

JOIN
NOW

WAP ADS **DIGITAL**
ACADEMY

CERTIFIED

Digital

MARKETING PROFESSIONAL

Eligibility Criteria : **Minimum**

+2

**Students, Professionals,
Business Persons can join**

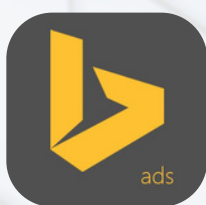


LEARN WITHIN
3 MONTHS WITH
INTERNSHIP FROM

 **WAP ADS**
Perform Digitally...

Why us ?

- ↔ **15+** Years of Industry Experience Trainers
(Worked with National and International Companies)
- ↔ Focusing on Practical than Theory Classes
- ↔ Work Opportunity on Real-time Projects
- ↔ Central Government-Approved Certificate
- ↔ Internship Opportunity with Experience Certificate
- ↔ Mock Interviews
- ↔ Placement Assistance



1) Introduction to Digital Marketing

Different Marketing Methods, Comparison, Digital Marketing Channels, Advantages etc

2) Introduction to the Website

(Domain, Hosting, Types of Websites, Website Structure, Introduction to Wordpress)

3) Search Engine Optimization.

- On-page Optimization
- Off-page Optimization
- Local SEO
- Google Business Page Optimization
- SEO Tools

4) Google Analytics & Tag manager

5) Google Ads

- Smart Campaign
- Google Search and Display ads
- Mobile Ads
- Shopping Ads
- Retargeting
- Various Optimization Methods
- Lead Generation

6) YouTube Advertising

- YouTube SEO, Tools
- Different YouTube Video Ads.

7) Social Media Marketing

- Social Media Profiles and Business Accounts
- Social Media Optimization
- Facebook Sponsored Ads
(Reach, Brand Awareness, Engagement, Website Traffic, Video Views, App Download, Shopping, Lead Generation etc)
- Various Optimization Techniques
- Instagram Sponsored Ads
- Twitter Ads
- LinkedIn Ads

- 8) **Email Marketing**
- 9) **Affiliate Marketing**
- 10) **Blogging & Content Marketing**
- 11) **Google Adsense**
- 12) **AI Tools in Digital Marketing**
- 13) **Canva Design Tool**
- 14) **Digital Marketing vs Performance Marketing**
- 15) **Digital Marketing Strategies/Plans/How to Choose Platforms**
- 16) **E-commerce and Marketing**
- 17) **Digital Marketing Automation**
- 18) **Different Whatsapp Marketing Methods**
(Meta Cloud API, Chatbots, Automation)

Total Fee **Rs. 29000/-**

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KP Tower
Thurakkal Junction
Calicut Road, Manjeri

Call : 9656 290 162



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