

BECOME AN **DIGITAL MARKETER**



**With
Generative AI**



SCAN ME



COMPANY

Profile



K.D. Technologies was established in 2014 with a vision to provide a Software Development and web application development company with experienced IT consultants who can offer valuable business solutions. We help you and your business connect with customers, integrate with vendors and empower employees to work to their fullest potential.

With a perfect blend of young and experienced IT professionals, the team has a dual edged advantage of being both dynamic and stable. Both these advantages assure that the organization will be dynamic enough to adapt itself to the fast changing world of Information Technology and is always in a position to provide cutting edge solutions.

Itin Sharma

Itin Sharma

Founder & CEO

(10+ Year of Experience in IT Industry)



WHAT WE OFFER

DIGITAL Learning Program





CURRICULUM OF DIGITAL MARKETING TRAINING

- Duration - 20 Weeks
- Mode - Offline
- Projects - 15+



MILESTONES



MILESTONE 1 - DURATION: 3 WEEKS

Digital Marketing, Website Planning & Creation

This milestone covers essential digital marketing strategies, audience research, and campaign execution alongside mastering website creation with WordPress. Learners will develop market insights, craft value driven strategies, and build optimized, professional websites that align with marketing objectives.



3 Projects



2 Case Studies



3+ Cheat Sheets

Module 1

Fundamentals of Digital Marketing

- Marketing Objectives
- Business and Competitive Analysis
- Customer Engagement
- Brand Development
- Campaign Execution
- Market Analysis

Project



Case Study



Module 2

Market Research

- Market Understanding
- Buyer Persona Development
- Value Proposition Design
- Research Technique
- Survey Development
- Digital Marketing Strategies

Project



Case Study



Module 3

Website Creation

- WordPress Basic
- Website Fundamental
- WordPress Configuration
- Theme and Design Customization
- Content Management
- Advanced Features and Tools

Project





MILESTONE 2 - DURATION: 5 WEEKS

Search Engine Optimisation & Content Marketing

This milestone dives into the fundamentals of SEO, from understanding search engines and SERPs to advanced on page, technical, and local SEO strategies. Learners will explore keyword research, content optimization, and schema markup while mastering tools and techniques to enhance site performance and visibility. It also emphasizes local SEO tactics to help businesses dominate neighborhood searches effectively.



5 Projects



4 Case Studies



5+ Cheat Sheets

Module 4

Introduction to SEO

- SEO Fundamentals
- Search Engines and SERPs
- SEO Practices and Ethics
- Keyword Essentials
- Keyword Research Techniques
- Advanced Keyword Analysis

Project



Case Study



Module 5

On Page SEO

- On-Page SEO Basics
- Meta Tag Optimization
- Website Structure & Internal Linking
- Content and SEO Integration
- Avoiding Common SEO Mistakes
- Comprehensive On-Page SEO Strategies
- SEO Authority Factors
- Technical SEO Fundamentals
- Sitemap Implementation
- Robots.txt and Access Control

Project



Case Study

Module 6

Technical SEO

- Link & Redirection Management
- Enhancing SEO with Meta Tags
- Security and SEO
- Optimizing Site Performance and Mobile Usability
- Advanced SEO Tools and Extensions
- Schema Markup: Implementation and Validation
- Introduction to Google Search Console
- Setup and Configuration of GSC
- Sitemap Management in GSC
- URL Inspection Techniques

Project



Case Study





MILESTONE 2 - DURATION: 5 WEEKS

Search Engine Optimisation & Content Marketing



5 Projects



4 Case Studies



5+ Cheat Sheets

Module 7

Web Analytics & Monitoring

- Overview of Google Analytics
- Setting Up Google Analytics
- Advanced Reporting in Google Analytics
- Introduction to Google Analytics 4
- SEO Performance Reporting
- Off-Page SEO Basics
- Understanding Backlinks
- Backlink Types and Their Impact
- Backlink Acquisition Strategies
- Content Submission Techniques
- Link Building Best Practices

Project

GSC & GA4

Module 8

Content Marketing

- The Importance of Site Audits
- Conducting Site Audits
- Technical SEO Audits
- Introduction to Content Marketing
- Benefits of Content Marketing
- Types of Content Marketing
- Content Marketing Funnel: TOFU, MOFU, BOFU
- Audience Research and Strategy.
- Copywriting vs. Content Writing
- Role of Copywriting in Marketing
- Effective Copywriting Techniques

Project

SEO audit

Case Study

MPNRC.Org



MILESTONE 3 - DURATION: 3 WEEKS

Social Media and Influencer Marketing

This milestone focuses on mastering social media platforms like Facebook, LinkedIn, YouTube, and Instagram while developing effective marketing strategies. It also covers influencer marketing, including campaign planning, connecting with influencers, and leveraging paid promotions to enhance brand reach and engagement.



3 Projects



3 Case Studies



3+ Cheat Sheets

Module 9

Social Media Marketing I

- Social Media Marketing Basics
- SMM Strategies and Organic Marketing
- Social Brand Management
- Audience Persona Development
- Facebook Marketing Essentials
- Utilizing Meta Business Suite
- YouTube Marketing Strategies
- Instagram Marketing and Content Planning

Project

Nothing Phone

Case Study

zomato
blinkit

Module 10

Social Media Marketing II

- Introduction to LinkedIn
- LinkedIn Strategy Development
- Content Creation for LinkedIn
- LinkedIn Page Optimization for Businesses
- Twitter Marketing Techniques
- Marketing with Pinterest
- Social Media Marketing Strategy for Product Launch (B2B & B2C)
- Key Metrics in Social Media Marketing
- Utilization of Social Media Management Tools
- Creation of Social Media Content Calendar and Progress Reports

Project

Case Study

KUKUFM
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Module 11

Influencer Marketing

- Introduction to Influencer Marketing
- Benefits of Influencer Marketing for Brands
- Successful Influencer Marketing Campaigns
- Connecting with the Right Influencers
- Influencer Marketing Platforms
- Strategies for Paid Promotions, Gifts, and Giveaways
- Brand Ambassadors and Affiliate Programs
- Influencer Campaign Strategy and Setup

Project



MILESTONE 4 - DURATION: 7 WEEKS

Performance Marketing

This milestone focuses on mastering paid marketing strategies across platforms for B2B, B2C, and D2C. Learners will explore Meta Ads, Facebook Pixel, e commerce catalogs, and advanced tools for ad creation, targeting, and optimization. It also covers SEM, remarketing, and Google Ads, along with third-party advertising strategies like Disney+ Hotstar campaigns, ensuring a result-driven marketing approach.



7 Projects



7 Case Studies



7+ Cheat Sheets

Module 12

Introduction to Meta Ads

- Performance Marketing Basics
- Platform Types for Marketing
- Competitor Analysis in Marketing
- Platform Selection: B2B, B2C, D2C
- Meta Ads Introduction
- Facebook Page Creation and Boosting
- Ads Manager & Ads Library Features
- Campaign Structure and Objectives
- Budgeting, Scheduling, and Detailed Targeting

Project

Targeting Tourists for Dubai



Case Study

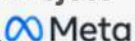


Module 13

Meta Ads Campaign Structure

- Ad Placement Strategies
- Creating AI-Powered Ad Mockups
- Campaign Budget Optimization Benefits
- A/B Testing and Dynamic Creatives
- Brand Safety and Suitability Insights
- Setting Up Brand Awareness Campaigns
- Ad Placement Types: Advantage+ & Manual
- Facebook Engagement and Conversion Strategies
- Lead Generation: Ads, Forms, and Auto Chat Features
- Setting Up Facebook Business and Ads Manager
- Facebook Pixel Setup and Manual Installation
- Pixel Integration: GTM and Plugins

Project



Case Study



Module 14

Meta Ads Conversion Tracking

- Live Pixel Tracking via Chrome Extension
- Pixel Reporting and Troubleshooting Techniques
- Advanced Pixel Integration through Partners
- Conversion API Setup with GTM
- Custom and Lookalike Audience Creation
- Utilizing Custom Conversion Audiences
- Understanding Catalogues and Their Types
- Creating E-commerce Catalogues
- Introduction to Collection Ads

Project



Case Study





MILESTONE 4 - DURATION: 7 WEEKS

Performance Marketing



7 Projects



7 Case Studies



7+ Cheat Sheets

Module 15

Meta Ads Reporting

- Campaign Performance Analysis
- Optimizing Campaigns Effectively
- Ad Automation Techniques
- Rule and Creative Automation Platforms
- Executing Campaigns on Meta
- Managing Instagram Campaigns
- SEM Marketing Basics
- Google Ads: Overview and Benefits
- Google Ads Formats Explained
- Smart Campaigns Introduction
- Ad Objectives and Bidding Strategies
- Setting Up Search Ads
- Keywords in SEM: Importance and Types
- Keyword Research Tools (Google Keyword Planner)
- Using Negative Keywords Effectively
- Ad Rotation Strategies
- Ad Scheduling Best Practice

Project



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Module 16

Google Search Ads

- Dynamic Search Ads: Settings and Case Studies
- Crafting Search Ad Copies with AI
- Ad Extensions: Sitelink, App, Call, Callout, Location, Price
- Display Campaigns: Setup Guide
- Targeting Options: Placement, Topics, Demographics

Project



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Keyword Research

Module 17

Google Display & Video Ads

- Video Campaign Goals and Subtypes
- Video Ads Network and Frequency Capping
- YouTube Ads Bid Strategies
- Ad Scheduling for Video Campaigns
- Creating Video Ad Sequences
- Storytelling with Video Ads
- Conversion Actions: Setup and Integration
- GTM for Conversion Tracking
- Using Conversion Linker Effectively

Project



Case Study





MILESTONE 4 - DURATION: 7 WEEKS

Performance Marketing



7 Projects



7 Case Studies



7+ Cheat Sheets

Module 18

Conversion Tracking

- Remarketing in Google Ads: Overview and Benefits
- Audience Manager and List Creatios
- Linking GA4 with Google Ads
- Implementing Remarketing Audiences in Campaigns
- Shopping Ads Setup with Google Merchant Center
- Product Listing and Linking Merchant Center
- Performance Max Campaign: Setup and Advantages
- Demand Campaign Configuration

Project



Case Study



paisabazaar



MILESTONE 5 - DURATION: 2 WEEKS

Marketing Automation & AI

This milestone focuses on leveraging automation tools and AI for efficient marketing. Learners will explore email and WhatsApp marketing strategies, Google AdSense setup, and freelancing fundamentals. It also covers creating impactful campaigns, landing pages, and content using AI tools, along with mastering workflows, analytics, and optimization for streamlined marketing success.



2 Projects



2 Case Studies



2+ Cheat Sheets

Module 19

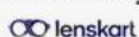
Email, Whatsapp Marketing, Automation, & Freelancing

- Introduction to Email Marketing and Its Benefits
- Growing and Managing Email Lists
- Crafting Effective Email Campaigns and Strategies
- Creating Impactful Email Content
- Email Marketing Analytics and Optimization
- Overview of WhatsApp Marketing and Strategies
- Integrating WhatsApp with Other Marketing Channels
- Analytics, Optimization, and Compliance in WhatsApp Marketing
- Marketing Automation: Tools, Workflows, and Importance
- Getting Started with Freelancing
- Freelancer Profile Creation and Optimization
- Finding Your Niche and Domain in Freelancing
- Client Outreach and Lead Nurturing

Project



Case Study



Module 20

Chat GPT & AI Tools

- Creating Landing Page Copies with AI Tools
- Developing Marketing Strategies Using AI (ChatGPT and Others)
- Email Marketing Content Creation with AI
- Social Media Content Writing Powered by AI Tools
- Crafting Effective Ad Copies Using AI
- Generating SEO-Optimized Content with AI Assistance
- Building Marketing Funnels with AI Tools
- Writing High-Quality Blog Posts Using AI

Project



Case Study



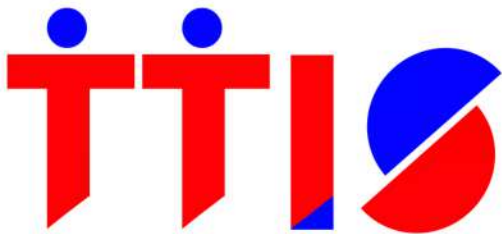


40+ DIGITAL MARKETING TOOLS





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