

40+ Tools



100% Job

DIGITAL MARKETING COURSE

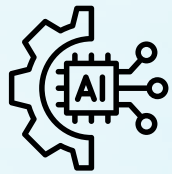
Advance 25+ Modules , 10+ Certificates



PROFESSIONAL DIGITAL MARKETING COURSE CURRICULUM

- Duration: 3–6 Months
- Mode: Offline & Online
- Includes Projects, Certifications & Placement Support
- Taught by Industry Experts
- Includes A.I. Tools & Practical Assignments

SALIENT FEATURES



It's an Experienced
Marketers Initiative



Weekly Assignments



Placement Assistance



Certificate as proof
of training



Practical Training with
Live Projects



24x7 Support

COURSE SCHEDULE

- Duration- 3 Months and 5 Months
- For Batches Availability get in touch with us at NETWORK NET
- THEORY - Slides / Whiteboard
- PRACTICES - Live / Demo Projects
- Q/A SESSIONS - GD
- CASE STUDIES - Examples

PROGRAM IS BEST SUITED FOR



Enterprenuers



Job Seekers

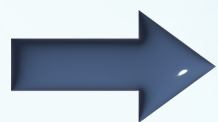


Marketing Professionals

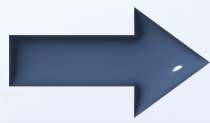


College Students

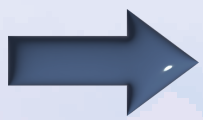
WHY YOU SHOULD LEARN DIGITAL MARKETING



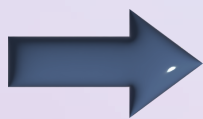
PWC has forcasted that digital advertising will reach a whopping \$240 billion in 2019, increasing from \$135 billion in 2014



Top MNC's & new age startups in India looking for experts in digital marketing. Small businesses also in the queue.



Digital Marketing opens door to self-employment, freelancing, youtube creator club & blogging.



Job Profiles after one course - SEO , Social Media Manager, Digital Marketing Analyst etc.

PROGRAM IS BEST SUITED FOR

THE TABLE BELOW OUTLINES KEY JOB ROLES IN THE DIGITAL MARKETING INDUSTRY ALONG WITH THEIR CORRESPONDING SALARY RANGES.

JOB PROFILE	JOB ROLE	SALARY (PER ANNUM)
DIGITAL MARKETING MANAGER	Digital Marketing Managers establish a brand's online presence to generate cost-effective sales	INR 5,50,000
SEARCH ENGINE OPTIMISATION (SEO) SPECIALIST	SEO specialist generates traffic on a website or webpage and makes it rank on google's first page by using relevant keywords	INR 1,76,000
PAY-PER-CLICK ANALYST (PPC ANALYST)	PPC analyst manages paid ad campaigns and generates revenue greater than the investment	INR 3,00,000
WEB DEVELOPER	Web developers create a website that is user-friendly and matches the business goals of an organization	INR 2,00,000
SOCIAL MEDIA MARKETING SPECIALIST	Social Media Marketing Specialist ensures positive brand engagement and paid or organic quality content across all social media platforms	INR 2,50,000
SEARCH ENGINE MARKETING SPECIALIST	Search Engine Marketing Specialist is responsible for paid advertisements on all types of search engines for revenue generation	INR 2,80,000
CONTENT MARKETING MANAGER	The Content Marketing Manager is responsible for handling content on the entire website	INR 4,79,000

ADVANCED DIGITAL MARKETING COURSE

- Duration: 3 Months
- Mode: Offline & Online
- Includes Projects, Certifications & Placement Support
- Taught by Industry Experts
- Includes A.I. Tools & Practical Assignments

MASTER DIGITAL MARKETING COURSE

- Duration: 5 Months
- Mode: Offline & Online
- Includes Projects, Certifications & Placement Support, 12 Master classes, Communication skill, PD sessions
- Taught by Industry Experts
- Includes A.I. Tools & Practical Assignments





Module 1: Introduction to Digital Marketing

Topics Covered:

- What is Digital Marketing?
- Evolution from Traditional to Digital
- Importance & Scope in Careers & Business
- Overview of Digital Channels

Tools Introduced:

- Google Trends
- ChatGPT (for basics of content/strategy)
- Canva (basic visual presentation)

Module 2: Understanding Marketing Channels & Types

Topics Covered:

- Inbound vs. Outbound Marketing
- B2B vs. B2C Marketing
- Organic vs. Paid Marketing
- Affiliate, Influencer & Referral Marketing
- AI in Modern Marketing

Tools Introduced:

- HubSpot Academy (for learning support)
- Notion/Airtable (for planning)





Module 3: Graphic Designing for Marketing

Topics Covered:

- Visual Psychology in Marketing
- Basic Design Principles
- Creative for Ads, Posts, Stories
- Design Formats & Sizes for Social Media

Tools Taught:

- Canva (in-depth)
- Adobe Photoshop (Intro level)
- Adobe Illustrator (Intro level)

Module 4: Video Editing for Marketing

Topics Covered:

- Importance of Video in Marketing
- Short-form & Long-form Video Strategy
- Editing Reels, Ads, YouTube Content
- Captions, Subtitles & Hooks

Tools Taught:

- CapCut
- VN Editor
- Adobe Premiere Pro (Basics)

Module 5: Content Creation & Copywriting

Topics Covered:

- Types of Content (Text, Image, Video, Stories)
- Basics of Copywriting & CTA
- Writing for Ads, Blogs, Emails, Social Media
- AI-powered Content Creation

Tools Taught:

- ChatGPT
- Grammarly
- Jasper.ai
- Copy.ai



Module 6: Website Designing with (WordPress)

Topics Covered:

- Domain & Hosting Basics
- Setting up WordPress
- Designing with Themes & Plugins
- Creating Landing Pages
- Contact Forms & Chatbots Integration

Tools Taught:

- WordPress
- Elementor
- Yoast SEO
- Hostinger/GoDaddy (Demo Panel)

Module 7: Search Engine Optimization (SEO)

Topics Covered:

- On-page SEO
- Off-page SEO (Backlinking, Guest Posting)
- Technical SEO
- Local SEO & Google My Business
- AI for SEO: Content, Keywords, Optimization

Tools Taught:

- Ubersuggest
- Google Search Console
- Google Keyword Planner
- Screaming Frog
- AI Tools: Surfer SEO, PageSpeed Insights

Module 8: Social Media Optimization & Marketing (SMO + SMM)

Topics Covered:

- Strategy Building for FB, IG, LinkedIn
- Post Scheduling, Story Planning
- Paid Ads on Meta (FB/IG)
- Building Engagement & Community
- Trends & Hashtag Strategy

Tools Taught:

- Meta Business Suite
- Buffer / Hootsuite
- Canva Pro
- Reels Trends Resources



Module 9: Google Ads (PPC Marketing)

Topics Covered:

- Google Search Ads
- Google Display Ads
- YouTube Video Ads
- Keyword Targeting & Campaign Structure
- Conversion Optimization & A/B Testing

Tools Taught:

- Google Ads Manager
- Google Keyword Planner
- SEMrush (Intro)
- AI tools for ad copywriting

Module 10: Google My Business (GMB) Optimization

Topics Covered:

- GMB Setup & Verification
- GMB SEO Strategies
- Review Management
- Local Ranking Tactics
- Post & Offer Scheduling

Tools Taught:

- Google Business Profile Manager
- Local Rank Tracker Tools
- AI for Review Reply Generator

Module 11: Email Marketing & Automation

Topics Covered:

- Email Copywriting Basics
- Email List Building
- Lead Magnets & Funnels
- Drip Campaigns
- Email Automation

Tools Taught:

- Mailchimp
- ConvertKit
- GetResponse
- AI Subject Line Generator Tools



Module 12: YouTube Marketing & Channel Growth

Topics Covered:

- Setting up a Channel
- YouTube SEO
- Content Calendar for YouTube
- Shorts, Live, and Monetization Tips
- Hook, Script, Shoot & Upload Formula

Tools Taught:

- YouTube Studio
- TubeBuddy
- VidIQ
- Canva Video

Module 13: Google Analytics & Performance Reporting

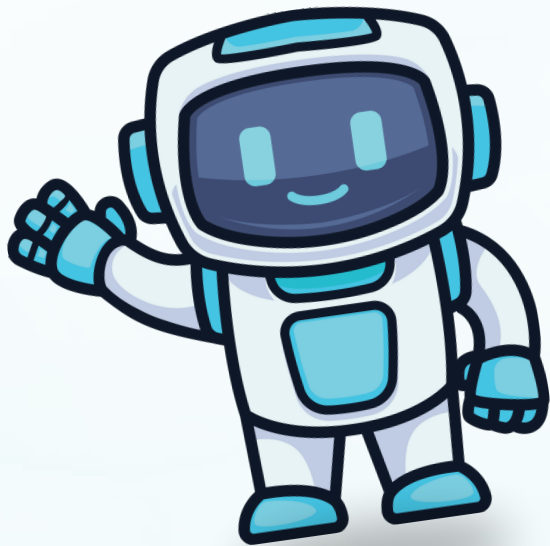
Topics Covered:

- Basics of Web Analytics
- Tracking Campaigns, Pages & Conversions
- GA4 Integration & Setup
- Building Reports for Clients

Tools Taught:

- Google Analytics (GA4)
- Google Tag Manager
- Data Studio
- UTM Generator





Module 14: E-Commerce Website & Marketing

Topics Covered:

- Creating a Shopify / WooCommerce Store
- Product Page SEO
- Payment Gateway & Shipping Setup
- Marketing Funnels for E-Com
- Retargeting & Upselling Techniques

Tools Taught:

- Shopify / WooCommerce
- Meta Pixel
- Google Ads for Shopping
- WhatsApp Integration Tools

Module 15: Influencer & Affiliate Marketing

Topics Covered:

- Finding Influencers in Niche
- Collaboration Models & Agreements
- Performance-based Payouts
- Setting Up Affiliate Programs
- Tools for Tracking

Tools Taught:

- Upfluence / HypeAuditor
- Impact.com (Intro)
- Bitly (for tracking links)

Module 16: AI-Powered Marketing

Topics Covered:

- Role of AI in Modern Marketing
- AI for Content, Ads, Video, Email
- Automation in Client Projects
- Ethics of AI Usage

Tools Taught:

- ChatGPT
- Midjourney / Dall-E (for visuals)
- Jasper / Copy.ai
- Zapier (automation)



Module 17: Placement Training & Personality Development

Topics Covered:

- Resume Building for Marketing Careers
- LinkedIn Profile Optimization
- Mock Interviews (HR + Tech)
- Confidence, Body Language & Soft Skills
- Freelancing & Client Handling Skills

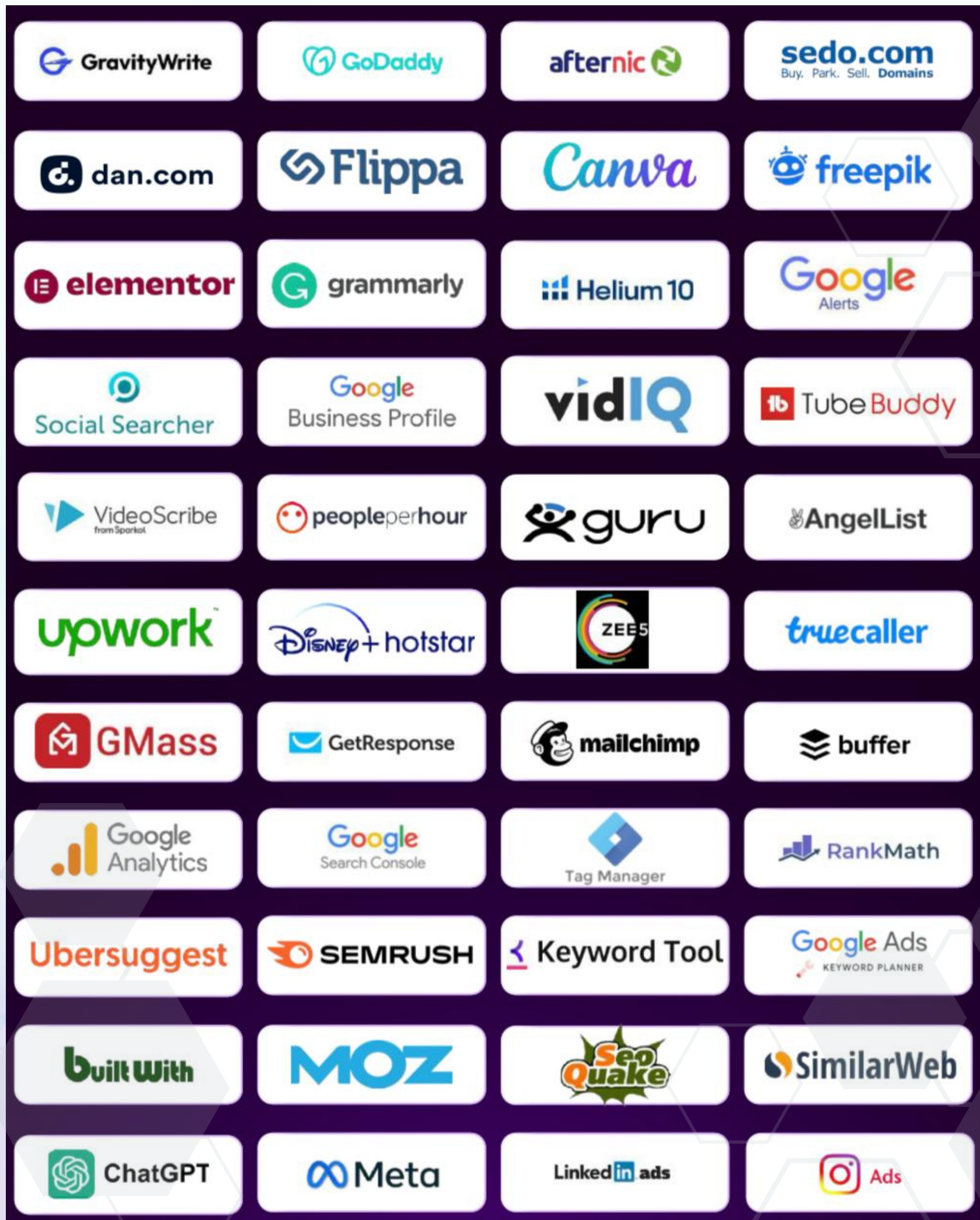
Module 18: Final Project & Certification

- Create and run a live campaign
- Build a portfolio website
- Present performance reports
- Get certified from Network Net Institute + Google + HubSpot

And Many More...



40+ DIGITAL MARKETING TOOLS



MASTERCLASSES



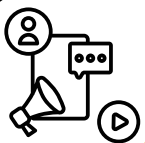
MASTERCLASS 1
Brand Transformation

MASTERCLASS 2
SEO & Link Audit



MASTERCLASS 3
Client Handling & Reporting

MASTERCLASS 4
Growth Hacking



MASTERCLASS 5
Performance Marketing

MASTERCLASS 6
D-2-C Strategy Creation



MASTERCLASS 7
Online PR & Traffic Buying

MASTERCLASS 8
Adv.Funnel Marketing & CRO



JOB/PLACEMENT ASSISTANCE

**Students We've Trained Work at Renowned
Companies, Startups, and Brands**



TRUSTED BY STUDENTS

 **Kalpana**
2 reviews

★★★★★ a month ago

I had an exceptional experience at this institute. From the quality of education to the professionalism of the faculty, everything exceeded my expectations. The instructors are not only knowledgeable but approachable, making even complex concepts easy to grasp.

 **Waseem Khan**
2 reviews

★★★★★ a month ago

Network Net Institute provides solid training in network security, offering practical, hands-on learning with up-to-date tools and techniques. The instructors are knowledgeable, and the course content is well-structured for both beginners and professionals. A great choice for anyone looking to build or advance a career in cybersecurity and web development and many more courses.

 **Rijwan khan**
2 reviews

★★★★★ a month ago

My name is Rizwan, and I recently completed the Java course at Network Net Institute. I am very happy with the training experience and would like to share my honest review. The institute provides a great learning environment with all the necessary facilities. The course content was up-to-date, well-organized, and covered all the essential topics in Java, including core concepts, OOPs, collections, exception handling, multithreading, file handling, and more. We also worked on hands-on projects, which helped me understand how to apply the concepts in real-world scenarios. What truly made this experience exceptional was the guidance of my trainer, AVINASH SIR. His teaching style is simple, clear, and very effective. He explains every concept in detail with real-life examples, making it easy to grasp even the most difficult topics. AVINASH SIR always encouraged us to ask questions and was very patient in clearing our doubts. His dedication and support played a major role in my learning and confidence in Java programming.

 **Vansh Singh**
1 review · 3 photos

★★★★★ 2 months ago

I recently attended the data analytics training program at network net Institute, and I must say, it was a good experience. Avinash sir ensured that we grasped the concepts. The course covered everything from basic to advanced excel, Power BI, SQL, python topics. The hands-on exercises and real-world examples helped me understand the concepts better.
Neeraj singh (Data analytics batch)

 **Sangeeta Verma**
1 review · 4 photos

★★★★★ a month ago

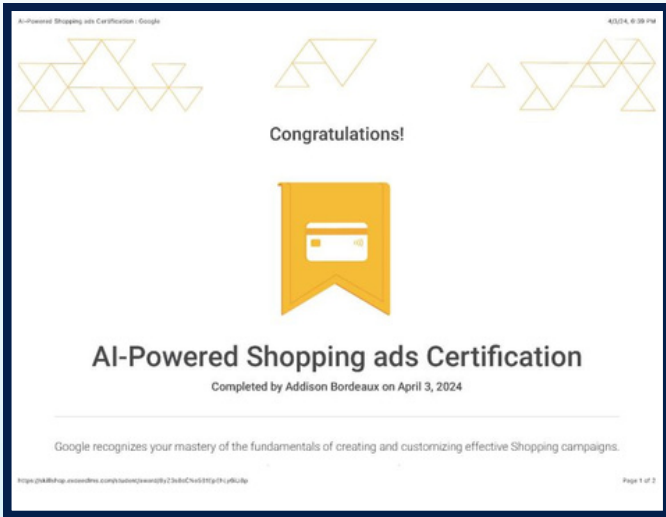
I completed the Java Language course at Network Network institute, and I am satisfied with the learning experience. Avinash Sir is an excellent teacher and their teaching method very good. Who explains complex concepts in a very clear and practical manner. Thanks to the knowledge and support provided during this course, I am now successfully placed in the IT sector, working on projects that use Java technology. I truly appreciate the training and mentorship received, and I highly recommend this course to anyone aiming for a career in software development. I share my projects during learning java course..

 **Amit**
2 reviews

★★★★★ a month ago

Hlo,
Network net Institute was excellent for all the computer courses recently I completed my courses their, the teachers and staff are polite. And they are very cooperative. And experienced

**YOU WILL GET ALL THE
CERTIFICATES**



FROM LEARNING TO EARNING – STUDENT ACHIEVEMENTS



LALIT SHARMA

COMPANY: TRAVEL MAJESTIC PLANNER
PERFORMANCE MARKETING
8.4LPA



FAIZAL ANSARI

COMPANY: SOCIALBEAT AGENCY
Content Creator
6LPA



ANAMIKA

COMPANY: THE BEHRUZ THEORY
SEO EXPERT
4.8LPA



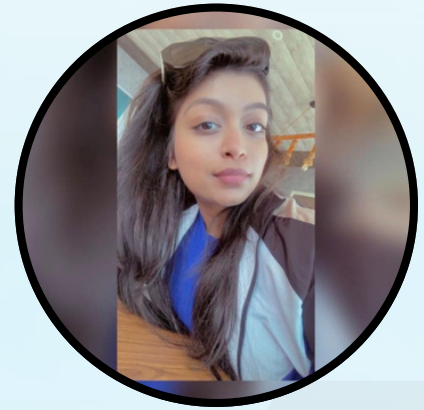
SANYAM BHATIA

COMPANY: BUDGETPE AGENCY
Digital Marketer
3.6LPA



SUDHA YADAV

COMPANY: SASTORM SOFTWARE
SOCIAL MEDIA SPECIALIST
3.6LPA



VAMIKA VERMA

FREELANCING
VIDEO CREATOR
7.2LPA



TANISHA TALUKDER

COMPANY: BARSYS- JADAVPUR UNIVERSITY
DIGITAL MEDIA MARKETING
50LPA



RITIK

COMPANY: AMBROSIA GLOBAL
SOCIAL MEDIA MANAGER
4.2LPA



SAANCHAT SINGH

COMPANY: SHREE ASTROLOGY
DIGITAL MARKETING EXECUTIVE
4.8LPA

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EXPERIENCE**

40,000 + Trainees



2700 + Batches



3200 + Hours Of Teaching



20 + Computer Courses



90% Placement Rate

NETWORK NET

AN ISO 9001: 2015 CERTIFIED INSTITUTE
SINCE 2005

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industry-leading computer courses at our institute

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