

# DIGITAL MARKETING

— COURSE —

90 DAYS. PRACTICAL LEARNING. REAL RESULTS.

Learn **Industry-Relevant Skills**,  
Work on **Live Projects** &  
Become **Job-Ready**.



**PRACTICAL LEARNING,  
BETTER CAREER,  
BRIGHTER FUTURE.**



**EXPERT TRAINERS**

Learn from Industry Professionals



**LIVE PROJECTS**

Work on Real-Time Projects



**PORTFOLIO BUILDING**

Build Your Portfolio & Stand Out



**MOCK INTERVIEWS**

Practice & Prepare with Confidence



**CAREER SUPPORT**

Placement Guidance & Career Support

— DESIGNED FOR —



**COLLEGE STUDENTS**



**FRESH GRADUATES**



**JOB SEEKERS**



**ANYONE WHO WANTS TO BUILD A CAREER IN DIGITAL MARKETING**

Powered by



For More Details  
**+91 9962272210**

# WELCOME TO LEARNFELLA DIGITAL MARKETING



We are delighted to welcome you to our **Learnfella Digital Marketing** course brochure!



Rankraze Digital marketing company involves **promoting a product, service, or brand** using digital channels such as social media, search engines, email, and websites.



The benefits of digital marketing include **reaching a wider audience, tracking data** more accurately, and **targeting specific demographics**.



**DIGITAL MARKETING IS A GROWING INDUSTRY,  
AND WE GIVE YOU THE TOOLS TO SUCCEED.**



## WHAT IS DIGITAL MARKETING?

An online or digital marketing campaign promoting a product or service using digital technology. In the digital age, businesses are turning to online platforms to reach their target audience. This shift has increased the demand for digital marketing professionals who can help businesses stay ahead.

## WHY DIGITAL MARKETING?



### GLOBAL OPPORTUNITIES

Work with clients and brands worldwide.



### HIGH DEMAND

Digital marketers are in high demand across industries.



### BETTER EARNING

Attractive salaries and great career growth.



### WORK FLEXIBILITY

Freelance, remote or full-time – you choose.



### CAREER GROWTH

Learn, grow and become a digital marketing expert.

# WHY CHOOSE LEARNFELLA?

At Learnfella, we go beyond teaching. We prepare you for **real-world success** with practical skills, industry exposure, and career support.



## FLEXIBLE SCHEDULE THAT FITS YOU

Our **weekday and weekend batches** are designed to fit into your busy life. Learn at your pace and never miss out on important lessons.



## PRACTICAL LEARNING, REAL RESULTS

Learn by doing! Work on **real-time projects, live campaigns, and case studies** that give you hands-on experience and build your confidence.



## INDUSTRY-RELEVANT CURRICULUM

Our curriculum is updated with the **latest tools, techniques, and trends** to ensure you're always industry-ready.



## CAREER-FOCUSED TRAINING & SUPPORT

From **resume building to interview preparation and placement assistance** – we support you at every step of your career journey.

## WHAT YOU'LL GAIN AT LEARNFELLA

- ✓ Job-ready digital marketing skills demanded by top companies
- ✓ Hands-on experience with real projects and live campaigns
- ✓ Industry-recognized certification
- ✓ Personalized mentorship from digital marketing experts
- ✓ Career guidance and placement support to help you land your dream job



**EARN. PRACTICE. GROW. SUCCEED.**  
Your success story **starts here!**



**NEXT BATCH  
STARTS  
NEXT WEEK!**

# DIGITAL MARKETING COURSE CURRICULUM

**90 DAYS. PRACTICAL LEARNING. REAL RESULTS.**

Learn Industry-Relevant Skills • Work on Live Projects • Become Job-Ready

**PRACTICAL LEARNING  
BETTER CAREER  
BRIGHTER FUTURE**

## PART 1 - FOUNDATION SKILLS

**MODULE  
01**



### INTRODUCTION TO DIGITAL MARKETING

- ✔ What is Digital Marketing?
- ✔ Digital Marketing Channels
- ✔ Traditional vs Digital Marketing
- ✔ Customer Journey
- ✔ Marketing Funnels

**MODULE  
02**



### WEBSITE & WORDPRESS BASICS

- ✔ Website Fundamentals
- ✔ WordPress Basics
- ✔ Landing Page Creation
- ✔ User Experience Basics
- ✔ Website Optimization

**MODULE  
03**



### SEARCH ENGINE OPTIMIZATION (SEO)

- ✔ Keyword Research
- ✔ On-Page SEO
- ✔ Off-Page SEO
- ✔ Technical SEO Basics
- ✔ Local SEO
- ✔ SEO Tools Introduction

**MODULE  
04**



### GOOGLE ADS (PPC)

- ✔ Introduction to Google Ads
- ✔ Campaign Setup
- ✔ Keyword Planning
- ✔ Ad Copywriting
- ✔ Audience Targeting
- ✔ Campaign Optimization



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**CAREER SUPPORT**  
Placement Guidance & Career Support

## PART 2 - ADVANCED & CAREER SKILLS

**MODULE  
05**



### SOCIAL MEDIA MARKETING

- ✔ Instagram Marketing
- ✔ Facebook Marketing
- ✔ LinkedIn Marketing
- ✔ Social Media Strategy
- ✔ Content Planning

**MODULE  
06**



### CONTENT MARKETING

- ✔ Content Strategy
- ✔ Content Creation Basics
- ✔ Canva Design Basics
- ✔ Content Distribution
- ✔ AI Tools for Content Creation

**MODULE  
07**



### EMAIL MARKETING

- ✔ Email Campaign Basics
- ✔ Email List Building
- ✔ Email Automation Basics
- ✔ Newsletter Creation

**MODULE  
08**



### ANALYTICS & REPORTING

- ✔ Google Analytics Basics
- ✔ Campaign Tracking
- ✔ Performance Analysis
- ✔ Reporting & Insights
- ✔ Dashboard Basics

### TOOLS YOU'LL WORK WITH



**DURATION**

**90 DAYS**

(WEEKDAY / WEEKEND BATCHES)



### WHO CAN JOIN?

College Students  
Fresh Graduates  
Job Seekers  
Anyone who wants to build a career in Digital Marketing

**START YOUR JOURNEY TOWARDS  
A SUCCESSFUL CAREER TODAY!**

**LIMITED SEATS ONLY!  
ENROLL NOW & SECURE YOUR SPOT**



For More Details  
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**Learnfella®**  
A Journey to Excellence



  
**3**  
**MONTHS**  
DURATION

  
**45,000**  
COURSE FEE

  
**CLASSROOM**  
**TRAINING**  
MODE

## COURSE DETAILS



**Schedule :** *Weekday & Weekend Batches are Available!*

# ENROLL NOW

We invite you to sign up for our **digital marketing course** today and become part of the dynamic and growing digital marketing industry.



CALL / WHATSAPP  
[+91 99622 72210](tel:+919962272210)



VISIT OUR WEBSITE  
[learnfella.com](http://learnfella.com)



PRACTICAL LEARNING



EXPERT TRAINERS



REAL PROJECTS



100% JOB SUPPORT



# LET'S CONNECT WITH US!

Have questions or ready to start your digital journey? We're here to help you every step of the way.

 We'd love to hear from you!

## CONTACT US



**+91 99622 72210**  
Call / WhatsApp



**info@learnfella.com**  
Drop us an email



**learnfella.com**  
Visit our website



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Shanthi Colony, Anna Nagar,  
Chennai, Tamil Nadu 600040**



**ENLIGHTENING MINDS**  
— EMPOWERING FUTURES —

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**EXPERT TRAINERS**  
Industry Professionals



**LIVE PROJECTS**  
Hands-on Experience



**JOB SUPPORT**  
Career Assistance



**PRACTICAL LEARNING**  
Real Skills, Real Results