



**POOINFOTECH**  
Digital Solutions

# POOINFOTECH



## ADVANCE DIGITAL MARKETING COURSE

● ● ● **Start Your Digital Marketing Journey Here** ● ● ●

A beginner-friendly course covering essential digital marketing tools and techniques.



### PROGRAM HIGHLIGHT



**TRAINING**



**GROWTH**



**LIVE PROJECT**



**BIG BRAND CASE STUDIES**



**EXPERIENCE CERTIFICATE**



**100% PLACEMENT**



97633 20660



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



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Datta Mandir, Baner, Pune,  
Maharashtra 411045.

## • Overview of Program

The Advanced Digital Marketing course covers 270+ hours of learning within different facets of the Digital Marketing landscape. Our Digital Marketing Post Graduate course is an extension of our Prodegree, to give you an extensive and detailed coverage of Digital Marketing concepts in a more practical way. The post graduate program adapts a very collaborative approach which focuses more on multiple capstone projects, job ready skills and guaranteed placements. This course prepares you end to end to start or upgrade your career into the Digital Marketing segment.

### • DIGITAL MARKETING TRAINING

Your gateway to the world of Digital Marketing training begins with this application based, job skill oriented training of 270 hours. The detailed curriculum that covers one of its kind learning materials is designed to help you become a Digital Marketer, not just theoretically but in every practical sense. Get hands-on experience and deep dive into every facet of Digital Marketing including Search, Social, Content, Performance, Email, Analytics, ORM and even media planning & buying.



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- **WORK WITH LARGE BRAND CASE STUDIES**

Case studies give you a sneak peek into the marketing strategies being used by large brands to retain their competitive advantage. We have partnered with industrial stalwarts to understand their decision-making process and the resulting impact of their marketing strategies

- **SIMULATED PROJECTS**

Equip yourself with a knowledge of marketing concepts such as SEO, Content, Social, Paid Media and ORM. Apply the theory learned during the program to practical real-life marketing challenges. Work on a simulated journey that has been uniquely built just for you and will help you apply your conceptual knowledge in a practical environment

- **FOUR REAL WEBSITE CAPSTONE PROJECT**

Your gateway to the world of Digital Marketing training begins with this application based, job skill oriented training of 360 hours. The detailed curriculum that covers its kind of learning materials is designed to help you become a Digital Marketer, not just theoretically but in every practical sense. Get hands-on experience and deep dive into every facet of Digital Marketing including Search, Social, Content, Performance, Email, Analytics, ORM and even media planning & buying.

## Advanced Digital Marketing Course Syllabus

### 01. Overview of Digital Marketing.

- 1) What is Marketing?
- 2) How We Do Marketing?
- 3) What is Digital Marketing?
- 4) Digital Marketing Platforms and Strategies.
- 5) Digital Marketing Vs Traditional Marketing.
- 6) Inbound Marketing Vs Outbound Marketing.
- 7) Defining Marketing Goals.
- 8) Latest Digital Advertising Trends.
- 9) Case Studies of Digital Campaign.

### 02. Graphic Designing Using Canva

- 1) How to Create a Design from Scratch Using Canva?
- 2) Quick Tips to Make Your Designs Look Good
- 3) How to Choose the Dimensions for Your Design?
- 4) How to Create a Background for Your Design?
- 5) How to Add Text, Images and More?
- 6) How to Design Images for Social Media Posting?
- 7) How to Download Your Creatives from Canva?
- 8) Canva Masterclass
- 9) Assignments for Practice



### **03. Facebook and Instagram Handling**



- 1) Account Creation
- 2) Page Creation
- 3) Page Setup
- 4) Linktree/beacon.io
- 5) Profile Pic, Banner, Social Media Post Design
- 6) Page Types, templates, basic settings
- 4) Hashtag Strategy and Tools
- 5) Story Highlights
- 6) Business Suite
- 7) Creator Studio
- 8) Facebook Marketplace
- 9) How to setup shop/services
- 10) Social Media Optimization

### **04.Content Planning**



- 1) How Facebook/Instagram algorithm works?
- 2) How to do content research?
- 3) Types of posts/content and what to post for particular brand.
- 4) What is branding and brand elements?
- 5) Design principles and colour psychology
- 6) Pages/Profiles to follow and groups to join
- 7) Content Calendar of the whole year
- 8) Content planning templates
- 9) Best time to publish post
- 10) Facebook Content Planner

## **05. WhatsApp Business Account**

- 1) WhatsApp Business Account Creation
- 2) Business Info Setup
- 3) Greeting Message, AwayMessage, Quick Replies and Labels
- 4) Connect WhatsApp Account with Facebook and Instagram
- 5) Howto create Catalogue and market it?
- 6) WhatsApp Tips and Tricks



## **06. WhatsApp Marketing Software**

- 1) Facebook Creator Studio Post Scheduling
- 2) Business Suite Story Scheduling
- 3) Reel/Story Drafts
- 4) Tweet Scheduling
- 5) Canva Scheduling tool
- 6) Free and Paid Social Media Scheduling Tools

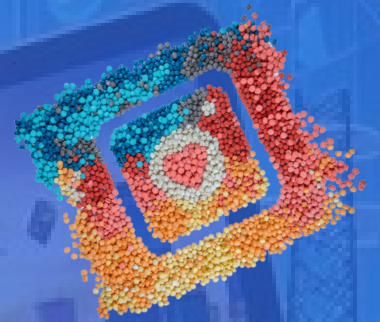
## **07. Social Media Scheduling**

- 1) Facebook Creator Studio Post Scheduling
- 2) Business Suite Story Scheduling
- 3) Reel/Story Drafts
- 4) Tweet Scheduling
- 5) Canva Scheduling tool
- 6) Free and Paid Social Media Scheduling Tools



## **08. Facebook, Instagram, WhatsApp Marketing**

- 1) Facebook Ad account creation and payment methods
- 2) User management
- 3) Page/Profile/Account access
- 4) Objectives and their meaning
- 5) Types of Campaigns
- 6) Budget Optimization
- 7) Campaign, ad set and ad setup
- 8) Detailed Audience targeting
- 9) Ad formats and templates
- 10) Advertisement policies



## **09. Lead Generation and Automation**

- 1) Lead Generation form creation
- 2) Lead form types and setup
- 3) Lead Library
- 4) How to setup lead generation as per business needs?
- 5) How to export leads from Facebook ads?
- 6) What is integrately?
- 7) How to setup integrately automation for leads?
- 8) How to get free automations for integrately?
- 9) Different automations options








## **10. Facebook Business Manager It's benefits**

- 1) How to create Business Manager Account?
- 2) It's benefits
- 3) How to setup business manager properly?
- 4) How to get access of client's business manager?
- 5) How to setup billing?
- 6) How to add employees and provide access?
- 7) How to use it for Digital Marketing Agency?
- 8) How to apply Facebook Partner Agency?
- 9) How to create multiple pixels?

## **11 .Facebook Pixel Conversion and Remarketing**

- 
- 1) What is Facebook Pixel?
  - 2) How to install pixel into Word press and Woocommerce website?
  - 3) How to add code manually?
  - 4) How to setup and track pixel activities?
  - 5) How to create custom conversion?
  - 6) How to create conversion campaign?
  - 7) What is custom and lookalike audience?
  - 8) What is remarketing?
  - 9) How to create custom and lookalike audience?
  - 10) IOS update information

## **12. LinkedIn Masterclass**



- 1) Power of LinkedIn
- 2) Benefits of LinkedIn Network
- 3) How to build connections on LinkedIn?
- 4) Creating LinkedIn Profile
- 5) Optimizing the Profile
- 6) Recommendations in LinkedIn
- 7) Creating New Connection
- 8) Creating Company Page
- 9) Creating Showcase Page
- 10) Customization of Page




## **13 LinkedIn Marketing**

- 1) Introductions to LinkedIn Ads
- 2) Types of Promotions
- 3) Audience Targeting
- 4) Advance Audience Targeting
- 5) Bidding Strategy
- 6) AdFormat
- 7) AdDimensions and Rules
- 8) Remarketing Strategy
- 9) Conversion Tracking



## **14 Copy &Content Marketing**

- 
- 1) Copy writing vs Content Writing
  - 2) Content Marketing Strategy
  - 3) Best copy &content examples and case studies
  - 4) How content marketing works?
  - 5) How to get content ideas?
  - 6) How to write SE optimized content?
  - 7) How to write sales-oriented copy?
  - 8) Free tools for content writing
  - 9) How to use A.I. in content writing?
  - 10) Common mistakes to avoid in content marketing

## **15. Pinterest**

- 
- 1) Benefits of Pinterest Platform
  - 2) Account creation
  - 3) How to create board and pins?
  - 4) How to create Business Hub?
  - 5) Pinterest Analytics
  - 6) How to use Pinterest for SEO?
  - 7) How to build brand through Pinterest?
  - 8) How to get leads from Pinterest?
  - 9) Introduction to Pinterest Marketing





## 16. Email Marketing

- 1) Introduction to Email Marketing
- 2) Importance of Email Marketing
- 3) Popular Email Marketing Tools
- 4) Email Marketing Goals
- 5) Introduction to MailChimp
- 6) MailChimp Pricing Structure
- 7) Account setup and Settings
- 8) Email Marketing Strategy
- 9) Creating a Subscriber List
- 10) Integration of Forms in Wordpress Site



## 17. Google Ads

- 1) Introduction to Search Engine Paid Marketing
- 2) Google Ads Account Setup
- 3) Interface Tour and Billing Setting
- 4) Account Structure
- 5) Campaign Setting
- 6) Ad Group Setup
- 7) Keyword Research Tools
- 8) Keyword Match Setup
- 9) Understanding Ad Auction
- 10) What Is Quality Score



## **18. PPC/Google Search ads**

- 1) What is Search/PPC/CPC/Text ads?
- 2) When to use search ads?
- 3) Keyword Planning Sheet
- 4) Keyword planning tools
- 5) Ad extensions
- 6) Keyword planning chrome extensions
- 7) Best practices for search ads
- 8) Ad copy writing tool
- 9) Headline generator tools
- 10) Call/website conversion setup



## **19. Display Advertisement**

- 1) What is Display/Banner/Image Ads?
- 2) When to use Display Advertisements?
- 3) Where does display ads displays ad?
- 4) What is Search and Display Network?
- 5) No. of Images/video and size guide for ad creatives.
- 6) Best practices for Display Advertisement
- 7) Image resizing tool
- 8) Colour picker tool
- 9) Budget optimization



## **20. Video Marketing**

- 1) What is Video/YouTube marketing?
- 2) How to create video ads using Canva/Filmora?
- 3) Duration and types of Video Marketing
- 4) Video campaign setup, bidding and optimization
- 5) Video remarketing campaign
- 6) YouTube account connection
- 7) Marketing hack to gain more view on videos
- 8) How to use video paid marketing along with SEO?

## **21. SEO**

- 1) Introduction to Search Engines
- 2) How Does Search Engine Work?
- 3) Components of Search Engine.
- 4) What is SERP?
- 5) What is Meta Title and description?
- 6) Google Algorithm.
- 7) Panda Algorithm
- 8) Penguin Algorithm
- 9) Humming Bird Algorithm
- 10) Pigeon Algorithm







## 22. YouTube SEO

- 1) How to Create a YouTube Channel
- 2) Brand Channel vs Personal Channel
- 3) User Management
- 4) Video SEO and Channel SEO checklist
- 5) YouTube Keyword Research
- 6) Publish a High Retention Video
- 7) YouTube Ranking Factors
- 8) YouTube Video Optimization FREE Tool
- 9) Howtouse Free Tool- VidIQ
- 10) Promote Your Video by Google Ads

## 23. Local SEO

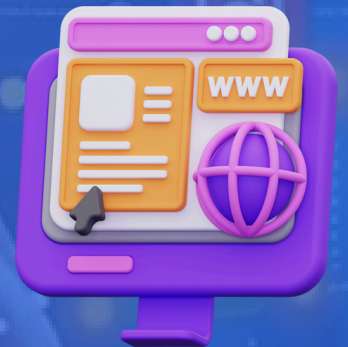
- 1) What Is Local SEO?
- 2) Importance of Local SEO
- 3) Google My Business Account Creation
- 4) GMB Account Setup
- 5) GMB verification methods
- 6) Local SEO Ranking factors
- 7) Posting updates on GMB
- 8) Google local guide
- 9) Local Submissions
- 10) Local business listings





## **24. Domain, Hosting, SSL, C-panel**

- 1) What is domain, hosting and SSL?
- 2) How to check domain availability?
- 3) How to choose SEO friendly business domain?
- 4) How to get best deal on GoDaddy for domain?
- 5) Domain terminology
- 6) What is the meaning of server and its types?
- 7) Types of Hosting 8) How to get best deal on hosting?
- 9) What is SS Land why it is useful?
- 10) What is DNS, Nameservers?



## **25. Wordpress Website Creation**

- 1) Wordpress Installation and admin account creation
- 2) Types of Websites
- 3) How to install theme and plug-ins?
- 4) Website Terminologies
- 5) How to create page?
- 6) What is section, column, element?
- 7) Drag and Drop Page Builder Setup—Elementor Pro
- 8) Page, Menu, Header, Footer Creation
- 9) Free online tools for content research & creation
- 10) How to follow best practices of best design?

## **26. Domain, Hosting, SSL, C-panel**

- 1) What is domain, hosting and SSL?
- 2) How to check domain availability?
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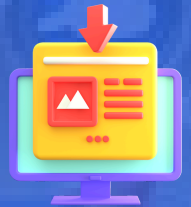
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- 10) How to follow best practices of best design?



## **28. E-commerce Website Creation**

- 1) Installing Woo-commerce Plug-in
- 2) Woo-commerce settings
- 3) Tax and shipping settings
- 4) Location tracking settings
- 5) How to create product?
- 6) Product types
- 7) Simple, Variable, Affiliate, Grouped Products /Creation
- 8) Attributes and variations
- 9) Payment Gateway Integration
- 10) Multiple Current and Shippable product Tutorials.



## **29. Landing Page Creation and Tools**

- 1) What is Landing Page?
- 2) How to create landing page using Element or Pro?
- 3) Must-use elements in landing page for sales
- 4) Best headline generating tool
- 5) Speed Optimization
- 6) Single Page Menu creation
- 7) Anchor links 8) Hero Section
- 9) How to add product to cart?
- 10) Cart Element



## 30. Blog Writing

- 1) What are blog posts?
- 2) What are types of blogs?
- 3) Introduction to Keyword Research.
- 4) Types of Key Phrases
- 5) Keyword Studies Methodology
- 6) Business Analysis & Categorization
- 7) Google Keyword Planner
- 8) Google Trends
- 9) Market Research & Analysis
- 10) New Keyword Ideas



## 31. On-Page SEO Optimization

- 1) Introduction to On Page
- 2) On Page Analysis Methodology
- 3) Fundamental On Page Factors
- 4) Heading Tag, Alt Tag, Image Tag, Etc.
- 5) Meta Tag Optimization
- 6) Meta Tags Creation
- 7) Yoast SEO Plugin
- 8) Sitemap
- 9) URL Optimization
- 10) Canonical Tags



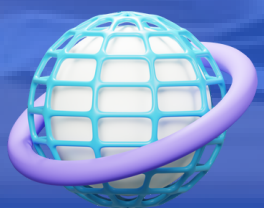


## **32. Online Reputation Management**

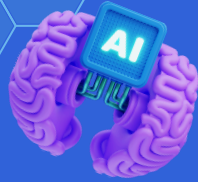
- 1) What is ORM?
- 2) Why we need ORM?
- 3) Examples of ORM
- 4) Generate ORM Report
- 5) Areas to Analyze in ORM
- 6) Search Engine Results
- 7) What We Need to Do in ORM Monitor?
- 8) Search Results
- 9) Monitor Complaint
- 10) Sites Reviews

## **33. Google Search Consoles**

- 1) Introduction to Google Search Console
- 2) HowtoInstall Google Search Console?
- 3) Google Site Kit
- 4) Search Appearance
- 5) Rich Result
- 6) Data Highlighter
- 7) HTML Improvements
- 8) Accelerated Mobile Pages 9) Google Index Crawl
- 10) Security Issues







## 34. Key AI Tools for Digital Marketing (One-Liner Cheat-Sheet)

- 1) Research & Personas: ChatGPT/SparkToro
- 2) SEO & Keywords: SEMrush AI, Ahrefs + ChatGPT plug-in
- 3) Content Creation : copy.ai, & More Tools
- 4) Ad/Social Copy: Any word, AdCreative.ai
- 5) Graphics & Images: Canva
- 6) Email & CRM: HubSpot AI Assistant, Mailchimp AI Writer
- 7) Paid Ads: Google Ads Performance Max, Meta Advantage+
- 8) Chatbots: Website & WhatsApp
- 9) Automation: Pebbly, AI Connect,
- 10) Analytics & Reports: Looker Studio + GPT add-on,

## 35. Blog Writing

- 1) Basics of Blogging & CMS Setup\*
- 2) Audience Research & Persona Mapping\*
- 3) Keyword Research Fundamentals\*
- 4) SEO-Friendly Content Structuring\*
- 5) Compelling Headlines & Hook Techniques\*
- 6) On-Page SEO (Meta, Alt-text, Internal Links)\*
- 7) AI Tools for Ideation & Drafting\*
- 8) Visual Enhancements (Images, Infographics, Video Embeds)\*
- 9) Readability & Tone Optimization\*
- 10) Content Calendar Planning





## 36. Digital Marketing Automation

- 1) Pabbly Connect Dashboard Tour
- 2) Setting Up Webhooks & API Keys
- 3) Trigger–Action Logic (Real-Time vs. Scheduled)
- 4) Lead Capture → CRM Sync
- 5) Email List Management (Pabbly Email + ESPs)
- 6) E-commerce Automations (Abandoned Cart, Order Alerts)
- 7) Social Media Cross-Posting Flows
- 8) Google Ads & Facebook Leads – Auto Nurture
- 9) SMS / WhatsApp Campaign Triggers via Pabbly
- 10) Conditional Paths & Filters

## 37. Google Search Consoles



- 1) Role of Reporting in Growth Loops
- 2) Defining North-Star & Supporting KPIs
- 3) Data Sources Overview (GA4, Search Console, Ad Platforms, CRM)
- 4) UTM Planning & Tracking Consistency
- 5) GA4 Essentials: Events, Conversions, Explorations
- 6) Attribution Models (Last-Click, Data-Driven, MMM basics)
- 7) Dashboard Tools Tour (Looker Studio,)
- 8) Building a Multi-Channel Funnel Report
- 9) Segmentation & Cohort Analysis Techniques
- 10) Visualization Best Practices (Charts, Tables, Storytelling)



## 38. Sales Pitch

- 1) Understanding Buyer Personas & Pain Points
- 2) Crafting a Compelling Value Proposition
- 3) Elevator Pitch Framework  
(Problem → Solution → Benefit)
- 4) Storytelling with Data & Case Studies
- 5) Objection-Handling Techniques
- 6) Demo Flow & Feature-Benefit Mapping
- 7) Pricing & ROI Justification (Cost vs. Value)
- 8) Call-to-Action Psychology & Urgency Levers
- 9) Negotiation Basics & Closing Signals
- 10) Follow-Up Sequences (Email, LinkedIn, WhatsApp)

## 39. GA4

- 1) Set Up Property & Data Stream
- 2) Install Tags (g tag/GTM)
- 3) Configure Events & Conversions
- 4) Read Acquisition & Engagement Reports
- 5) Build Funnels/Cohorts in Explorations
- 6) Link Ads
- 7) Apply Data-Driven Attribution
- 8) Set Audiences for Remarketing
- 9) Tune Privacy, Filters, Retention
- 10) Create Dashboards





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## LEARNING MANAGEMENT SYSTEM

Our postgraduate students receive exclusive access to our hi-tech learning management system (LMS) that ensures a seamless self-paced online learning experience.



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24/7 access to high-quality self-paced videos curated by industry leaders.



### SELF-PACED LEARNING

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Track and monitor your learning curve for the duration of the course.



### HONE YOUR SKILLS

Work on quizzes and assignments to test your knowledge through the LMS.



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## FACULTY

Our faculty comprises seasoned digital marketing professionals who combine real-world experience with proven teaching methods to deliver powerful, hands-on training and ongoing support throughout your learning journey.



### SWAPNIL PATIL

SEO Head

Backed by 10+ years of expertise in SEO and performance reporting, our SEO Expert has optimized and managed 300+ websites across various industries. With a strong focus on both technical and content-driven SEO, he delivers strategies that drive real, measurable results. A passionate mentor, he has trained over 1200+ students, helping them build strong careers in digital marketing. His deep knowledge of search algorithms, keyword strategy, analytics, and reporting tools ensures you learn SEO the right way—backed by insights that truly matter.



### RAJKUMAR-MASHALKAR

Performance Marketer

With over 9 years of experience in digital marketing, our Performance Marketing Expert has successfully managed 250+ clients across multiple industries. He has trained more than 1000 students, many of whom have secured placements in top MNCs and leading media agencies. His expertise spans Google Ads, Meta campaigns, and data-driven strategies, offering in-depth, practical training. Known for his mentorship and hands-on approach, he helps learners turn skills into real-world success.



## CAREERS IN DIGITAL MARKETING



**Digital Marketing Executive**



**Digital Marketing Strategist**



**SEO/SEM Specialist**



**Digital Marketing Analyst**



**Content Management**



**Content Strategist**



**Email Marketing Specialist**



**Copy Writer**



**E-Commerce Strategy**

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## **Digital Marketing Training Institute**



## **Contact Us**



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