



# Digital Marketing Master Program Certification Training Course



## About Us

### Welcome to **Yuva Sakthi Academy!**

We are committed to delivering high-quality education and creating a learning environment where students can thrive. With a focus on both academic and personal development, we aim to empower every learner who walks through our doors.

#### Our Mission

Our mission is to equip individuals with the knowledge, skills, and confidence to achieve their goals. We focus on holistic development, encouraging not just academic success but also personal growth and career readiness.

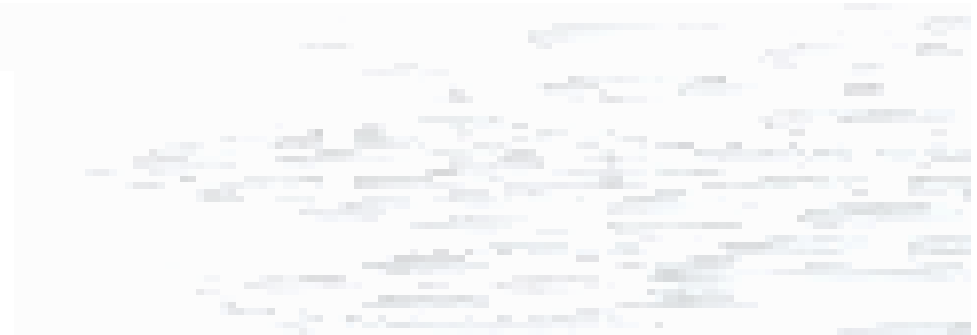
## What We Offer

We provide expert-led training programs designed to meet the needs of school students, competitive exam aspirants, and skill-seekers. Our curriculum blends strong foundational learning with practical application, ensuring every student is career- and life-ready.

#### Our Impact

Over the years, Yuva Sakthi Academy has helped countless students unlock their potential and succeed in their chosen fields. Many of our alumni have gone on to excel in academics, careers, and life—all starting with the right guidance here.

Visit us at [www.yuvasakthiacademy.com](http://www.yuvasakthiacademy.com) to learn more.



# About Us Digital Marketing Master Program

At Yuva Sakthi Academy, our Digital Marketing Master Program provides a complete, industry-focused foundation in modern online marketing strategies. Designed for beginners, students, entrepreneurs, and working professionals, this course covers essential areas such as SEO, Google Ads, Social Media Marketing, Content Strategy, Email Marketing, and Web Analytics.

Through practical, hands-on projects, you'll learn to plan, execute, and optimize real-world digital campaigns that drive traffic, generate leads, and boost brand visibility. You will work with leading tools like Google Analytics, Meta Business Suite, Canva, Search Console, and WordPress. Strengthen your marketing skills, enhance your digital presence, and gain the expertise needed to excel in today's fast-growing digital marketing industry.

## Why Choose Digital Marketing Master Program from Yuva Sakthi Academy?



### Industry-Leading Platform:

Master essential Digital Marketing skills, including SEO, Google Ads, Social Media Marketing, Content Strategy, and Web Analytics. Learn to create high-performing campaigns using industry tools like Google Analytics, Meta Ads Manager, Canva, and WordPress. Enroll now to elevate your digital marketing career!



### Opportunity in Top MNCs:

Gain hands-on Digital Marketing training with real-time projects and industry-standard tools like Google Ads, Meta Business Suite, Google Analytics, and WordPress. Learn from expert trainers at Yuva Sakthi Academy and build strong marketing campaigns that stand out. Enroll today to accelerate your digital marketing career!



### Lucrative Salary:

Build high-demand skills in SEO, Google Ads, Social Media Marketing, Content Strategy, and Analytics. Master top digital tools like Google Analytics, Meta Ads Manager, Canva, and WordPress to boost your career potential. Enroll at Yuva Sakthi Academy and unlock top-paying Digital Marketing opportunities!



### **Expert-Led Instruction:**

Get comprehensive training in Digital Marketing—from core concepts like SEO and Social Media Marketing to advanced strategies in Google Ads and Analytics. Learn directly from industry experts through hands-on projects, real-world campaign workflows, and practical marketing execution exercises.

### **Hands-On Experience:**

Gain practical experience by working on real-world digital marketing projects and step-by-step campaign workflows. Use industry-leading tools to create, optimize, and manage SEO strategies, social media ads, Google Ads campaigns, and website analytics. Enroll now to master practical Digital Marketing execution!

### **Comprehensive Curriculum:**

Master essential Digital Marketing skills including SEO, Social Media Marketing, Google Ads, and Analytics. Gain hands-on experience creating and optimizing real-world marketing campaigns using top industry tools.

### **Cutting-Edge Tools:**

Master top Digital Marketing tools like Google Ads, Meta Ads Manager, Google Analytics, and Canva for powerful online campaigns. Create, track, and optimize high-performing marketing strategies using modern, industry-standard platforms.

### **Career Advancement:**

Boost your career with our industry-recognized Digital Marketing certification and hands-on project portfolio. Qualify for high-demand roles in SEO, Social Media, Google Ads, and Analytics across top companies.

### **Flexible Learning:**

Learn Digital Marketing at your own pace with our flexible, self-paced training program. Easily balance your studies or work while gaining industry-ready skills through structured modules and practical exercises.

# Digital Marketing Training Tools & Technologies

- **Google Ads** – Create and manage paid search campaigns
- **Google Analytics & GA4** – Track, analyze, and optimize website performance
- **Meta Ads Manager** – Run Facebook & Instagram advertising campaigns
- **Google Search Console** – Monitor site performance and SEO health
- **Canva** – Design marketing creatives, posts, and ads
- **WordPress** – Build and manage websites and landing pages
- **Mailchimp / HubSpot** – Execute effective email marketing campaigns
- **SEO Tools** like **Ahrefs**, **SEMrush**, and **Ubersuggest**
- **Social Media Tools** like **Hootsuite** and **Buffer**

# Top Digital Marketing Training Program Providers

- **Simplilearn** — Global platform offering advanced digital marketing certification programs.
- **Digital Vidya** — One of India's most trusted digital marketing institutes, known for practical, hands-on training.
- **UpGrad** — Offers a comprehensive digital marketing certification in collaboration with MICA.
- **NIIT** — Provides a full-stack digital marketing program with placement support.
- **IIDE (Indian Institute of Digital Education)** — Well-known for live lectures, mentorship, and project-based learning.
- **Google Digital Garage** — Free digital marketing courses from Google to improve online skills.
- **Coursera** — Multiple digital marketing specializations from top universities.
- **HubSpot Academy** — Free inbound marketing, content marketing, and CRM courses.

# Who should Go for this Digital Marketing Training Program?

Students and Freshers

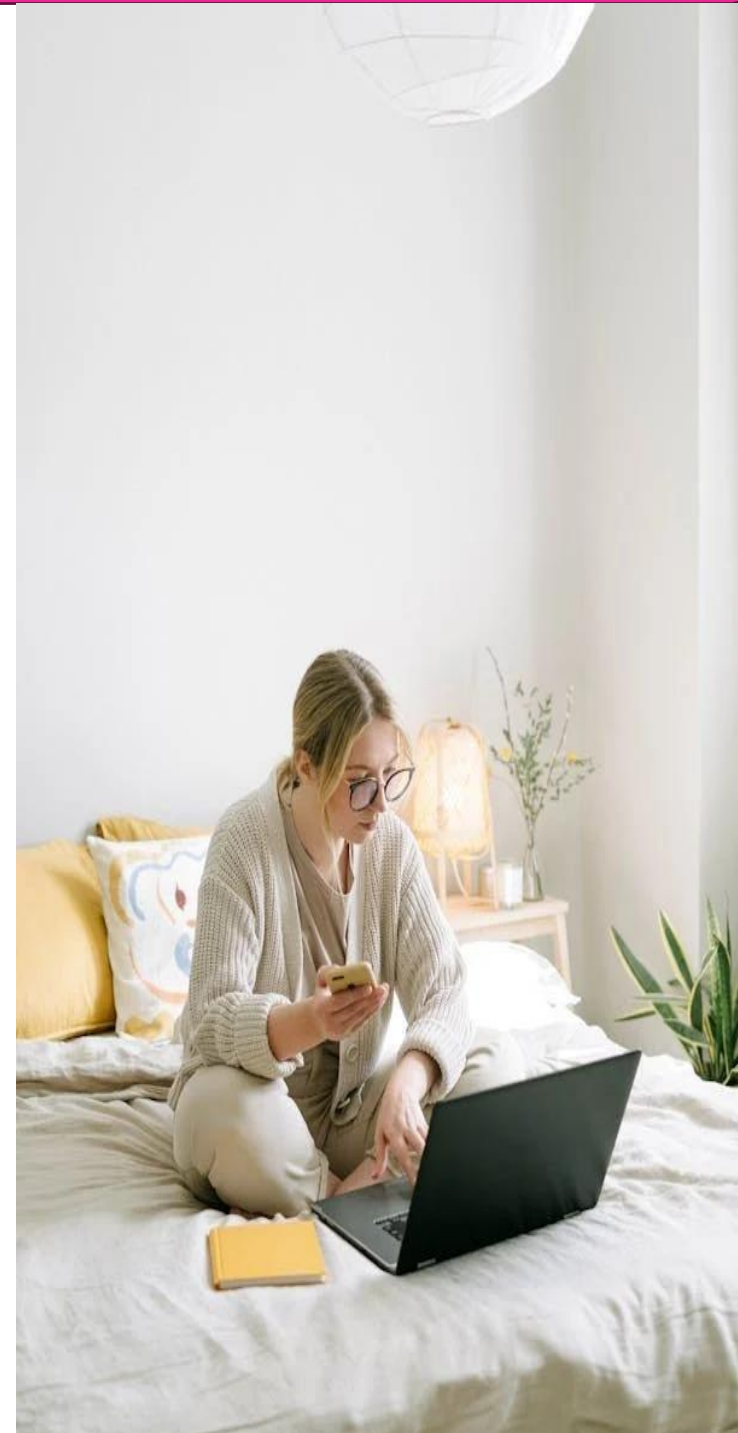
Working Professionals

Entrepreneurs and Business Owners

Marketing Executives & Freelancers

Content Creators & Influencers

Anyone interested



# Digital Marketing Training Program Certification Topics:

## Module 1: Introduction to Digital Marketing

- What is Digital Marketing?
- Traditional vs. Digital Marketing
- Digital Marketing Channels Overview
- Customer Journey & Digital Funnel
- Branding & Online Presence

## Module 2: Website Fundamentals

- Domain, Hosting, DNS
- Introduction to Website Platforms
- Importance of SEO-Friendly Websites

## Module 3: Next.js for Digital Marketers (Core +SEO)

### Why Next.js in Digital Marketing?

- Server-Side Rendering (SSR)
- Static Site Generation (SSG)
- Fast page loading = Better SEO
- Better Lighthouse Score & Core Web Vitals
- Optimizing Images using next/image
- Meta Tags & SEO in Next.js
  - next/head
  - Dynamic meta
  - Open Graph tags

### Topics

- Introduction to React & Next.js
- Next.js Folder Structure
- Pages, Routing & Layouts
- Fetching SEO Content from APIs
- Server Actions / App Router
- Deploying Next.js Websites (Vercel / AWS / Netlify)
- Integrating Google Analytics & Facebook Pixel
- Building Landing Pages for Digital Marketing Campaigns

## Module 4: Search Engine Optimization(SEO)

### On-Page SEO

- Keywords Research
- Title, Description, H1, H2, H3
- Image Optimization
- URL Optimization
- Internal Linking
- Website Architecture + Core Web Vitals

### Off-Page SEO

- Backlinking Strategies
- Guest Blogging

- Social Bookmarking
- Influencer Outreach

### Technical SEO

- Sitemap / Robots.txt
- Schema Markup
- Page Speed Optimization
- Mobile SEO
- Canonical Tags
- Indexing / Crawling

## Module 5: Social Media Marketing(SMM)

### Platforms:

- Facebook
- Instagram
- LinkedIn
- Twitter
- YouTube
- Pinterest

### Strategy:

- Social Media Optimization
- Content Planning & Scheduling
- Hashtag Strategy
- Reels & Shorts Growth
- Paid Ads Basics for Social Media

## Module 6: Search Engine Marketing(SEM)

- Google Ads Fundamentals
- Campaign Types
  - Search Ads
  - Display Ads
  - YouTube Ads
  - Shopping Ads
- Keywords Bidding & Quality Score
- Budget Management
- A/B Testing of Ads

## Module 7: Content Marketing

- Copywriting Basics
- Blogging & Article Writing
- Landing Page Content
- Creating SEO-Friendly Content
- AI Tools in Content Creation
- CTA Strategy & Conversions

## Module 8: Email & Whatsapp Marketing

- Building Email Lists
- Lead Magnets
- MailChimp/SendGrid Setup
- WhatsApp Business API
- Marketing Automation

## Module 9:

- Google Analytics 4 (GA4)
- Google Search Console
- Heatmaps (Hotjar)
- Setting Goals & Events
- Tracking Conversions
- Integrating Analytics in Next.js

## Module 10: Performance Marketing

- Paid Campaigns Planning
- Budgeting
- Retargeting Ads
- Conversion Optimization
- ROI & KPI Measurement

## Module 11: Tools Covered

- Next.js
- Google Ads
- Facebook Ads
- SEMRush / Ahrefs
- HubSpot
- Canva
- Buffer / Hootsuite
- Google Analytics
- Search Console

## Module 12: Real – Time Projects

### Students build:

- Complete Next.js Marketing Website
- SEO Optimized Blog
- Google Ads Search + Display Campaign
- Instagram & Facebook Strategy + 1 Month Calendar
- Email Campaign Setup
- Analytics Dashboard + Tracking Events

## Module 13: Interview Preparation

- Resume Building (Digital Marketing + Next.js)
- Portfolio Website in Next.js
- Interview Questions
- Real-Time Case Studies

**Covers: React Basics → Next.js Core → Server Actions → Full-Stack Development → Deployment**

## **Module 1: Web & React Fundamentals (Foundation for Next.js)**

### **1.1 JavaScript Essentials**

- ES6+ syntax
- let, const, arrow functions
- Promises, async/await
- Modules & imports

### **1.2 React Basics**

- Components
- Props & State
- JSX
- Conditional rendering
- List rendering
- useState, useEffect

## **Module 2: Introduction to Next.js**

- What is Next.js?
- Why Next.js vs React?
- SSR, SSG, ISR concepts
- Folder Structure (app/ router)
- File-based routing basics

## **Module 3: Next.js Routing (App Router)**

### **3.1 File-Based Routing**

- Creating pages
- Nested routes
- Route groups
- Optional/parallel routes

### **3.2 Layouts**

- Root layout
- Nested layouts
- Shared components

### 3.3 Navigation

- <Link> component

- useRouter() and navigation
- Client vs Server navigation

## Module 4: Styling in Next.js

- CSS Modules
- Global CSS
- Tailwind CSS setup

- Using next/font
- Responsive design

## Module 5: Rendering & Data Fetching

### 5.1 Rendering Types

- Server Components
- Client Components
- Choosing server vs client

- Dynamic Rendering
- Caching & Revalidation
- Loading UI & Error Boundaries

### 5.2 Data Fetching Methods

- fetch() in Server Components
- Static Rendering

### 5.3 Advanced:

- Parallel & Sequential Data Fetching
- Using external APIs

## Module 6: Server Actions (Next.js Supported)

- What are Server Actions?
- Defining server actions
- Form submission using Server Actions

- Validation & Error handling
- Using database inside server actions
- Security best practices

## Module 7: API Routes

- Creating REST API endpoints
- GET, POST, PUT, DELETE methods
- Handling JSON responses

- Middleware (middleware.ts)
- Authentication in middleware

## Module 8: Database Integration

### Supported Databases

- MongoDB
- PostgreSQL
- MySQL
- Prisma ORM

### Topics

- Connecting to DB
- Creating models with Prisma
- CRUD operations
- Pagination & Filtering

## Module 9: Authentication & Authorization

### Supported Methods

- NextAuth.js
- JWT-based login
- OAuth (Google, GitHub)

### Topics

- Session management
- Protecting routes
- Role-based access control

## Module 10: Forms and Validations

- Client-side forms
- Server-side validation

- react-hook-form
- Zod validation

- File upload support

## **Module 11: Next.js SEO Support**

- Metadata API
- Title, description, keywords
- Open Graph, Twitter cards
- Dynamic metadata from API
- Sitemap & Robots.txt generation

## **Module 12: Image, Fonts and Performance**

- Using next/image
- Using next/font
- Caching strategies
- Core Web Vitals optimization

## **Module 13: State Management**

- useContext
- Redux Toolkit (optional)
- Zustand (lightweight option)

## **Module 14: Next.js Middleware and Edge Functions**

- Edge runtime vs Node.js runtime
- Authentication middleware
- Geo-routing
- Rate limiting

## **Module 15: Real – Time Technologies(Supported)**

- WebSockets
- Next.js + Socket.io
- Next.js + Pusher

## Module 16: Testing in Next.js

- Jest
- React Testing Library
- End-to-end testing (Playwright / Cypress)

## Module 17: Deployment & DevOps Support

### Deploying Next.js Apps

- Vercel (recommended)
- Netlify
- AWS Amplify / S3 + CloudFront
- Dockerizing Next.js app

### DevOps Concepts

- ENV variables
- CI/CD basics
- GitHub Actions

## Module 18: Real – Time Projects (Supported by Next.js)

### Students will build:

- Portfolio Website (Static Generation)
- Blog Platform (SSG + SEO + CMS support)
- E-commerce Store (Full-stack Next.js)
  - Cart system
- Authentication
- Payment gateway integration
- Admin Dashboard (Server Actions + CRUD + Charts)
- Chat Application (Real-time messaging with Pusher)

## Possible Aspects of an IT-Focused Project

Our Digital Marketing Training Program equips you with the skills to create powerful, result-driven online marketing strategies. Learn SEO, SEM, Social Media Marketing, Content Marketing, Email Marketing, and Analytics. Master leading tools like Google Ads, Google Analytics, Meta Ads Manager, HubSpot, Canva, and WordPress. Understand campaign planning, audience targeting, branding, and conversion optimization. Work on real-world marketing projects and live advertising campaigns. Build expertise in lead generation, performance marketing, website optimization, and social media growth. Receive certification and expert-led career guidance for top digital marketing roles. Gain practical experience with full-cycle digital campaign development and testing. Collaborate with mentors and peers for continuous improvement. Stay ahead with the latest trends in AI-powered marketing, automation tools, and digital strategies.



# Yuva Sakthi Academy Certification

The **Yuva Sakthi Academy** Certification is a distinguished credential designed to validate the expertise and practical skills of individuals in the retail industry. This certification is awarded upon successful completion of our comprehensive training programs, which cover essential areas such as customer service excellence, sales techniques, and retail management. Participants gain hands-on experience and industry-recognized qualifications, setting them apart in the competitive retail job market. Our certification program not only enhances your professional profile but also equips you with the knowledge and skills needed to excel in various retail roles. By earning this certification, you demonstrate your commitment to excellence and readiness to contribute effectively to the retail sector. Whether you're seeking to advance your career or embark on a new journey in retail, the Yuva Sakthi Academy Certification is a valuable asset to support your career goals.



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