



PROFESSIONAL DIGITAL MARKETING + AI

LIVE PROJECTS TRAINING WITH 100% JOB ASSURED



SINCWEB INFOTECH INSTITUTE

- ✓ Live Training
- ✓ 30+ Modules
- ✓ 100+ Sub-modules
- ✓ Job Assurance

Sincweb Infotech – Institute of IT Training, established in 2023, is a leading name in skill-based IT education. We have successfully trained 200+ students, with an impressive 87% success rate. Our students are placed in reputed companies across India, building strong careers in web development, digital marketing, software training, and more. At Sincweb Infotech, we focus on practical learning, live projects, and personalized mentorship from industry professionals. With a mission to bridge the gap between education and employment, we ensure every student becomes job-ready with confidence, expertise, and the right technical skills needed in today's competitive IT industry.

PROFESSIONAL DIGITAL MARKETING TRAINING+ AI

COURSE MODULES

1. Introduction to Digital Marketing

- What is Digital Marketing?
- Traditional vs Digital Marketing
- B2B, B2C, D2C Models
- Benefits of Digital Marketing
- Digital Channels Overview

2. Graphics Designing

- Canva Basics for Designing
- Social Media Post Designing
- Branding Creatives Design
- Canva Animation

3. Video Editing

- Introduction to Video Editing
- Adobe Premiere Basics
- Editing Reels & Shorts
- Exporting & Optimization

4. AI Prompting and Tools

- What is Prompt?
- ChatGPT for Marketing
- Google Gemini
- Grok by xAI
- Bonus: Other Useful AI Tools

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COURSE MODULES

5. Content Creation

- Copywriting Basics
- Blog Writing with AI
- Storytelling for Brands

6. Website Designing using WordPress

- Introduction to WordPress CMS
- Domain & Hosting
- Contact Forms, Sliders, and Plugins Setup
- UI/UX Fundamentals for Marketers

7. Coding for Marketers

- Basic HTML for Landing Pages
- CSS Styling Basics
- Embedding Tracking Codes

8. Keyword Research

- What are Keywords?
- Types of Keywords
- Keyword Difficulty Explained
- Tools: Google Keyword Planner, Ahrefs

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COURSE MODULES

9. Search Engine Optimization (SEO)

- Off-Page SEO
- On-Page SEO
- Technical SEO (LCP, CLS, FCP, etc.)
- AEO (Answer Engine Optimization)
- GEO Targeted SEO (Location-Based Strategy)

10. Marketing Tools

- Google Search Console
- Google Analytics
- Google Tag Manager
- Ahrefs, Semrush , Moz

11. Online Reputation Management (ORM)

- What is ORM?
- Handling Negative Reviews
- Building Positive Brand Image

12. E-Commerce & Product Marketing

- Introduction to E-Commerce
- Merchant Centre Setup
- Product Listing Optimization

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COURSE MODULES

13. Social Media Optimization (SMO)

- LinkedIn, Instagram, Facebook, X (Twitter), Pinterest
- Profile Optimization
- Hashtag Research
- Posting Strategy

14. Social Media Marketing (SMM)

- Creating a Social Media Strategy
- Reels, Posts & Viral Content
- Facebook & Instagram Ads
- Social Media Budgeting & SEO

15. Social Media Content Calendar

- Planning Monthly Content
- Hashtag Strategy
- Caption Strategy
- Meta Business Suite

16. YouTube Mastery

- YouTube SEO
- CTR & Watch Time Strategy
- Creating Thumbnails that Get Clicks
- Shorts vs Long-Form Content

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COURSE MODULES

17. Business Scaling & Freelancing

- How to Set Up a Digital Business
- Building a Brand from Scratch
- Freelancer
- Competitor Analysis
- Project Management

18. Google Ads (PPC)

- Google Ads Setup
- Search, Display, Shopping, and Video Ads
- Keyword Bidding Strategy
- Conversion Tracking with GTM

19. Remarketing Techniques

- What is Remarketing?
- Using Meta Pixel
- Using Google Tag Manager

20. OTT & Platform Ads

- Ads on Hotstar, Sony Liv, Amazon Prime
- OTT Marketing Strategy
- Ad Budget & Creative Setup

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COURSE MODULES

21. Emerging Platform Ads

- Snapchat Ads Strategy
- LinkedIn Ads
- X (Twitter) Ads

22. Analytics & Reporting

- Creating Client Reports
- Tracking & ROAS
- Client Handling

23. Dropshipping

- What is Dropshipping?
- Best Niches
- Finding Suppliers

24. Affiliate Marketing

- Introduction to Affiliate Marketing
- Best Networks
- Driving Traffic to Affiliate Links

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COURSE MODULES

25. Email Marketing

- Email Campaign Strategy
- Writing Engaging Emails
- Email List Building

26. Digital Marketing Case Studies

- Real Campaign Examples
- Learn from Failures & Successes
- Breakdown of Big Brands

27. Interview Preparation & Personality Development

- Interview Tips for Digital Marketers
- Soft Skills for Agency & Client Work
- Communication Mastery
- Sessions with Delhi's Best Personality Trainer

28. Group Discussion

- Debates
- Q&A session

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COURSE MODULES

29. Marketing 360

- Understanding Marketing 360
- Platforms
- Best way

30. Special Module

PLACEMENT COMPANIES



Google
Reviews 
4.8/5



**Start Your
Journey**

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