



**START YOUR
DIGITAL MARKETING
CAREER TODAY!!**

CREDO SYSTEMZ
**Digital Marketing
Program**

Capstone Projects :

Real Time Business Scenario using
Digital Marketing



SEO Website Optimization

Optimize a live website for Google ranking using on-page & off-page SEO strategies. Track improvements in keyword ranking and organic traffic.



Google Ads Campaign Setup

Design and run a PPC campaign with proper targeting, bidding, and ad creatives. Measure ROI using Google Ads dashboard and conversion tracking.



Content Marketing Strategy

Develop a content plan with blogs, infographics, and videos for a niche. Measure content performance with analytics tools.



Email Marketing Automation

Build an email sequence using Mailchimp or HubSpot. Automate welcome emails, promotions, and analyze open/click-through rates.



Local SEO Optimization

Optimize a business for Google My Business and local search. Monitor customer engagement, reviews, and traffic analytics.



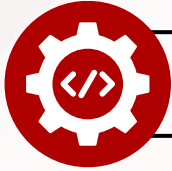
AI-Powered Ad Targeting Project

Use AI tools like Google Performance Max or Meta Advantage+ to automate ad targeting. Analyze how machine learning optimizes conversions.



Digital Marketing

Opportunities & Demand



Digital Marketing Executive



Social Media Manager



SEO Specialist



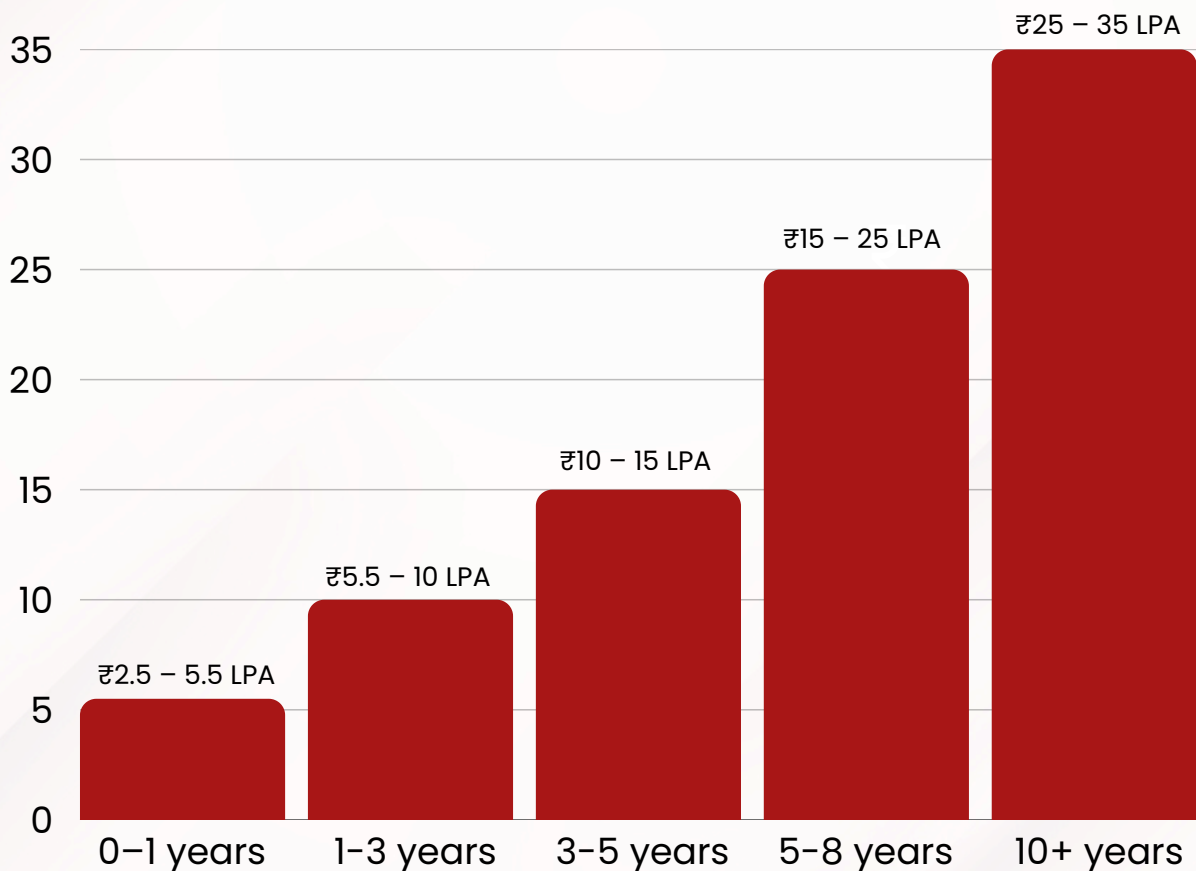
Marketing Automation Specialist



Content Marketing Specialist



Digital Marketing Manager



DIGITAL MARKETING TRAINING WITH INTERNSHIP – COMPLETE SYLLABUS

Duration : 60 hrs

Phase 1: Search Engine Optimization (SEO)

Objective: To develop foundational and advanced SEO skills to improve website visibility, ranking, and traffic.

- **Introduction to SEO** – What is SEO? – Importance of SEO in Digital Marketing – Types: On-Page, Off-Page, Technical SEO
- **Keyword Research** – Types of Keywords: Short-tail, Long-tail – Tools: Google Keyword Planner, Ubersuggest – Competitor Keyword Analysis
- **On-Page Optimization** – Meta Tags: Title, Description – Header Tags (H1 to H6), Keyword Placement – URL Structure, Alt Tags, Internal Linking
- **Technical SEO** – Sitemap.xml & Robots.txt – Mobile Optimization, SSL Certificate – Page Speed Optimization, Core Web Vitals
- **Off-Page SEO** – Link Building Techniques – Social Bookmarking, Guest Posting – Influencer Outreach

- **Local SEO** – Google Business Profile Optimization – Local Citations & NAP Consistency
- **SEO Tools & Reporting** – Google Search Console, Ahrefs, SEMrush – Rank Tracking, SEO Audit

Hands-on Exercises:

Conduct full SEO audit for a demo website – Perform keyword research for a local business – Optimize blog post with proper meta tags and internal linking



Phase 2 : Search Engine Marketing (SEM)

Objective: To build skills in setting up and managing paid advertising campaigns using Google Ads.

- **Introduction to SEM & Google Ads** – Paid vs Organic Marketing
– Campaign Types: Search, Display, Video, Shopping
- **Account & Campaign Setup** – Google Ads Account Structure – Billing and Budget Settings
- **Keyword Planning & Match Types** – Broad, Phrase, Exact, Negative – Using Google Keyword Planner
- **Ad Copywriting & Extensions** – Writing Headlines, Descriptions – Sitelinks, Callouts, Call Extensions
- **Campaign Targeting** – Geographic, Device, Demographic – Retargeting & Custom Audiences
- **Bidding & Optimization** – CPC, CPA, ROAS Strategies – A/B Testing, Quality Score Improvement

- **Conversion Tracking** – Setting up Goals in GA4 – Tracking Form Submissions, Calls
- **Analytics & Reporting** – Google Ads Dashboard – Custom Reports, ROI Analysis

Hands-on Exercises:

Set up and launch a Google Search Ad campaign – Design a Display Ad with custom audience targeting – Analyze ad performance and optimize for conversions

Phase 3: Social Media Marketing (SMM)

Objective: To gain expertise in managing social media pages and running paid campaigns.

- **Overview of Platforms** – Facebook, Instagram, LinkedIn, Twitter, YouTube
- **Profile Optimization** – Bio, CTA, Highlights, Branding Elements
- **Content Planning** – Content Calendar, Buckets, Hashtags
- **Organic Marketing Techniques** – Engagement Posts, Polls, Reels, Community Building

- **Paid Campaigns (Meta Ads)** – Ad Objectives: Awareness to Conversion – Targeting, Budgeting, Ad Design
- **Performance Monitoring** – Insights, Reach, Engagement, CTR

Hands-on Exercises:

Set up and launch a Google Search Ad campaign – Design a Display Ad with custom audience targeting – Analyze ad performance and optimize for conversions

Phase 4: Content Marketing

Objective: To create and distribute valuable content for audience engagement and lead generation.

- **Strategy & Funnel** – TOFU, MOFU, BOFU Content – Editorial Calendar Planning
- **Content Types** – Blogs, Videos, Infographics, E-books, Case Studies
- **Blogging & SEO** – Writing & Structuring Blogs – Keyword Optimization, Meta tags

- **Visual Content** – Canva for Design – Infographic Creation
- **Video Scripting & Editing** – Tools like Lumen5, Canva
- **Content Distribution** – Organic, Paid, Influencer Channels
- **Analytics** – Google Analytics, Engagement Rate, Time on Page

Hands-on Exercises:

Write an SEO-optimized blog post – Create an infographic – Plan and script a video post

Phase 5: Google Analytics & Reporting

Objective: To track website traffic and campaign performance using GA4 and reporting tools.

- **Introduction to GA4** – Key Metrics & Terminology – Setting Up GA4 & Installing Code
- **Google Tag Manager (GTM)** – Tags, Triggers, Variables – Tracking Clicks & Scrolls
- **Event & Conversion Tracking** – Setting Goals in GA4 – Enhanced Events, UTM Tracking

- **Reports & Dashboards** – Acquisition, Engagement, Conversions – Creating Custom Reports
- **Data Studio Overview** – Dashboard Creation – Connecting GA & GSC Data

Hands-on Exercises:

Track user interactions using GA4 – Build a custom dashboard using Looker Studio

Phase 6: Google My Business & Mapping

Objective: To enhance local visibility and manage online presence for local businesses.

- **Setting Up Google Business Profile** – NAP Consistency, Services, Categories – Verification Process
- **Optimization Techniques** – Reviews, Q&A, Business Posts – Product/Service Listings
- **Maps & Local Pack Ranking** – Citations, Geotagging, Schema Markup

- **Insights & Analytics** – Search Queries, Phone Calls, Directions

Hands-on Exercises:

Create & verify a demo GMB profile – Post weekly updates & upload photos – Analyze, GMB insights for user behavior



Phase 7: Email Marketing

Objective: To create impactful email campaigns and automate lead nurturing.

- **Email Marketing Basics** - Campaign Types, Compliance
- **Tools Overview** - Mailchimp
- **Campaign Creation** - Subject Lines, Body Content, CTA - List Segmentation & Personalization
- **Automation & Funnels** - Welcome Series, Drip Campaigns

- **Performance Analysis** - Open Rate, CTR, Bounce Rate

Hands-on Exercises:

Design an email newsletter using Mailchimp - Create a welcome automation series.

Phase 8: WhatsApp Marketing

Objective: To use WhatsApp for lead nurturing, product promotions, and customer support..

- **WhatsApp Business App Features** - Labels, Quick Replies, Catalogs
- **Broadcast Lists vs Groups** - Personalization, Targeting Best Practices
- **WhatsApp API & Tools** - Gallabox

- **Legal Compliance** - Opt-In & Messaging Rules

Hands-on Exercises:

Set up WhatsApp Business Profile - Send personalized broadcast campaigns

Phase 9: Influencer Marketing

Objective: To collaborate with influencers to enhance reach and trust.

- **Overview of Influencer Ecosystem** – Nano, Micro, Macro, Celebrity Influencers
- **Identification & Outreach** – Finding Niche Influencers – Drafting Collaboration Pitches
- **Campaign Planning** – Giveaway, Product Review, Affiliate Models

- **Performance Metrics** – Engagement, Reach, ROI

Hands-on Exercises:

Identify and reach out to 3 niche influencers – Plan an influencer collaboration

Phase 10: Graphic Design Using Canva

Objective: To design professional marketing creatives without prior design skills.

- **Canva Interface Overview** – Templates, Elements, Brand Kit
- **Designing for Social Media** – Instagram Posts, Stories, Facebook Covers
- **Ad Creatives & Thumbnails** – Image Dimensions, Text Ratios, Callouts

- **Branding Guidelines** – Fonts, Colors, Logos

Hands-on Exercises:

Create 5 unique posts using Canva – Design a carousel and ad banner

Phase 11: AI Tools in Digital Marketing

Objective: To enhance productivity and creativity using AI-powered tools.

- **Content Generation** – ChatGPT, Jasper.ai for Blogs & Copies
- **Design & Video** – Designs.ai, Pictory, Lumen5
- **Social Media Automation** – Predis.ai, Postwise.ai

Hands-on Exercises:

Use ChatGPT to generate ad copy – Create a short video using Pictory or Lumen5

Phase 12: UI/UX Fundamentals

Objective: To understand how design and user behavior affect conversions.

- **Principles of UI/UX** – Usability, Accessibility, Navigation
- **Landing Page Design** – Fold Area, CTA Placement, Trust Signals
- **Tools for Wireframing** – Figma Basics

Hands-on Exercises:

Create a sample landing page wireframe in Figma – Analyze 3 websites for UX flaws.

Phase 13: WordPress Website Development

Objective: To build, customize, and manage a website using WordPress.

- **WordPress Basics** – Domain, Hosting, Installation
- **Themes & Plugins** – Popular Themes: Astra, OceanWP – Plugins: Elementor, Yoast, Contact Form
- **Page & Blog Setup** – Creating Menus, Widgets, Sidebars

- **SEO & Speed Optimization**

Hands-on Exercises:

Set up a WordPress site with 3 pages and a blog – Install and configure key plugin

Phase 14: Client Approach & Proposals

Objective: To prepare learners to pitch, manage, and retain digital marketing clients.

- **Client Prospecting & Communication** – Freelance Portals, Email Pitching – Discovery Calls, Requirement, Gathering
- **Proposal Creation** – Audit-Based Proposals, Pricing Models
- **Client Onboarding** – Contracts, Expectations, Reporting Cycles

- **Portfolio Building & Testimonial**

PLACEMENT SUCCESS STORIES

Designation Company Package



Shakthi

**Digital Marketing
Manager**



18.8 LPA



Anitha

**Marketing Automation
Specialist**



9.5 LPA



Kalavathi

**Social Media
Manager**



6.8 LPA



Keshav

**Digital Marketing
Executive**



12.9 LPA



Moorthy

SEO Specialist



15.6 LPA



Manoj Kumar

**Digital Marketing
Executive**



10.5 LPA



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THIS IS TO CERTIFY THAT

NITHYA

CANDIDATE ID : **CRPM9551**

has successfully completed

DIGITAL MARKETING

Course Conducted During January 2025 to March 2025

Date: 28-04-2025



Authorised Signatory

Plot No.8 , Vinayaga Ave, Rajiv Gandhi Salai, OMR ,Chennai - 97. Ph : 98844 12301 / 96001 12302, Web : www.credosystemz.com



WHAT OUR **TRAINEE** SAYS?



Libi charan

4.7 ★★★★★

The mentor explained every tool from basics to advanced – GA4, SEMrush, Canva, Mailchimp – with real use cases.



Srivarshini

4.2 ★★★★★

I shifted from sales to digital marketing after this course. The placement team helped me crack my first interview successfully.



Jason Israel

5.0 ★★★★★

The trainers made me work on live Google Ads and SEO projects. Now I confidently handle campaigns for client



Vasmitha

4.9 ★★★★★

This training not only got me a job but also gave me the skills to handle freelance projects on Upwork and Fiverr.



Abinaya

4.0 ★★★★★

I worked on SEO audits, campaign analysis, and content strategy during the training. That experience helped me during interviews.



Padmesh

4.5 ★★★★★

The course content is advanced and up-to-date with the latest industry trends. I secured a job within 45 days of completion.



CHENNAI

VELACHERY

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OVERSEAS

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