

INDUSTRY DEMANDED DIGITAL MARKETING COURSES

*Learn. Implement.
Master. Grow.*



What Sets **SG Gurukul** Apart?

**Industry Demanded
Course Curriculum**

01

04

Learn From Industry Experts

**100% Live Practical Classes
- No Recorded Sessions**

02

05

Work On Live Projects

Paid Internship

03

06

100% Placement Assistance



Who Can Enroll?



Graduates



Working Professionals



Business Professionals



College Students



Traditional Marketers



Housewives



Freelancers

Our **Digital Marketing** Courses - Latest Updated

PERFORMANCE MARKETING COURSE

Foundation Of PM

01

- ▶ Introduction & Basics Of Performance Marketing
- ▶ Funnel Based Marketing Strategies (TOFU, MOFU, BOFU)

Micro Website Development (No coding required)

02

- ▶ 7 Steps To Make Website Live
- ▶ Website Customization

SEO

03

- ▶ Structure & Fundamentals of Google SERP
- ▶ Keyword Research & Planning

- ▶ Types Of Keywords
- ▶ Keyword Research Metrics
- ▶ Keyword Planner Tool
- ▶ Architecture & Mechanism Of Search Engine
- ▶ Keyword Targeting & Mapping
- ▶ On-Page SEO
- ▶ Technical SEO
- ▶ Off-Page SEO

Google Ads

04

- ▶ Fundamentals Of Google Ads
- ▶ Auction, Bidding Strategies, Type Of Bids
- ▶ Ad Rank, Quality Score
- ▶ Keyword Match Types
- ▶ Campaign Structure
- ▶ Search Ad
- ▶ Display Ad

- ▶ YouTube Ads
- ▶ Remarketing Explained

Analytics & Tracking

05

- ▶ Google Analytics
- ▶ Google Search Console
- ▶ Microsoft Clarity
- ▶ Conversion Tracking
- ▶ GTM

Social Media Ads

06

- ▶ Campaign Structure
- ▶ Meta Ads
- ▶ LinkedIn Ads
- ▶ Remarketing & Analytics

Graphic Design

07

- ▶ Canva / Figma

Media Planning

08

- ▶ Introduction & Fundamentals of Media Planning
- ▶ Media Planning Strategies

Placement Eligibility Test

09

Capstone Project

10

DIGITAL MARKETING BOOTCAMP

Foundation Of Digital Marketing

01

- ▶ Fundamentals of DM
- ▶ Traditional & Digital Marketing
- ▶ Scope Of DM
- ▶ Digital Marketing Funnel
- ▶ Structure & Fundamentals of Google SERP

Keyword Research & Planning

02

- ▶ Introduction & Importance Of KW Research
- ▶ Types Of Keywords
- ▶ Keyword Research Metrics
- ▶ Keyword Planner Tool

Micro Website Development (No Coding Required)

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- ▶ 7 Steps To Make Website Live
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Project Task

Local SEO (GBP)

05

- ▶ Basics & Importance Of GBP
- ▶ GBP Creation
- ▶ GBP Optimization
- ▶ Ranking Factors

Project Task

Competitive Analysis

06

- ▶ How To Select Right Competitors
- ▶ Analysis Factors

Graphic Design

07

- ▶ Basics Of Graphic Designing
- ▶ Design Research
- ▶ Color Theory

- ▶ Color Palette
- ▶ Layout
- ▶ Understanding Typography
- ▶ Content Placement

Project Task

Social Media Marketing

08

- ▶ Basics Of SMM
- ▶ Account & Page Creation
- ▶ Research & Page Optimization
- ▶ Content Calendar, Post & Schedule
- ▶ Campaign Structure
- ▶ Meta Ads
- ▶ LinkedIn Ads
- ▶ Audit & Analytics

Project Task

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- ▶ Google Analytics
- ▶ Google Search Console

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Project Task

Digital Marketing Tools

11

Landing Page

12

- ▶ Basics Of LP
- ▶ Characteristics Of LP
- ▶ Benefits Of LP
- ▶ Requirement & Need Of LP
- ▶ Lead Magnets
- ▶ LP Optimization
- ▶ Tool To Build LP

Content Writing & Blogging

13

- ▶ Basics Of Content Writing
- ▶ Aspects Of Content Writing
- ▶ Understanding Blogging
- ▶ Blog Cycle
- ▶ Ways To Earn By Blogging

Affiliate Marketing

14

- ▶ Basics Of AM
- ▶ Key Players
- ▶ Steps To Be Followed
- ▶ Affiliate A/c Creation

Video Marketing

15

- ▶ Understanding & Importance Of VM
- ▶ YT A/c Creation
- ▶ YT SEO
- ▶ Channel Optimization
- ▶ Content Optimization
- ▶ Thumbnail Design
- ▶ Google Video Ads - YT

Project Task

Email Marketing

16

- ▶ Basics & EM
- ▶ Email Marketing Process
- ▶ Sources To Collect Emails
- ▶ Lead Magnet
- ▶ Campaign Metrics
- ▶ Campaign Optimization
- ▶ Email Marketing Tool

Lead Generation

17

- ▶ Understanding Lead Generation
- ▶ Lead Generation Process
- ▶ Macro & Micro Conversions

AdSense

18

- ▶ Understanding Google AdSense
- ▶ Monetization
- ▶ A/c Creation & Setup
- ▶ Dashboard Walkthrough

Ecommerce Marketing (Shopping Ads)

19

- ▶ Understanding Shopping Campaigns
- ▶ Campaign Structure
- ▶ Google Merchant Center
- ▶ Google Shopping Campaign
- ▶ Feed Optimization

ORM

20

- ▶ Basics Of ORM
- ▶ How To Check Online Reputation
- ▶ Importance Of ORM
- ▶ Tools To Monitor Online Reputation

App Store Marketing

21

- ▶ Basics Of ASM
- ▶ ASO
- ▶ Optimization Factors
- ▶ App Campaigns or Ads

Mobile Marketing

22

- ▶ Basics Of Mobile Marketing
- ▶ MM Strategies

Web Audit

23

Reporting

24

Placement Eligibility Test

Capstone Project

FULL STACK DIGITAL MARKETER

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Project Task

Content Marketing

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▶ Understanding Content Marketing

▶ Native Ads - Taboola

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Freelancing

26

- ▶ Foundation Of Freelancing
- ▶ Marketplaces & How It Works
- ▶ Proposal, Bid, Connects Explained

- ▶ Account Creation

Cyber Law

27

- ▶ Basics Of Cyber Law
- ▶ Basic Principle Of CL

Integrated Marketing

28

- ▶ Fundamentals Of Holistic Marketing
- ▶ Foundation Of Integrated Marketing

Inbound Marketing

29

- ▶ Understanding Inbound Marketing
- ▶ Push & Pull Marketing

Growth Hacking

30

- ▶ Understanding Growth Hacking
- ▶ Work Of Growth Hacker
- ▶ Importance Of Growth Hacking

Remarketing

31

- ▶ Understanding Remarketing
- ▶ Remarketing Audience
- ▶ Remarketing Funnel

Marketing Automation

32

- ▶ Foundation Of Marketing Automation
- ▶ Lead & Sales funnel
- ▶ CRM Integration & Dashboard
- ▶ Whatsapp Integration
- ▶ Email Integration
- ▶ Call Integration
- ▶ Benefits Of Marketing Automation

Ecommerce Website Development (No Coding Required)

33

- ▶ Understanding Structure & Store
- ▶ Website Customization
- ▶ Store Creation

Integrations

Placement Eligibility Test

Google Certification Exam

Capstone Project

Decoding Courses

	Performance Marketing	Digital Marketing Bootcamp	Full Stack Digital Marketer
Duration	2 Months	3.5 Months	5 Months
Modules	35	100+	130
Certificates	Yes	Yes	Yes
Placement Assistance	Yes	Yes	Yes
Capstone Project	Yes	Yes	Yes
Internship	No	Yes	Yes
Paid Internship	No	No	Yes
Course Fee	Rs.16,999/-	Rs.29,999/-	Rs.44,999/-

Tools You Will Master



Quora

facebook



LinkedIn



ahrefs

SmallSETools

SHAREASALE



Google Tag Manager



WORDPRESS

Google

YouTube
Advertising

Google Trends



Ubersuggest



twitter



yoast



WooCommerce



Canva



Jobs In Digital Marketing



Digital Marketing Manager



Performance Marketer



Content Marketer



SEO Specialist



SEM/PPC Specialist



Social Media Manager



Email Marketing Specialist



Analytics Manager



Conversion Rate Optimizer



Influencer Marketer



Digital Marketing Strategist



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