



Digital Mastery Starts here



Give Your Digital Marketing Career  
the Head Start it Deserves with...

## Smart Digital Academy

A Value-Driven Digital Marketing Academy  
Committed to Transforming Careers!

[www.smartdigital.academy](http://www.smartdigital.academy)



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## About Smart Digital Academy

Smart Digital Academy is a distinct digital marketing academy with a holistic approach towards digital marketing careers.

We offer a comprehensive range of industry-friendly digital marketing courses across various spheres, including SEO, social media, PPC, performance marketing, and many others. At Smart, we endeavor to build a generation of agile, resilient, courteous, learned and result-driven digital marketing professionals.

We envision the world transitioning to a digitally-driven environment, where professionals, along with technology, pivot outcomes and success.

# Our Values



## Continuous Improvement:

As an agile digital marketing academy, we stay responsive to changes and develop the approach in our students to help them thrive amidst the dynamic environment.



## Holistic Professional Development:

We aren't here to create digital marketing technical specialists but comprehensive professionals who respect their profession, employer and client's business.



## Honesty and Transparency:

We aren't here to create digital marketing technical specialists but comprehensive professionals who respect their profession, employer and client's business.



## Collaborative Approach:

We encourage collaborations amongst students to familiarize them with a team working environment and foster innovations.



## Accountability:

As a responsible digital marketing academy, while accepting responsibility for building our students' careers, we develop an approach where our students stay accountable for their actions.

# Why Join Smart Digital Academy

- Industry oriented curriculum
- Abundant practical exposure
- Hands on industry experience with real time projects
- Access to the latest industry tools, platforms & technology
- Committed faculty members who resonate with our ideologies
- 100% job assistance
- 2 months internship



# Ai & Digital Marketing Modules

Topics
Digital Marketing Overview
Marketing Funnel
Domain and Hosting
Social Media Overview and Content
AI in Digital Marketing Module
Canva
AI in Canva
Facebook Organic
Instagram Ads
Meta Marketing
AI in Meta

Topics
Linkedin Organic
Twitter Organic
Twitter Ads
Linkedin Ads
Quora Organic
Quora Ads
Google Ads
Performance Marketing
Content for website
Website designing
Whatsapp

Topics
Ecomm
SEO
AI in SEO
Local SEO
Google Search Console
Google Analytics
Remarketing and Conv
Google Shopping Ads
Facebook Catlogue Ads
Email Marketing
YouTube

Topics
Google Adsense
Affiliate Marketing
Freelancing
Personal Branding using DM
Personality Development
ORM
Google Tag Manager
Media Planning
Growth Hacking
SMS Marketing

# Digital Marketing Overview

- Marketing: What Is It?
- How Do We Handle Marketing?
- What is Digital Marketing?
- Platforms and Strategies for Digital Marketing
- Digital Marketing Compared to Traditional Marketing Establishing Marketing Objectives
- Inbound vs. Outbound Marketing
- Case Studies of Digital Campaigns: Current Trends in Digital Advertising

# Marketing Funnel

■ Introduction to Marketing Funnels

■ Stage 1 - Awareness

■ Stage 2 - Interest

■ Stage 3 - Desire

■ Stage 4 - Action

■ Advanced Funnel Techniques

■ Case Studies and Practical Applications

■ Future Trends and Innovations  
Final Project and Certification

# Domain and Hosting

- Your Digital Identity as a Domain Name
- Hosting: The Location of Your Website
- Website Efficiency: Quickness and Efficiency
- Upkeep and modifications



# Social Media Overview and Content

■ SMM vs. SMO

■ Why Use Social Media Marketing

■ SMM Benefits

■ Social Media Statistics

■ Social Media Strategy Dimensions in Posts Audit or SMO Analysis Reports

# AI in Digital Marketing Module

- Introduction to AI in Digital Marketing
- AI-Powered Customer Segmentation
- Predictive Analytics for Marketing
- Natural Language Processing (NLP) in Content Marketing
- Chatbots and Virtual Assistants
- Personalization with AI
- AI in Advertising
- Ethical Considerations and Future Trends

# Canva

- **How to Use Canva to Make a Custom Design Easy Ways to Improve the Look of Your Designs**
- **How to Determine the Dimensions of Your Work**
  - **How to Provide a Background for Your Work**
  - **How to Include Text, Images, and More**
- **How to Create Photos That Will Look Good on Social Media**

# AI in Canva

- Introduction to AI in Digital Marketing
- AI Applications in Digital Marketing
- Personalized Content Recommendations
- Predictive Analytics for Customer Behavior
- Chatbots for Customer Service
- Dynamic Pricing Optimization
- Automated Ad Targeting and Optimization
- Challenges and Ethical Considerations
- Future Trends and Opportunities

# Facebook Organic

- Facebook Business Page Setup
- Facebook Marketing Strategy
  - Competition Analysis
- Facebook Account Properties
- Business Page Types
  - Creating Cover Photos Boost Page Page Management's Likes
- Choices · Post Types and Statistics

# Instagram Ads

■ Introduction to Instagram Advertising Types of Promotions

■ Audience Targeting

■ Advanced Audience Targeting

■ Bidding Strategies

■ Ad Format

■ Ad Dimensions and Rules

# Meta Marketing

- Understanding Meta Marketing
- The Psychology of Meta Marketing
- Strategies for Effective Meta Marketing
- Implementing Meta Marketing Across Platforms
- Measuring and Analyzing Meta Marketing Success
- Ethical Considerations in Meta Marketing
- Future Trends in Meta Marketing

# AI in Meta

- Introduction to Meta and AI Integration
- Fundamentals of Artificial Intelligence
- AI Applications in Meta Platforms
- Natural Language Processing (NLP) in Meta
- Computer Vision in Meta Platforms
- AI Ethics and Privacy in Meta
- Advanced AI Techniques in Meta
- Future Trends and Innovations
- Case Studies and Practical Examples



# LinkedIn Organic

- **Optimizing Your LinkedIn Profile**
- **Creating Engaging Content**
- **Building Thought Leadership**
- **Growing Your Network**
- **Engaging with Your Audience**
- **Leveraging LinkedIn Features**
- **Measuring Success and Iterating Strategies**

# LinkedIn Ads

- Overview of LinkedIn advertisements.
- Types of Campaigns
- How to Use LinkedIn Filters
- Bid strategies; audience targeting
- advanced audience targeting
- Ad format ad dimensions and rules

# Twitter Organic

- Benefits of Twitter For Businesses
- How Brands Use Twitter
- Profile Creation and Management
- Customizing the Profile
- Types of Tweets and Statistics
- Content Strategy for Twitter
- Post Your First Tweet

# Twitter Ads

- A Brief Overview of Twitter Advertisements.
- Advertising Formats
- Advertising Dimensions and Regulations;
- Bidding Strategies
- Audience Targeting;
- Advanced Audience Targeting;
- Types of Promotions

# Quora Organic

- A Brief Overview of Quora
- Creating a Quora Profile
- Finding Related Content on Quora
- Creating Links Through Quora Answers How to Order Your Quora Answers
- Research on Quora
- Content Promotion
- Performance Monitoring

# Quora Ads

- Introduction to Quora Advertising
- Setting Up Your Quora Ads Account
- Targeting Your Audience
- Crafting Compelling Ad Copy
- Designing Engaging Ad Visuals
- Optimizing Your Campaigns
- Advanced Quora Advertising Tactics
- Measuring Success and ROI
- Case Studies and Success Stories

# Google Ads

- Fundamentals of AdSense Property Verification for Google AdSense
- Various kinds of advertisements
- Maximizing your earnings with AdSense Practical advice for appropriately inserting text, image, and video advertisements on your website
- Overview of Google AdSense Policy
- Request assistance with an AdSense account
- Ad Control System

# Performance Marketing

- The Essential Idea Structure of Performance Marketing
- Selecting the Appropriate Channels
- Determining and Testing Target Audiences
- Taking Advantage of Rivals Performance Marketing in B2B
- Performance Marketing for B2C
- PM Metrics to Master
- Performance Marketing's Significance How Should Performance Be Measured?
- KPI for Performance Measuring?



# Content for website

- Understanding Website Content
- Identifying Target Audience and Goals
- Content Strategy Development
- Content Types and Formats
- SEO-Friendly Content Creation
- Visual Content and Multimedia Integration
- Content Management Systems (CMS)
- Content Publishing and Maintenance
- Measuring Content Performance

# Website Designing

- Overview of WordPress
- Installing WordPress
- Exploring different types of WordPress themes
- Adding pages and posts
- Introduction to WordPress plugins
- Basic SEO principles for WordPress websites
- Using SEO plugins to improve site visibility
- Creating Content with WordPress

# WhatsApp

- WhatsApp Marketing Strategies
- Features of WhatsApp Business
- Setting Up Your Business Profile on WhatsApp
- Automated Responses
- Installing the WhatsApp Icon on Your WordPress Website
- Setting Up One-Click Chat
- Configuring Your Initial Message
- Testing One-Click WhatsApp Integration on Your Website
- Bulk Messaging Solutions for WhatsApp

# Ecommerce Web Design

- Getting Started with WordPress E-Commerce
- Mastering the Art of Installing WordPress Themes
- Exploring E-Commerce Plugin Installation
- Setting Up and Configuring the WooCommerce Plugin
- Adding Products to Your Online Store with Ease
- Simplifying Payment Gateway Setup
- Organizing Products into Categories and Pages
- Crafting Your General Store Setup for Success

# SEO

- Exploring Search Engines: An Introduction
- Demystifying Search Engine Functionality
- Deconstructing the Components of Search Engines
- In-Depth Analysis of the Google Algorithm
- Panda Algorithm: Insights and Implications
- Penguin Algorithm: Understanding Its Impact
- Hummingbird Algorithm: Examining its Role
- Pigeon Algorithm: Features and Functionality
- Staying Updated: Latest Google Updates
- BERT, Rank Brain, EAT: Recent Developments and Their Significance

# AI in SEO

- Introduction to AI in SEO
- Fundamentals of AI Technology
- AI-Powered Search Engine Algorithms
- Natural Language Processing (NLP) in SEO
- AI Tools and Technologies for SEO
- Predictive Analytics for SEO
- Personalization and User Intent
- Ethical Considerations and Best Practices
- Case Studies and Practical Examples
- Future Trends and Opportunities

# Local SEO

- What Exactly is Local SEO?
- Why Local SEO Submission Matters
- Completing Your Profile on Google My Business: Its Significance
- Understanding Local SEO Ranking Signals
- Identifying Negative Signals in Local SEO
- Citations and Local Submissions

# Google Search Console

- Getting Started with Google Search Console
- Verifying Your Property in Search Console
- Evaluating Website Performance in Search Engine Results Pages (SERP)
- Understanding URL Inspection in Google Search Console
- Managing Sitemaps in Google Search Console
- Developing a Removal Strategy for SEO
- Analyzing Website Page Experience
- Optimizing Website Speed
- Ensuring Mobile Usability for SEO
- Managing Property Access in Google Search Console



# Google Analytics

- Exploring Next-Gen Analytics: Introducing Google Analytics (GA4)
- Establishing Your Analytics Property: Setting Up GA4
- Handling Events within Analytics
- Managing Conversions in GA4
- Account and User Management
- Reporting and Exploration in GA4
- Harnessing Analytics Intelligence

# Remarketing and Conversion

- Advantages of Employing a Remarketing Strategy
- Comparing Manual Remarketing with Dynamic Remarketing
- Constructing a Remarketing List: A Guide
- Executing a Step-by-Step Remarketing Campaign
- Evaluating the Outcomes of Your Remarketing Campaign
- Setting Up Remarketing Tracking
- Setting Up Google Ads for Remarketing

# Google Shopping Ads

- Getting Started with Google Shopping Campaigns
- Introduction to Google Merchant Center
- Store Setup on Google Merchant Center
- Product Management on GMC
- Business Verification Process on GMC
- Linking Google Ads to GMC

# Facebook Catalogue Ads

- Introduction to Facebook Catalogue Ads
- Setting Up Facebook Catalogue
- Creating and Managing Product Catalogues
- Utilizing Facebook Pixel with Catalogue Ads
- Creating Dynamic Ads from Catalogue
- Optimizing Catalogue Ads Performance
- Advanced Strategies for Catalogue Ads
- Scaling and Budget Management
- Compliance and Best Practices

# Email Marketing

- Introduction to Email Marketing
- Understanding the Significance of Email Marketing
- Exploring Popular Email Marketing Tools
- Setting Email Marketing Goals
- Introduction to MailChimp and Sendinblue
- Pricing Structures for MailChimp and Sendinblue
- Account Setup and Configuration
- Crafting an Effective Email Marketing Strategy

# YouTube

- Establishing Your YouTube Channel
- YouTube Keyword Investigation
- Content Release Process
- Factors Influencing YouTube Rankings
- Optimizing YouTube Videos
- Strategies for YouTube Content
- Mastering YouTube Shorts
- Becoming a Successful Vlogger

# Google AdSense

- Fundamentals of Google AdSense
- Verification of AdSense Property
- Varieties of Ads Available
- Boosting Revenue with AdSense
- Best Practices for Placing Video, Image, and Text Ads on Your Website
- Overview of Google AdSense Policies
- Guidance on Applying for an AdSense Account
- Management of Ad Controls

# Affiliate Marketing

■ What Is Affiliate Marketing

■ How to Apply for Affiliate Marketing Network?

■ How Affiliate Marketing Works

■ Understanding the Dashboard

■ How to Find Affiliate Niche

■ Promoting Affiliate Products

■ Top Affiliate Marketing Networks



# Freelancing

- Getting Started with Freelancing
- How Freelancing Operates
- Finding Freelance Projects
- Approaching Clients for Projects
- Using Templates for Freelance Proposals
- Determining Quotations, Pricing, and Packages
- Managing Freelance Projects

# Personal Branding using DM

- Introduction to Building Your Personal Brand
- Setting Up Personal (Social) Accounts: A Step-by-Step Guide
- Advantages of Personal Branding
- The Impact of Personal Branding on Business
- Developing Your Branding Strategy
- Content Strategies for Personal Branding
- Navigating the Personal Branding Process

# Personality Development

- Introduction to Building a Smart Personality
- Effective Communication Skills
- Ethical Behavior in the Workplace
- Managing Your Time Wisely
- Making Smart Decisions
- Interpreting Body Language

# ORM

- Introduction to Online Reputation Management (ORM)
- Importance and Benefits of ORM
- Strategies for Enhancing Online Reputation
- Monitoring and Responding to Online Feedback
- Building a Positive Online Presence
- Handling Negative Reviews and Crisis Situations
- Leveraging Social Media for Reputation Management

# Google Tag Manager

- What is Google Tag Manager and How Do You Install It on Your Website?
- How Can You Connect Your Google Analytics Property to Tag Manager?
- How Do You Add Various Tags to Your Website Using Tag Manager?
- What's the Process for Setting Up Google Ads Conversion Tracking Using Tag Manager?
- Can You Set Up Facebook Pixel with Google Tag Manager?
- How Do You Configure LinkedIn Insight Tag Using Google Tag Manager?
- What are the Steps for Setting Up Event Tracking with Google Tag Manager?

# Media Planning

- Introduction to Media Planning and Buying
- What are the Different Types of Media?
- How is Budget Allocated in Media According to Business Needs?
- What is the 5-Step Formula for Planning Your Media Strategy?
- Exploring a Media Planning Case Study

# Growth Hacking

- Introduction to Growth Hacking Fundamentals
- Responsibilities of a Growth Hacker
- Understanding the Customer Life Cycle
- Exploring Techniques for Conversion Optimization
- Case Studies in Growth Hacking Success
- Plus Additional Topics

# **SMS Marketing**

- **Introduction to SMS Marketing**
- **Benefits of SMS Marketing**
- **Strategies for Successful SMS Campaigns**
- **Compliance and Legal Considerations in SMS Marketing**
- **Crafting Effective SMS Content**
- **Building Your SMS Subscriber List**
- **Analyzing Metrics and Performance in SMS Marketing**





## A Word from Our MD!

Hello aspirants, this is Nisha Raina, the MD and Chief Mentor of digital marketing academy. If you've been aspiring for a career in digital marketing, first of all, let me congratulate you! Digital marketing is a profession brewing millions of career opportunities across every realm. However, at the same time, it is an equally challenging career requiring you to be competent, dynamic and highly attentive.

At Smart Digital Academy, we don't only build technical expertise but transform you into a digital marketing professional every employer would want to hire. Our phenomenal trainers, thoughtfully-designed digital marketing courses and a holistic learning pedagogy empower you with capabilities to transform your career. I wouldn't say much but certainly recommend joining Smart Digital Academy if you are prepared to navigate the opportunities across the ever-expanding digital horizon.

All the Best!



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