Forms and lead capture

PRACTICAL

LANDING PAGE TEST

Landing page anatomy

A/B testing

Speed and Core Web Vitals

03 SEARCH ENGINE OPTIMISATION

Keyword research

Technical SEO

Link building

Reporting

TOOLS

SEMRUSH

AHREFS

SEARCH CONSOLE

On-page

Content clusters

Local SEO

04 PAID SEARCH

Google Ads structure

Ad copy

Bid strategies

Negative keywords

Keyword match types

Extensions

Performance Max

PRACTICAL

SEARCH CAMPAIGN BUILD

05 SOCIAL AND PAID SOCIAL

Organic strategy per platform

Meta Ads Manager

Retargeting

Content formats

Audiences and lookalikes

Creative testing

PRACTICAL

META CAMPAIGN

06 CONTENT AND EMAIL

Content calendars

Lead magnets

Deliverability

Copywriting frameworks

Email sequences

Segmentation

PRACTICAL

NURTURE SEQUENCE

07 MARKETING AUTOMATION

CRM basics

Workflow design

Handover to sales

Lead scoring

Chat and WhatsApp automation

TOOLS

HUBSPOT

ZOHO

ZAPIER

08 ANALYTICS AND REPORTING

GA4 events and conversions

UTM discipline

Dashboards

Looker Studio

Attribution models

Monthly reporting

PROJECT

FULL MARKETING PLAN AND DASHBOARD

04 ASSESSMENT & CERTIFICATION

Module assignments and labs	25%
Mini projects	20%
Internal assessments	15%
Final project and review	40%

CERTIFICATION

Learners who complete all modules, submit the final project and clear the review receive a course completion certificate from Kaizen Infinities Private Limited. Project work is documented for the learner's portfolio, and interview preparation is included in the closing sessions.

05 CAREER OUTCOMES

ROLES THIS PROGRAMME PREPARES FOR

DIGITAL MARKETING MANAGER

PERFORMANCE MARKETING EXECUTIVE

SEO SPECIALIST

MARKETING ANALYST

FREELANCE MARKETER

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