

Certification in Digital Marketing



Registered Under Ministry of Corporate Affairs ,
MSME (Govt. of India) UDYAM-TN-08-0040357

ISO 9001 - 2015 / American Board of Accreditation

Managed by Vellai Siragugal Educational and Charitable Trust

Why Choose Us

Buff Creative College is a recognized institution dedicated to encouraging and empowering individuals in the field of Multimedia and Design. With a specialization in Graphic Design, UX/UI Design, Digital Marketing, and Animation Design. The institute is committed to providing a high-quality education that combines theoretical foundations with practical skills. The curriculum is designed to be relevant to current industry standards and emerging trends, ensuring that students are well-prepared to tackle real-world design challenges.

About Digital Marketing

Our Masters in Digital Marketing course is a comprehensive program designed to equip students with the skills and expertise needed to thrive in the dynamic world of digital marketing. The course provides hands-on training in SEO, social media, content marketing, branding, paid ads, analytics, and more, equipping students with the skills to excel in the field.

1 Digital Marketing

Module 1 : Introduction to Digital Marketing

- What is Digital Marketing?
- Importance of Digital Marketing
- Traditional Marketing vs. Digital Marketing
- Key Components of Digital Marketing
- Understanding Digital Marketing Funnel

Module 2 : Website Development & Optimization

- Basics of Website Development

- Importance of a Responsive Website
- Website UI/UX Best Practices
- SEO-Friendly Website Structure
- Website Performance & Speed Optimization

Module 3 : Search Engine Optimization (SEO)

- Introduction to SEO
- How Search Engines Work (Crawling, Indexing, Ranking)
- Google Algorithm Updates & Ranking Factors
- **On-Page SEO:**
 - Title Tags, Meta Descriptions, Header Tags
 - Image Optimization & Alt Text
 - Internal Linking & URL Structure
 - Keyword Optimization & Density
- **Off-Page SEO:**
 - Backlinks & Link-Building Strategies
 - Guest Blogging & Content Outreach
 - Social Bookmarking, Article Submission
- **Technical SEO:**
 - Google Search Console & Analytics
 - XML Sitemaps, Robots.txt
 - Mobile SEO & Core Web Vitals
 - HTTPS, Page Load Speed Optimization

Module 4: Content Marketing

- Importance of Content in Digital Marketing
- Types of Digital Content (Blogs, Videos, Infographics, eBooks)
- Creating SEO-Friendly Content

- Keyword Research & Content Strategy
- Content Distribution & Promotion

Module 5: Social Media Marketing (SMM)

- Introduction to Social Media Marketing
- Major Social Media Platforms:
 - **Facebook Marketing** (Meta Ads, Business Suite, Audience Targeting)
 - **Instagram Marketing** (Reels, Stories, IG Ads)
 - **Twitter/X Marketing** (Hashtags, Trends, Ads)
 - **LinkedIn Marketing** (B2B Marketing, LinkedIn Ads)
 - **YouTube Marketing** (SEO for YouTube, Monetization, Ads)
 - **Pinterest & Other Platforms**
- Social Media Optimization (SMO) Techniques
- Social Media Advertising & Budgeting

Module 6: Search Engine Marketing (SEM) & PPC

- Introduction to Pay-Per-Click (PPC) Advertising
- Google Ads Basics
- Keyword Research for PPC
- Types of Google Ads: Search Ads, Display Ads, Video Ads, Shopping Ads
- Bidding Strategies & Ad Budgeting
- A/B Testing & Conversion Tracking

Module 7: Email Marketing & Automation

- Fundamentals of Email Marketing
- Email Campaign Planning & Segmentation
- Writing Engaging Subject Lines & Content

- Email Marketing Tools (Mailchimp, HubSpot, etc.)
- Automation & Drip Campaigns

Module 8: Affiliate & Influencer Marketing

- Understanding Affiliate Marketing
- Choosing Affiliate Programs
- Tracking & Optimizing Affiliate Links
- Basics of Influencer Marketing
- Finding & Collaborating with Influencers

Module 9: Online Reputation Management (ORM)

- What is ORM?
- Monitoring Brand Mentions
- Handling Negative Reviews & Feedback
- Strategies to Improve Online Reputation

Module 10: Digital Marketing Analytics & Reporting

- Importance of Data-Driven Marketing
- Google Analytics Basics
- Tracking Website Traffic & Conversions
- Measuring Social Media Performance
- ROI Calculation & Reporting

Module 11: Digital Marketing Strategy & Trends

- Creating a Digital Marketing Plan
- Budget Allocation for Digital Campaigns

- Emerging Trends in Digital Marketing (AI, Voice Search, Metaverse)
- Case Studies & Real-World Applications

Assessment & Certification

- Weekly Quizzes & Assignments
- SEO & Ad Campaign Practical Tasks
- Live Project (Website, Social Media, PPC Campaign)
- Certification of Completion

Tools Covered

- | | |
|--|---|
| <input checked="" type="checkbox"/> Google Search Console | <input checked="" type="checkbox"/> Meta Ads Manager |
| <input checked="" type="checkbox"/> Google Analytics | <input checked="" type="checkbox"/> Meta Business Suite |
| <input checked="" type="checkbox"/> Google Tag Manager | <input checked="" type="checkbox"/> Google Business Profile |
| <input checked="" type="checkbox"/> Page Speed Insights | <input checked="" type="checkbox"/> Mailchimp |
| <input checked="" type="checkbox"/> Google Keyword Planner | <input checked="" type="checkbox"/> Youtube |
| <input checked="" type="checkbox"/> Google Ads | <input checked="" type="checkbox"/> Some Chrome Extensions |

Why This Course

Course Modules

☒ Digital Marketing

Course Duration

☒ 2 Months Training

☒ Portfolio Support

Exclusive Support

☒ Portfolio Support

☒ Career Guidance

☒ Internship Program

☒ Lifetime Support

Portfolio & Job Support

☒ Resume Building

☒ Digital Portfolio

☒ Behance Profile

☒ Interview Cracking

Fees Structure

☒ Actual Course Fees..... **₹ 23,600**

☒ Pay on Lumpsum..... **₹21,240**

☒ EMI Option Available



Contact Us

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Our Branches

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