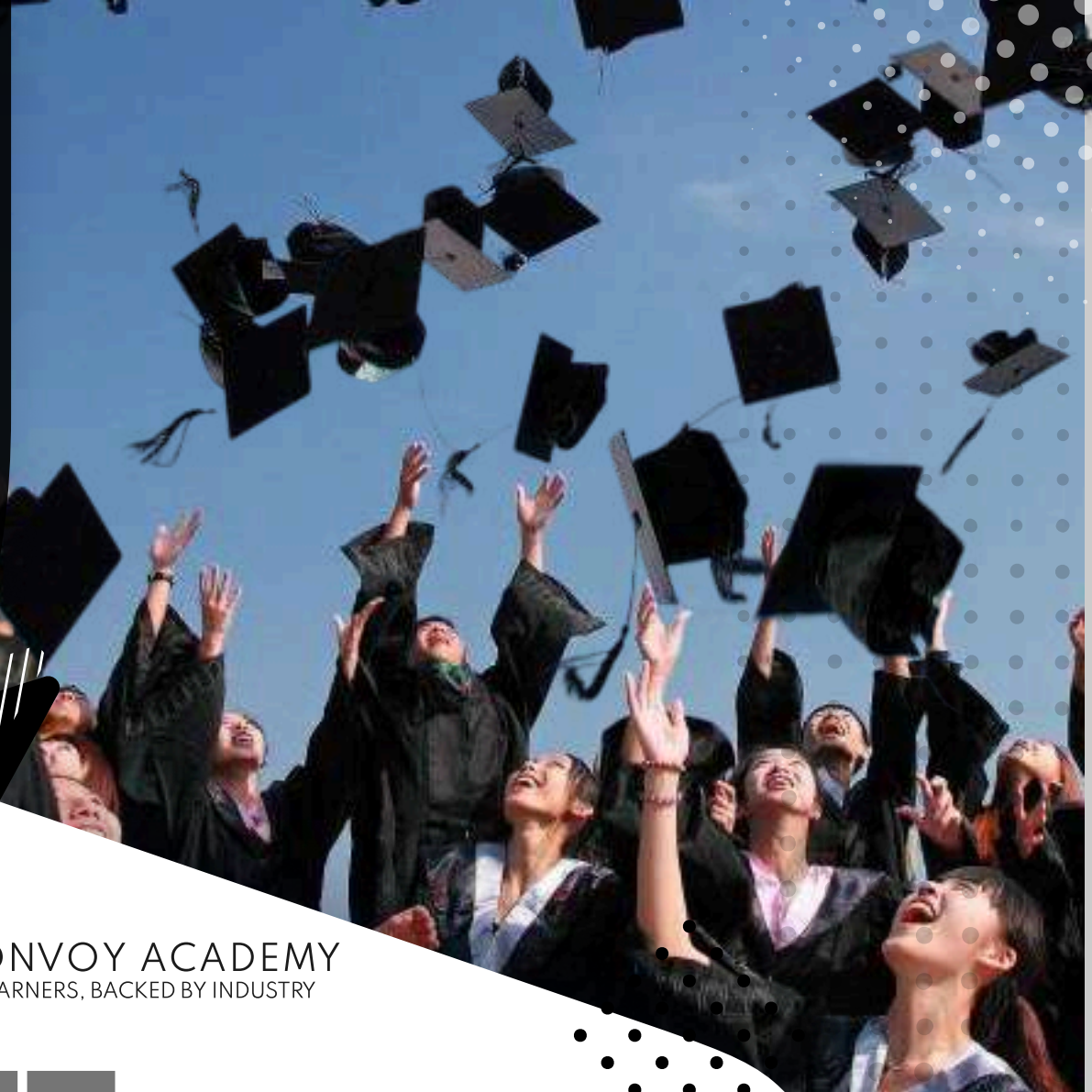




WEBCONVOY
ACADEMY



WEBCONVOY ACADEMY
BUILT FOR LEARNERS, BACKED BY INDUSTRY

#1 IT INSTITUTE

DATA SCIENCE

DATA ANALYSIS

FRONT END

UI/UX

BACK END

ANDROID / IOS

WEBSITE DESIGNING

SOFTWARE TESTING

C/C+/JAVA/PYTHON

AI/ML

DIGITAL MARKETING

DIGITAL MARKETING

Course Curriculum

4, 6, 12
month

Online & Offline



The Digital Marketing course at WebConvoy Academy is crafted to equip students with in-demand skills across SEO, SEM, social media, email marketing, content strategy, and analytics. Through expert-led sessions (both online and offline), learners gain hands-on experience using tools like Google Ads, Meta Business Suite, Canva, and Google Analytics.

The course blends theory with live campaign projects to develop real-world marketing expertise.

Students also complete a 2-month internship to apply their learning in practical, performance-based environments.

WebConvoy Academy helps students build a strong digital portfolio and connects them with leading digital agencies and companies. With 1:1 mentorship, resume building, interview preparation, and career counseling, we prepare learners for roles like Digital Marketer, SEO Specialist, Social Media Manager, and Performance Marketing Executive.



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SUCCESS

WHY LEARN DIGITAL MARKETING

Digital Marketing is a dynamic and essential field focused on promoting brands, products, or services through online channels. It's not just about posting content—it's about strategy, targeting, and performance. Digital marketers use tools like Google Ads, SEO, social media platforms, email marketing, and analytics to drive engagement and conversions. With businesses increasingly moving online, digital marketing is a beginner-friendly, high-demand career path perfect for those who enjoy creativity, data, and impactful communication.

Digital Marketer Salary in India (Updated 2025)

Based on 6k salaries • Updated: 9 Jun 2025

Select an experience to get the exact salary 0 - 7 years exp. ▾

Annual salary range	Monthly In-hand Salary
₹1.2 Lakh - ₹9.8 Lakhs	₹21,000 - ₹23,000 ▾
Avg. annual salary	
₹5.3 Lakhs ▾	Salary of majority employees ⓘ

Digital Marketer Salary in India ranges between ₹1.2 Lakh to ₹9.8 Lakhs with an average annual salary of ₹5.3 Lakhs for less than 1 year of experience to 7 years of experience. Salary estimates are... [Read more](#)




CAREER IN DIGITAL MARKETING

A career in Digital Marketing offers exciting opportunities in the ever-evolving online landscape. As businesses shift toward digital platforms, skilled marketers are in high demand to drive brand visibility, user engagement, and conversions. Professionals can pursue roles such as SEO Specialist, Social Media Manager, PPC Expert, or Digital Marketing Strategist in startups, agencies, or global enterprises. Using tools like Google Analytics, Meta Ads, SEO software, and content platforms, digital marketers play a key role in shaping online presence, growth strategy, and customer outreach.



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At **WebConvoy Academy**, we believe that great outcomes start with great planning. Our team regularly comes together to brainstorm, evaluate, and improve how we train our **students** both **technically** and **professionally**.

Digital Marketing Course Overview

✓ Executive Program 4, 6, 12 Months

Boost your career with practical skills in SEO, S.M.O and Digital Ads.

✓ Project Internship - 2 Months (Unpaid)

Gain hands-on experience with a 2 Months (Unpaid) project internship.

✓ Online Class & Offline Class

Flexible learning both online and offline classes available.

✓ Portfolio Development

Build a strong Digital Marketing portfolio with real-world projects and expert mentorship.

✓ 1:1 Mentorship & Doubt Support

Personalized 1:1 mentorship and instant doubt support throughout your development journey.



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TOPIC-WISE CURRICULUM

KEY FEATURES



WEEKLY DOUBT SESSION



PERSONAL MENTORSHIP

100%
PLACEMENT ASSISTANT

1 MONTH MOCK
INTERVIEW & RESUME
PREPARATION



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Digital
Marketing

FOUNDATION

Program Key Features

- 4 Months Advanced Level Learning
- 15+ Globally Recognised Certifications
- 3+ Top Brand Case Studies
- Monthly Interview Preparation
- Self Assessment Session
- Premium Tools Access
- 100% Placement
- Additional Courses
 1. Domain Flipping
 2. Freelancing as a Career



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Digital
Marketing

ADVANCE


Program Key Features

- 6 Months Advanced Level Learning
- Specialization Training in Anyone
 1. Performance Marketing
 2. E-Commerce Marketing
- 20+ Globally Recognised Certifications
- 6+ Top Brand Case Studies
- Monthly Interview Preparation
- Self Assessment Session
- 2 Month Internship (Unpaid)
- Advance Premium Tools Access
- 100% Placement
- Additional Courses
 1. Domain Flipping
 2. Freelancing as a Career
 3. Podcast Marketing



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PROFESSIONAL

Program Key Features

- 12 Months Advanced Level Learning
- 3 Months Specialization Training
 1. Performance Marketing
 2. E-Commerce Marketing
 3. SEO
- 25+ Globally Recognised Certifications
- 10+ Top Brand Case Studies
- Monthly Interview Preparation
- Self Assessment Session
- 3 Month Internship (Paid)
- 2 Month Internship (Unpaid)
- 2 Live Projects
- Advance Premium Tools Access
- 100% Placement
- Additional Courses
 1. Domain Flipping
 2. Freelancing as a Career
 3. Podcast Marketing
 4. Personality Development



Digital Marketing Course Curriculum

4 Months Foundation

Introduction

- The Digital Landscape
- Elements & Platforms
- Brand Audit Digitally
- Target Audience

Designing Skills

- Design Thinking
- Types of Design Format for Different
- Platforms
- Design using Canva Pro
- Logo Making for Brands

Website Development

- Understanding of Domain Names
- Purchase of Web Hosting
- Tools, Themes & Plugin for Use and more
- First 1000 visitors on your website

Building a Website

- Building Site Architecture of your website
- Setup up your own website wordpress panel
- Installing Themes
- Uses of Plugins, Tools, and more
- Setting Tracking Codes for your website

Search Engine Optimization (SEO)

- Why SEO?
- Google algorithm and how to avoid penalties
- Black Hat Vs White Hat Vs Grey Hat SEO
- On-Page Optimization (Meta Tags, Headers Tags,
- Image Tags and More)
- Off-Page Optimization (Quora, Youtube, Blogs, and more)

Social Media Marketing

- Facebook
- Twitter
- Linkedin
- Quora
- Twitter
- Pinterest
- Snapchat
- Youtube

Organic

- Setting up a social media account
- Practices to follow on page
- Types of content on each platform
- Dos & Don'ts of posting
- Profile vs Page vs Groups
- Content Strategy - Videos/Reels/ Posts
- Using Buffer & Hootsuite to schedule and publish

Google Adwords

- Importance and Ads key terms
- keyword research
- Set up your first google adwords campaign
- Search Ads, Display Ads, Shopping Ads, Remarketing Ads.
- Set Objectives of campaigns
- Review of campaigns
- Review of Campaigns

Marketing Funnels

- Tofu
- Mofu
- Bofu
- Setting Up Your First Funnel
- ClickFunnel vs Normal Funnel
- Funnel Automation

Video Marketing

- Using Biteable
- Veed.io

Blogging & Bloggers

- Relevancy of Blogging
- Platforms for Bloggers Earning
- Working on Blogger.com
- First 1000 Visitors on your blog

Mobile Optimization

- Website Optimization for Mobile
- Importance of Optimization

Google Business Profile Setup

- Analysis of GMB Account
- Setup Local & International GMB
- SEO of GMB Area wise
- Managing Ratings and Reputation

Strategy

- Who is your customer?
- Where is your customer?
- What are your goals?
- When will you communicate
- What differentiates you?
- How will you Execute?

Inorganic

- Setting up a marketing plan for paid marketing
- Importance of Ads Panel
- Set-Up up an Advertisement
- Choosing the right campaign objective
- Setting campaign budgets and bids
- Ads Placement and their importance
- Designing social media ads

Google Analytics

- Setting up a google analytics account
- Placing the tracking code on the site
- Setting up conversion tracking goals & events.
- Reading GA Data

Digital Marketing Advance

Influencer Marketing

- Engagement of users in Social Media Platform
- Choosing the right influencer for your brand
- Micro vs Macro Influencers
- Launch your 1st Influencer Marketing Campaign

Youtube Marketing

- Creating Channel
- Creating Attractive Thumbnails
- Types of Youtube Ads
- Youtube SEO
- Managing Insights
- Vidooly & Social Blade-Hands-on

Online Reputation Management

- ORM in 2024
- Customers expectation
- Methods to deal with a crisis
- Social Listening

Sales & Pitching

- Drafting First Freelancing Proposal
- Making Online Invoices
- Sales Pitch
- Lead Generation & Pitch Formation
- Business Automation
- Negotiation & Payment Setup

Ads Psychology

- Good Design Practices
- Do's and Don'ts of Design
- Understanding consumer psychology
- Case Studies

Copywriting

- Understanding of the Basics of Copywriting
- Rules and Guidelines for Copywriting
- Copywriter Process
- Copywriting Tools

E-Commerce Marketing

- Factors to look at for E-Commerce Stores
- Product Listing on an E-Commerce Platform
- Payment Gateway Consideration

Digital Marketing Professional

Keyword Research

- Tools for finding keyword research
- How to analyze keyword competition and search volume.
- How to prioritize and utilize keywords effectively in your content

Advance link building

- Strategies for acquiring high-quality backlinks to your website
- Finding Guest Posting Websites in our Niche
- Starting Outreach and start getting backlinks.
- Concept of guestographics and its role in link building
- How to create visually appealing infographics for guest posting
- How to pitch and leverage guestographic opportunities for SEO benefits.
- Building links through resource pages
- How to find broken links on other websites using tools and techniques.
- Process of reaching out to webmasters
- Replacing broken links with your own content

Website Audit

- Conducting regular website audits for SEO optimization
- How to perform a comprehensive audit
- Techniques for identifying and fixing issues that may impact your site's performance
- Tools such as Screaming Frog

SEO Roadmap

- Key steps involved in starting an SEO campaign
- How to conduct initial website analysis and conduct SWOT
- How to develop a comprehensive SEO strategy as per target audience

Woo Commerce

- Woo commerce store revision
- How to setup woo commerce store
- How to optimise woo commerce store
- Include Payment gateway

Shopify Payment Setup

- Shopify Payments Setup - How to Set your Payment Settings in Shopify
- Shopify Setup - How to Setup Billing Process in Shopify
- Shopify Setup - How to Set Up Shipment and Delivery Settings on Shopify
- Shopify Taxation- How To Know About Taxes on our Shopify Store
- Razorpay Account on Shopify - Complete Setup
- How to Connect Razorpay with Shopify

Gift Cards

- GiftCards in Shopify - How to Setup GiftCards in Shopify
- Shopify Setup - Create Gift Cards on Shopify
- Tapita Page Builder App for Shopify
- Shopify Analytics Walkthrough - How to Use Shopify Analytics

Print on Demand

- How to connect your website with POD websites
- Find the HERO product for your POD Store
- How to calculate pricing for your product
- Connect with delivery partner for your store

Funnels

- What is a Marketing Funnel or Sales Funnel?
- TOFU (Awareness), MOFU (Consideration), BOFU (Conversion)
- Mapping the customer journey for performance marketing
- What is a Buyer Persona and how to create it using Notion AI, ChatGPT
- Goals & Challenges
- Preferred Channels & Objections
- Messaging Strategy
- What are Touchpoints?
- Touchpoints for People at different stages of Sales Funnel
- Performance Metrics and KPIs for Each Stage of funnel
- Metrics and KPIs in performance marketing AOV, CPA, CTR, ROAS, Realized ROAS
- Purpose of ROAS & Realized ROAS
- Targeted Marketing Tactics for Each Stage of the funnel
- Real World Funnel Teardown
- Case study of some successful funnels - Funnel Teardown
- How to create and setup a funnel

Media Buying & Landing Page

- Introduction To Media Buying
- Types of Media Buying
- How to create a Media Buying Plan step by step
- Media Buying Plan for Skillcircle
- What is a Landing Page?
- Landing Page analysis using AIDA
- How to create a landing page using AIDA

Google Ads

- Setting up Google Ads Campaign
- Setting up Google Smart Campaign
- Campaign Duplication
- How to view Quality Score, relevance score of your ads
- Modifying columns in search keywords
- Reporting in Google Ads
- Using segments to analyse performance of campaigns, assets etc
- Advanced Google Ads Optimization through Quad-Core
- Framework
- Advanced Google Ads Performance Strategies
- Automated Rule Creation in Google Ads

Meta Ads

- 5 Components of Facebook Ads Auction that Facebook
- uses to show ads
- What is Learning Phase and what are the factors affecting
- the learning phase of an ad set
- Competitor Analysis for Facebook Ads using the following
- Facebook Ads Library
- Similarweb
- Adespresso Ad Examples
- Social Blade
- Instrack
- Campaign Bidding Strategy Explained
- Highest Value, Highest volume, Cost Per Result Goal, Bid Cap, ROAS goal
- Manual Bidding
- How is the winner of auction determined
- Attributes of low-quality ad content
- Goal-based bidding
- Spend-based bidding

Automation

- What are Zaps in Zapier
- Create & Setup of Zaps
- How to automate welcome email sequence when someone pays through Razorpay on our website/store and also add the details of that customer in Google
- Contacts and mailchimp using Zapier automatically
- Syncing leads from Meta Ads to Google Sheets or CRM for centralized tracking
- Email sequence automation based on marketing activity using Brevio
- Creating Event-Based Automations (Reminders and follow-up sequences) for webinars, workshops etc

On Page SEO

- Best practices for creating SEO-friendly content
- Title Tags, Meta Description, Header Tags & Other Key
- Factors of On-Page SEO
- Optimize website content for both visitors & search
- engine BOT's

Technical SEO

- How to measure website speed
- Tools - Google PageSpeed Insights and GTmetrix
- Strategies for optimizing images, minifying code, leveraging
- browser caching
- Reducing server response time to improve website speed
- Learn about schema markup, canonical tags, redirects, etc
- How to stay updated with the latest SEO trends and algorithm changes

Local SEO

- How to optimize your website for local searches
- Google My Business (GMB) and local directories
- Discover tactics for improving your local search ranking

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Shopify Store

- Shopify Store Setup: How to Set-Up Storeboard
- Shopify Dashboard - How to Set-Up & Access
- Shopify Admin Panel
- Shopify Domain Set up | How to Add Domain in Shopify
- How to Connect Domain to Shopify

Pages & Listing

- Shopify Setup- The Concept of Creating Pages in Shopify
- How to Add a Contact Us Page on Shopify
- Shopify Blog - How to Write a Blog Post
- Shopify Setup - How To Add Product on Shopify
- Shopify Setup - How To Add a Variable Product on your website
- Shopify Collections - How to Set up Collection Section
- Creating Navigation Menu in Shopify

Digital Products

- How to Sell Digital Products on Shopify
- Droshipping and Print On Demand

Introduction to Performance Marketing

- What is performance marketing?
- Key Models of Performance Marketing - PPC, PPL, PPS, PPE
- Performance marketing vs. traditional marketing
- Benefits of performance marketing for businesses
- Metrics and KPIs in performance marketing (CPC, CPA, CTR, ROAS, etc.)
- Common Performance Marketing Channels - SEM, Social
- Media Marketing, Affiliate Marketing, Display Advertising,
- EmailMarketing
- B2B & B2C Performance Marketing - Target Audience,
- Marketing Goals

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- B2B & B2C Performance Marketing - Target Audience,
- Marketing Goals

Google Ads

- Introduction
- Setting up performance max campaign
- Setting up Google Display Campaign
- What is Auction and how does it take place in Google Ads
- Google Ads Auction Bidding Factors Explained
- Setting up Google Shopping Campaign
- Creating google merchant centre account and adding products to it

Google Tag Manager

- What is Conversion Tracking and what is it's importance?
- What is a Conversion Goal?
- Creating & configuring Conversion Goals in Google Ads
- Google Tag Manager Signup & Setup, Website
- connection Tag and Trigger Configure, Debugging
- Conversion Tracking of Google Ads through GTM
- Conversion Tracking through conversion template

Google Analytics 4

- Setting GA4 for your website
- GA4 Reporting Analysis
- Reading Attribution Projects in GA4
- Conversion Events in GA4
- Filtering out interal traffic with chrome extension
- IP Address Internal Traffic Filtering
- Session timeout and engaged session timer custom
- configuration

BUILT FOR LEARNERS, BACKED BY INDUSTRY </>

- Data Science, AI
- Data Analysis
- UI/UX Design
- Mobile Development Flutter
- Business Analysis
- Digital Marketing