



**OORJA**

The Group of Institutes

Academy • Polytechnic • Linguistic • IT

# OORJA Digital Marketing Course Brochure

OORJA Group of Institute

Daryaganj, Delhi

Call/WhatsApp: +91 81788 49721


Visit: [www.oorjainstitute.com](http://www.oorjainstitute.com)

# Our Course Introduction

Our course is designed to provide students with a comprehensive knowledge of digital marketing. The curriculum covers the fundamentals of digital marketing, from SEO and content marketing to lead generation and social media marketing.

Our Courses in Daryaganj can open up a range of career opportunities in digital marketing. Students can pursue a career as an in-house specialist, working as part of a team to create and manage campaigns.

A digital marketing course at Oorja Institute is a great way to enhance your digital marketing skills. With a comprehensive curriculum, you can learn the fundamentals of digital marketing and the latest trends and technologies. This can open up a range of career opportunities, from in-house specialists to freelancers.



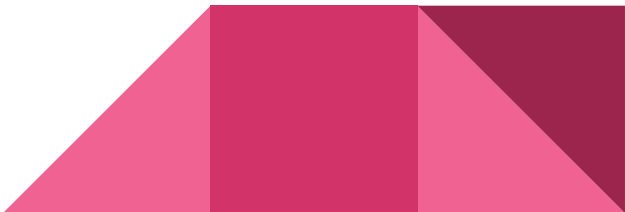
# Benefits of OORJA Digital Marketing Course

- 100% Job Placement
  - 15K - 25K Salary Guaranteed
  - Google Certified Trainers
  - AI Special Modules
  - Digital Marketing Certifications
  - Online/Offline Classes
  - Practical Learning
  - 200+ Modules Topics
  - Interview Preparation
  - Digital Marketing Tools
  - Job Placement and Paid Internship
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# Our Course Includes Complete 11 Modules

- Digital Marketing Fundamentals
  - Website Designing & Development
  - Social Media Management & Marketing
  - Basic Image & Video Editing
  - Blogging & Content Marketing
  - Search Engine Optimization
  - Google Advertising
  - Email & SMS Marketing
  - Affiliate Marketing
  - Special Modules & AI
  - Interview Preparation
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# 1. Digital Marketing Fundamentals

- What is Marketing & its Objective?
  - Difference between Traditional Marketing & Digital Marketing
  - Difference between Marketing & Branding
  - Various Digital Marketing Channels
  - Inbound Marketing VS Outbound Marketing
  - B2C Marketing VS B2B Marketing
  - Marketing VS Selling
  - Marketing Research & Audience Targeting
  - Roles & Responsibilities of a Digital Marketer
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## 2. Website Designing & Development

- Understand the functionality of Wordpress
- Steps to Start a Website
- What is Domain & Web Hosting
- What is SSL & its Benefits
- Cpanel & FTP
- Difference between Static & Dynamic Websites
- Overview of Wordpress Dashboard
- Wordpress Plugins & Themes
- Create & Publish Blog Posts & Pages
- Wordpress Website Development



# 3. Social Media Management & Marketing

- **Social Media Platforms**
- Difference between Social Media Optimization & Marketing
- Need of Social Media
- Social Media Algorithm
- Understand Social Media Audience
- Social Media Content & Posts Types
- Check Social Media Insights
- Social Media Engagement
- Social Media Account Creation
- **Facebook Optimization & Marketing**
- Create Facebook Profile, Page, Groups
- Facebook Profile VS Facebook Page
- Facebook Marketplace Selling
- Facebook Insights - Reach & Engagement
- Competitors Analysis
- Why use Facebook Ads
- Set up Facebook Ads Account
- Facebook Ad Structure
- Facebook Pixel
- Facebook Custom Audience
- Create a Facebook Ads Campaign

- **Instagram Optimization & Marketing**

- Instagram Profile for Personal & Business
- Link Facebook & Instagram Accounts
- Instagram Posts & Hashtags
- Instagram Promotion Strategies
- Increase Followers & Engagement on Instagram
- Instagram Ads Creation

- **Youtube Optimization & Marketing**

- Create Youtube Channel
- Upload Youtube Video & Shorts
- Youtube Insights
- Youtube SEO
- Youtube Tools
- Youtube Video Ads





- **LinkedIn Optimization & Marketing**
- Create LinkedIn Profile, Page & Group
- Increase Connection & Visibility
- Article & Event Posting on LinkedIn
- LinkedIn Insights
- Types of LinkedIn Ads
- Create LinkedIn Ad Campaign

- **Twitter Optimization & Marketing**
- Create Twitter Profile
- Twitter Post & Hashtags
- Twitter Analytics
- Types of Twitter Ads
- Create Twitter Ads



- **Pinterest Optimization & Marketing**

- Create Pinterest Personal & Business Profile
- Create Pinterest Pin & Board
- Pinterest Posts
- Pinterest Ads

- **Quora Optimization & Marketing**

- Create Quora Profile & Page
- Ask Quora Questions & Post Answers
- Build Connection & Engagement
- Create Ads



## 4. Basic Image & Video Editing

- What is Graphic Creation & Editing?
- Image & Video Size & Ratio
- Image & Video File Formats
- How to use Canva?
- Benefits of Canva Tool
- Create Images & Videos with AI Tools




# 5. Blogging & Content Marketing

- What is Blogging & its Benefits
- Blog Types
- What need to do Blog Writing?
- Blogging Steps & Strategies
- Blog Writing Format
- SEO Blog Writing
- Publish a New Blog on Wordpress
- What is Content Marketing?
- Difference between Content Writing & Content Marketing
- Ways & Benefits of Content Marketing
- Content Marketing Strategies
- Different Types of Content
- Content Writing Tools



# 6. Search Engine Optimization

- What is a Search Engine & How does it work?
  - What is SEO & Why it is important?
  - What are Crawling & Indexing?
  - What is SERP?
  - What is the Google Algorithm?
  - Types of SEO
  - Backlinks and their importance
  - Domain & Page Authority
  - SEO Ranking Factors
  - XML Sitemaps & Robots.txt
  - Website Speed Optimization
  - Schema Markup & Structures Data
  - SEO Tools & Techniques
  - SEO Audit
  - SEO Friendly Blog & Page
  - **Keywords Research & Planning**
  - Types of Keywords
  - How to use Google Keyword Planner?
  - Keyword Research Tools
  - Use Google Trends & Google Alerts
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- **On Page SEO**

- What are on page SEO rules?
- How to do on page SEO?

- **Off Page SEO**

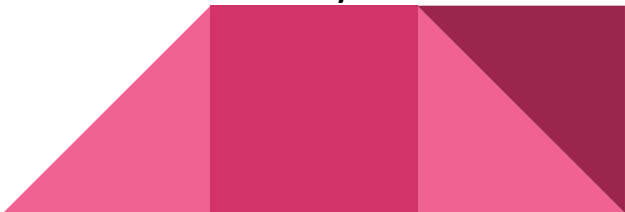
- What are off page SEO rules?
- How to do off page SEO?
- Off page SEO Tasks & Websites
- SEO Reporting & Editing
- Competitor SEO Analysis



- **Google Analytics**

- Create a Google Analytics Account
- How Google Analytics Works & its Benefits?
- Integrate Google Analytics with Website
- Create Reports & Goals
- Google Analytics Data Research

- **Google Search Console**

- How does Google Search Console work?
  - Integrate Google Search Console with Google Analytics
  - Track Website Performance
  - Check the Crawling & Indexing Status
  - Add Sitemap in Google Search Console
  - Internal Link & Backlink Analysis
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# 7. Google Advertising

- What are Google Ads & its Types?
  - Set up a Google Ads Account
  - Google Ads Terminologies
  - Why use Google Ads?
  - Google Ads Marketing Goals
  - Audience Targeting & Ads Placement
  - Measure Ads Performance
  - Create a Google Merchant Center Account for Shopping Ads
  - Improve Quality Score
  - Integrate Google Ads with Website & Google Platforms
  - Create a Google Ads Campaign
  - Optimize Campaigns
  - Google Ads Assets
  - Google Ads Tools & Certification
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# 8. Email & SMS Marketing

- What is Email Marketing?
  - Types of Emails
  - Benefits of Email Marketing
  - How to do Email Marketing?
  - Email Marketing Platforms
  - Email Marketing Steps
  - Create & Run an Email Marketing Campaign
  - Analyze Email Sending Analytics
  - What is SMS/WhatsApp Marketing?
  - SMS/WhatsApp Marketing Benefits
  - SMS/WhatsApp Marketing Platforms
  - Types of SMS/WhatsApp Marketing
  - How to do SMS/WhatsApp Marketing?
  - Create & Run SMS/WhatsApp Marketing Campaign
  - Analyze SMS Sending Analytics
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# 9. Affiliate Marketing

- What is Affiliate Marketing & How it Works?
- Affiliate Marketing Platforms
- Affiliate Marketing Tools
- How to start Affiliate Marketing?
- Affiliate Marketing Funnel & Workflow
- Affiliate Marketing Programs
- How to Find & Promote Affiliate Products?
- Create an Affiliate Network Account



# 10. Special Modules & AI

- **Influencer Marketing**
  - What is Influencer Marketing?
  - Influencer Marketing by Individual Person
  - Influencer Marketing for Business
  - Influencer Marketing Terms
  - Influencer Marketing Platforms
  - Influencer Marketing Tools
  - How to find Influencers/Brands
  - Influencer Marketing Campaign Process
- **Online Reputation Management**
  - Introduction & Importance of ORM
  - Brands Online Monitoring
  - Engaging with Client's Customers
  - Building Positive Reputation
  - Manage Comments & Reviews



- **Google My Business Listing**
- Introduction & Importance of GMB
- Create a Google Map for Business
- Google My Business Optimization
- Google My Business Promotion

- **Google AdSense**
- What is Google AdSense?
- Google AdSense for YouTube & Website
- How to Earn from Google AdSense?
- Website Approval for AdSense
- Types of Google Ads & Categories
- Create a Google AdSense Account



- **Dropshipping/Ecommerce Marketing**
- What is Ecommerce Marketing & How Does it Work?
- Different Types of Ecommerce Marketing
- How to Start Dropshipping/Ecommerce Business?
- Ecommerce Marketing Strategies

- **Digital Marketing AI Tools**
- ChatGPT
- Mid Journey
- AI Detection
- Adobe Firefly
- & Many More Tools



# 11. Interview Preparation

- Resume Writing
- Showcase Your Skills
- Work Experience & Portfolio
- How to Apply for Jobs



# Tips from Us

To Earn Money with the help of Digital Marketing, you have your own Digital Property which is a Website & Social Media platform, they are a must, and then you have to generate traffic on them. We will explain that and then Earn from that traffic through AdSense, Affiliate Marketing, Blogging, and Sell Products/Services Online. We will guide you on what you have to do and you have to do all the given tasks by yourself. Don't worry, you will get our full support.



# Digital Marketing Course Details

- This Program FEES is **Varies for Online & Offline Batches** only.
- The course duration is **3-6 Months**.
- Classes are given Offline/Online at the institute or at Google Meet for **3 Days a Week & around 2 Hours**.
- You can also ask your questions later on **Call/WhatsApp**.





# How to Register for the Course

1. Visit OORJA Institute for a FREE Demo Class.
2. Register your details.
3. Pay Fees with Easy Offers.
4. Join Course with Career Growth.



# Additional Offers

- Advanced English Course
- Advance Graphic Designing

# THANK YOU!



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can ask us:

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