ADVANCED

DIGITAL MARKETING

(4 MONTHS)

4 Months | Eligibility: 12th Pass | Practical Lab Training

4 Months	12th Pass	2 Phases	Certificate
DURATION	ELIGIBILITY	STRUCTURE	CERTIFICATION

About the Course

Advanced Digital Marketing is a 4-month job-oriented course designed for 12th pass students who want to learn how businesses find customers online. The course covers SEO, social media, Google Ads, Meta Ads, email marketing, analytics, content creation and a live project work, so students become job-ready with theoretical knowledge and hands-on practical skills.

What You Will Learn

SEO
Ranking on Google search

Social Media
Pages, posts and reach

Google Ads
Search and display ads

Meta Ads
Facebook and Instagram ads

Analytics
Tracking and reports

Live Project
Market a real business

Why Soft World Education

- Industry-oriented syllabus with daily lab sessions
- Experienced faculty with personal attention
- Interview preparation and career guidance
- Certificate from the institute
- Small batches for better learning
- Focus on practical, job-ready skills

PHASE I

Month 1 - 2

01 Digital Marketing Fundamentals & Strategy

- What is digital marketing and how it works
- Online vs traditional marketing
- Customer journey and marketing funnel
- Setting goals and choosing the right channels
- Creating a simple marketing plan

02 Website, Domain & WordPress Basics

- Domain name, hosting and how websites work
- Installing WordPress and choosing a theme
- Pages, menus, plugins and blog posts
- Making a business website and landing page

03 SEO (Search Engine Optimisation)

- How search engines work
- Keyword research
- On-page SEO: titles, meta tags, content, images
- Off-page SEO and backlinks
- Local SEO and Google Business Profile

04 Content Marketing & Graphic Design

- Content planning and writing for the web
- Blog writing and basic copywriting
- Designing posters and posts in Canva
- Short video and reel basics

05 Social Media Marketing

- Facebook, Instagram and YouTube pages
- Content calendar and posting strategy
- Growing organic reach and engagement
- Handling comments, messages and reviews

After Phase I

Students can build a WordPress website, apply SEO, create content and designs, and manage social media pages.

PHASE II

Month 3 - 4

06 Google Ads (Search & Display)

- How Google Ads works: bidding and quality score
- Search campaigns: keywords and ad copy
- Display and YouTube video ads
- Budget, targeting and conversion tracking

07 Meta Ads (Facebook & Instagram)

- Meta Ads Manager and business account setup
- Campaign objectives, audience and budget
- Creating ads: image, video and carousel
- Lead generation and retargeting basics

08 Email, WhatsApp & Marketing Automation

- Building an email list and writing campaigns
- WhatsApp Business: catalogue and broadcast
- Basics of marketing automation
- Following rules for permission and privacy

09 Analytics & Reporting

- Google Analytics 4: setup and key reports
- Google Search Console basics
- Tracking goals, conversions and traffic sources
- Making a monthly marketing report

10 Live Project, Freelancing & Viva

- Live project: market a real business
- Introduction to freelancing and finding clients
- Affiliate marketing basics
- Project presentation and viva-voce

After Phase II

Students can run Google and Meta ad campaigns, use email and WhatsApp marketing, read analytics reports, and complete a live project.

Career Opportunities After This Course

01 Digital Marketing Executive (entry level)	**02** SEO Executive (Trainee)
03 Social Media Executive	**04** Ads Assistant (Google / Meta, Basic)
05 Freelancing (marketing for local businesses)	**06** Higher courses: Web Development / Data Analytics

Software & Skills Covered

Google Ads	**Meta Ads**	**Analytics (GA4)**	**Search Console**
Keyword Planner	**WordPress**	**Canva**	**Instagram**
Facebook	**YouTube**	**WhatsApp Business**	**Email Marketing**

How to Join

1
Enquire
Call or visit the institute

2
Register
Submit documents and fees

3
Start Classes
Begin your learning journey

ADMISSIONS OPEN

Call / WhatsApp: **9826343444**
Website: softworld.in
Visit us: Open in Google Maps

Syllabus is subject to change as per industry requirements and institute policy.