

# DIGITAL MARKETING

**BEST INSTITUTE IN EASTERN INDIA**



## ADVANCED DIGITAL MEDIA & MARKETING COURSE

- 100% Job placement
- Expert Faculty
- Live Project
- Latest Modules

**Online & Offline Training Available**



# FIRST MODULE

## [ Fundamental ]



1. Digital marketing overview
2. Local SEO
3. GBP
4. Facebook
5. Youtube
6. Content writing with AI
7. Blog
8. Digital marketing strategy
9. AI in Digital marketing
10. SMS campaign
11. WhatsApp campaign
12. Email Marketing

# SECOND MODULE

## [ Photoshop & Canva ]



1. Creative social media post
2. Creating YouTube thumbnail
3. Website banner design
4. Ads design for digital platform
5. Creating Stunning graphics online in Canva & other AI tools

# THIRD MODULE

## SEO

[ Search Engine Optimization ]



1. What is SEO & SEM
2. How search engine works
3. Google search console & analytics
4. Different types of SEO
5. Keyword research
6. On page SEO
7. Off page SEO
8. Technical SEO
9. Video SEO
10. SEO audit report

# **FOURTH MODULE**

**[ Premier Pro ]**



1. Introduction to video and reels creation
2. Creating video for YouTube
3. Creating video for social media
4. Trending reels for Instagram & Facebook
5. Video Ads creation
6. Trending reels for Instagram & Facebook

# FIFTH MODULE

## [ PPC & Google ads ]



1. Facebook promotion
2. Instagram promotion
3. Google ads
4. YouTube video Promotion
5. Lead generation & nurturing
6. Automation

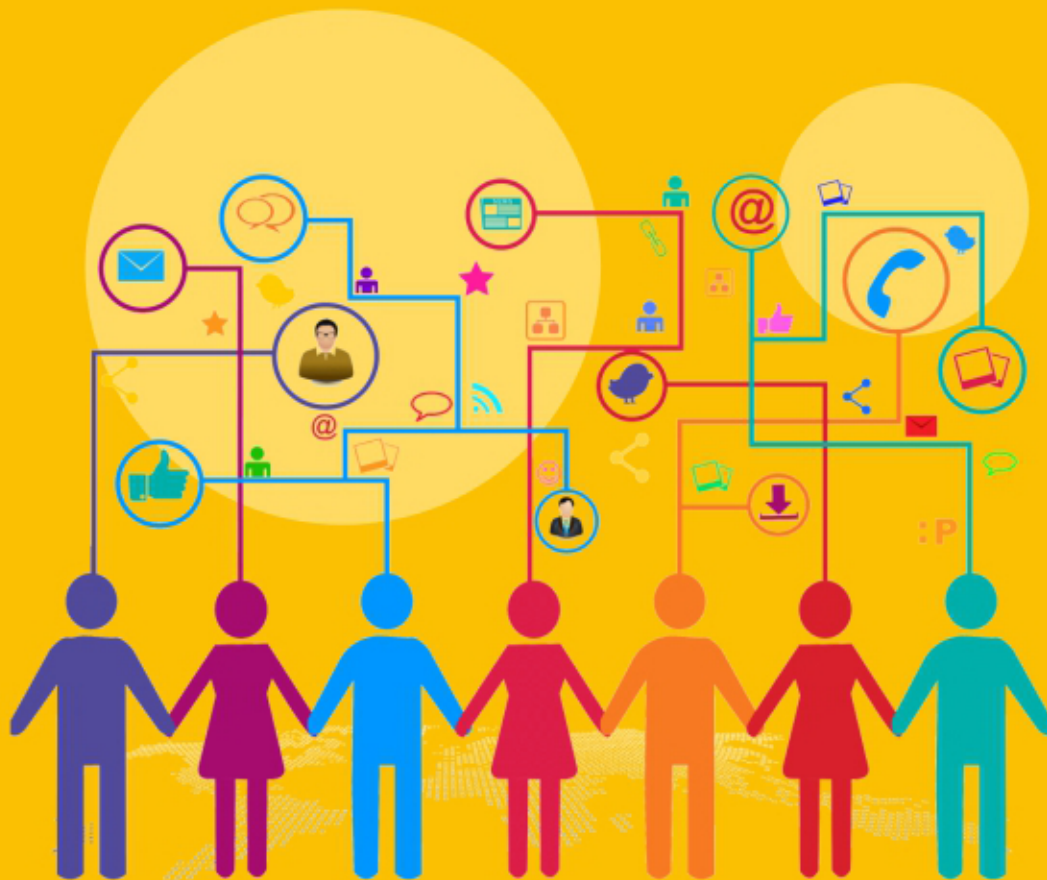


# SIXTH MODULE

[ Live Project ]



1. Practising with real ads and live websites
2. Interview preparation





# WHY IMAGIC

Netaji Subhas Open University  
Affiliated Institute

Corel & Adobe Authorised Institute

Expert Faculties & 24x7 Student Job  
Guidance Support

100% Lifetime Job Assistance

100% Practical Experience With Live  
Projects

1:3 Small Batches (faculty Students)  
& 1:1 Doubt Clearing Sessions

Free Online Portfolio Facilities For  
Students

Regular Job Information To Students  
Through E-mail And Whatsapp



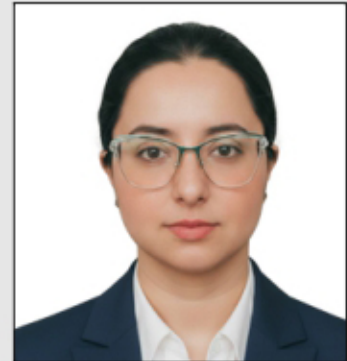
# Students Placement



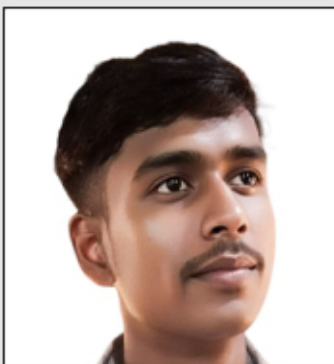
**Sayan Biswas**  
Digital Marketer Analyst  
Upturn United  
Consultancy Pvt. Ltd.



**Sayan Bhattacharya**  
Digital Marketer Analyst  
Upturn United  
Consultancy Pvt. Ltd.



**Amrita Biswas**  
Digital Marketer Analyst  
Upturn United  
Consultancy Pvt. Ltd.



**Suman Pramanik**  
Digital marketing Executive  
First Penny Software Pvt. Ltd.



**Soumita Sardar**  
Digital marketing Executive  
VS Digitech Technology



**Soumyadev Maiti**  
SEO Executive  
Innovkraft Inc, Bangalore



**Sanbrita Chatterjee**  
Digital marketing Executive  
Tech Sky Bird



**Protyusha Saha**  
Digital marketing Manager  
VS Digitech Technology



**Ujjawal Kr Das**  
GBP Executive  
Favfly

## Contact Us



# IMAGIC

## LEARNING SOLUTIONS PVT. LTD.

15,C.R.Avenue 4th Floor.  
(Opposite Chandni E-mall near Chandni Chowk  
Metro gate no-2), Kolkata 700072

☎ **7044393332 / 9163825304**

✉ **admission@imagic.net.in**

## Branch

Shrirampur, 35, Netaji Subhash Avenue,  
3rd Floor, Pin – 712201