Best Digital Marketing Course in Jaipur

Course Overview

11-in-1 Digital Marketing Mastery Program for 2025

This 6-month **Digital Marketing Course in Jaipur** by SkillUpgrades is your complete guide to building a high-income skill set. Designed for students, business owners, job seekers, and freelancers, this program gives you practical skills, live projects, and expert mentorship — with zero fluff.

Covering everything from **SEO to Paid Ads, Social Media, and Analytics,** the course is regularly updated to reflect the most current strategies in 2025.

What You'll Learn

- **Search Engine Optimization (SEO)**: On-page & off-page strategies to rank on Google

- **Google Ads**: Search, Display, YouTube & advanced campaign management

- **Meta Ads (Facebook & Instagram)**: Create targeted ad campaigns that convert

- **Social Media Marketing**: Manage brand presence across multiple platforms

- **Email Marketing**: Create campaigns, automations, and funnels

@skillupgradee
www.skillupgrade.in
info@skillupgrade.com
+919358021230

- **Content Marketing:** Write high-converting blogs, ads, and brand content

- **Affiliate Marketing:** Learn how to earn passive income

- **WhatsApp & SMS Marketing:** Direct outreach with high engagement

- **Canva Designing:** Build creatives for ads, social, blogs, and campaigns

- **Website & Landing Page Strategy: L**earn what makes users convert

- **Analytics & Tracking:** Use Google Analytics, Tag Manager, and campaign insights

Who Should Enroll

- Students & graduates looking for job-ready skills

- Freelancers & side-hustlers ready to earn online

- Business owners aiming to grow leads & sales

- Working professionals looking to upgrade or switch careers

- Homemakers and part-timers seeking flexible careers

Requirements

- No prior experience required

- Laptop or desktop with internet access

- Willingness to practice and implement strategies daily

Course Modules – Digital Marketing Training (6 Months)

Module 1: Introduction to Digital Marketing

- Understanding the ecosystem

- Career options and earning potential

- Tools and platforms overview

Module 2: Website Planning & WordPress

- Domain, hosting, SSL setup

- WordPress installation & page building

- Landing page structure for leads

Module 3: Search Engine Optimization (SEO)

- Keyword research & planning

- On-page SEO: tags, meta, internal linking

- Off-page SEO: backlinks, guest posts

- Google Search Console & SEO tools

Module 4: Google Ads Mastery

- Search, Display, and Video Ads

- Conversion tracking & analytics

- Smart bidding and performance optimization

Module 5: Meta Ads (Facebook & Instagram)

- Campaign creation, pixel setup

- Remarketing & lookalike audiences

- Budgeting, A/B testing, and reporting

Module 6: Social Media Marketing

- Platform strategies: Instagram, LinkedIn, YouTube

- Organic vs paid tactics

- Content calendar, reels, engagement growth

Module 7: Content Marketing & Copywriting

- Writing for SEO and sales

- Blog structure and storytelling

- Ad copy & social media content

Module 8: Email, WhatsApp & SMS Marketing

- Creating campaigns in Mailchimp, ConvertKit

- WhatsApp Business API & automation

- SMS campaigns and tracking

Module 9: Affiliate Marketing & Freelancing

- Affiliate networks & setup

- Strategies for traffic & commissions

- Building a personal brand and profile

Module 10: Canva Designing for Marketers

- Social media post & ad design

- Presentation decks and thumbnails

- Brand kits and templates

Module 11: Analytics & Reporting

- Google Analytics 4, Tag Manager

- UTM, heatmaps, user behavior

- Campaign optimization and ROI reporting

Course Highlights

- 11+ modules with real client campaigns

- 100% practical & tool-based training

- Lifetime access to recorded sessions

- Resume building & interview prep

Thank You