

DIGITAL MARKETING PROFESSIONAL TRAINING PROGRAM USING AI



**Assured Job
Placement Program**

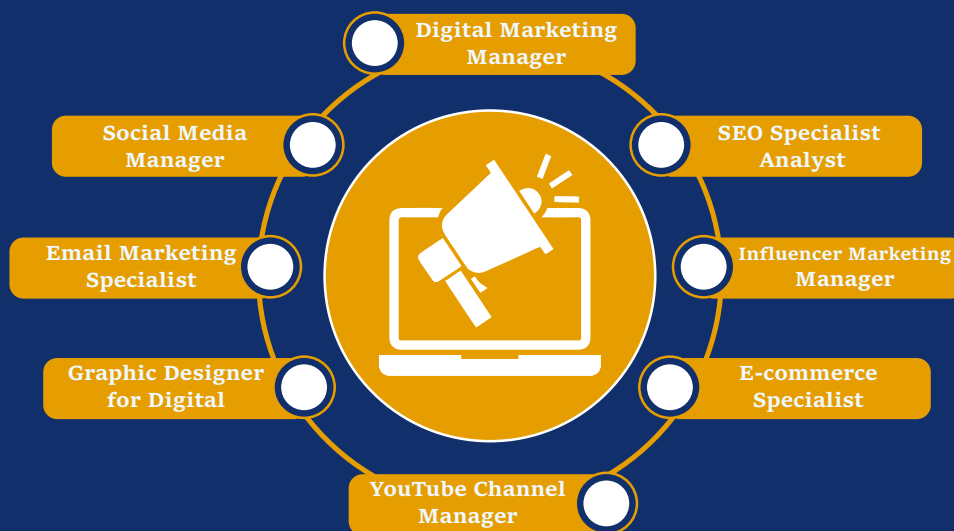


**Average Salary
4.5 LPA**



**Training Mode
Offline/Online**

CAREER OPTIONS IN DIGITAL MARKETING



Make An Impact !!

- Learn how to create your own website
- How to make money online
- Enhance your skill to upgrade your career
- How to generate potential leads
- Learn different platforms for making money as Freelancer

**“JOIN THE
MOMENTUM..
GO DIGITAL
GO GLOBAL”**

OVERVIEW OF DIGITAL MARKETING

- What is Digital Marketing
- Understanding Marketing Process
- Why Digital Marketing Wins Over Customary Marketing?
- Understanding Digital Marketing Process

CREATE A WEBSITE USING WORDPRESS

- Introduction to WordPress
- Domain & Hosting Setup
 - Purchase domain
 - Buy reliable hosting
 - Connect domain to hosting
- WordPress Installation
 - One-click install WordPress
 - Set site title:
- Theme Selection
- Essential Plugins
- Website Pages Structure
- Branding Elements
- SEO & Analytics Setup
- Security & Speed Optimisation
- Creating a E-commerce Website using WooCommerce
 - Introduction to E-commerce & WooCommerce
 - Setting Up WooCommerce
 - Adding Products
 - WooCommerce Pages Customisation
 - Design Shop page layout using Elementor or theme customiser
 - Tax & Shipping Setup
 - Payment Gateway Integration
 - Managing Orders
 - Coupons & Discounts
 - Optimising E-commerce Website

EMAILMARKETING

- Introduction to Email Marketing
 - What is Email Marketing?
 - Types of email campaigns:
- Free Email Marketing Platforms
- Module Tasks for Students
 - Account Setup
 - Audience & List Management
 - Designing an Email Campaign
 - Personalisation & Merge Tags
 - Automation Practice
 - Testing & Sending
 - Analytics Review

SEARCH ENGINE OPTIMIZATION (SEO)

- Introduction to SEO
 - What is SEO?
 - Importance of SEO in digital marketing
 - Difference between On-Page and Off-Page SEO
 - How search engines work
- Types of SEO
 - On-Page SEO
 - Off-Page SEO
 - Technical SEO
 - Local SEO
- Keyword Research
- On-Page SEO
 - Title Tag optimisation
 - Meta description writing
 - URL structure (SEO friendly URLs)
 - Headings (H1-H6) usage

- Keyword placement & density
- Image optimisation
- Internal linking
- Outbound links
- Page speed optimisation
- Technical SEO
 - What Is Site Map
 - Robots.TXT
 - Canonical Tag
 - Broken Links
 - 404 Error Page
 - Open Graph
 - Silo Structure
- Off-Page SEO
 - Backlink building
 - Guest posting
 - Directory submission
 - Social bookmarking
 - Forum posting
- Local SEO
 - Google Business Profile setup
 - NAP consistency (Name, Address, Phone)
 - Local keywords targeting
 - Reviews and ratings management

MEASURING AND ANALYZING SEO PERFORMANCE

- Google Search Console
- Google Analytics
- Bing Webmaster Tool
- Analyzing Traffic And Conversions
- Monitoring Keyword Rankings

- Meta Ads
 - Introduction to Meta Ads
 - What are Meta Ads
 - Difference between Boosted Posts vs Ads Manager campaigns
 - Importance in digital marketing strategy
- Setting Up for Meta Ads
 - Create & set up a Facebook Business Manager account
 - Connect Facebook Page & Instagram account
 - Setup Ad Account, billing, and payment methods
- Ads Manager Overview
 - Campaign
 - Ad Set
 - Ad
- Meta Ads Objectives
 - Awareness: Brand Awareness, Reach
 - Consideration: Traffic, Engagement, Video Views, Lead Generation, Messages
 - Conversion: Website Conversions, Catalog Sales, Store Visits
- Audience Targeting
 - Create Custom Audiences
 - Create Lookalike Audiences
 - Use Detailed Targeting (demographics, interests, behaviour)
- Creating Effective Ads
 - Design ad Creatives
 - Write effective ad copy (headline, primary text, CTA)
 - Select ad format:
- Google Ads
 - Introduction to Google Ads
 - What is Google Ads?
 - Difference between SEO and PPC
 - Types of Google Ads campaigns:
- Google Ads Account Setup

- Google Ads Campaign Structure
 - Keyword Research for PPC
 - Creating a Search Campaign
 - Display Campaigns
 - Video Campaigns (YouTube Ads)
 - Performance Max Campaigns
 - Ads Performance & Reporting
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- LinkedIn Ads
 - Introduction to LinkedIn Ads
 - Setting Up LinkedIn Campaign Manager
 - Campaign Structure
 - Objectives in LinkedIn Ads
 - Audience Targeting
 - Ad Formats & Creation
 - Lead Gen Forms
 - Campaign Analytics & Reporting

DROP SHIPPING

- Introduction to Drop shipping
- Finding a Niche
- Researching Products
- Setting Up Your Drop shipping Store (Shopify, WooCommerce)
- Setting Up Product Listings
- Marketing Your Drop shipping Store
- Scaling Your Drop shipping Business

E-COMMERCE MARKETING

- What is E-Commerce
- Top E-Commerce Sites and wide
- E-Commerce Situation in India
- How to do SEO for an E-Commerce site?

SOCIAL MEDIA OPTIMIZATION (SMO)

- Introduction to Social Media Optimization
- Understanding Social Media Platforms
- Profile Optimization
- Content Strategy and Planning

SOCIAL MEDIA MARKETING (SMM)

- What is social media marketing?
- The role of SMM in digital marketing
- Benefits of social media for businesses and individuals
- Overview of major social media platforms (Facebook, Instagram, Twitter, LinkedIn, etc.)

MAKING MONEY AS A FREELANCER

- Introduction to Freelancing
- Identifying Your Niche and Services
- Building a Personal Brand as a Freelancer
- Setting Up Your Freelance Business
- Finding Freelance Work
- Marketing Yourself as a Freelancer

Freelancing Platforms

- Upwork
- Fiverr
- Freelancer

DIGITAL MARKETING IN-DEPTH

- ChatGPT with Ai-tools
- Branding
- Content Marketing
- Sales Psychology
- Content Marketing Machine

- Canva
 - Introduction to Canva interface
 - Creating brand kits
 - Using templates effectively
 - Animations & transitions
- CorelDRAW
 - Introduction to CorelDRAW interface
 - Logo designing techniques
 - Creating business cards & letterheads
 - Using PowerClip and Masking
 - Designing brochures & flyers
- Adobe Photoshop
 - Introduction to Photoshop interface
 - Selection tools (Marquee, Lasso, Quick selection)
 - Layers & Layer masks
 - Text & typography in designs
 - Filters & effects (Gaussian blur, sharpening)
 - Creating social media posts (Instagram, Facebook)
- Adobe Premiere Pro
 - Introduction to Premiere Pro interface
 - Timeline basics & sequence settings
 - Cutting, trimming, ripple edits
 - Adding transitions & effects
 - Text & titles animation
 - Green screen editing (chroma key)
- Adobe After Effect
 - Introduction to After Effects interface
 - Compositions & layers management
 - Keyframe animation basics
 - Motion tracking basics
 - Using effects & presets

LIVE PRACTICE PROJECTS

- Learn how to generate more leads to find new customers
- How to create a high converting landing page
- How to write follow up emails
- Generating Leads Through Facebook and Instagram

Project Work

- **Project 1:** Business Corporate Website with WordPress
- **Project 2:** Professional Blog Website with WordPress
- **Project 3:** E-Commerce website with WordPress
- **Project 4:** A real estate website with WordPress

DIGITAL MARKETING INTERVIEW PREPARATION

- Core Digital Marketing Concepts (Revision)
- Resume & LinkedIn Optimization
- Interview FAQs & Answer Building
- Portfolio Building
- Tools You Should Master
- Job Alerts & Placement Assistance
- Exclusive Interview Preparation Guide

INSIDE STORY OF DIGITAL MARKETING

Rooman Technologies goes beyond traditional lectures by offering real-time, hands-on experience. You'll build your own website, integrate digital marketing tools like Google Ads, PPC, and landing pages, and run actual campaigns. Our program covers the latest in social media marketing, allowing you to reach millions on Facebook, Instagram, LinkedIn, and Twitter at a fraction of the cost of traditional methods like events and print ads. This practical approach ensures you gain the skills to effectively generate leads and grow your business online.

Armoring you with the latest digital marketing tools, we just do not offer you a certification but a hand-on experience on live project and entering you into a practical world of similar subjects.

OUR ALUMNI WORKS AT



CERTIFICATION PARTNERS

