



Join Advance Digital Marketing Program

Learn Advance AI Tools to build a successful Business

Specialization

Work Professionally
for Leading Brands

Launch Your First
Dream Business



We have leading Industrial Collaboration
with the NSDC & Skill India

Program Highlight



**Classroom/Online
Learning**



**150+ Hours of
Content**



**2 Industry
Specialization**



**Get a chance to
launch your Brand**

Program Overview (Specialization 1)

◆ Search Engine Optimization

SEO Introduction	Algorithm	Keywords Implement and optimize
Local SEO	Landing page	On-page and off-page optimization
SEO change	Image Optimization	Google Site Mapping and site mapping

◆ Google Analytics

Introduction of google analytics	Google dashboard	Accounting and web feature
Analyze real time data	Creating segment	Audience overview
Navigating Interface	Set Goal of business	Campaigning tracking

◆ Google Adwords

Google Adwords introduction	Ad extension	Ad groups and Targeting options
How Google ads work	Video ad on youtube	Creating first campaigning
Targeting methods on google	Account Structure	Bid placement and Camping Goal
What is Cost-conversation	Bid management	Create Effective ad group
Review your performance	Improve camping performance	Google ad Fundamentals

◆ Social Media Marketing

Accounting and mapping	Evaluate Keywords and apply	Video optimization and promote on social platform
Sales marketing function	PPC ads, Ecommerce ads,	Video , Branding , promotion, Lead Generations, Campigns , Target audience
Understand the role of social media marketing	Marketing on LinkedIn	

◆ Email Marketing

Benefits of email marketing	Cold emailing	Effective marketing strategy and ROI
Creating newsletters	Visitor engagement	Generate leads on chatboats
Design engaging content in email		

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◆ Advance SEO

Research	On-Off page seo	Analytics and measurement
Measurement goal	WordPress	Content and blog
How amazon, flipkart work.		

◆ Affiliate Marketing

Affiliate cookies	Approach to transparency	Commission structure
Camping builder	Budget , Goal and strategy	Learn how to get commission from big brandsz

◆ Content Marketing

A/B Testing	Copywriting	Blogging
Content Creation (Videos, Reels, Shorts, Podcast, Infographics)	Contnt Optimization using keyword research and A/B testing	Engaging Content Format

◆ Viral Videos Marketing

Storytelling Formats	Strategies for viral videos	Youtube Research with keywords
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Program Overview (Specialization 2)

◆ Understand what is BRAND

Brand Story and History	Consumer behavior and approach	Learn what is Brand Guidelines
Learn more about the products and history of founders	Learn how to approach a client	Key Platforms

◆ Art of Pitching to New or Existing clients

Get to know what are the requirement	Find a new revenue growth approach in brand building	According to brand ideate new product launches
Help them to automate process via Digital Platform	Presentation Skills using charts and Infographic matrix	Show past and future projections using matrix

◆ Campaign Planning

Google Ads spend	Email Marketing	Analytical Approach
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◆ Types of Media

Earned Media	Paid Media	Owned Media
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◆ Learn How Agencies Work

◆ Building a strong portfolio

◆ Introduction to Departments in Agency

◆ Media Planning

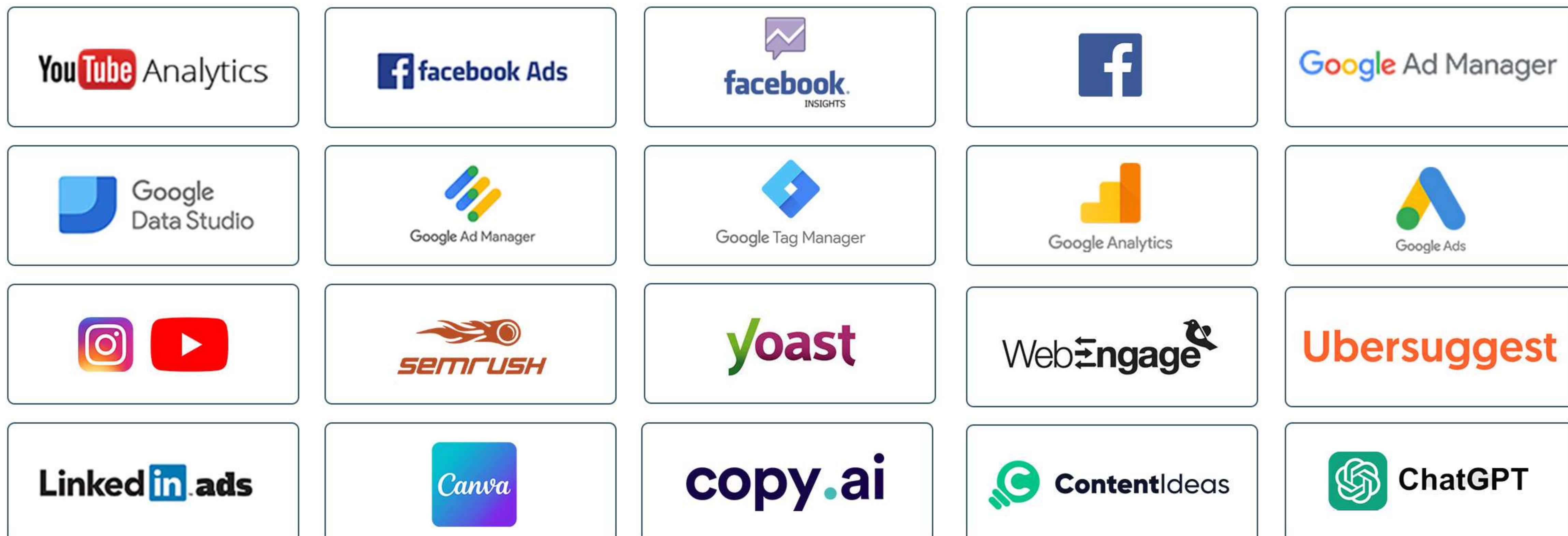
◆ Consumer Behavior

◆ How AI will help you to Pitch Clients

◆ Freelancing approach direct to Client

◆ Digital Communication and Strategy

Tolls You'll Learn



Why Codeachive ?



Flexible Learning Timing



Industry relevant curriculum



Hackathons and Capstones



1:1 Student Mentorship



Expertise to launch your Brand

Specialization 1

One time payment

30,000/-

NO Cost EMI Options

15,000/- Registration Amount

5,000/- First EMI

5,000/- Second EMI

5,000/- Third EMI

Specialization 2

One time payment

35,000/-

NO Cost EMI Options

15,000/- Registration Amount

5,000/- First EMI

5,000/- Second EMI

5,000/- Third EMI

5,000/- Forth EMI