

DIGITAL MARKETING TRAINING PROGRAM

A Comprehensive Training for Your
Path to Success

About Give Me Publicity

Give Me Publicity is a Digital Marketing Agency having **12 years** of experience, and remarkable track record. More than 4200 digital marketing campaigns completed with **98% client satisfaction rate**.

Served clients from over **40 different countries** from various industries, including local, service, and e-commerce businesses.

Don't Just Learn Digital Marketing, Implement and Master It !

- ★ Get Best Job in Digital Marketing Industry
- ★ Become a Freelance Digital Marketer
- ★ Start & Manage Your Own Business

WHY US?

**Guaranteed
Internship**

**Online &
Offline Classes**

**100% Practical
Training**

**Hands-On
Live Projects**

Collaborating with us offers you the chance to learn the in and out of Digital Marketing, Sales, and Business building mindset. Our team is committed to ensuring that within 30 days of your collaboration with us, you will notice a significant improvement in your online marketing and business skills.

Our approach is entirely focused on tested practical Implementation and Execution. Our mission is to become India's premium Top Rated and Most Trusted Digital Marketing Training and Services provider. Our team is dedicated to providing the best quality training and services to help every student and client succeed. The practical-oriented training course is designed for Job seekers, Working professionals, and Business Owners.

At **Give Me Publicity**, you will gain valuable insights and practical experience that will help you develop the skills and expertise you need to succeed in the Digital Marketing industry. Collaborating with us is a wise investment in your future success in this field.

OUR PROCESS

Training -

Practice -

Perfection -

**100% JOB &
Business
Assistance**

Training Program Offered

Sno.	Modules	Basic	Advance
1	Digital Marketing Overview	✓	✓
2	Graphics Designing using Canva	✓	✓
3	Video Editing using Filmora	—	✓
4	Website Designing & Development	✓	✓
5	SEO (Search Engine Optimization)	✓	✓
6	Facebook Organic Marketing	✓	✓
7	Instagram Organic Marketing	✓	✓
8	Google Search Advertising	✓	✓
9	Google Display Advertising	✓	✓
10	Youtube Marketing	—	✓
11	Facebook Ads Mastery	✓	✓
12	Instagram Ads Mastery	✓	✓
13	Mobile App Creation	—	✓
14	App Store Optimization	—	✓
15	Google Search Console	✓	✓

Training Program Offered

Sno.	Modules	Basic	Advance
16	Google Analytics - GA4	✓	✓
17	Affiliate Marketing	—	✓
18	Content Marketing	✓	✓
19	E-mail Marketing	—	✓
20	WhatsApp Marketing	—	✓
21	Personal Branding	—	✓
22	Freelancing	—	✓
23	AI (Artificial Intelligence) in Digital Marketing	—	✓
24	Google Tag Manager	—	✓



Specialization Course Offered

WordPress Specialization Course

- Website Introduction
- WordPress Introduction
- Website Server Introduction
- WordPress website setup on localhost
- Domain and Hosting
- Theme Intro and Installation
- Starter Template Installation
- Elementor Details
- Header & Footer in website
- Creating Webpage in WordPress
- Create post for blogging
- Creating Menu in website
- Use of customize option in WordPress
- Contact us form in website
- WhatsApp chat in website
- Chatbot in website
- Social media connection in website
- YouTube channel connection in website
- Creating Gallery in website
- Creating Testimonial in website
- Creating Team members in website

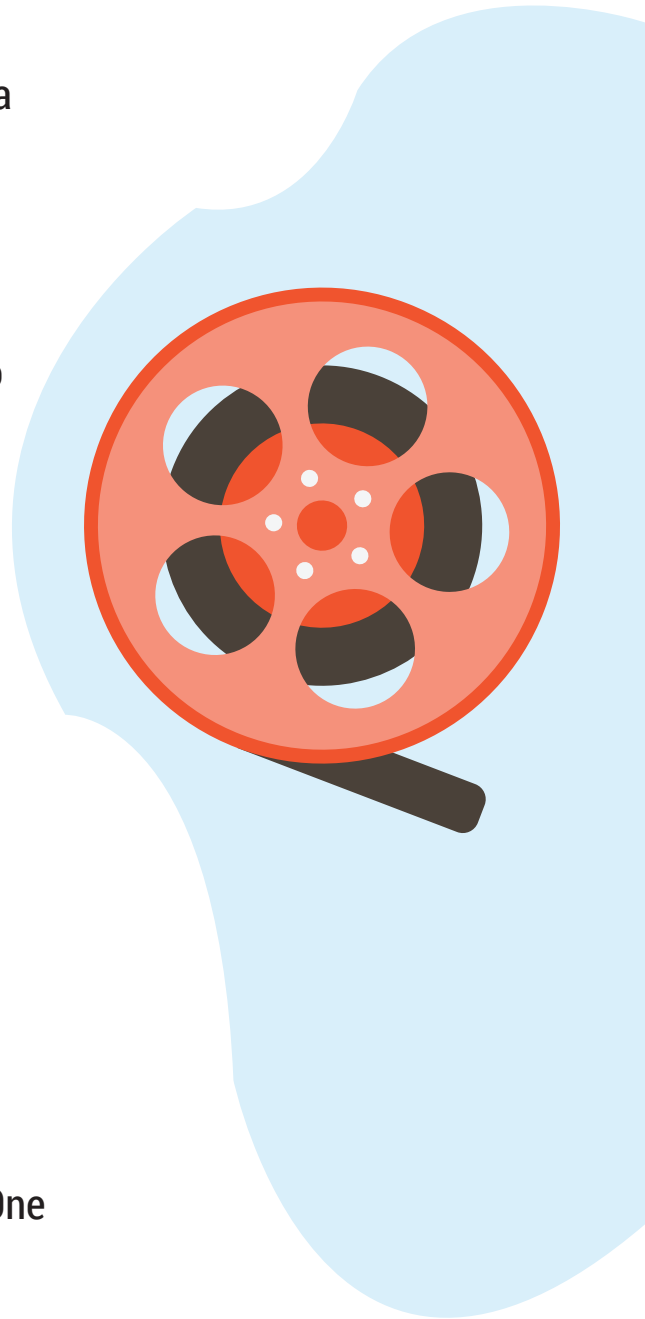
Canva Specialization Course

- Canva Introduction
- About Canva Editor
- Search tab option in Canva
- Canva Elements
- Text, Mirror text & curve text in Canva
- Upload Option in Canva
- Share your design in Canva
- Font & brand font in Canva
- Image Cropping in Canva
- Image Framing in Canva
- Text or Image Rotation in Canva
- Remove background
- Gradient in Canva
- Add Border in Canva
- Table in Canva
- Instagram post in Canva
- Group & ungroup elements in Canva
- Logo creation in Canva
- Mock-up creation in Canva
- YouTube thumbnails in Canva
- Visiting card in Canva
- YouTube channel cover
- Pdf creation in Canva
- Instagram Reels in Canva
- Video Creation in Canva

Specialization Course Offered

Filmora Specialization Course

- The Filmora Software Interface Overview
- Import Media Files from Computer, Phone or Camera
- Cut And Delete Unwanted Portion of the Video
- How To Add Text or Tiles in Video
- Download & Add Custom Font in Video
- How to Add Your Own Logo or Watermark to a Video
- Add Transitions to Your Video
- Adding Simple Motion Graphics in Video
- Speed Up or Slow Down Any Video
- How To Zoom in or Zoom Out Any Video Clip
- How To Use Color Grading in Filmora
- How To Add Subtitle in Video
- Use Of Crop Tool and Add Some Cool Effects
- Add Background Music in Video
- Remove Background Noise from Video
- How To Fade In & Out Audio
- How To Record Narration (Voice Over)
- Remove Green Screen Background and Add a New One
- Create a complete video for YouTube



WhatsApp Specialization Course

- WhatsApp Marketing Overview
- Installation of WhatsApp Business
- Manage Business Profile
- Add Product Catalog
- Creating Greeting Message
- Creating Away Message
- Quick replies in business WhatsApp
- Use of Labels in business WhatsApp
- Creating group
- Creating broadcast

Specialization Course Offered

- WhatsApp on Laptop / Desktop
- Starred messages
- WhatsApp message seen but no blue tick

Social Media Specialization Course

- Facebook Organic Marketing
- Facebook Marketing Strategy
- Facebook Business Page Setup
- Page logo & Cover Photo Designing
- Increase the Likes to Page
- Creative Posts Strategy
- Facebook Group
- Facebook Marketplace
- Instagram Organic marketing
- Instagram Account Setup
- Instagram Marketing Strategy
- Creating a Business Profile
- Instagram profile photo
- Instagram profile setup
- Hashtag in Instagram
- Instagram Post
- Instagram Reels
- Instagram Story
- Tracking performance using Instagram Insights
- LinkedIn marketing overview
- Benefits of LinkedIn Network
- Optimizing the Profile
- Creating New Connections
- Creating Company Page
- Posting Content in the Page
- Finding Jobs in LinkedIn
- Introduction to LinkedIn Ads
- Types of Promotions
- Audience Targeting
- Advanced Audience Targeting

Google Ads Specialization Course

- Campaign Setup & Strategy
- Google Search Ads campaign
- Shopping Ads Campaign
- Performance Max campaign
- Video Ads campaign
- Call-only ads campaign
- Dynamic Ads campaign
- Smart Ads campaign
- Display Ads campaign
- Keywords research

Specialization Course Offered

- Ad Copy writing
- Ad Assets Creation (Sitelinks, Callout, Structure Snippets, Call Extension, Lead Form, Price Extension, Location Extension)
- Negative Keywords optimization
- Location optimization
- Ad Scheduling
- Device optimization
- Keywords Match Type (Broad Match, Phrase Match, Exact Match)
- Ads review and optimization

SEO Specialization Course

On-Page SEO

- Keywords Research
 - By Competitor Website
 - Google Instant Search
 - By Google Keyword Planner
- Keywords Optimization
 - LSI (Latent Semantic Indexing)
 - Initial website Analysis
 - Competitor Analysis
 - Page Mapping
 - Title Optimization
 - Meta description & Meta keywords Optimization
- Site Structure Analysis
- URL Renaming and Rewriting
- Heading Tag (H1, H2, H3)
- Content Optimization
- HTML Validation
- Image Optimization

- Canonical Tag Optimization
- Header and Footer Optimization
- Alexa Report

Off-Page SEO

- Search Engine Submission
- Directory Submission
- Social Bookmarking Submission (SBM)
- Blog Comment
- Blog Posting
- Article Submission
- Web 2.0 Creation
- Image Submission (Infographic)
- PPT Submission
- PDF Submission
- Logo Submission
- Video Submission
- Forum Posting

Specialization Course Offered

- Free Classified Submission
- Google Map Creation and verification
- Quora question and answering
- Guest Posting
- Directory Page listing
- Google Business Reviews
- Local Listing
- Alexa Website Ranking Techniques

Technical SEO

- Competitor Analysis
- Video Search SEO
- Local SEO
- Google My Business

Social Paid Ads Specialization Course

- Prioritizing Business Ad Goal
- Research and target highly relevant audience
- Demographic setup including age, interests, language and more
- Posting attractive Ad content including images, text, headline and more
- Scheduling of the Ad timings, post, start and end date
- Monitoring Ad performance matrix
- Call to Action optimization
- Remarketing Campaign setup with custom Audience
- Setting Conversion Tracking pixel
- Comprehensive Reporting

FACEBOOK ADS

- Ads setup & management
- Strategy and planning
- Analytics and tracking
- Page Post Promotion and Engagement Campaign
- Page Followers Campaign
- Remarketing Campaign
- Community Campaign
- Ecommerce Products Sales
- Messaging Campaign
- Brand Awareness Campaign



Job Designations In Digital Marketing

SEO Executive

Digital Marketing
Expert

Digital Marketing
Executive

Digital Marketing
Professional

Brand Campaign
Manager

SEO Expert

Digital Marketing
Consultant

Social Media
Specialist

SMM Manager

Digital Marketing
Analyst

Digital Marketing
Manager

SMM/PPC Expert

OUR CLIENTS



*Thank You
for Visiting Us!*



CONTACT US NOW!



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