



Go Digital with E-Digital

www.edigitalindian.com

6 MONTH ADVANCED DIGITAL MARKETING

Class Syllabus

A Government of India certification program

Skill India
कौशल भारत - कुशल भारत



कौशल विकास और
उद्यमशीलता मंत्रालय
MINISTRY OF
SKILL DEVELOPMENT
AND ENTREPRENEURSHIP



MSME
MICRO, SMALL & MEDIUM ENTERPRISES
सूक्ष्म, लघु एवं मध्यम उद्यम
OUR STRENGTH • हमारी शक्ति
Ministry of MSME, Govt. of India

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- 1 Live Session
- 2 Practical Class
- 3 Live Projects
- 4 100% Internship
- 5 PDF Notes
- 6 1 Year support
- 7 100% Job
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For the Successful Completion of E-Digital India, 6 Months of live and practice
Advanced Digital Marketing Training.

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ISSUED DATE : 1/AUG/2025
ISO CERTIFICATE NO.: EU-02-D-789



Ramkrishna
Ramkrishna thakur
FOUNDER/ CEO



Please Verify and
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OTHER

How to crack a job

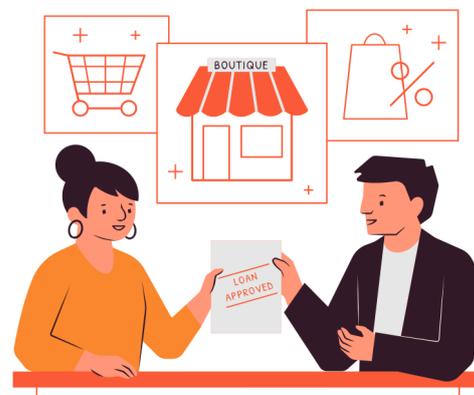
- ✔ Techniques of a cracking interview
- ✔ Impressive Talk Techniques
- ✔ Speak effectively
- ✔ Psychology of interviewer
- ✔ Key points of making a resume
- ✔ Types of communication



How To Start Your On Online Business



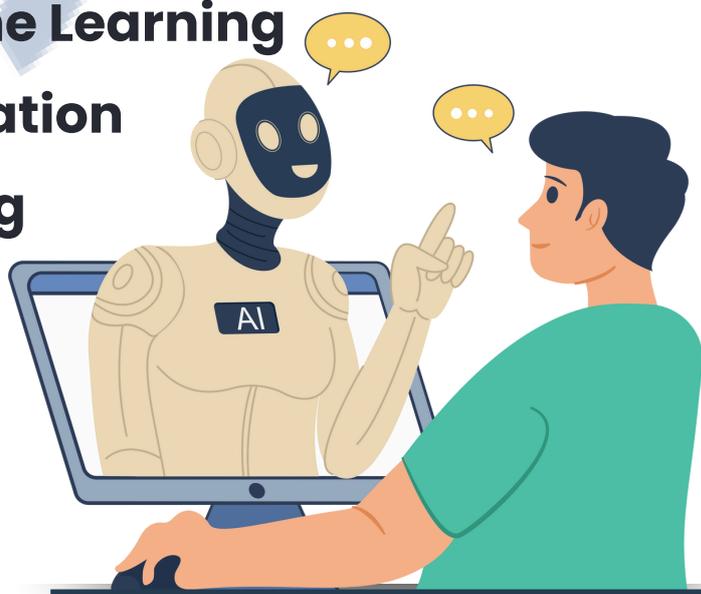
- ✔ How to start with Minimum Investment
- ✔ Strategy of online Business
- ✔ How to close sales
- ✔ How to create your network
- ✔ How to Increase sales



**Learn the Top 30 important tools for
Digital Marketing**

Chat GPT & AI Tools

- ✔ Introduction to AI
- ✔ Chat GPT - AI Magic Revealed
- ✔ Prompt Ideas
- ✔ Future of AI
- ✔ Use Cases of Chat GPT
- ✔ Prompt Demo
- ✔ Passive Income Ways through Chat GPT
- ✔ How use Chat GPT Smartly to its full potential
- ✔ Smart Prompts
- ✔ First Mover Advantages
- ✔ A Breakthrough in Machine Learning
- ✔ Social Media Content Creation
- ✔ Marketing and Advertising



Canva Graphic Designing

- ✔ Introduction to Canva
- ✔ Canva Homepage Explanation
- ✔ How to create a digital visiting card
- ✔ How to create YouTube Thumbnail
- ✔ How to create social media post
- ✔ Learn about text and Font
- ✔ All about image editing and image effect
- ✔ Colour Psychology
- ✔ All about logo
- ✔ How to edit video
- ✔ All about Animation and effect
- ✔ How to create a mockup
- ✔ How to create a Responsive form
- ✔ Canva Tips and Tricks
- ✔ Understanding the importance of Branding
- ✔ Using of Canva AI in Image or Video
- ✔ All important PDFs of canva



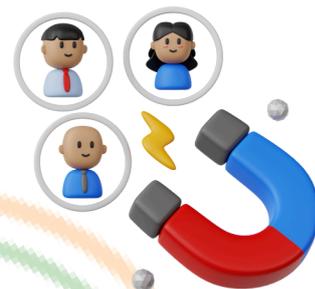
Facebook & Instagram Ads Mastery

- **Advantages of Facebook Advertising**
- **Crafting the Best Buyer Persona and Customer Journey**
- **Optimizing Facebook Pages for Advertising**
- **Linking Facebook Business Page with Instagram**
- **Adding Payment Method and Billing**
- **Hierarchy of Facebook Advertising**
- **Understanding Campaigns, Ad Sets, and Ad Formats**
- **Complete Ad Anatomy**
- **Creating Winning Creatives**
- **CTA Optimization, Metrics, and KPIs**
- **Reducing CPC and Increasing CPM**
- **Competitor Research**
- **Naming Convention for Campaigns**
- **Campaign Objectives in Facebook Business Manager**
- **Budget Optimization - CBO & ABO**



Facebook & Instagram Ads Mastery

- **Complete Settings of Facebook Ad Set**
- **Types of Audience (Custom, Saved, Lookalike)**
- **Remarketing and pixel setup**
- **Basic Audience Targeting (Location, Gender, Age)**
- **Advanced Audience Targeting (Demography, Interest, Behavior)**
- **Open, Narrow, Expanded, and Laser Targeting**
- **Placement and Dimensions of Facebook Advertising**
- **Creating Lead Generation Ads for FB Marketing**
- **Creating Instant Forms**



WordPress Website Development & Blogging Class

1. What is Blog / Blogging?
2. How to Make Money from Blogging?
3. Structure of Blogging website
4. Domain Name
 - **What is a Domain Name ?**
 - **How to buy a Domain Name?**
 - **How do domain Names work?**
 - **What is an IP Address ?**
 - **Type of Domain Name?**
 - **What is Subdomain?**
5. SSL
 - **What is SSL?**
 - **Why is SSL Important for our Website?**
 - **Type of SSL Certificate**
6. Hosting
 - **What is Hosting ?**
 - **Things should we keep in mind when we buy hosting?**
 - **Types of Hosting Services ?**
 - **How Hosting Works?**
 - **How to connect Domain with Hosting ?**

WordPress Website Development & Blogging Class

7. DNS

- **What is DNS?**
- **How does DNS work?**
- **How to select Domain Name**

8. Wordpress

- **What Is Wordpress ?**
- **History of Wordpress**
- **Type of Wordpress**
- **Wordpress.com VS Wordpress.Org?**
- **How does WordPress work?**
- **General Settings in WordPress?**

9. Theme

- **What is Theme?**
- **What is the Work of Theme?**
- **How to Install a WordPress Theme**
- **Required files for Theme**
- **How to Customize the Theme?**

WordPress Website Development & Blogging Class

10. Plugin

- **What are Plugins?**
- **How to Install a Plugin?**
- **Important Plugins for Blogging Website?**

11. Category

- **Why is category important?**
- **How to make Categories?**

12. Menu

- **Why Menu is important?**
- **How to make Menu ?**

13. Page

- **Important page for Blogging Website?**
- **How to make a Blogging Website Page?**
- **How to customize a Page ?**

WordPress Website Development & Blogging Class

14. Post

- **What is a post ?**
- **How to write a post ?**
- **How to put an image in post ?**
- **How to Add featured images in post ?**
- **How to add a backlink ?**

15. Web Stories

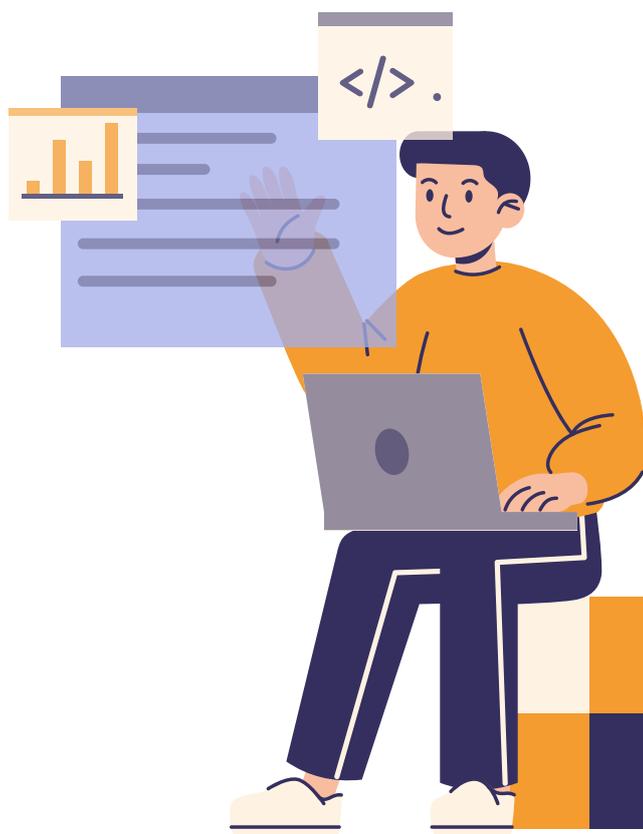
- **What is Web Stories**
- **Importance of Web Stories**
- **How to find keywords / Trends**

16. Google

- **What is the Search Console?**
- **How to analyze Google Analytics**
- **What is Sitemap?**
- **How to apply for AdSense?**

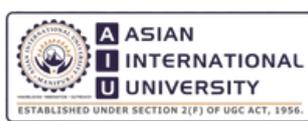
E-commerce Website Development on WordPress

- Woocommerce for Shopping Website
- Customization Of E-commerce Website
- Add New Product & Shipping Cost
- WooCommerce Plugin
- Payment Gateway
- Razorpay Integration
- Tax, Shipping, and E-mail Setting
- Generate Invoice
- live Chat
- Courses Sell
- LMS Plugin





International
Organization for
Standardization



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Business Website Development on WordPress

- Theme Customizer
- important Plugins
- Create Dynamic Page
- Create form
- Live Chat from Your Customer



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Social Media Management and Optimisation

Facebook

- Account Creation and Types
- Optimizing Facebook Profile/Page
- Content Creation
- Settings Overview
- Growth Strategies
- Content Strategy and Scheduling



Instagram

- Account Creation and Types
- Optimizing Instagram Account
- Content Creation
- Settings Overview
- Growth Strategies
- Content Strategy and Scheduling
- Trending Audio and Reels



Social Media Management and Optimisation

Youtube

- How to make Professional YouTube channel
- How to select your niche
- Competitor Analysis /VidiQ
- YouTube Setting Overview
- Social Blade tool for Analysis
- YouTube Algorithm
- Keywords and Tips
- How to add i button
- All about YouTube Shorts



Whatsapp

- WhatsApp Business Account Setup
- Optimizing WhatsApp Business Profile
- Engagement and Communication
- Settings Overview
- Bulk messaging



Social Media Management and Optimisation

Pinterest

- Account Creation and Types
- Optimizing Pinterest Profile/Boards
- Content Creation
- Settings Overview
- Growth Strategies
- Content Strategy and Scheduling



LinkedIn

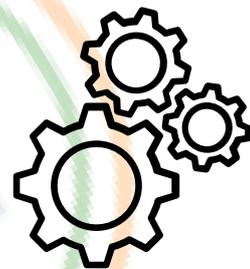
- Account Creation and Types
- Optimizing LinkedIn Profile/Company Page
- Content Creation
- Settings Overview
- Growth Strategies
- Content Strategy and Scheduling



Social Media Management and Optimisation

Tools and Techniques

- Creating a dynamic Social Media Calendar
- Conducting a thorough Profile Audit.
- Setting Monthly KPIs for tracking progress
- Exploring analytics tools for insights.
- How to schedule post for all Platform at a time



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Ramkrishna thakur
FOUNDER/ CEO

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