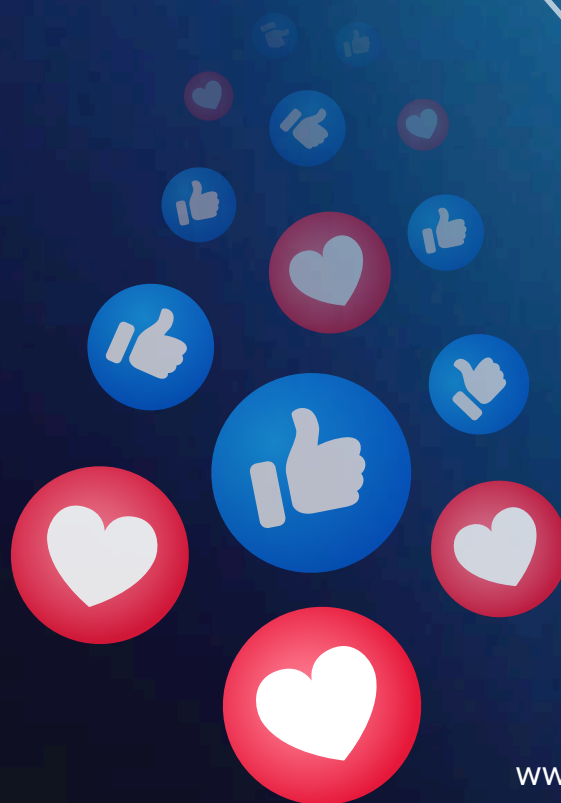




Digital Marketing



Our Vision & Mission

Learnify, MSME and Startup India verified, teaches millions technical skills with expert-led, hands-on courses for career growth.



VISION



The vision of Learnify is to revolutionize education through the seamless integration of technology, creating a direct path from skill acquisition to job readiness.



Our mission is to provide personalized and engaging learning experiences for students of all ages by leveraging digital tools, virtual platforms, and data-driven insights to ensure effective skill mastery and career readiness.



MISSION

Digital Marketing



COURSE CURRICULUM

1.

FOUNDATIONS OF DIGITAL MARKETING

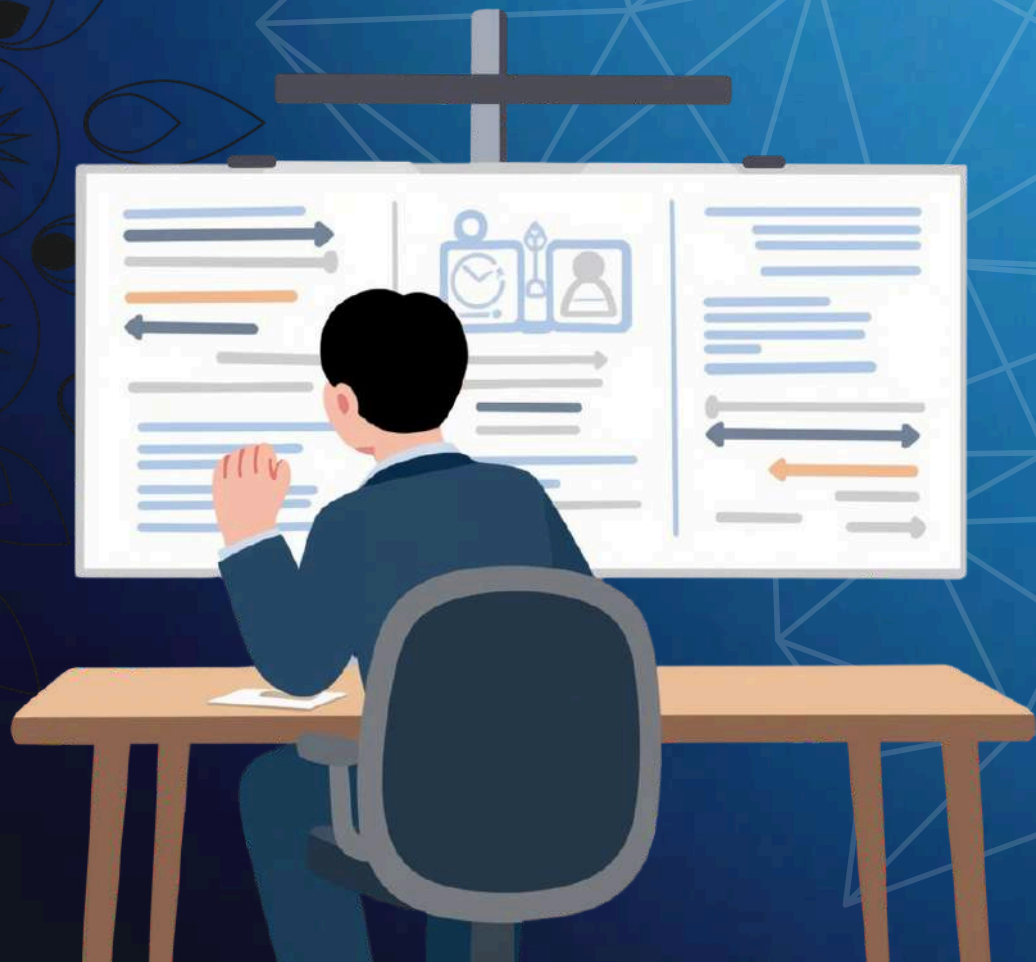
- What is digital marketing & its importance
- Marketing funnels & customer behavior
- Types of digital marketing channels
- Branding & market segmentation



2.

WEBSITE PLANNING & OPTIMIZATION

- Website structure & landing pages
- WordPress setup and optimization
- Mobile responsiveness & SEO-friendly design
- Conversion rate optimization (CRO) basics



3.

SEARCH ENGINE OPTIMIZATION (SEO)

- On-page, off-page & technical SEO
- Keyword research & competitor analysis
- Backlinks & domain authority
- SEO audit tools: Ahrefs, SEMrush, Google Search Console



4. SEARCH ENGINE MARKETING (SEM) & GOOGLE ADS

- PPC campaigns setup
- Keyword bidding & Quality Score
- Ad formats & A/B testing
- Conversion tracking & budgeting



5. SOCIAL MEDIA MARKETING (SMM)

- Facebook, Instagram, LinkedIn, and YouTube marketing
- Content planning & scheduling
- Community building and engagement
- Paid social media advertising



6.

CONTENT MARKETING & COPYWRITING

- Content strategy and storytelling
- Blog writing, keyword integration, and SEO content
- Visual content creation (Canva, Figma)
- Tone, style, and persuasive copywriting

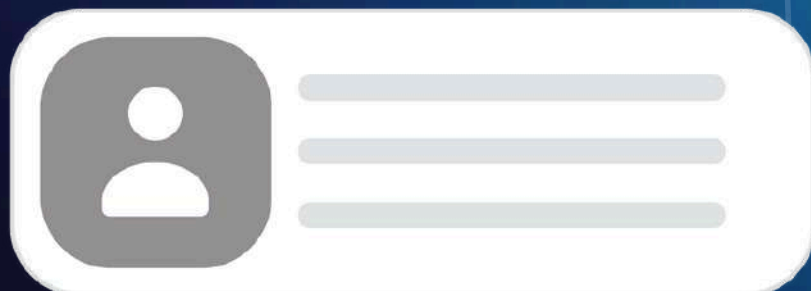
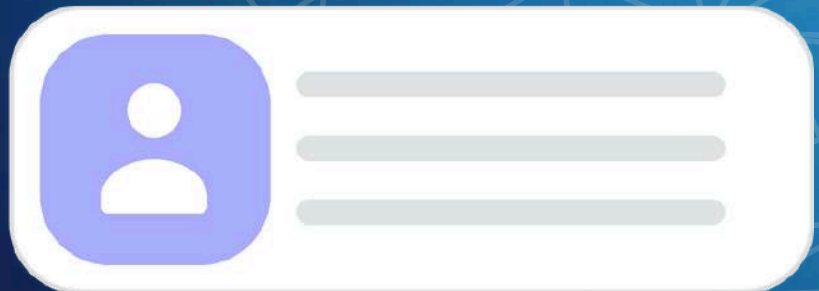
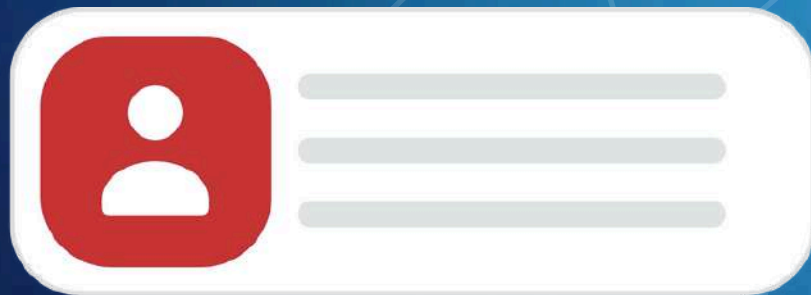




7.

EMAIL MARKETING & AUTOMATION

- Email campaign setup (Mailchimp, HubSpot)
- Drip campaigns & segmentation
- A/B testing & CTR improvement
- Automation triggers & personalization



8.

INFLUENCER & AFFILIATE MARKETING

- Influencer outreach & ROI tracking
- Affiliate marketing setup & tracking links
- Contracting & disclosure best practices
- Ethical considerations in partnerships



9. WEB ANALYTICS & DATA-DRIVEN MARKETING

- Google Analytics 4 setup & dashboard
- Conversion tracking & attribution models
- Data visualization & KPI setting
- Using Power BI / Looker Studio for reporting



10. E-COMMERCE & MOBILE MARKETING

- E-commerce funnels & remarketing
- Mobile-first marketing strategies
- App Store Optimization (ASO)
- Push notifications & SMS marketing



11. MARKETING AUTOMATION, AI & ADVANCED TRENDS

- CRM integration & workflow automation
- AI tools for content, ads, and analytics
- Voice search optimization & chatbots
- Blockchain and NFT marketing



12. CAPSTONE & RESEARCH-BASED PROJECTS

- End-to-End Digital Marketing Strategy for a real business/startup
- SEO + PPC + Social Media Campaign Integration
- AI-Enhanced Analytics Dashboard for marketing insights

13.

RESEARCH-BASED PROJECTS

- **AI-Driven Consumer Behavior Analysis – study predictive trends**
- **Impact of Influencer Marketing on Gen Z Buying Habits**
- **Sustainable & Ethical Digital Marketing Practices**



14. RESUME BUILDING & PROFILE OPTIMIZATION

- Crafting an ATS-friendly resume tailored to tech roles
- Optimizing LinkedIn & GitHub profiles
- Writing impactful career objectives and summaries



15. APTITUDE & LOGICAL REASONING

- Quantitative Aptitude: Speed, Accuracy & Problem Solving
- Logical Reasoning: Puzzles, Patterns & Data Interpretation
- Mock Tests and Time Management Strategies



16.

COMMUNICATION & SOFT SKILLS

- **Verbal Communication: Public Speaking & Presentation Skills**
- **Email Etiquette and Business Communication**
- **Teamwork, Leadership, and Professional Behavior**



17.

TECHNICAL INTERVIEW TRAINING

- Core DS Interview Concepts & Q&A Practice
- Hands-on Coding Interview Sessions (Python & Data Structures)
- Whiteboard Problem Solving & Project Discussion Tips



18. HR & BEHAVIORAL INTERVIEW PREPARATION

- Understanding HR Questions & Framing STAR-Method
- Answers Mock HR Interviews with Personalized Feedback
- Building Confidence and Positive Body Language



19.

INTERNSHIP & JOB ASSISTANCE

- Access to Learnify's Hiring Partner Network
- Internship Opportunities with EdTech & AI Startups
- Job Alerts, Career Counseling & Placement Support



20.

CERTIFICATION & CAREER SUPPORT

- Learnify Certificate of Completion
- MSME & Startup India Certification
- Resume Building & LinkedIn Optimization



Digital Marketing

Our Alumni Work At



**Digital
Marketing**

Contact Us



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