

Why we are unique?



**25+
INTERNATIONAL
CERTIFICATIONS**

**LEARN IN
MALAYALAM**

**INTERNSHIP OPPORTUNITIES
WITH TOP DIGITAL BRANDING /
MARKETING COMPANIES IN INDIA**

**HANDS-ON
EXPERIENCE**

**ONE-TO-ONE
TRAINING**

**LEARN FROM
EXPERTS**

**ONE TUTOR FOR
ONE STUDENT**

**CURRICULUM DESIGNED FOR
FREELANCERS + JOB SEEKING
LEARNERS**

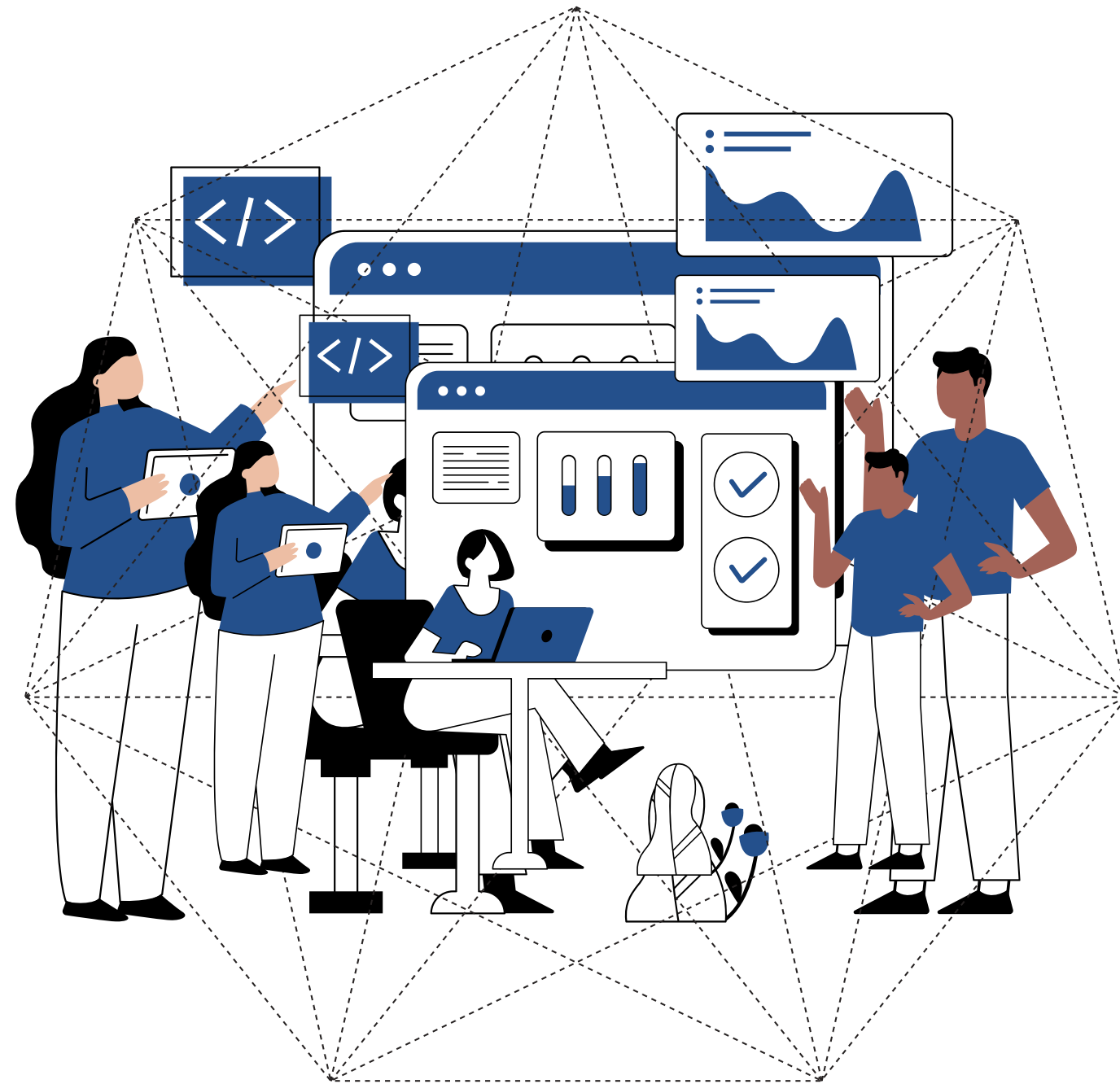


WHO CAN LEARN DIGITAL MARKETING

- +2 Students (Any Stream)
- Any undergraduate degree
- Entrepreneurs
- Professionals



DIGITAL MARKETING



INTRODUCTION

**TRADITIONAL MARKETING
VS DIGITAL MARKETING**

FUTURE OF DM

ARTIFICIAL INTELLIGENCE IN DIGITAL MARKETING



DIFFERENT AI TOOLS IN
CONTENT CREATION

CHATGPT, GOOGLE GEMINI



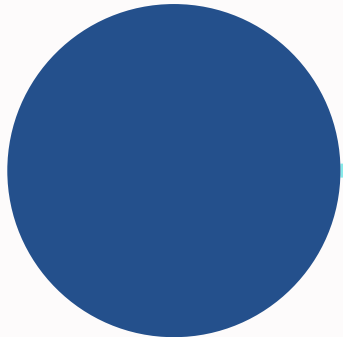
NAMELIX

CREATING CONTENT FOR
SOCIAL MEDIA USING AI



VIDEO MAKING

=



Basics of Video Editing

Clipchamp

Visual Storytelling



Facebook

- Introduction to Facebook Marketing
 - Facebook Profile
 - Meta Business Suite
- Facebook Policy and Guidelines
- Facebook Business Page Optimization

Instagram

- Introduction to Instagram Marketing
- How to create an Instagram business account?
- Connecting with Facebook

WhatsApp Business

- Introduction
 - Basics
 - Auto Reply
- Connecting With Facebook



- Introduction to Facebook Marketing
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 - Meta Business Suite
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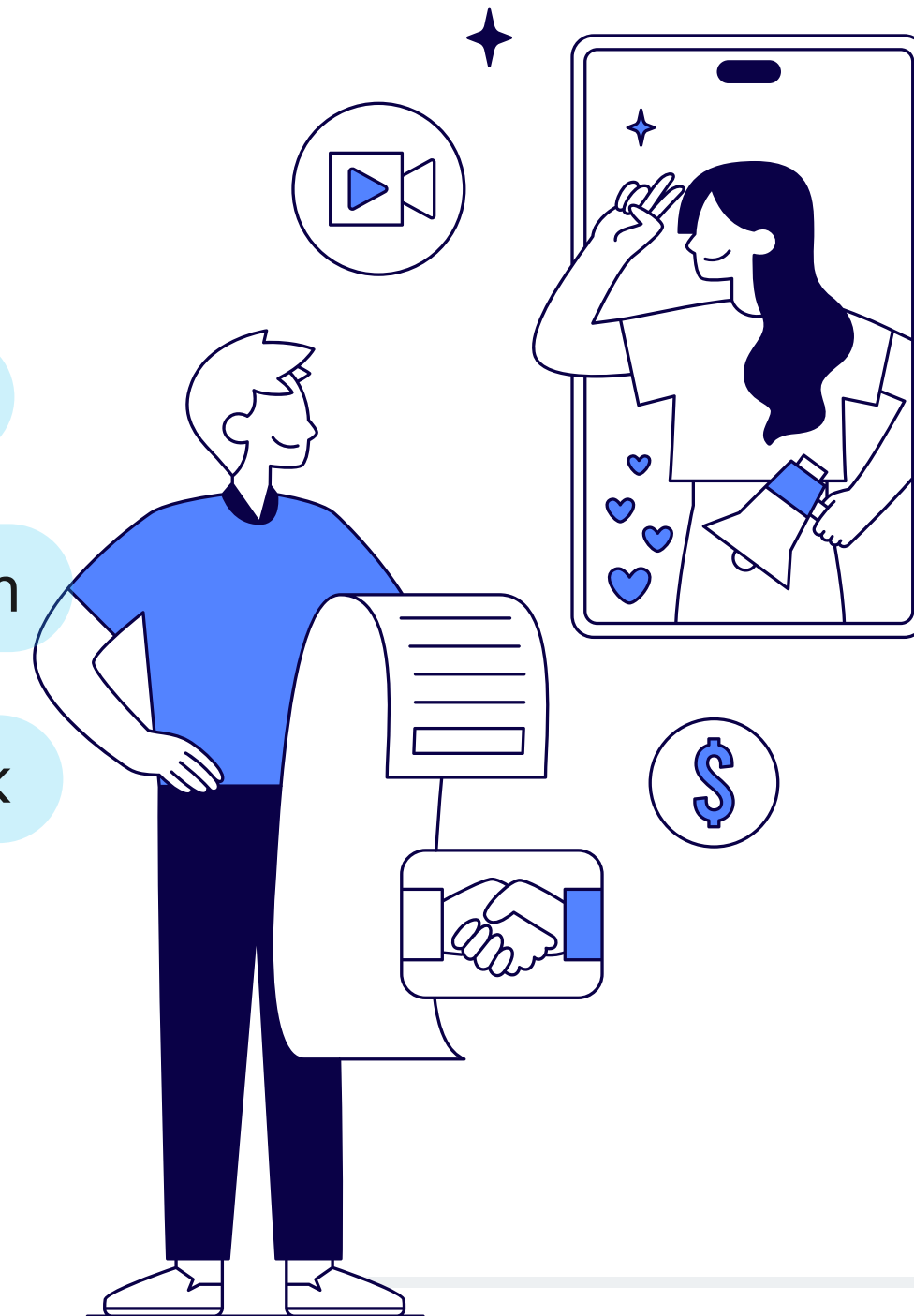
Facebook

Instagram

- Introduction to Instagram Marketing
- How to create an Instagram business account?
- Connecting with Facebook

- Introduction
 - Basics
 - Auto Reply
- Connecting With Facebook

WhatsApp Business



Introduction

Why website is important for Digital Marketing?

Domain and Hosting cPanel

Website

Introduction to Website CMS

How to create a website using WordPress?

WordPress Installation

Customize with a theme Plugins

Elementor page builder Creating pages

Contact form

Creating Unique content for website

Wordpress

Introduction to SEO Search Engine

Competition Analysis

Keywords

Keyword Analysis and Research

Types of SEO

Search Engine Optimization



On-Page SEO

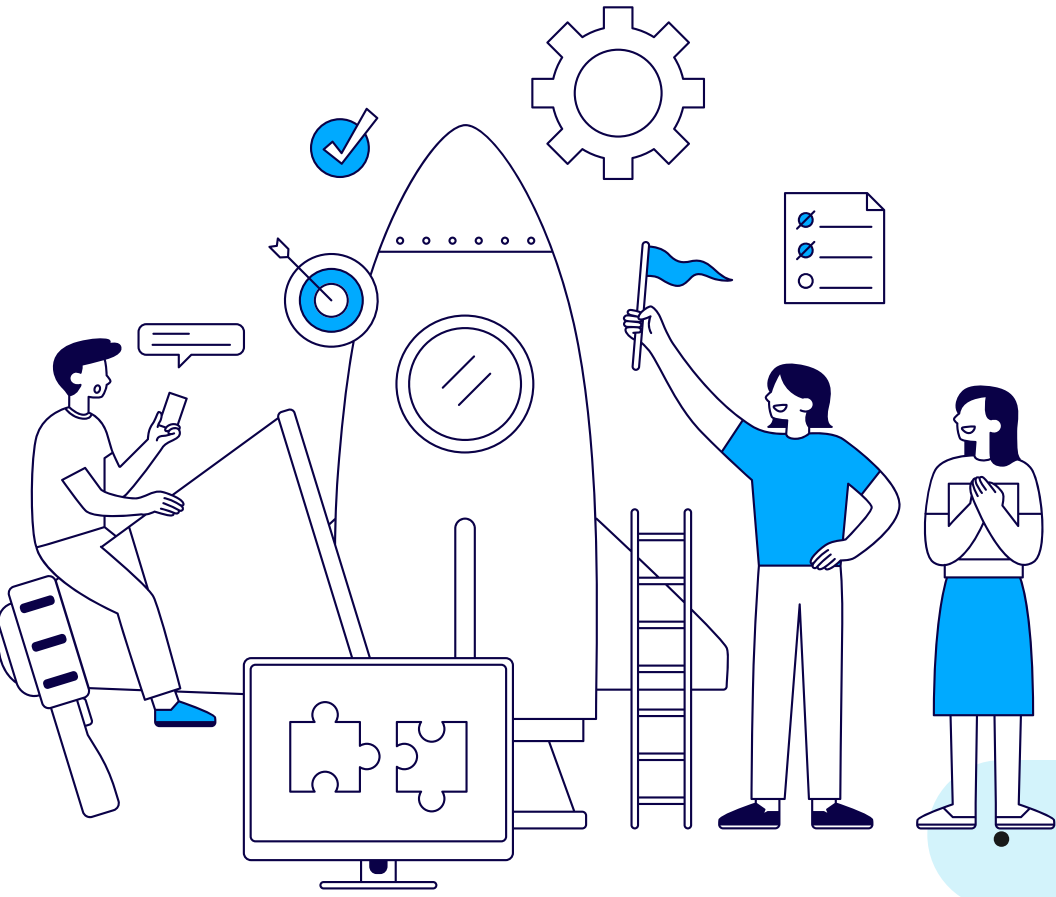
- Introduction to On-Page SEO
- Yoast SEO Plugin in WordPress
 - Meta Description
 - Meta Title
 - Robots.txt
- Page Speed and Responsiveness
 - Alt Text
- Site kit by Google plugin
 - Google Analytics
- Google Search Console
 - Google Tag Manager

- ## Off Page SEO
- Introduction
 - Social sharing
 - Link building
 - Other Techniques
 - Participate in online communities



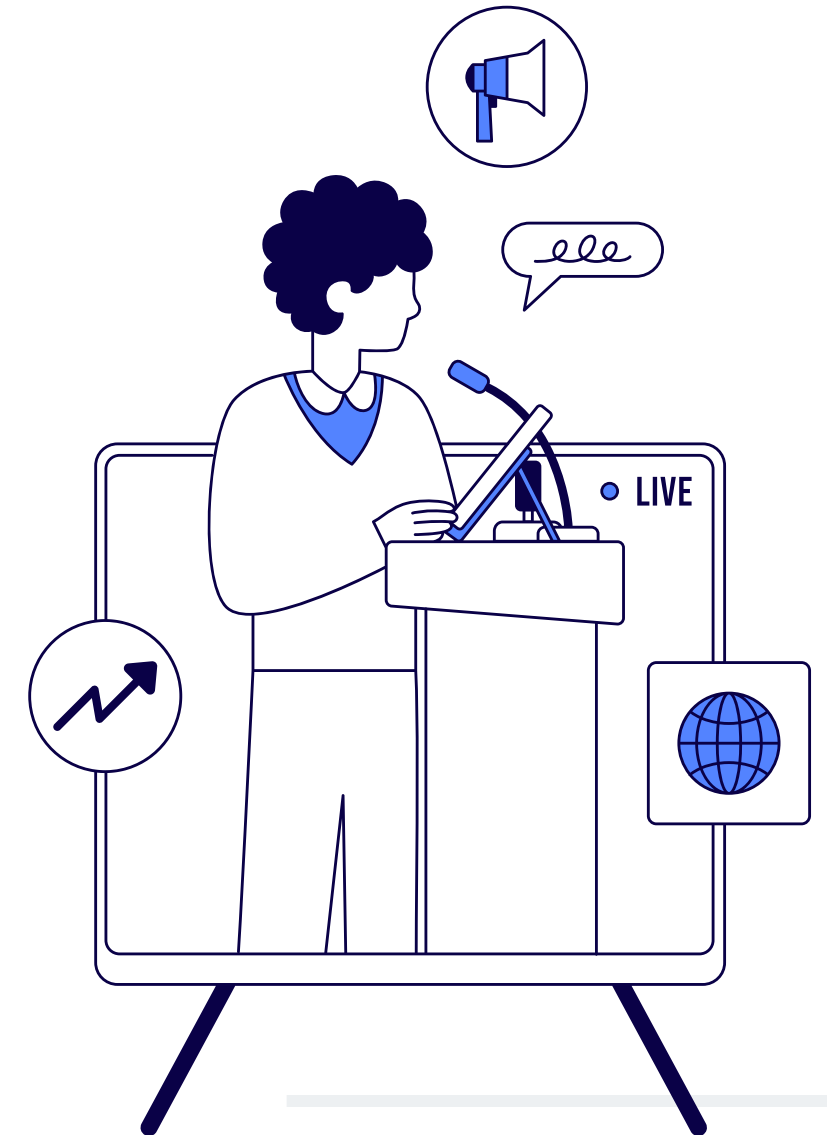
Technical SEO

- Page Speed & Mobile Friendly
- SSL
- Internal Page links
- Redirections
- Duplicate Content



- Google Business Profile (Google My Business listing)

Local SEO

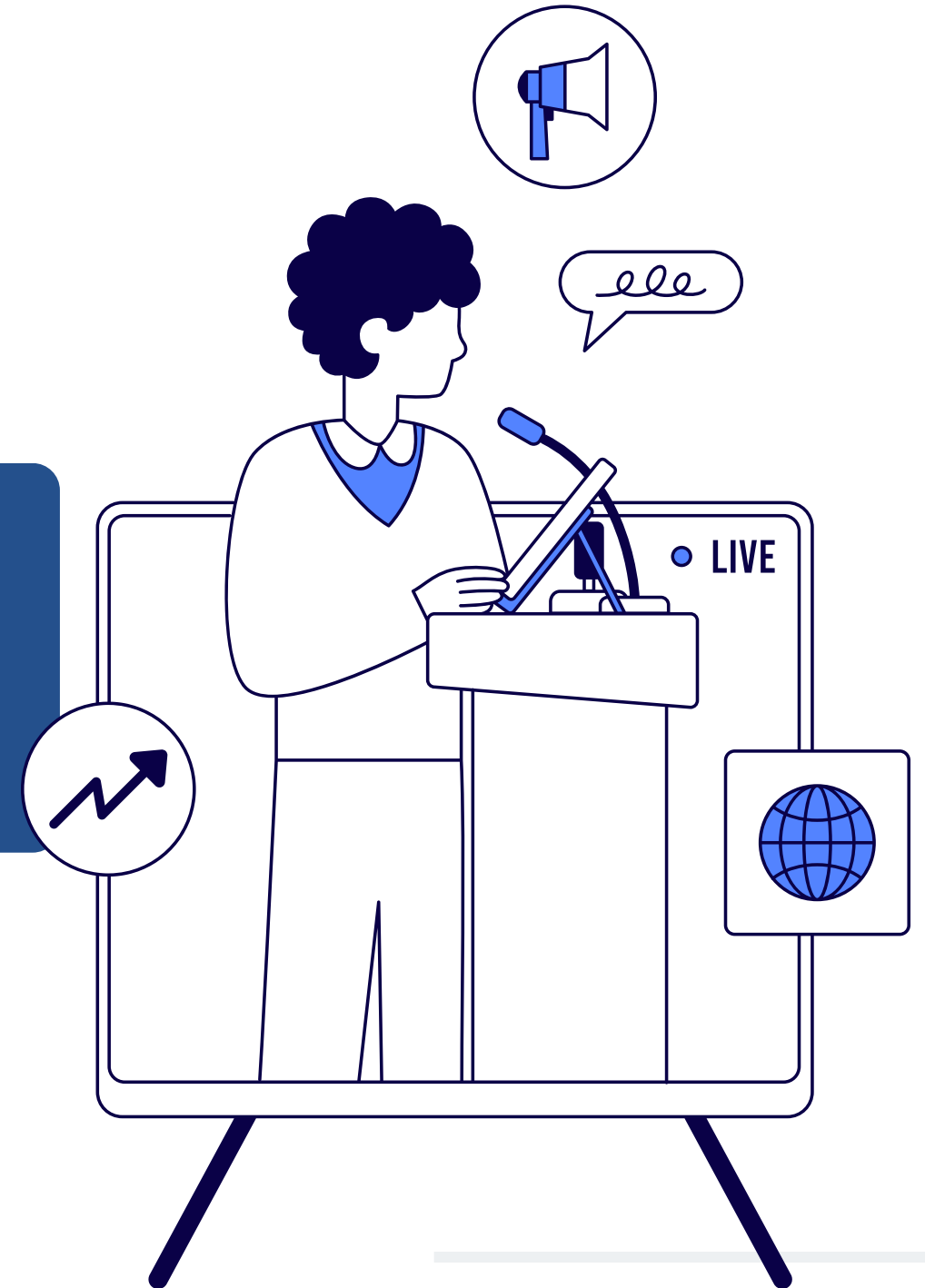


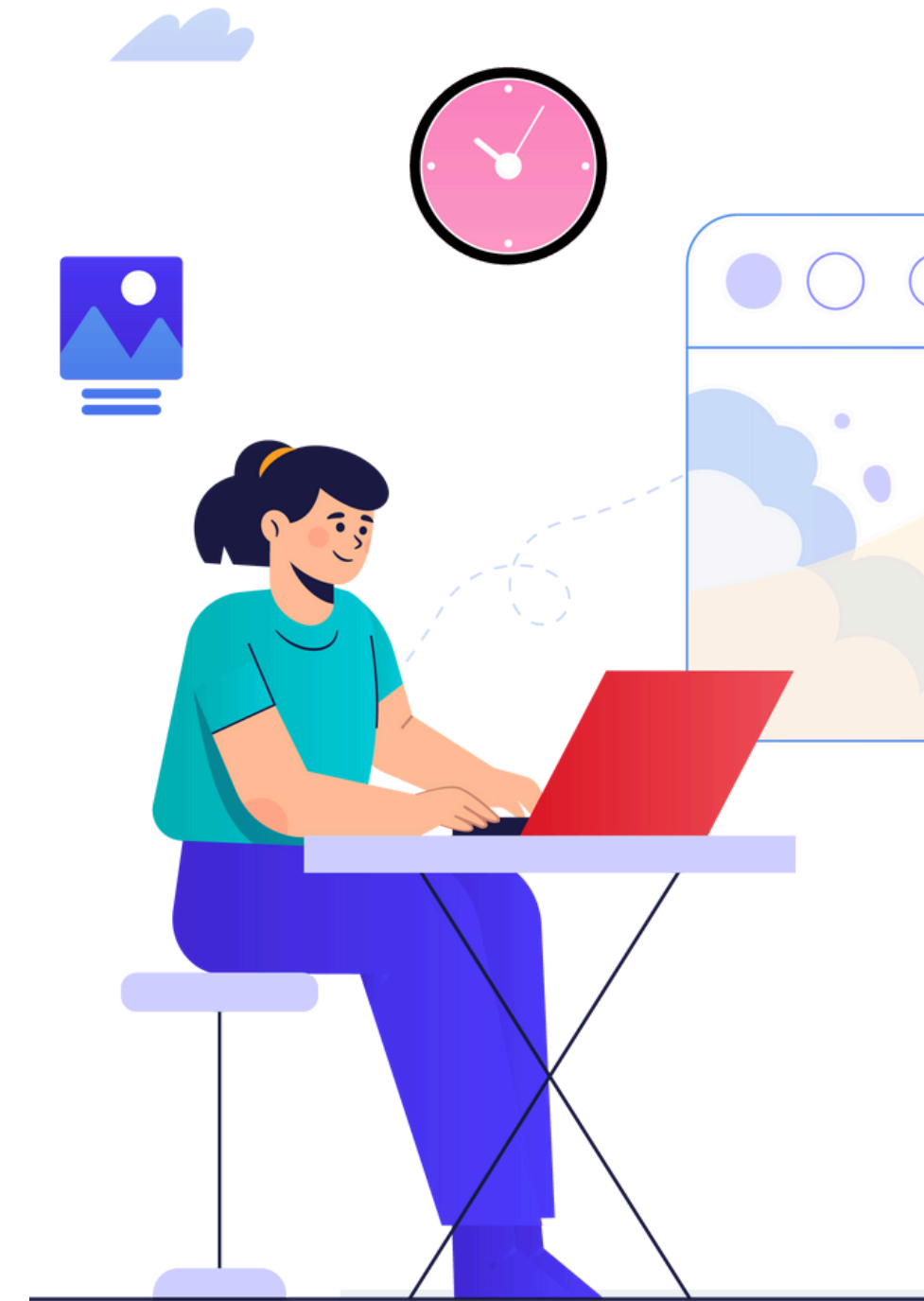
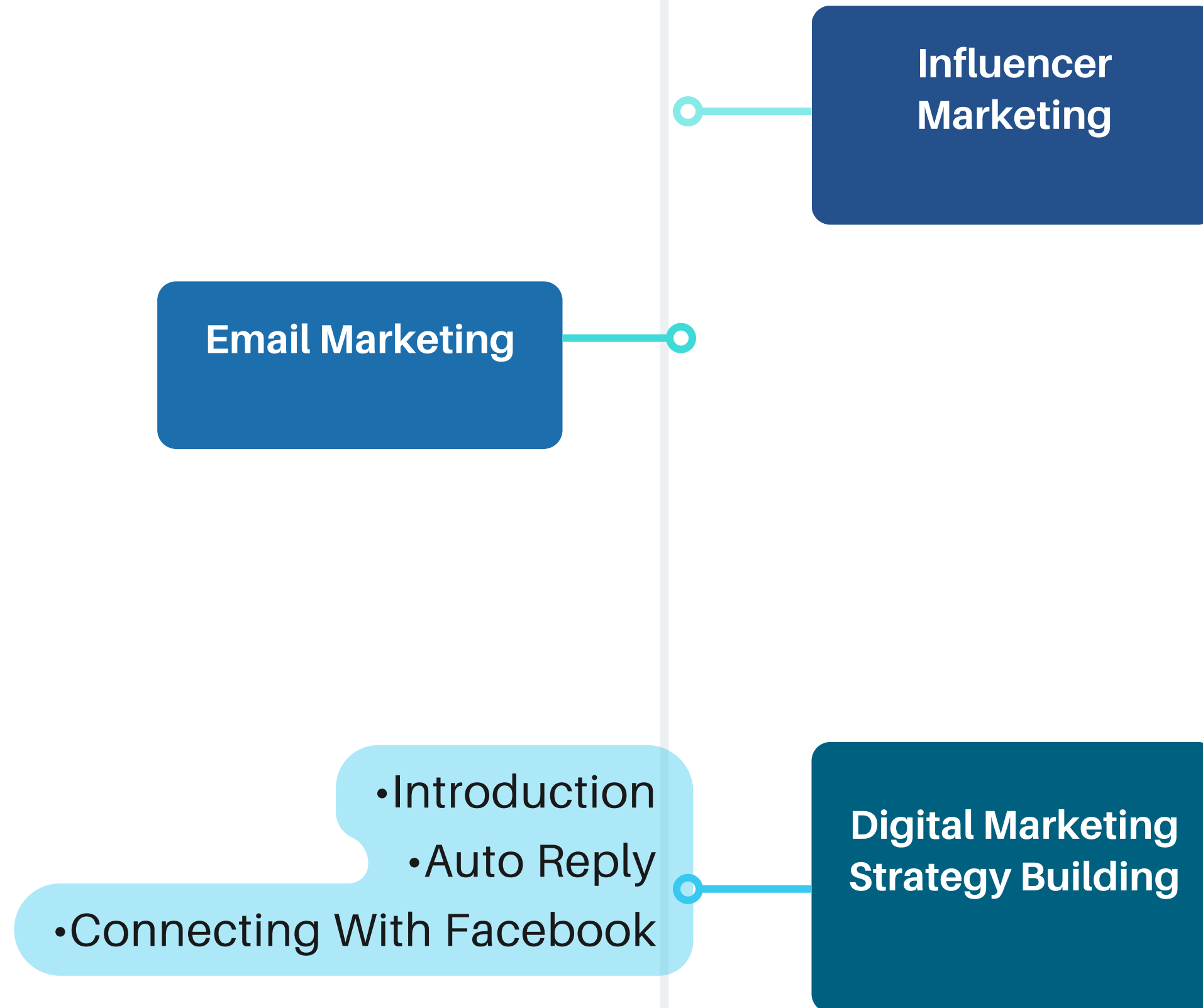
Search Engine Marketing (SEM)

Search Engine Marketing (SEM)
Types of Google ads Introduction to Google Ads Display Ads Search Ads Video Ads (YouTube Ads) Types of Keywords Google KeywordPlanner Ad Extensions Google Tag manager Remarketing

Content Marketing

Introduction to content marketing
Customer life cycle stages in content marketing







Competitor Analysis
Keyword Research
Strategy Building
Buyer Persona
Site Analysis

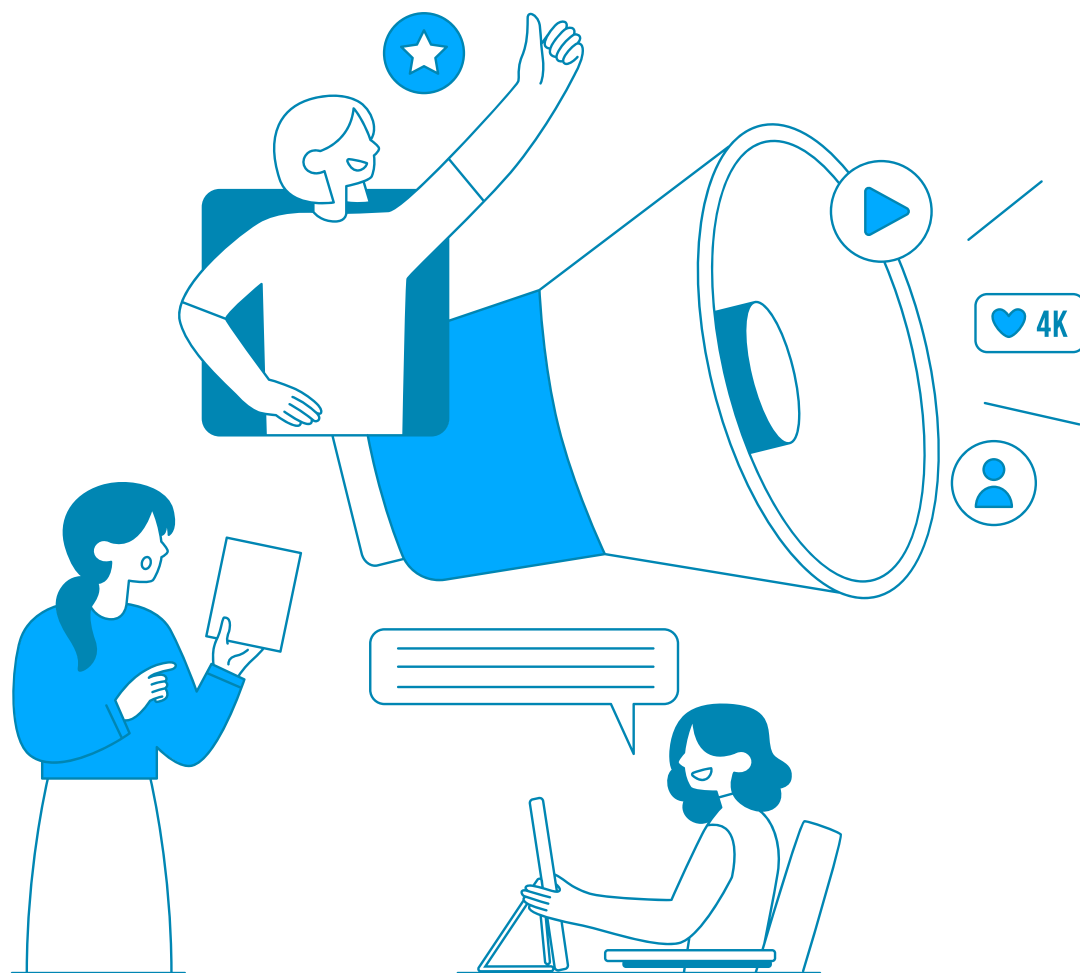
Research and Analysis

Digital Marketing Tools

- Ubersuggest
- Similarweb
- Google Analytics
- Google Keyword Planner
- Canva
- Clipchamp
- Convertkit
- DALL-E
- Google Search Console
- Yoast SEO

- Medium
- Pinterest
- Quora
- Case Studies
- Portfolio Creation

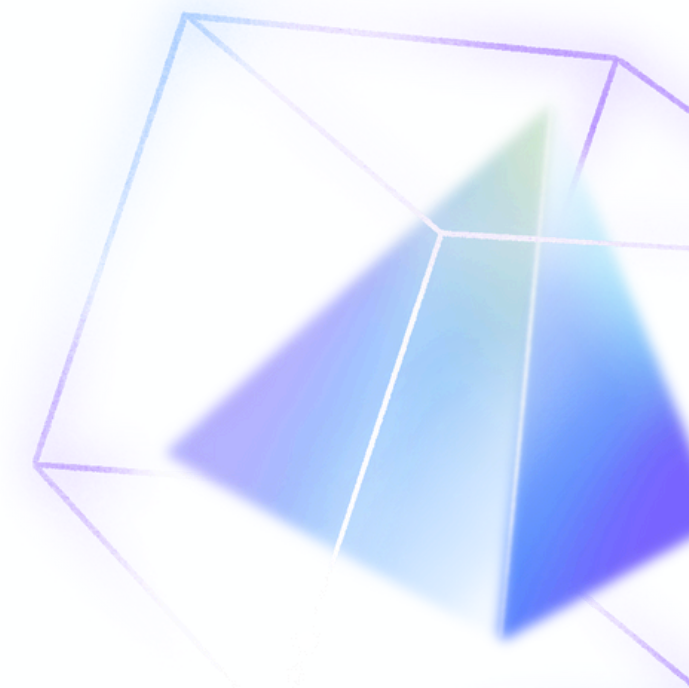
Addons



JOB OPPORTUNITIES UPON COURSE COMPLETION

- Social Media Executive
- Social Media Strategist
- PPC Executive
- SEO Analyst
- Content Writer/Copywriter
- PPC (Pay-Per-Click) Assistant
- Analytics Assistant
- Digital Marketing Coordinator
- Social Media Advertising Specialist
- Mobile Marketing Specialist

- WP Website Developer
- Digital Marketing Associate
- Digital Marketing Analyst
- Digital Marketing Intern
- SEO Specialist



PROJECT 1

Develop a comprehensive digital marketing campaign plan for the company, choosing from one of the following services: Educational services, Tourism services, or Restaurant and Cafe. Zyper Learning will offer placement support to candidates who successfully complete the internship program. This plan should include target audience analysis, marketing objectives, strategies, tactics, budget allocation, timeline, and metrics for measuring success.

- Social Media Strategy
- Search Engine Optimization (SEO) Analysis
- Pay-Per-Click (PPC) Advertising Campaign
- Content Marketing Strategy
- Analytics and Reporting

Make a case study for those tasks



PROJECT - 2

Create a portfolio website with your name

- Install WordPress customize with a theme.
- Customize home page - List your skills, profile etc.
- Customize pages Contact us, About Us.



JOB SEEKERS

Job seekers who develop a soft skills list for their resume have a better chance of standing out among the competition.

Get internship certificates from top Digital Branding / Marketing Companies in India

- Advance your career with expert advice on resume writing, salary negotiation, and more



FREELANCERS

- Learn about Client acquisition strategies
- Get Client agreements for free from the company
- Learn how to Retain freelance clients



Certifications



Google
Certifications

•Google Ads Display
Certification

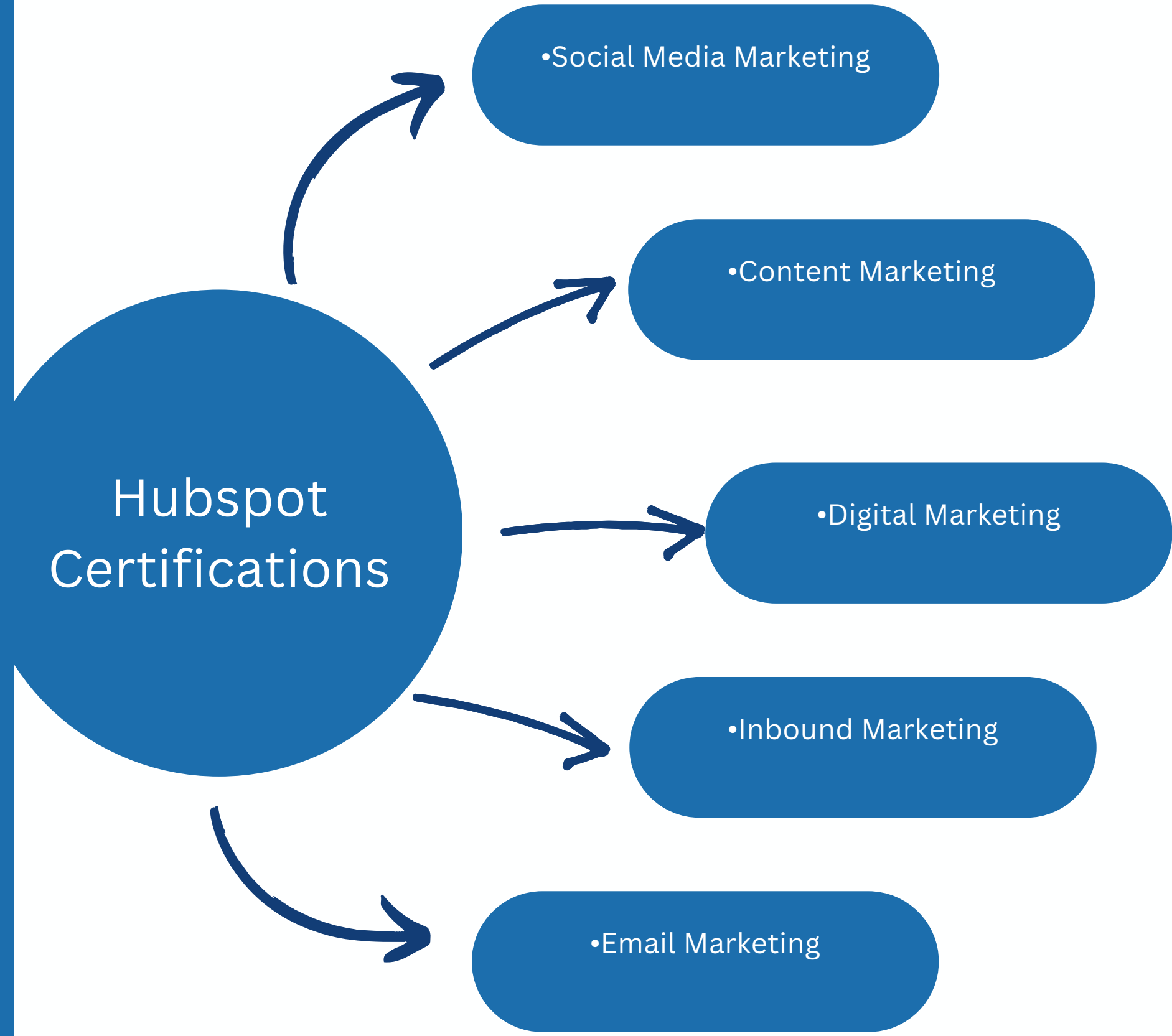
•Google Ads Search Certification

•Google Ads - Measurement
Certification

•Shopping Ads Certification

•Google Ads Apps Certification

Certifications



Certifications



Semrush Certifications

•Semrush SEO Toolkit Exam

•Content Marketing and SEO
Fundamentals Exam

•Link Building Test

•Rank Tracking Test

•Competitive Analysis and
Keyword Research Test

Certifications



LinkedIn
Certifications

•Digital Advertising Specialist
Certificate

•SEO Expert Certification

Certifications



Yandex
Certifications

→ •Yandex.Metrica Certified Expert