



# Digital marketing Course

CodeInTips Certified Advanced Programming Professional and Master Digital Marketing Course.

- ✓ Interactive Lessons
- ✓ Comprehensive Resources
- ✓ Flexible Learning
- ✓ Proficiency Assessments

**REGISTER NOW**



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





# Introduction:

CodeInTips is a premier edutech company committed to delivering industry-aligned training to students and working professionals, empowering them with the latest skills required to excel in today's rapidly evolving IT landscape. Our cutting-edge training programs are meticulously designed to bridge the gap between academic learning and real-world industry demands, covering the most sought-after technologies, emerging innovations, and hands-on project experience.


## Mission

At Code In Tips, our mission is to empower aspiring IT professionals by providing innovative, high-quality education that aligns with the rapidly changing demands of the tech industry. We aim to deliver practical, industry-relevant training that not only enhances technical expertise but also fosters critical thinking, problem-solving, and career readiness. Through expert mentorship, real-world projects, and personalized guidance, we strive to equip our learners with the confidence and skills required to tackle complex challenges in the IT domain. Our commitment lies in offering flexible, accessible learning solutions with ongoing support to help individuals unlock their potential and build successful careers in technology. We believe in fostering a culture of continuous learning and innovation, ensuring our students remain competitive and future-ready in the dynamic digital landscape.



## Vision

Our vision is to become the most trusted and sought-after online learning platform, recognized for transforming careers and shaping the future of IT professionals worldwide. We aspire to create a global learning ecosystem where individuals, regardless of their background, have access to the latest technologies and career opportunities. By continuously evolving our curriculum and collaborating with industry experts, we aim to bridge the gap between academia and industry, driving meaningful impact in the professional journeys of our learners. Through technological innovation, world-class mentorship, and a learner-centric approach, we envision becoming a catalyst for empowering professionals to achieve excellence, inspire innovation, and contribute to the advancement of the IT industry on a global scale.



# Digital marketing Course

Weekdays/Weekend LIVE Classes



Hands-on Industry Projects



Technical Mentorship by Industry Experts



Practise on Coding Practise Platforms



Live Cumulative test & Mock Interviews



Get Placement Guidance

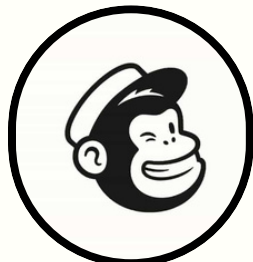
# Top skills you'll learn!

- ✓ Full-Funnel CRO (Conversion Rate Optimization) & Landing Page Optimization Mastery
- ✓ Strategic Growth Marketing & Multi-Channel Expansion Skills
- ✓ Strong Analytical & Conversion Tracking Skills
- ✓ High-impact Content Strategy & Brand Communication Skills
- ✓ Deep Understanding of Funnels, Automation & Consumer Journey

## Self-paced Courses - Add on Technologies Covered



Canva



Mail chimping



linkdin



Wordpress



Facebook



Instagram



SEO



Google Analytics



Google Ads



Youtube



SEMRUSH

semrush



yoast-seo



Keyword Tool



kwfinder

# Why Codeintips Digital marketing Program?



40% Hike in Demand



600+ Hiring Partners



360+ Best Industry Experts



Placement Guidance

## Program Curriculum

This week, you will learn the fundamentals Digital Marketing and Performance Marketing, while also exploring the latest industry trends, tools, and strategies that top marketers use today.

- ✓ Introduction to Digital Marketing & Performance Marketing.
- ✓ What is SEO, SEM, and Social Media Marketing?
- ✓ Hands-on Practice with Meta Ads & Google Ads etc .
- ✓ Experts' Insights on Current Industry Trends.
- ✓ Main Bootcamp Flow & Skill Roadmap.



# Module-1

## Introduction to Digital Marketing

- What is marketing?
- What is Digital Marketing?
- Understanding Marketing Process.
- Understanding Digital Marketing Process.
- Traditional Marketing vs Digital Marketing.
- Understanding Digital Marketing Channels.
- Increasing Visibility, What is visibility ?,Types of visibility, Examples of visibility.
- Visitors Engagement, What is engagement?, Why it is important Examples of engagement
- Bringing Targeted Traffic
- Converting Traffic into Leads
- Latest Trends & Career Opportunities

# Module-2

## Website Development & Blogging

- What is Website and Internet ?
- What is domain names & domain extensions ?
- what is SSL Certificate ?
- HTTP vs HTTPS.
- Types of websites.
- Domain & Hosting Setup.
- What is Wordpress and Wix ?
- Adding webpages & content.
- Adding Plugins.
- Identifying objective of website.
- Landing Pages & Optimization
- Creating blueprint of every webpage
- Website Structure & User Experience (UX).
- Responsive Design & Mobile & Tablet .
- Website Speed Optimization

# Module-3

## Search Engine Optimization (SEO)

### Understand Search Engines & Google

- What is SEO?
- Introduction to SERP
- What are search engines?
- What are keywords?
- Type of Keywords.
- Google keyword planner tool
- Keywords research process
- How Search Engines Work (Crawling, Indexing, Ranking)

### On-Page SEO

- What is On-Page Optimization?
- Keyword Research & Selection
- What is Meta Tags, Titles & Descriptions ?
- Internal & External Links

- URL Structure & Schema Markup
- Image Optimization , Image Title and ALT Tags  
Creation
- What is the difference between keywords stuffing  
& KW placement
- What is Content Writing?
- SEO Friendly Content Writing {Insert keywords in  
content}

## Off-Page SEO

- What is OFF-Page Optimization ?
- What are Backlinks ?
- Why Backlinks are Important ?
- How to Get Backlinks ?
- Link Building Strategies .
- Guest Blogging & Backlinks
- Social Bookmarking & PR Outreach

## Technical SEO

- What is technical SEO ?
- Website Crawling & Indexing .
- Sitemap & Robots.txt .
- XML Sitemap .
- HTML Sitemap .
- Mobile SEO .
- Google Search Console .
- Website Speed Optimization
- 404 & Redirection Management
- Core Technical Errors in GSC

# Module-4

## Search Engine Marketing (SEM) – Google Ads

- What is Search Engine Marketing ?
- Google Ads Account Structure .
- Google Display Ads & YouTube Ads
- Google Shopping Ads for E-commerce

- Bidding Strategies & Quality Score Optimization
- Creating & Optimizing Google Search Ads .
- Keyword Targeting .
- Audience Targeting .
- Conversion Tracking .
- Landing Page Optimization .
- Google Ads Policies .
- 

# Module-5

## Social Media Marketing (SMM)

- What is Social Media Marketing ?
- How social media marketing is different than others Forms of Internet marketing
- Facebook Marketing (Ads, Business Pages, Retargeting)
- Instagram Marketing ( Ads , Organic Growth, Influencer Marketing )
- LinkedIn Marketing (Personal Branding, B2B Lead Generation)

- Twitter Marketing (Trending Hashtags, Ads)
- YouTube Marketing (Video SEO, Monetization)
- Social Media Engagement & Community Building

# Module-6

## Content Marketing & Blogging

- What is Content Marketing?
- Introduction to content marketing .
- Creating High-Quality Content ( Blog Posts, Infographics, Videos ) .
- Storytelling & Brand Positioning .
- SEO-Optimized Content Writing .
- Content Distribution & Promotion Strategies .
- Copywriting for Ads & Landing Pages
- Content Strategy & Planning .
- Keyword Research for Content .
- Visual Content .& Design Basics .
- Content Analytics
- Legal & Ethical Content .

# Module-7

## Email Marketing & Automation

- What is email marketing?
- Building an Email List
- What is email marketing ?
- Types of email marketing-
- Challenges faced in sending bulk emails How to over come these challenges?
- Email Marketing Tools (Mailchimp, HubSpot)
- Creating Engaging Email Campaigns
- Drip Marketing & Automation
- Email Analytics & Performance Tracking

# Module-8

## Affiliate Marketing & Influencer Marketing

- What is affiliate marketing and Influencer Marketing ?

- 3 A's of affiliate marketing .
- Choosing Affiliate Programs & Networks
- Earning through Affiliate Blogging & YouTube
- How people make millions of dollar in affiliate marketing?
- Influencer Marketing Strategies

# Module-9

## **Analytics & Performance Tracking**

- What is Analytics & Performance Tracking
- Google Analytics Basics .
- Setting Up Goals & Tracking Conversions
- Understanding Key Performance Metrics (CTR, CPC, ROAS)
- Importance of CTR in optimization
- Importance of quality score in optimization
- A/B Testing & Campaign Optimization
- Analyzing your competitors performance

# Module-10

## Growth Hacking & Advanced Digital Marketing

- Viral Marketing & Growth Hacking Strategies
- Retargeting & Remarketing Campaigns
- Social Proof & Trust Marketing
- Local SEO & Google My Business Optimization
- Marketing Automation Tools
- Customer Retention & Loyalty Marketing
- Sales Psychology & Neuromarketing
- Product-Led Growth

# Module-11

## Capstone Project & Career Preparation

- Running a Full Digital Marketing Campaign
- Portfolio Building
- Client Handling & Communication Skills
- Freelancing Mastery
- Personal Branding
- Soft Skills for Marketers
- AI Tools for Digital Marketers
- Hands-on SEO, PPC & Social Media Strategy
- Resume Building & Freelancing Opportunities
- Interview Preparation for Digital Marketing Roles

**THANK  
YOU**



**CONTACT US**

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