

TECH NEXTGEN ACADEMY

Learn Today. Lead Tomorrow.



BASIC DIGITAL MARKETING

Attract. Engage. Convert. Analyze. Grow.

Foundation to Professional Level

Practical Classroom Training

Project-Based Learning

Duration: 4 Months

TURN ATTENTION INTO OPPORTUNITY

Digital Marketing has become an essential part of modern business. Whether it is a local business, startup, personal brand, educational institute, e-commerce store or established company, businesses need digital channels to reach the right audience, generate leads and build long-term customer relationships.

At **Tech NextGen Academy**, our **Basic Digital Marketing** course takes you through the fundamentals of the complete digital marketing ecosystem. You will learn how search engines, websites, social media, content, email, paid advertising, analytics and online reputation work together to create a digital growth strategy.

The course focuses on **strategy + practical execution + measurement + real-world campaigns**.

 **COURSE GOAL: From Digital Marketing Beginner → Confident Digital Marketer**

WHO SHOULD JOIN?

- School & College Students
- BCA / BBA / B.Com / M.Com / BSc Students
- Commerce & Non-IT Background Learners
- Beginners with No Digital Marketing Experience
- Job Seekers & Freshers
- Entrepreneurs & Startup Founders
- Small Business Owners & Freelancers
- Social Media Beginners, Content Creators & Bloggers
- E-Commerce Business Owners
- Sales & Marketing Professionals
- Aspiring Digital Marketing Professionals

PREREQUISITES

- Basic computer knowledge
- Basic internet and browser knowledge
- Basic understanding of social media
- No programming knowledge required
- No previous digital marketing experience required

OUR LEARNING METHOD

LEARN → RESEARCH → PLAN → CREATE → PUBLISH → PROMOTE → MEASURE → OPTIMIZE → GROW

You don't just learn marketing concepts. You learn how to plan, execute and measure a digital marketing campaign.

COMPLETE DIGITAL MARKETING SYLLABUS

01. Digital Marketing Fundamentals

- What is Digital Marketing? | Traditional Marketing vs Digital Marketing | Evolution of Digital Marketing
- Digital Marketing ecosystem | Major digital marketing channels | Owned, earned and paid media
- Understanding online customers | Customer journey | Marketing funnel (Awareness → Consideration → Conversion → Retention)
- Digital marketing objectives | Understanding KPIs | Digital marketing career opportunities

 **Practical: Analyze the digital presence of a real business.**

02. Digital Marketing Strategy & Planning

- Understanding business objectives | Identifying target customers | Buyer personas | Customer needs and pain points
- Market research fundamentals | Competitor research | Unique Selling Proposition (USP)
- Marketing objectives | Channel selection | Content planning | Campaign planning | Budget fundamentals | KPI selection
- Creating a digital marketing roadmap

 **Practical: Create a digital marketing strategy for a sample business.**

03. Website & Landing Page Fundamentals

- Role of a website in digital marketing | Website structure: Homepage, Service/product pages, Landing pages, Contact pages
- Call-to-Action (CTA) | Lead-generation forms | Conversion-focused page structure
- Mobile-friendly design | Trust elements | Basic website performance | Website user experience

 **Practical: Plan a conversion-focused landing page for a business.**

04. Domain, Hosting & Website Basics

- Understanding domain names & web hosting | Website basics | SSL & HTTPS
- Website administration | CMS fundamentals | WordPress overview | Website content management
- Basic website maintenance | Website ownership and access

 **Practical: Understand and prepare the basic infrastructure required for a marketing website.**

05. Search Engine Fundamentals

- What is a search engine? | How search engines work: Crawling, Indexing, Search results
- Organic vs paid results | Search intent & Keywords: Informational, Navigational, Commercial, Transactional searches
- Understanding Search Engine Results Pages (SERPs)

 **Practical: Analyze search results and identify search intent.**

06. Keyword Research & Search Intent

- What are keywords? | Short-tail vs long-tail keywords | Keyword relevance, Search volume & Competition
- Keyword intent: Commercial keywords, Transactional keywords, Local keywords
- Competitor keyword research | Keyword grouping | Keyword mapping | Building a keyword list

 **Practical: Conduct keyword research for a real business niche.**

07. Search Engine Optimization (SEO) Fundamentals

- What is SEO? | Why SEO matters | On-page SEO, Off-page SEO & Technical SEO fundamentals
- SEO-friendly URLs | Page titles | Meta descriptions | Heading structure | Content optimization | Image alt text
- Internal linking | External links | Sitemap fundamentals | Search engine visibility

 **Practical: Optimize a sample website page using basic SEO principles.**

08. Local SEO & Google Business Profile

- What is Local SEO? | Local search fundamentals
- Google Business Profile fundamentals: Business information, Categories, Description, Location, Contact details, Business hours, Photos
- Customer reviews & Review management | Local keywords | Local citations | Local ranking fundamentals

 **Practical: Create a Local SEO optimization checklist for a business.**

09. Content Marketing Fundamentals

- What is Content Marketing? | Role of content in digital marketing
- Content types: Blog posts, Articles, Social media content, Videos, Infographics, Guides, Case studies
- Educational content vs Promotional content | Content pillars | Content funnel | Content distribution

 **Practical: Create a content strategy for a business.**

10. Content Writing & Copywriting

- Content writing vs copywriting | Understanding the target audience | Writing effective headlines
- Captions | Social media copy | Website copy | Product descriptions | Call-to-action writing
- Benefits vs features | Persuasive writing | AIDA framework | PAS framework | Basic storytelling | Content editing & Proofreading

 **Practical: Write website copy, social media captions and promotional content.**

11. Social Media Marketing Fundamentals

- What is Social Media Marketing? | Social media ecosystem: Facebook, Instagram, LinkedIn, YouTube, X
- Platform selection | Organic vs paid social media | Audience research | Content formats
- Engagement, Reach & Followers | Community building | Social media objectives

 **Practical: Create a social media strategy for a business.**

12. Facebook & Instagram Marketing

- Facebook Page fundamentals | Instagram Business/Professional account | Profile optimization & Bio branding
- Content formats: Posts, Reels, Stories, Carousels | Hashtags, Captions, Calls-to-action
- Engagement strategies | Audience interaction | Content scheduling | Basic social media analytics

 **Practical: Build a 7-day Facebook & Instagram content plan.**

13. LinkedIn & Professional Branding

- Understanding LinkedIn | Personal branding & Company pages | Profile optimization
- Professional content & LinkedIn posts | Networking fundamentals | Engagement | Lead generation
- B2B marketing basics | Employer branding | Building professional credibility

 **Practical: Create a LinkedIn content and personal-branding strategy.**

14. YouTube & Video Marketing

- Introduction to YouTube Marketing | YouTube channel fundamentals & Channel branding
- Video titles, Descriptions, Thumbnails, Tags and keywords | Video structure & Audience retention
- Shorts vs long-form content | YouTube SEO fundamentals | Engagement & Calls-to-action | Basic YouTube Analytics

 **Practical: Create a YouTube content plan and optimize a sample video.**

15. Social Media Content Strategy

- Understanding content pillars: Educational, Promotional, Engagement, Entertainment
- Brand storytelling | Content calendars & Posting frequency | Platform-specific content & Repurposing content
- Hashtag strategy | Community engagement | Measuring content performance

 **Practical: Build a complete 30-day social media content calendar.**

16. Email Marketing Fundamentals

- What is Email Marketing? | Importance of email marketing | Email marketing funnel
- Building an email list & Lead magnets | Subscriber management | Email campaign structure
- Subject lines | Email copywriting | Call-to-action | Promotional emails & Newsletter fundamentals
- Automation concepts | Open rate & Click-through rate

 **Practical: Create a basic email campaign for a business.**

17. Lead Generation & Conversion Fundamentals

- What is a lead? | Lead generation & Lead magnets | Landing pages, Contact forms & Calls-to-action
- Enquiry generation | Lead qualification & Lead nurturing | Conversion funnel & Conversion Rate
- Customer journey & Follow-up fundamentals | Turning visitors into customers

 **Practical: Build a complete lead-generation funnel for a sample business.**

18. Paid Advertising Fundamentals

- Organic vs paid marketing | Introduction to online advertising: Search, Social Media, Display, Video advertising
- Campaign objectives | Target audience | Ad creatives & Ad copy
- Budget & Bidding fundamentals | Cost Per Click (CPC), Cost Per Mille (CPM), Cost Per Lead (CPL) | Conversion fundamentals

 **Practical: Plan a basic paid advertising campaign.**

19. Google Ads Fundamentals

- Introduction to Google Ads | Search campaigns, Keywords & Search intent
- Ad groups, Ad copy & Landing pages | Campaign objectives, Bidding basics & Budget planning
- Negative keywords | Ad relevance & Quality Score fundamentals | Conversion tracking concept & Basic campaign analysis

 **Practical: Create a Google Search Ads campaign structure in a practice environment.**

20. Social Media Advertising Fundamentals

- Introduction to social media advertising | Campaign objectives | Audience, Location & Interest-based targeting
- Custom audiences concept | Retargeting concept | Ad formats: Image, Video, Carousel ads
- Ad copy & Creative strategy | Budgeting & Campaign performance

 **Practical: Design a Facebook/Instagram advertising campaign for a business.**

21. Analytics & Digital Marketing Measurement

- Why analytics matters | Understanding marketing KPIs | Website traffic: Users, sessions & Traffic sources
- Engagement, Leads, Conversions & Conversion rate | Bounce/engagement concepts
- Campaign performance | Social media analytics | Advertising metrics | ROI fundamentals | Marketing reports

 **Practical: Analyze sample marketing data and identify performance improvements.**

22. Digital Marketing Tools, Automation & AI Fundamentals

- Digital marketing tool ecosystem: Keyword research, Website analytics, Search performance, Social media management, Email marketing, Design & Content planning tools
- AI-assisted content creation & research | Prompting fundamentals | Marketing automation concepts
- Responsible use of AI in marketing | Human review and fact-checking

 **Practical: Use modern digital tools to create a mini marketing campaign workflow.**

23. Real-World Digital Marketing Campaign Development

This final module brings everything together through a complete marketing campaign.

You will practice:

RESEARCH → PLAN → CREATE → PUBLISH → PROMOTE → MEASURE → OPTIMIZE → GROW

You will develop and present a complete digital marketing campaign for a realistic business.

CAPSTONE PROJECT: COMPLETE DIGITAL MARKETING CAMPAIGN

Create a complete digital marketing strategy and campaign for a real-world business.

PROJECT OPTIONS:

 Training Academy

 E-Commerce Store

 Restaurant

 Real Estate Business

 Fitness Centre

 Healthcare/Clinic

 Corporate Business

 Educational Institution

 IT Service Company

 Travel Business

 Hotel

 Personal Brand

 Local Retail Business

PROJECT COMPONENTS & DELIVERABLES:

- Business & Market Research / Competitor Analysis
- Target Audience & Buyer Persona Profile
- Keyword Research Sheet & SEO Checklist
- Website / Landing Page Plan & Content Strategy
- 30-Day Content Calendar & Social Media Plan
- Lead Generation Funnel & Email Campaign
- Paid Advertising Strategy (Google & Social Ads)
- Analytics & KPI Dashboard / Marketing Report
- Campaign Presentation & Final Strategy Report

YOUR DIGITAL MARKETING LEARNING JOURNEY



WHAT YOU WILL BE ABLE TO DO

- Understand the complete digital marketing ecosystem
- Create a digital marketing strategy and identify target audiences
- Build buyer personas and conduct competitor research
- Understand customer journeys and marketing funnels
- Understand website and landing-page fundamentals
- Perform basic keyword research and apply SEO techniques
- Optimize basic website content for search engines
- Understand Local SEO & plan Google Business Profile strategy
- Create content marketing strategies & write persuasive copy
- Develop social media strategies & manage Facebook/Instagram
- Understand LinkedIn marketing and personal branding
- Plan YouTube content and social media calendars
- Understand email marketing & build lead-generation funnels
- Plan Google Ads and social media advertising campaigns
- Understand CPC, CPM, CPL and conversion metrics
- Read digital marketing analytics & measure campaign ROI
- Identify campaign optimization opportunities
- Use modern digital marketing tools & responsible AI workflows
- Build a complete digital marketing campaign
- Present a professional marketing strategy to clients/employers

ASSESSMENT & CERTIFICATION

Your progress is evaluated through practical assignments, real-world campaign challenges, analysis, capstone project, and viva presentation.

FINAL ASSESSMENT GRADING

90 – 100%	Grade A+
80 – 89%	Grade A



CERTIFICATION

Successfully complete the course requirements and earn the:

FINAL ASSESSMENT GRADING

70 – 79%	Grade B+
60 – 69%	Grade B
Below 60%	Needs Improvement

Tech NextGen Academy Course Completion Certificate

★ WHY TECH NEXTGEN ACADEMY?

🎯 STRATEGY + PRACTICAL EXECUTION

Understand not only what digital marketing is, but how to execute it effectively.

🔍 RESEARCH-DRIVEN LEARNING

Learn audience research, competitor analysis and keyword research before creating campaigns.

📱 MULTI-CHANNEL TRAINING

Understand SEO, social media, content, email and paid advertising as connected channels.

📊 DATA-DRIVEN APPROACH

Learn to measure campaigns using meaningful KPIs rather than relying only on likes and followers.

💻 PROJECT-BASED LEARNING

Build a complete digital marketing campaign around a real-world business.

🤖 MODERN AI AWARENESS

Learn how AI can assist research, content and marketing workflows while keeping human strategy central.

🚀 CAREER-FOCUSED

Build practical skills relevant to digital marketing roles, freelancing and business growth.

👤 BUSINESS-ORIENTED

Understand how digital marketing connects with leads, customers, sales and business objectives.

🏆 PORTFOLIO DEVELOPMENT

Complete a campaign project that demonstrates your skills to potential employers or clients.

🔥 NEXT LEARNING PATH

After Basic Digital Marketing, continue your journey with: Advanced Digital Marketing

• Advanced SEO • Technical SEO • Advanced Local SEO • Google Ads • Meta Ads • YouTube Ads • Advanced Social Media Marketing • Content Marketing • Advanced Copywriting • Email Marketing Automation • Lead Generation • Conversion Rate Optimization • Google Analytics • Search Console • Marketing Dashboards • E-Commerce Marketing • Affiliate Marketing • Marketing Automation • AI for Digital Marketing • Freelancing & Client Acquisition • Digital Marketing Strategy • Performance Marketing

TECH NEXTGEN ACADEMY

Learn Today. Lead Tomorrow.

Practical Computer & IT Training | Beginner-Friendly | Career-Focused

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Admissions Open | Limited Seats

DURATION: 4 MONTHS

**LEARN DIGITAL. REACH PEOPLE.
DRIVE RESULTS. GROW.**