Ignite Your Digital Career: A Comprehensive Digital Marketing Course

Welcome to Pooinfotech Digital Solutions Pvt Ltd's comprehensive Digital Marketing Course! This programme is meticulously designed for college students, job-seekers, and career switchers eager to master the dynamic world of digital marketing.

Your Journey to Digital Mastery

This course offers a practical, beginner-friendly approach to key digital marketing disciplines, ensuring you gain job-ready skills and real-world experience. We'll cover everything from social media power to SEO secrets, equipping you with the tools and confidence to excel.

Social Media Marketing

Engage audiences and build brands on popular platforms.

Google Ads

Drive targeted traffic and conversions with paid search.

SEO Mastery

Rank high on search engines and attract organic traffic.

Tools Training

Harness industry-standard tools for maximum impact.

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Master Facebook + Instagram Ads

Learn to craft compelling ad campaigns that connect with your audience and drive results on the world's largest social platforms.

Topics Covered

- Introduction to Facebook & Instagram Ads
- Page Creation & Social Media Calendars
- Ad Objectives (Awareness, Traffic, Engagement, Lead Gen)
- Lead Generation Automation with Pabbly
- Reporting & Q&A Sessions

Practical Activities

- Creating a Facebook Business Page
- Scheduling Posts & Checking Reports
- Setting Up Various Ad Types
- Automating Lead Capture

Outcomes

Run effective social media ad campaigns, analyse performance, and automate lead generation.

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Google Ads: Drive Targeted Traffic

Become proficient in Google Ads, from keyword research to advanced campaign types, ensuring your message reaches the right audience at the right time.

Topics Covered

- Google Ads Introduction & Keyword Research
- Conversion Setup & Search Ads
- Display, Video, and Performance Max Ads
- Shopping & Demand Generation Ads
- Google Ads Reporting & Q&A

Practical Activities

- Conducting comprehensive keyword research
- Setting up conversion tracking
- Launching various ad campaign types
- Analysing ad performance reports

Outcomes

Strategise, launch, and optimise Google Ads campaigns for diverse business objectives.

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Email Marketing Essentials

Topics Covered

- Types of Email Campaigns: Welcome, Newsletters, Promotional, Drip
- Building and Segmenting an Email List
- Writing Effective Emails: Subject Lines, Body Copy, CTAs
- Introduction to Brevo (Sendinblue): Dashboard, Lists, Campaigns
- Key Email Metrics: Open Rate, CTR, Bounce Rate, Unsubscribe Rate

Practical Activities

- Plan and create a 3-email welcome sequence
- Design a basic newsletter using Brevo
- Write 5 subject lines that boost open rates
- Segment an email list by interest or action

Outcomes

Learn to plan, write, and send effective email campaigns using Brevo, with real-world application for clients or your own brand.

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LinkedIn & Quora Ads: Professional Reach

Master the art of professional networking and targeted advertising on LinkedIn and Quora to connect with B2B clients and engaged audiences.

Topics Covered *(via pre-recorded session)*

- When and why to use LinkedIn or Quora for advertising
- Basics of LinkedIn Profile & Company Page setup
- Awareness & Lead Gen ad formats on LinkedIn
- Quora Ads Dashboard overview and audience targeting
- Sample campaigns and reporting walkthroughs

Practical Activities

- Watch recorded walkthroughs of LinkedIn & Quora ad setups
- Optimise your own LinkedIn profile for networking
- Understand how Lead Gen forms and Quora ads are structured
- Explore niche case studies using these platforms

Outcomes

Get familiar with LinkedIn and Quora ads through recorded guidance, and understand where they fit into a B2B digital marketing strategy.

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Marketing Automation Tools

Topics Covered

- Introduction to Marketing Automation for Digital Campaigns
- What Can Be Automated: Emails, WhatsApp Replies, Lead Notifications
- Using **Pabbly Connect**: Trigger-based automation flows
- Using **Sensy WhatsApp AI**: Auto-replies, lead routing, chatbot setup
- Real-world use cases: Lead forms → WhatsApp reply → CRM update

Practical Activities

- Create a lead form → trigger automation using Pabbly
- Set up WhatsApp bot replies for common queries using Sensy
- Connect Google Sheet + WhatsApp + Email flow
- Simulate a real-time follow-up sequence from ad form to WhatsApp

Outcome

Learn to build automation workflows using Pabbly and Sensy to save time, improve response rates, and impress clients with smart systems.

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Content Writing + AI Tools

Master the Skill That Powers Every Digital Channel

Topics Covered

- Writing blog posts, website content & ad copy
- Understanding audience intent, tone, and content goals
- Keyword placement and on-page SEO basics
- Content structure: Headlines, hooks, CTAs, flow
- Content types: Informational, Commercial, Social, Sales-driven
- Using AI tools: ChatGPT, Jasper, Frase.io, Writesonic
- Human editing for clarity, tone, and plagiarism check
- Creating content calendars & topic clustering
- Prompt writing techniques for better AI output
- Content reuse strategies: Blog to post to email

Practical Activities

- Write a 1200-word blog using AI + manual refinement
- Rewrite poorly written content to improve clarity
- Generate 10 social media captions using AI tools
- Create a 30-day content calendar for a brand niche

Outcome

Confidently create content for blogs, ads, and social platforms using AI tools, while maintaining originality, clarity, and SEO value.

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Building & Optimising Your Online Presence

From website design to technical SEO, learn to create a robust online foundation that search engines love and users enjoy.

Module 3: Domain, Hosting & CMS Basics

- Choosing SEO-Friendly Domain Names

- Selecting Hosting for Speed & Uptime

- Introduction to WordPress & Essential SEO Plugins

- Website Design with Astra & Envato Themes

- WooCommerce Installation & Store Setup

Module 4: On-Page SEO

- Meta Tags, Header Tags (H1-H6), Keyword Placement

- SEO-Friendly URL Structure & Image SEO

- Internal Linking Strategies & Content Optimisation

- Schema Markup, Voice Search, Mobile SEO & Core Web Vitals

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SEO That Ranks in 2025

Unravel the complexities of Search Engine Optimisation to ensure your content not only ranks but dominates search results.

Module 1: SEO Fundamentals

- What is SEO & Why It Matters in 2025
- Search Engines: Spiders, Crawling, Indexing, Caching
- Types of SEO: White Hat, Black Hat, Gray Hat
- Search Engine Algorithms & SGE Impact

Module 2: Keyword Research & Search Intent

- Importance of Keywords & Search Intent
- Types of Keywords (Short-tail, Long-tail, LSI, etc.)
- Tools for Keyword Research: Google Keyword Planner, Ahrefs, SEMrush, Ubersuggest, AnswerThePublic
- Reverse Keyword Research & Competitor Gap Analysis

Advanced SEO: Content, Backlinks, and Technical Mastery

Dive deep into content creation, link building, and the technical aspects that power top-tier SEO performance.

Module 5: Content Strategy & SEO Copywriting

- Role of High-Quality Content & Content Clusters

- Avoiding Keyword Stuffing & Cannibalisation

- Crafting SEO-Optimised Content for Various Formats

- Tools for Content Analysis (Grammarly, Hemingway, SurferSEO)

- AI-Assisted Content (ChatGPT) & Content Refresh

Module 6: Technical SEO

- Crawlability & Indexation (XML/HTML Sitemaps, Robots.txt)

- Canonical Tags & Duplicate Content, Redirects

- HTTPS Security, Mobile-Friendliness & Site Speed Optimisation

- Structured Data & Schema Validation

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Power Tools You'll Learn & Beyond

Gain hands-on experience with crucial SEO and marketing tools, learn to audit and report effectively, and discover pathways to monetise your skills.

Module 7: Off-Page SEO & Link Building

- Importance & Types of Backlinks (Web 2.0, Directory, Blog, Social Bookmarking)
- Modern Link Building Strategies (Contextual, Niche Edits, Digital PR)
- Guest Posting, Image/Video Submission, Press Release
- Link Disavow, Local Citations, Outreach Techniques

Module 8: Indexing & Search Console

Module 9: SEO Tools & Analytics

- Google Search Console & GA4, UTM Parameters
- Keyword Ranking Tools (SEMrush, Ahrefs)
- Heatmaps (Hotjar), Backlink Monitoring

Module 11: SEO Audits

- Technical, Content & Backlink Audit Techniques
- Tools for Full SEO Audits (Screaming Frog, Sitebulb)

Module 12: SEO Reporting

- Key SEO KPIs, Report Templates
- Using Looker Studio (Google Data Studio) for Dashboards

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Certifications You'll Earn

Build a Portfolio of Industry-Recognized Certificates

Topics Covered

- Google Ads Search Certification
- Meta Certified Digital Associate
- Semrush SEO Toolkit Certification
- Pooinfotech Digital Marketing Internship Course Certificate
- Where and how to register for free certifications
- How to structure your certificate portfolio professionally
- What recruiters look for in verified certifications

Practical Activities

- Attempt mock tests and apply for select certifications
- Complete 2–3 platform-based certifications
- Compile all certificates in a clean digital folder or PDF
- Add certification highlights to your resume and LinkedIn profile

Outcomes

Create a credible portfolio of digital marketing certifications that boost your trust, skills, and job/freelance opportunities.

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Job & Career Support

From Learning to Earning — We Help You Make the Leap

Topics Covered

- Resume building with digital marketing-specific formatting
- Creating a client-ready portfolio with real project work
- LinkedIn profile optimization for better visibility
- Career counselling and role-matching guidance
- Placement partner connections and job alerts
- **3-Month Internship with real-world task tracking and reporting**

Practical Activities

- Resume & portfolio review with trainer feedback
- Two rounds of mock interviews with detailed evaluation
- Internship performance review and weekly task submissions
- Interview training focused on marketing-specific HR questions

Outcome

Complete your internship with confidence, build proof of work, and become job-ready by Week 10 — with continued support until you get placed or start freelancing.

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Turn Skills Into Income: Freelancing + YouTube

Go beyond just learning—learn how to earn.

In addition to core live modules, you'll get exclusive access to **recorded bonus sessions** designed to help you turn your skills into actual income.

Bonus Modules *(via recorded sessions)*

- **Freelancing**: Set up your own digital marketing services

- **Affiliate Marketing**: Earn passive income by promoting products

- **Dropshipping**: Learn how e-commerce without inventory works

- **YouTube SEO**: Grow visibility and traffic through YouTube search

- **Google AdSense**: Monetise your blog or website

- **Quora & Twitter Ads**: Use niche ad platforms to extend reach

Career Support

- Resume building and LinkedIn optimization

- Creating a digital marketing portfolio

- Mock interviews and revision sessions

- Certification guidance and Google Merchant Center overview

Outcome

Get practical guidance to start freelancing, build side income streams, and confidently enter the job market with a polished profile and portfolio.

🟡 *Note: These sessions are provided as high-quality recordings only. No live classes for these modules.*

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From Zero to Job-Ready — One Course.

All Skills. Real Results.

Updated with the latest tools, strategies, and in-demand skills.