



Φ Omnilearn

2025

Digital Marketing Curriculum



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www.theomnilearn.com



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Our Company

- ❖ **Global Excellence**

Leading digital career enhancement across the globe.

- ❖ **Rigorous Training**

Dive into our programs for comprehensive and customised training, personalised project support and career counselling.

- ❖ **Empowering Millions**

Transforming lives with practical knowledge for professional success.

- ❖ **Globally Recognized Expertise**

Join us for industry-recognized excellence in the digital era.



Course Description

Unlock the potential of online marketing with our Digital Marketing Course. Learn the latest tools, strategies, and techniques to drive traffic, generate leads, and grow your brand online. From SEO and social media marketing to email campaigns and analytics, this course equips you with practical skills to excel in the digital space. Perfect for beginners and professionals looking to upskill.

Key Points Learned

- Covers SEO, social media marketing, email campaigns, content marketing, PPC, and analytics.
- Gain practical experience through live projects, case studies, and real-world marketing scenarios.
- Master tools like Google Ads, Analytics, Facebook Ads, and more for effective campaigns.
- Learn from seasoned digital marketers with years of industry experience.
- Boost your career with certification and skills in high demand across industries.

Course Curriculum

- **Introduction to Digital Marketing:** Understanding the fundamentals and evolution of digital marketing.
- **Website Creation and Optimization:** Learning to build and optimize websites for user experience and search engine performance.
- **Search Engine Optimization (SEO):** Techniques to enhance website visibility and ranking on search engines.
- **Search Engine Marketing (SEM):** Strategies for paid search advertising to drive targeted traffic.
- **Social Media Marketing (SMM):** Utilizing platforms like Facebook, Instagram, and LinkedIn to engage audiences.



Course Curriculum

- **Email Marketing:** Crafting effective email campaigns to nurture leads and retain customers.
- **Content Marketing:** Developing and distributing valuable content to attract and engage a target audience.
- **Affiliate Marketing:** Partnering with affiliates to promote products and services.
- **Online Public Relations:** Managing a brand's online reputation and building relationships with the digital community.
- **Web Analytics:** Measuring and analyzing website performance to inform marketing strategies.



Career Benefits

- Proficiency in digital marketing is highly sought after, increasing job opportunities across various industries.
- Certification from Omnilearn demonstrates a commitment to professional development and expertise in digital marketing.
- Certified professionals often command higher salaries due to their specialized skills.
- Omnilearn's courses are recognized by leading organizations, adding credibility to your resume.
- The course prepares you for roles such as Digital Marketing Manager, SEO Specialist, Content Strategist, and Social Media Manager.


Omnilearn Advantage

Unlocked

- Tailored course material to suit the learner's experience and knowledge level.
- Real-world projects to apply concepts and enhance learning.
- Access to downloadable resources for future reference.
- Practice exams that mimic real test conditions to boost exam readiness.
- Industry-recognized certificate awarded upon program completion.
- Round-the-clock support for all learner inquiries.
- Year-long access to recorded lessons for review and learning at your convenience.

Contact Us

  +91 812 697 8547

 +1 431 688-6546

 operations@theomnilearn.com

 www.theomnilearn.com

 India | Canada | Uae