FDM
FUELDIGI MARKETING PVT LTD

ONLINE
COURSE

Unlock the Expertise You Need, Right from Your Home

Course Features

Expert Instructors
Comprehensive Curriculum
Flexible Learning

REGISTER NOW

📞 +91 9791811111   ✉ info@fueldigi.com   🌐 www.fueldigi.com

Welcome to the **Fueldigi Digital Marketing Training Class!** We are excited to have you undertake this journey with us. Please take a moment to review the terms and conditions outlined below.

COURSE SPECIALIZATION

1 Fundamentals of Digital Marketing

2 Advanced Strategies and Tactics

3 Specialized Focus Areas

4 Practical Application and Case Studies

5 Course Certifications

Courses Module

Module 1

Digital Marketing

- **Introduction to Digital Marketing**
- **History of Digital Marketing**
- **Developing and Promoting a Digital Presence**
- **Global Impact of Digital Marketing**
- **Offline & Online Experience in Marketing and its Challenges**
- **New Developments in Technology**
- **Changes in Consumer Behaviour**
- **Digital Marketing in Future**

Module 2

Search Engine Optimization (SEO)

- **Introduction**
- **On-Page Optimization**
  1. Keyword Research
  2. Title Tag Optimization
  3. Meta Description Optimization
  4. URL Structure Optimization
  5. Header Tag Optimization
  6. Content Optimization
  7. Image Optimization
  8. Internal Linking
  9. Schema Markup
  10. Mobile Optimization
  11. Page Speed Optimization
  12. Content Updates and Maintenance

Courses Module

- **Off-Site Optimization**
    - Social Bookmarking
    - Directory Submission
    - Article Submission
    - Press Release Submission
    - Guest Blogging
    - Forum Posting
    - Blog Commenting
    - Image Sharing
    - Video Submission
    - Infographic Submission
    - Local Business Listings

- **Local & Global Optimization**
    - Keyword Research and Analysis
    - SEO Audit
    - Analytics and Performance Tracking
    - Content Marketing Strategies
    - Continuous Learning and Adaptation
    - Optimize Google My Business
    - Link Building
    - Local Reviews Management
    - Schema Markup
    - Hreflang Implementation
    - Multilingual Website Optimization
    - Localized Social Media Presence
    - Global Website Performance Monitoring

- **Overview of Google Analytic and Search Console**

Courses Module

Module 3

Social Media Optimization & Marketing (SMO /SMM)

1.1.1 Facebook Marketing

- Understanding Facebook Platform
- Setting Up Facebook Business Manager
- Creating Effective Content
- Targeting and Audience Segmentation
- Understanding Facebook Ads Creation
- Optimizing Ad Performance
- Monitoring and Analyzing Results
- Executing Retargeting Strategies

1.1.2 Instagram Marketing

- Understanding Instagram Platform
- Creating an Instagram Business Account
- Unique Content Strategy
- Optimizing Profile
- Understanding Hashtag Placement
- Engagement Techniques
- Instagram Stories & Reels
- Advertising on Instagram
- Analytics and Measurement

1.1.3 Twitter Marketing

- Understanding Twitter Platform
- Creating a Profile
- Content Strategy & Calendar
- Hashtag Research
- Engagement Strategy

Courses Module

- Understanding Twitter Ads
- Analytics and Monitoring for Continuous Optimization

1.1.4 LinkedIn Marketing

- LinkedIn Profile Setup and Optimization
- Proper Content Strategy
- Networking and Engagement
- LinkedIn Ads
- Analytics and Measurement
- Advanced Strategies

1.1.5 Pinterest Marketing

- Understanding Pinterest Profile Setup
- Appealing Content Plan
- Keyword Research
- Board & Pin Optimization
- Consistency & Engagement
- Rich Pins & Pinterest Ads
- Analytics & Optimization

1.1.6 Youtube Marketing

- Introduction to YouTube and Video Marketing
- Creating Effective Video Content
- YouTube Channel Setup and Optimization
- YouTube Advertising and Promotion
- Video SEO and Content Distribution
- Measuring Success and Optimization

* Case Studies and Best Practices
* Practical Projects and Hands-on Experience

Courses Module

Module 4

Search Engine Marketing (SEM/PPC)

- Introduction to Google Ads
- Understanding the PPC Marketing Fundamentals & Policies
- Keyword Research and Selection
- Account Setup and Structure
- PPC Campaigns List
  - Search Campaign
  - Performance Max
  - Display Campaign
  - Video Campaign
  - Shopping Campaign
  - Mobile APP Campaign
- Choosing the Campaign Related to Business
- Choosing the Right Objectives
- Ad Creation and Optimization
- Understanding Bid Management and Budgeting
- Targeting Keywords
- Understanding Geographic Location Targeting
- Understanding Ad Performance Time and Scheduling
- Understanding A/B test and Ad Copy
- Quality Score and Ad Rank
- Campaign Performance Monitoring and Reporting
- Remarketing and Advanced Strategies
- Understanding Conversion Set up, Metrics, and Values
- Compliance and Policy Guidelines
- Case Studies and Practical Projects

Courses Module

Module 5

Content Marketing

- Introduction to Content Marketing
- Content Marketing Strategy
- Overseeing a Content Marketing Program
- Content Marketing Tactics
- Social Media Platforms
- Content Marketing Budget and Measurement
- Research and Planning
- Content Creation
- Content Distribution
- Engagement and Interaction
- Analysis and Optimization
- Emphasize and Improve

1.1 Content Marketin g Types

- Blog Posts
- Website Content
- Social Media Content
- Infographics
- Videos
- E-books/Guides
- Case Studies/Testimonials
- Podcasts/Audio Content
- Webinars/Live Events
- Social Media Posts
- Email Newsletters
- Interactive Content

Courses Module

Module 6

Email Marketing

- Introduction Email Marketing
- Audience Segmentation
- Content Creation,Design and Layout
- Call to Action (CTA)
- Testing and Optimization
- Delivery and Timing
- Understanding Analytics and Reporting

Module 7

Google Analytics

- Introduction to Google Analytics
- Account Setup and Configuration
- Understanding Real-time Audiences, Performances, and Behaviour.
- Understanding Key Metrics
- Creating Custom Reports and Dashboards
- Setting up Goals and Ecommerce Tracking
- Continuous Learning and Experimentation

Module 8

Future Trends in Digital Marketing

- Complete Artificial Intelligence (AI)
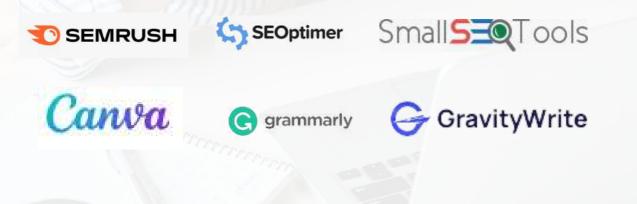- Voice Search Optimization
- Chatbots

Course Training Details:

- The training program contains Weekdays and Weekends.
- For efficient learning, students will be split into batches.
- The assignments will be given to improve practical knowledge and abilities.
- Regular attendance is essential; please notify the mentor in advance if you are unable to attend a session.
- Practical sessions will be an essential component of the program; however, no stipend will be provided.

Course Training Price Details:

S.No	Course Details	Course Duration	Course Fee details	Total Cost
1	Complete Digital Marketing Course	4 Months	~~60,000 + GST~~ 55,000+ GST	~~70,800/-~~ 64,900/-
2	SEO Course	2 Months	~~25,000 + GST~~ 23,000+ GST	~~29,500/-~~ 27,140/-
3	SEM Course	2 Months	~~25,000 + GST~~ 23,000+ GST	~~29,500/-~~ 27,140/-
4	SMM Course	2 Months	~~25,000 + GST~~ 23,000+ GST	~~29,500/-~~ 27,140/-

Tools Covered:

SEMRUSH   SEOptimer   SmallSEOTools

Canva   grammarly   GravityWrite

Placement and Certificates:

- Please note that we do not offer placement facilities.
- A completion Course Certificate will be issued for regular attendance and task fulfilment.

Terms and Conditions :

- Adherence to the attendance policy to the letter is necessary.
- Failure to complete specified tasks and follow the regulations may result in termination from the program.
- After enrolling in the course, you have three to five days to notify us if you decide to drop out. Just 30% of the course fee will be refunded.
- Refunds will not be issued in any circumstances throughout the course. Course costs are not transferable.
- If we notice any disrespectful or improper behaviour in the course session, your course will be cancelled and your fee will not issued.
- The training is only to be used for individual usage; it is not to be distributed or duplicated.
- Any issues or complaints, kindly report to the authorized mentor or course coordinator as soon as possible.

FDM

FUELDIGI MARKETING PVT LTD

Thank You

📞 **+91 9791811111**

🌐 **www.fueldigi.com**

Follow us on

No : 99/100, Vaigai street, Taramani Link Rd, Velachery, Chennai, Tamil Nadu 600113