

Digital Marketing + Career Launchpad



 **086996 44644**

Get Job-Ready in 3 Months.

| Work on a LIVE Website.

| Land Your First Client.

3 Months

Duration

125+

Learning Hours

21

Modules

7+

Projects

Enroll Now

Course Fee

~~Rs.35,000~~

Rs.30,000/-



Why We're Different

Most courses teach you tools. We teach you outcomes.

- ✓ We give you a real domain + live website to practice on
- ✓ Learn Canva Design for professional creatives
- ✓ Get Google Certification guidance
- ✓ Master AI Prompting for marketing
- ✓ Learn Freelancing on Upwork, Fiverr & Freelancer
- ✓ LinkedIn Optimization + job-hunting strategy
- ✓ Resume Building by experts
- ✓ Google Merchant Center + Google AdSense included
- ✓ 50% OFF right now — don't miss it



This Course Is For You If You Are...

- A fresh graduate looking for your first job
- A student who wants to earn while studying
- A professional wanting to switch careers
- A business owner who wants more customers online
- A freelancer who wants higher-paying clients
- Anyone with zero experience in marketing



No technical background needed. Just the will to grow.

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Chandigarh



What You Will Get

Everything Included in One Course

Digital Marketing Mastery

SEO, Google Ads, Meta Ads, YouTube, LinkedIn Ads, Email Marketing

AI & Tools

Powerful prompts, AI content tools, Canva design, ChatBot creation

Your Own Live Website

We provide a domain. Build & market a real website — not dummy

Career Support

Resume, LinkedIn optimization, mock interviews, freelancing setup

Certifications

Google Certification (Skillshop) + Course Completion Certificate



Practice on a REAL Website — Not a Dummy

Most courses give you fake projects. We give you a real domain.

- Set up and manage your own live website
- Run actual SEO campaigns and track rankings
- Track real traffic using Google Analytics 4
- Connect Google Search Console and Merchant Center
- Run Google AdSense and understand monetization
- Show employers REAL results — not screenshots



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Chandigarh



Earn as a Freelancer

Learn to set up profiles and win clients on top platforms:

Upwork

Fiverr

Freelancer.com

From proposal writing to pricing strategy — earn Rs.30,000 to Rs.3 Lakh/month

Get Hired Using LinkedIn

- We optimize your LinkedIn profile from scratch
- Build an ATS-friendly resume with our experts
- Learn how to message HR and recruiters effectively
- Mock interviews + common Q&A preparation
- Job application strategy — where and how to apply



Walk out completely job-ready — resume, LinkedIn & interview prep done!





What You Will Master in this Course?

Digital Marketing Foundation

Branding, segmentation, targeting, website basics, B2B vs B2C.

SEO (Search Engine Optimization)

On-page, Off-page, Technical, Local SEO — full coverage

Paid Advertising

Google Ads, Meta Ads (Facebook + Instagram), LinkedIn Ads, YouTube Ads

Social Media Marketing

Content strategy, platform management, growth hacks.

Email + WhatsApp Marketing

List building, automation, CRM tools hands-on

AI & Prompt Engineerin

How AI works, ChatGPT for marketing, AI content tools

Canva Design

Create social media posts, ads, and presentations like a pro.

Google Tools

Google Analytics, Google Tag Manager, Google Search Console, Google Merchant Center, Google AdSense

Tools You'll Master



Google Ads



WordPress



SEMrush



Canva



Meta Ads



Shopify



GA 4



LinkedIn



AdSense



GSC



Rank Math



GTM



Google Merchant
Center



Up Work



Screaming Frog

Curriculum Overview : 21 Modules

01 Designing Web Presence

- What makes a good website
- Information Architecture & Wireframing
- Planning user experience before building

02 Brand Marketing

- What branding really means
- How to build a brand identity
- Positioning your brand in the market

03 Website Design Fundamentals

- Choosing the right colors, fonts & images
- Heading structure and visual hierarchy
- Designing pages that convert visitors

04 Search & SEO Introduction

- How Google works and ranks websites
- Understanding keywords and search intent
- Google indexing and crawling basics

03 SEO Types

- On-Page, Off-Page & Technical SEO
- Local SEO for business visibility
- Keyword research & competitor analysis

04 Search Engine Marketing (SEM)

- Google Ads setup and campaign types
- Keyword match types & bidding strategies
- Google Ad Auction explained

05 Social Media Marketing

- Overview of social media platforms
- Facebook marketing and page management
- Organic vs paid social strategy

06 Other Social Media Channels

- Twitter, Pinterest, Snapchat overview
- Choosing the right platform for your niche
- Cross-platform content strategy

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- Cross-platform content strategy



09 Instagram Marketing

- Instagram content strategy & reels
- Instagram Ads and targeting
- Growing followers and engagement

10 LinkedIn Advertising

- LinkedIn Ads vs other platforms
- B2B targeting and lead generation
- LinkedIn campaign setup hands-on

11 Social Media Calendar

- Planning content in advance
- Tools for scheduling and automation
- Consistency strategy for brand growth

12 Content Marketing + AI

- Types of content and what works where
- Using AI tools to create faster content
- How to write prompts that get great results

13 Email Marketing

- Building and segmenting an email list
- Writing emails that get opened and clicked
- CRM tool hands-on with automation

14 Google AdSense & Merchant Center

- How Google AdSense works
- Setting up & managing Google Merchant Center
- Product listing ads and shopping campaigns

15 Google Search Console

- What is Search Console
- Setting up Search Console
- Connecting Search Console with website

16 Web Analytics

- Google Analytics 4 full setup
- Reading reports and finding insights
- Google Tag Manager basics

17 Mobile Marketing

- How mobile marketing differs from desktop
- Mobile App SEO
- App Store Optimization and Ads Campaigns

18 Ethics in Digital Marketing

- Data privacy and user consent
- Responsible advertising practices
- Avoiding black hat tactics



19 Google My Business

- Setting up and optimizing your GMB profile
- Getting reviews, rankings and local visibility
- Using GMB insights to grow local business

20 Media Planning & Integrated Marketing

- Traditional vs digital media planning
- How to allocate a marketing budget
- Building a full integrated marketing strategy

21 LLM & AI Marketing

- How Large Language Models work for marketers
- Using ChatGPT, Gemini & Claude for campaigns
- Automating marketing workflows with AI

Bonus Google Certification (Skillshop)

- Google Ads certification walkthrough
- Google Analytics certification prep
- Step-by-step guidance to pass and get certified

HANDS-ON PROJECTS

Project 1: Build your own WordPress website on a live domain we provide

Project 2: Full SEO audit and strategy

Project 3: Google Ads live campaign (Search + Display)

Project 4: Meta Ads campaign (Facebook + Instagram)

Project 5: Social Media Content Calendar

Project 6: Email automation and lead nurturing

Project 7: Google Analytics reporting and insights

These projects become your portfolio. Show them to employers and clients.



What You Can Earn After This Course

Job Role	Fresher Salary	Experienced
Digital Marketing Manager	Rs.4-6 LPA	Rs.12-20 LPA
SEO Specialist	Rs.3-5 LPA	Rs.8-15 LPA
Google Ads / PPC Specialist	Rs.4-7 LPA	Rs.10-18 LPA
Social Media Manager	Rs.3-5 LPA	Rs.8-12 LPA
Content Marketer	Rs.3-4 LPA	Rs.7-12 LPA
Email Marketing Specialist	Rs.3-5 LPA	Rs.8-12 LPA
Analytics Manager	Rs.5-7 LPA	Rs.12-20 LPA
Freelancer (Fiverr/Upwork)	Rs.30,000/month	Rs.1-3 Lakh/month



Career Paths After This Course

Corporate Jobs

- Digital Marketing Executive
- SEO Analyst
- PPC / Google Ads Specialist
- Social Media Manager
- Content Marketing Manager
- Email Marketing Specialist
- Web Analytics Manager
- Brand Manager
- Growth Hacker

Agency Jobs

- Performance Marketing Specialist
- Campaign Manager
- Account Manager — Digital Agency
- Media Planner
- Influencer Marketing Manager
- SEO Consultant

Freelance & Business

- Freelance SEO Expert
- Facebook & Instagram Ads Expert
- Content Creator & Strategist
- Website Designer + Marketer
- Start Digital Marketing Agency
- Monetize Blog with AdSense
- Sell services globally

Ready to Start Your Career?

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Seats are limited.



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