



Inversion Consultancy LLP

Organizing Entity



SkillForge

Delivery Partner

DIGITAL MARKETING COURSE CURRICULUM

01

Introduction to Digital Marketing



1 Hour

02

Introduction to Graphic Designing



1 Hour

03

**Graphic Designing Tools & Project on
Graphic designing**



1 Hour

04

SEO



1 Hour

05

Web Designing Introduction



1 Hour

06

Blog marketing



1 Hour



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07

Introdcution to Google Ads & bing Ads



1 Hour

08

Quora Marketintg



1 Hour

09

Search Ads



1 Hour

10

Display Ads



1 Hour

11

Google Analytics



1 Hour

12

Facebook Marketing



1 Hour



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13

Instagram, twitter & Linked in Marketing



1 Hour

14

Tweet deck



1 Hour

15

Online Reputation Management



1 Hour

16

**Email Marketing & Steps in Creating
Efficient Emails**



1 Hour