

# Advanced Certificate in Digital Marketing

Hands-On Training with  
12+ Live Projects

3 Years Access to  
Career Portal

2 Months Guided  
Industry Projects



## Our Learners Work At



# Why Choose upGrad?



## Industry-Ready Curriculum

Designed by industry professionals to reflect the latest hiring trends in Digital Marketing courses.



## Guided Industry Projects with Mentorship

Work on real-world projects with 1:1 mentorship as part of your Digital Marketing program.



## Masterclasses by Industry Professionals

Exclusive sessions on real-world best practices and emerging tech in Digital Marketing.



## 3 Years Access to Career Portal

Get access to jobs, internships and hiring drives even after completing your Digital Marketing program.



## Hands-on Training with Live Projects

Build real-world applications and gain confidence through the Advanced Certificate in Digital Marketing.



## 3 Years Access to Learning Portal

Get membership to learner management system with free built-in tools to practice real-world learning.



## 5Ps of Learning Methodology

Pre-class | Perceive | Practice | Problem-Solving | Projects

## Program Highlights



**6000+**  
Career Transitions



**1200+**  
Hiring Partners



**13 LPA**  
Highest CTC



**6 LPA**  
Average CTC

## 360° Career Support



Aptitude  
Training



Resume  
Building



LinkedIn  
Profile  
Evaluation



Interview  
Question  
Bank



1:1 Mock  
Interview  
Calls



Hands-on  
Technical  
Learning



Soft Skill  
Training



GD/Interview  
Prep

# Career Transitions



Technical Training  
Manager

CTC 13 LPA



Senior Executive, LnD

CTC 8 LPA



Ad Account Manager

CTC 7.5 LPA



Ad Account Manager

CTC 7.5 LPA

## Module 1: CMS (WordPress) Website Design & Development

### Domain, Hosting & Control Panel

- Domain registration & management, hosting selection, cPanel navigation

### Themes & Templates

- Theme selection & installation, customization, template usage

### Building Web Pages

- Creating & managing pages, Elementor Page Builder, media integration

### Installing WordPress

- Download, installation, initial setup & basic configuration

### Installing Plugins

- Essential plugins, installation, configuration & updates

### Functional Aspects of a Website

- Navigation & mobile responsiveness
- Forms & data capturing
- Google Analytics setup
- Backup & recovery solutions

## Module 2: Search Engine Optimization using Rank Math

- Featured snippets optimization
- Focus keyword selection
- SEO-friendly site titles
- Meta descriptions
- On-page & content SEO using Rank Math
- Image SEO
- Internal linking

## **Module 3: Social Media Management (Meta)**

- Content strategy development
- Content creation
- Managing accounts via Meta Business Suite

## **Module 4: Social Media Marketing (Meta)**

- Social media & business account setup
- Ad account creation & payment setup
- Campaign objectives & AIDA model
- Ad creation & launch
- KPI measurement
- Campaign optimization

## **Module 5: Google & YouTube Marketing**

- Google & YouTube account setup
- Ad account & payment setup
- Campaign objectives
- Ad creation & launch
- KPI tracking
- Ad optimization

## **Module 6: Marketing Automation**

- Pabbly integrations
- Wati (WhatsApp automation)
- Zoho CRM & marketing automation
- Webhook integrations

## Module 7: Graphics Design (Canva)

- Canva dashboard & project management
- Templates & elements
- Design creation using Canva tools
- File sharing & downloads

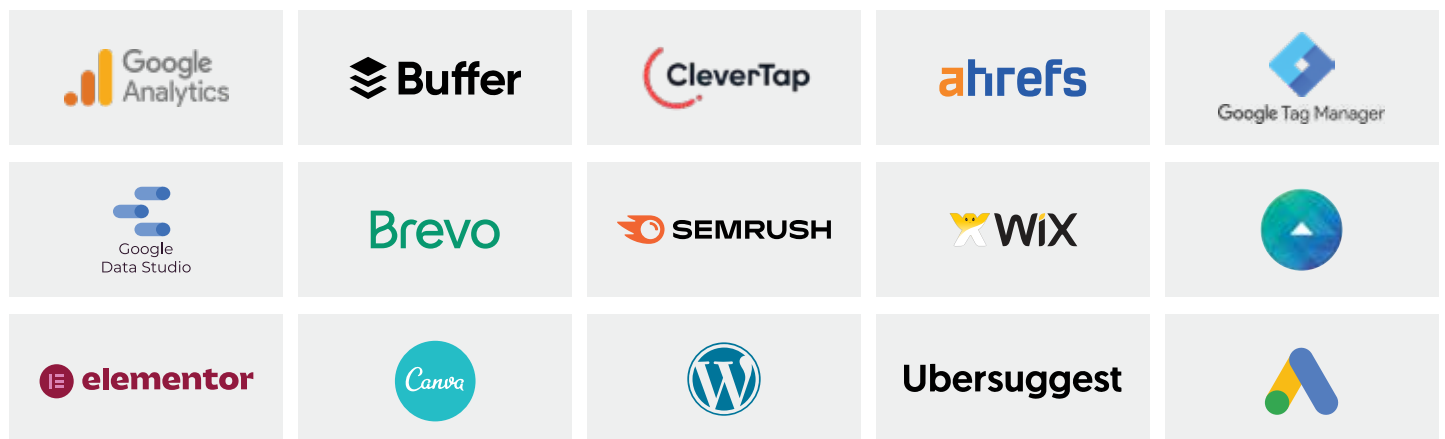
## Module 8: Artificial Intelligence (AI) for Digital Marketing

- Introduction to AI in marketing & tools overview
- AI for blog writing, ad copy & social media content
- AI for image & video creation
- AI-driven social media automation
- AI chatbots & automated customer engagement

## Module 9: Amazon Advertising & Marketplace Marketing

- Amazon Seller & Vendor models
- Seller account setup & product listing basics
- Product listing & Amazon SEO optimization
- Sponsored Products, Brands & Display Ads
- Campaign setup & keyword targeting
- ACoS, CTR, ROAS & KPI tracking
- Ad optimization & scaling

## Tools & Technologies Covered



# upGrad



1800 210 7070

## upGrad Learning Support Centre

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Ahmedabad | Bangalore | Belagavi | Bhilwara | Bhopal | Bhubaneswar  
Bilaspur | Coimbatore | Dehradun | Gurugram | Hyderabad | Indore  
Jabalpur | Jaipur | Kolkata | Lucknow | Mangalore Panchkula | Pune  
Raipur | Rajkot | Sambhaji Nagar

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