



# Mastery In Digital Marketing Get Tripple With **kico**



2 Months Internship Training

100% Placement Support

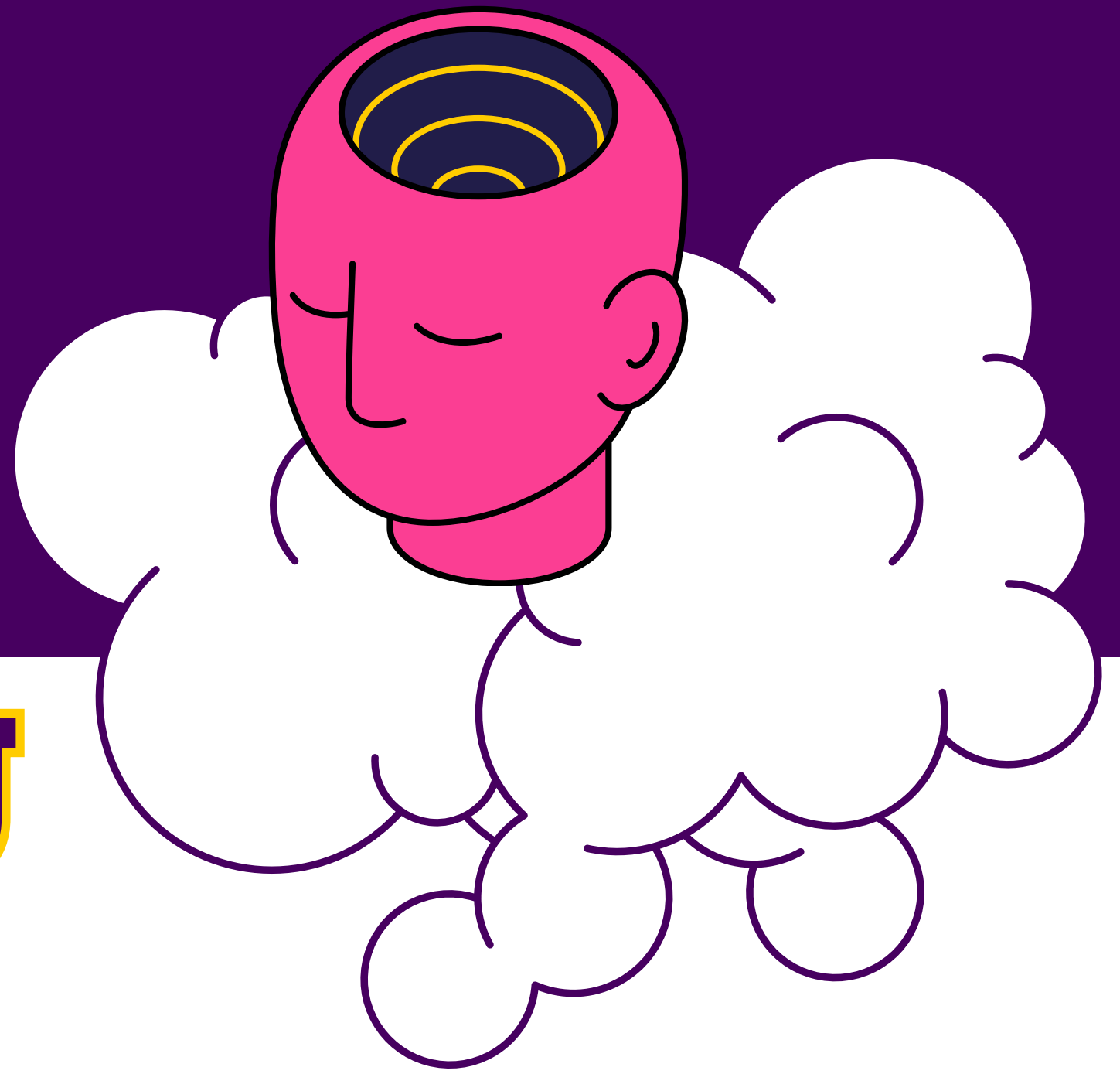
Freelancing & Passive Income

**Call Now**



**9315939588**

# Digital Marketing Mastery



## Course Modules

- Digital Marketing Introduction
- Digital Marketing Fundamental
- Website Designing
- High Converting Landing Page Design
- SEO
- Content Marketing
- Inbound Marketing
- Social Media Marketing
- Local Promotion
- E- com Marketing
- Video Marketing
- App Store Optimisation (ASO )
- Email Marketing
- Lead Generation
- ORM
- Google Adsense
- Quora Marketing
- Graphic Designing
- Interview Preparation
- How To Become Digital Entrepreneur
- How To Get Freelance Projects & Start Earning From Home







# Digital Marketing Fundamentals

Equip yourself with the fundamental concepts and every aspects of Digital Marketing

## Module 1

### FUNDAMENTAL OF DIGITAL MARKETING

- Introduction to Digital Marketing
- Importance of Digital Marketing
- Policies and principle of Digital Marketing
- What is Brand Audit Creating Brand Persona
- Career Marketing Plans and Objectives
- Digital Marketing key element
- Case Study

## Module 2

### MARKETING STRATEGY ANALYSIS

- Market Analysis
- Niche Analysis
- Swot Analysis
- Brand Strategy Development
- Case Study







# Website Development

Gain in-depth understanding and expertise in building, deploying and scaling professional websites.

## Module 3

### WEB DEVELOPMENT

- Types of website
- Introduction of Hosting & Domain
- Types of Platforms
- Types of Domain
- Types of Hosting
- Case Study

## Module 4

### WORDPRESS

- Introduction to CMS Wordpress
- Installation Guide
- Theme and Demo content import
- How to work with plugin
- Basic structure of HTML
- HTML Website creation
- HTML Website Analysis
- Product and Keyword Research
- How to use different
- Wordpress Creation of Landing page
- Introduction to page Builder
- How to use Elementor
- How to use WPbakery
- Case Study / Practical Session





# Search Engine Optimization

Upskill in SEO. Get Fundamentals up to an Advanced Level of Skills, Practical Experience, and Knowledge

## Module 7

### WEB MASTER TOOL

- Overview of Google Search Console
- Verification of Webmaster
- code Side Map submission
- Advance reporting
- Uses of different tools
- Practical Session / Case Study

## Module 5

### SEARCH ENGINE OPTIMIZATION OVERVIEWS

- Search Engine Optimization
- Overview How does Search Engine works
- How do Key-word research
- On-Page optimization
- techniques Off-Page optimization
- techniques SEO Algorithms

## Module 6

### KEYWORD RESEARCH

- What is Keyword
- Backbone of Google SERP
- Keyword research tool
- How to choose the right keyword
- Keyword research
- practical session
- Case study





# Search Engine Optimization

Upskill in SEO. Get Fundamentals up to an Advanced Level of Skills, Practical Experience, and Knowledge

## Module 10

### GOOGLE TAG MANAGER

- Setup of Tag Manager Tag
- Trigger and Variables Installing
- Tag Manager Collecting
- Events & Data Layers
- Using tag manager for Variables

## Module 8

### GOOGLE ANALYTICS

- Overview of Google Analytics
- Connect Analytics with Console
- Link website and Google Analytics
- How to Research
- Data Manages Account and Uses
- Learn about Goals and Funnels
- Google Analytics

## Module 9

### ADVANCE TECHNICAL SEO

- C-panel, file manager, FTP, DLX DLT, management, and uses
- Intro to Schema Mark-Up Page
- speed Optimization Backlink Analysis
- Intro to Robots, Spider, Crawler DA, PA
- Analysis ( MOZ Tool )
- Website Analysis
- Practical Session / Case Study





# Social Media Optimization (SMO) & Marketing

Upgrade your skills and future-proof yourself by preparing for a futuristic career in Social Media Optimization & Marketing

## Module 11

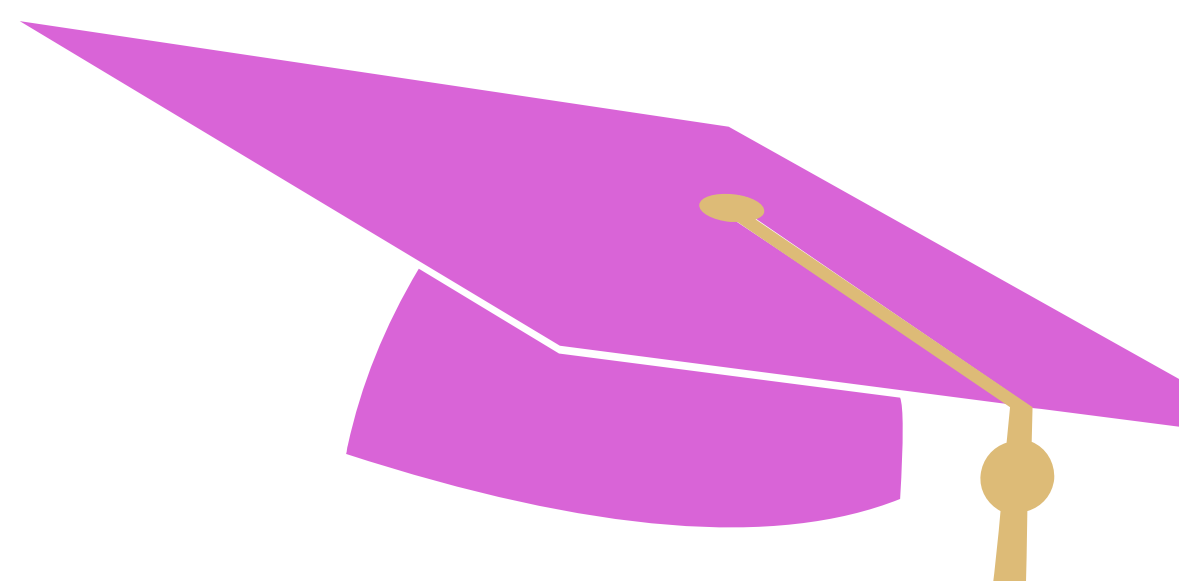
### SOCIAL MEDIA OPTIMIZATION

- Significance of Social Media
- Uses of Social Media Network
- How to Brand on Social Media
- Trends to Follow on Social Media
- Social Media Calender Desining

## Module 12

### SOCIAL MEDIA MARKETING

- Social Media Marketing
- Overview S.M.M. technique
- S.M.M. platform Generating
- Lead Engagement,
- Impression
- Sales through Social Media







# Social Media Optimization (SMO) & Marketing

Become the Master of Social Media Ads and Uncover the Secrets of Social Media Sauces

## Module 15

### INSTAGRAM MARKETING

- Instagram Marketing Instagram
- Business Profile
- Insta Profile Customisation
- Optimization Content & Hastags Research
- Uses of Tools Given by Instagram
- Pratical Session

## Module 13

### FACEBOOK MARKETING

- Facebook Business Page Creation
- Business Page Optimization
- Learning About Business Suite
- Page Customisation & Posting on Facebook
- Group Creation & Posting
- Shop Creation Hastags
- Research & Implimentation
- Facebook Practical Session

## Module 14

### (META) FACEBOOK & INSTAGRAM ADVERTISING

- What is Facebook Advertising
- What's is Boosting in Facebook
- Audience Selection
- Demographic Selections
- Creating fb Ads Full Manager
- Creating your First Campaign
- Types of Ads Campaign
- Practical Session for Ads
- Creation Pixel Set-Up





# Sales & Closer

## Master your Skills in Sales and Upskills Personal Selling Techniques to Excel Digitally

### Module 15

#### INTERVIEW PROCESS

- Interview Process
- How to Create Professional
- Resume Personality Assessment
- Enhance Your Communication
- Skills Practical Interview
- Mock Interview

### Module 16

#### INBOUND MARKETING

- Inbound Marketing Overview
- Inbound Marketing VS Outbound Marketing
- Benefits of Inbound Marketing
- Inbound Marketing Strategies

### Module 17

#### SALES

- Overview of Sales
- Why is Sales Important
- Objective & Overview of Sales Personal
- Personal Selling Technique
- Sales Management & Coordination
- Building Relationship With Customers
- Sales Meeting & Closer





# Passive Money Making

## Modules

# Module 18

## How To Become a Digital Entrepreneur

- Identifying Your Niche:
- Research and Market Analysis
- Understanding Your Target Audience
- Building a Digital Presence:
- Creating and Managing Your Website
- Utilizing Social Media Platforms
- Developing a Business Model:
- Revenue Streams and Monetization Strategies
- Pricing Your Products or Services
- Marketing and Sales:
- Digital Marketing Strategies



# **Passive Money Making Modules**

## **Module 19**

### **Digital Product Selling Business & Freelancing Business**

#### **Digital Product Selling Business**

- Creating Digital Products: E-books, Courses, and Software
- Platforms for Selling Digital Products
- Pricing Strategies and Sales Funnels
- Marketing Your Digital Products: Email Campaigns, Social Media, and Ads

#### **Become a Successful Freelancer**

- Identifying In-Demand Skills
- Building a Professional Portfolio
- Pricing Your Services and Negotiating Contracts
- Marketing Yourself: Personal Branding and Networking





*Hello, I'm*

## **Ankit Pandey**

### **Entrepreneur & Digital Marketing Trainer**

Ankit Pandey is a renowned Digital Marketing Expert with over 8 years of experience, dedicated to helping businesses achieve exponential growth through cutting-edge marketing strategies. As a keynote speaker, digital entrepreneur, and NSIC-certified trainer (**National Small Industries Corporation**), he has empowered thousands of businesses and individuals with practical, results-driven marketing insights. His expertise spans scaling brands, digital entrepreneurship, affiliate marketing, and e-commerce success.

- ✓ 8+ Years in Digital Marketing – Proven expertise in business growth strategies.
- ✓ Keynote Speaker & NSIC-Certified Trainer – Guiding businesses and individuals toward digital success.
- ✓ Trained 4,000+ Business Owners – Helping them leverage digital marketing for expansion.
- ✓ Placed 300+ Students – Mentoring and placing aspiring marketers in top roles.
- ✓ Master in Affiliate Marketing & E-commerce – Specializing in online revenue models.
- ✓ Industry Expertise – Experience working with hospitals, manufacturing, and multiple business domains.
- ✓ Production & TV Ads Experience – Skilled in commercial advertising and media campaigns.

Ankit Pandey is on a mission to empower businesses with digital excellence, bridging the gap between traditional and modern marketing strategies. 🚀





**Mission to empower businesses with digital excellence**





# Our Program Process & Steps



**Join a 6 Month Advance Digital Marketing Training:** Start your journey by enrolling in our comprehensive Digital Marketing Training With 2 Months internship



**Work as an Intern:** Gain real-world experience by working 2 Months as an intern & Work On a Live Projects.



**Learn Passive Income Strategies:** Discover how to generate passive income and become a successful digital entrepreneur.



**Get Your First Job:** Leverage your training and experience to secure your first job in the digital marketing industry

- **Certification Upon Completion:** Students receive a certification after completing the Training.
- **Affordable Fee:** The program fee is ₹6,000.
- **6-Month Training With Internship:** A comprehensive 4 Months Advance Digital Marketing Training With 2 Months of internship-based training



# **Five Strong Reasons To Join Us**

**Internship Based Training**

**Nominal Fee**

**100% Job Placement Support**

**Entrepreneurship Training**

**Methods To Make Passive  
Income**

**KiCo**  
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