

DIGITALJAHIDMEDIA

All in One Full Stack Digital Marketing Course Curriculum.

By Jahid Hussain



Welcome to the Course.

Acquire smarter skills for a smarter tomorrow.

Dear Students,

Welcome to a journey that is more than just learning—it's about empowering your future. This course has been meticulously designed to prepare you for the modern digital era, where skills determine success, and innovation drives impact.

In the next 2 months, you will dive deep into the full-stack digital marketing ecosystem, mastering skills that are highly in demand. From SEO and social media strategies to data-driven marketing and paid ads, we've crafted this course to meet real-world challenges. Every module has been built to help you thrive in today's fast-moving digital landscape and prepare for the skills of tomorrow.

At DigitalJahidMedia we believe in:

- **Practical Learning:** Hands-on projects to bridge theory and real-world implementation.
- **Future-Ready Skills:** Curriculum curated to meet modern business needs and equip you with an entrepreneurial edge.
- **Your Growth Journey:** Whether you're a professional, freelancer, or a beginner, this course will set you apart as a complete digital marketing professional.

By the end of this program, you won't just learn; you will create, execute, and succeed.

Let's start building a smarter tomorrow—together.
With great excitement and best wishes,


- JAHID HUSSAIN

Course Highlights



- **Duration: 2 Months**
- **Mode: Online (Flexible Options)**
- **Practical Projects: Real-world case studies and assignments.**
- **Certification: Recognized standard certificate.**
- **Placement Assistance: Comprehensive support for your career growth.**
- **Freelancing Opportunities: Unlock global earning potential.**

Course Modules



Week 1-4

Module 1 : Introduction and Orientation

- Overview of the course and opportunities in digital marketing.

Module 2 : Understanding the Digital Marketing Industry

- Key components, evolution, and importance of digital marketing.

Module 3 : Digital Marketing Theory and Foundations

- Marketing funnel, important terms like CTR, CPC, ROAS, and more.

Module 4 : Paid Ads: Platforms, Campaigns, and Management

- Understanding paid ads, campaign objectives, and management strategies.

Module 5 : Google Ads

- Theory and practical with case studies: Keyword research, account setup, conversion tracking, optimization.

Module 6 : Meta Ads

- Facebook, Instagram ad setup, pixel management, audience targeting, A/B testing.

Module 7 : The Potential of Twitter and LinkedIn Ads

- Basics to advanced techniques, case studies for effective use.

Module 8 Content Marketing and Organic Distribution

- Creating and distributing engaging content for blogs and social media.

Course Modules



Module 9 YouTube Content Creation

- Best practices: Titles, descriptions, tags, thumbnails, video optimization.

Module 10 : Instagram Content Creation

- Creating engaging posts, reels, and stories, leveraging hashtags.

Module 11 : LinkedIn and Twitter Content Creation

- Building professional and impactful content for brand awareness.

Module 12 : Social Media Management

- Tools and strategies for scheduling, posting, and audience engagement.

Module 13 : Website Development

- Fundamentals of UI/UX design, best tools, and practices for websites.

Module 14 : Website Content Writing

- Writing SEO-friendly, engaging, and high-quality content.

Module 15 : Social Media Content/Script Writing

- Ad scripts, carousel designs, video content strategies.

Course Modules



Module 16 : Search Engine Optimization (SEO)

- On-page, off-page, technical SEO, tools like SEMrush, Google Search Console.

Module 17 : Email Marketing

- Building and nurturing email lists, effective email campaigns, automation.

Module 18 Ad Copywriting and Ad Creative Design

- Creating compelling ad copies and visuals for maximum engagement.

Module 19 Marketing Automation

- Tools and techniques for automated workflows and campaigns.

Module 20 AI-Powered Digital Marketing

- Leveraging AI tools like ChatGPT for content, targeting, and analytics.

Module 21 International Freelancing

- Building a portfolio, networking, and navigating global opportunities.

Module 22 Placement Assistance

- Resume building, interview preparation, and job search strategies.

Student Testimonials



www.digitaljahidmedia.com



I got the raw knowledge which is essential to excel in the game of social media which was succinctly organized into various lessons. The concept were learnt through activities and assignments. The course provided me more than what I had asked for! If you want to know the real game, join the course ASAP & shoot all your questions away!

Shubham Kumar Paul

PSYCHOLOGY GRADUATE, UNITED KINGDOM

www.digitaljahidmedia.com



I really liked it so much. Jahid is good at explaining things through his course. I got so much clarity as to what & how I should pursue my digital and production goals.

Nallarasan, London UK

ENTREPRENEUR



www.digitaljahidmedia.com



Digital Jahid's video editing course helped me learn video editing and all other facets of green screen and background editing. He was always approachable and ready to clear doubts at every step of the way. His in-depth style of teaching is highly recommended for complete novices.

Manoj Nair, Dubai

ENTREPRENEUR

www.digitaljahidmedia.com



The session were quite helpful in getting to know about industry standards and made me prepare before I have entered it. Some of the tools are so helpful and makes everything easier. It felt too overwhelming before the sessions but after sessions I felt like it's not that hard, I can learn it.

Vishwa Teja

Student



The perspective I got about social media & Video platforms after the video productions courses was overwhelming. The experience was really beautiful, as if we were hand held and taken through the whole process.

Ayush Mishra

Student



The way of teaching was very good, helpful and understanding...got to learn new stuff like making carousals, texting videos, personality test...

Nitesha Rana

Why choose this Course ?



- **Comprehensive Coverage:** Covers all aspects of digital marketing from basics to advanced.
- **Practical Focus:** Real-world case studies, hands-on projects.
- **Expert Guidance:** Led by industry professionals.
- **Flexible Learning:** Tailored to suit your pace and schedule.
- **Career-Oriented:** Focused on building marketable skills and career success.

How to Enroll ?

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