SkillNewton

Live Online | 90 Days | Course Brochure

Advanced Digital Marketing

The complete digital marketing course: Google Ads, Meta Ads, tracking with GA4 and Tag Manager, performance marketing, social, email and content, reporting and freelancing, with live campaigns and a capstone.

DURATION	MODE	LEVEL
90 Days	**Live online, instructor-led**	**Beginner to Advanced**
FEE	MODULES	PROJECTS
₹11,999	**13 modules**	**5 practical + capstone**

Learning approach: Live classes, live campaigns on your own small budget, portfolio projects and a capstone

Course overview

The complete digital marketing course: everything in the Foundation course, then Google Ads and Meta Ads in depth, tracking with Google Tag Manager and GA4, performance marketing, social media strategy, email and WhatsApp marketing, reporting and freelancing.

It is built for the work of a digital marketing executive who runs campaigns end to end. You plan, launch and optimise small live Google and Meta campaigns on your own budget, set up conversion tracking, read the numbers that matter (CPL, CPA and ROAS) and report them like a professional.

Classes are live and instructor-led over 90 days, Monday to Friday at 8 PM IST. You prepare for Google and Meta certification exams and finish with a portfolio and a multi-channel capstone campaign.

What you will be able to do

- Plan multi-channel digital marketing for a business, from goals to budget
- Run Google Search, Performance Max, Display and YouTube campaigns
- Run Meta Ads funnels with retargeting, lookalike audiences and creative tests
- Set up conversion tracking with Google Tag Manager, GA4 events and UTM links
- Measure and improve CPL, CPA and ROAS, and plan ad budgets
- Plan social media, content and email marketing with automation
- Build reports and dashboards for a manager or a client
- Prepare for Google Ads, Google Analytics and Meta certification exams
- Write proposals and onboard clients as a freelancer or agency executive
- Present a complete multi-channel campaign as your capstone

Who should enrol

- **Beginners who want the full path**: You want to go from zero to running campaigns in one course.
- **Working marketers**: You do social or content and want to run paid ads and tracking properly.
- **Business owners**: You spend on ads and want to plan, track and control that spend yourself.
- **Freelancers and agency staff**: You want to manage client ad accounts and report results with confidence.
- **Sales and marketing graduates**: You want a portfolio and certification prep for performance marketing roles.

Curriculum: 13 modules

Foundations

Module 1: Digital Marketing Strategy

Funnels, personas, goals and KPIs, channel mix and budget planning for a business.

Funnels and the customer journey · Buyer personas and offers · Goals, KPIs and targets · Channel mix and budget planning · Competitor and market research

- Write a marketing strategy brief for your capstone business.

Module 2: Landing Pages and Conversion Basics

Pages that convert, forms, WhatsApp, speed, and conversion rate basics.

Landing page structure · Offers, proof and calls to action · Forms, WhatsApp and call tracking basics · Speed and mobile experience · A/B testing basics

- Plan and critique a landing page for your capstone.

Module 3: SEO, Content and AI Search Basics

Keywords, on-page, content and Google Business Profile, with pointers to the SEO courses for depth.

Keyword research for marketers · On-page and content basics · Google Business Profile · How AI search answers affect marketing · When to bring in an SEO specialist

- Keyword and content plan for three pages.

Google Ads

Module 4: Google Search Campaigns

Structure, keywords and match types, negatives, responsive search ads, assets and Quality Score.

Account and campaign structure · Keyword research and match types · Negative keywords and search terms · Responsive search ads and assets · Quality Score and ad rank

- Build and launch a Search campaign on your own budget (guided).

Module 5: Bidding, Performance Max, Display, YouTube and Shopping

Smart bidding, Performance Max, Display and YouTube campaigns, Merchant Center and Shopping basics.

Bidding strategies · Performance Max and asset groups · Display and YouTube campaigns · Google Merchant Center and Shopping basics · Google Ads Editor

- Plan a Performance Max campaign with asset groups.
- Write a YouTube ad brief.

Meta Ads and Social

Module 6: Meta Ads in Depth

Funnels on Meta, retargeting, lookalikes, Advantage+, lead ads, catalogue ads and creative testing.

Campaign structure and objectives · Custom and lookalike audiences, Advantage+ · Retargeting funnels · Lead ads and click-to-WhatsApp ads · Creative testing and catalogue ads

- Build and launch a Meta lead or traffic campaign on your own budget (guided).
- Run a two-creative test and report it.

Module 7: Social Media Strategy and Creators

Content strategy, Reels, community, creator and influencer collaborations.

Content strategy and pillars · Reels and short video · Community and reputation · Creator and influencer collaborations · Social media reporting

- Create a 60-day social strategy and calendar.

Module 8: Email and WhatsApp Marketing

Lists, segments, automation, WhatsApp Business and consent.

List building with consent · Segments and automation · Newsletters and offers · WhatsApp Business and broadcasts · Deliverability basics

- Build an automated welcome sequence.

Tracking and Performance

Module 9: Google Tag Manager and GA4

Tags, triggers, events, key events, Google Ads and Meta conversion tracking, UTMs.

Google Tag Manager basics · GA4 events and key events · Google Ads conversion tracking · Meta Pixel and conversions · UTM strategy

- Set up conversion tracking for a form or WhatsApp click in GTM.

Module 10: Performance Marketing

CPL, CPA, ROAS, budgets, scaling, testing and diagnosing campaigns.

CTR, CPC, CPL, CPA and ROAS · Budget planning and pacing · A/B testing · Scaling what works · Diagnosing poor results

- Analyse a campaign and write an optimisation plan.

Module 11: Reporting and Dashboards

Monthly reports and Looker Studio dashboards for managers and clients.

What to report and why · Looker Studio dashboards · Insights and next steps · Presenting to a client

- Build a Looker Studio dashboard for your campaigns.

Career and Capstone

Module 12: Certification Prep, Freelancing and Agency Basics

Google and Meta exam prep, proposals, pricing and client onboarding.

Google Ads and Google Analytics certification prep (Google Skillshop) · Meta certification prep · Proposals and pricing · Client onboarding and access · Portfolio and CV

- Write a client proposal.
- Assemble your portfolio.

Module 13: Capstone: Multi-Channel Campaign

Plan, launch, track and report a multi-channel campaign for a real or sample business.

Strategy and budget · Google and Meta campaigns · Content, email and social · Tracking and dashboard · Final presentation

- Present the capstone: plan, campaigns, results, dashboard and next steps.

Practical projects

1. **Multi-channel capstone campaign**: Strategy, budget, Google and Meta campaigns, content, tracking, dashboard and a final presentation.
2. **Live Google Ads campaign**: A Search campaign on your own small budget, with search-term review and an optimisation note.
3. **Live Meta Ads campaign**: A lead or traffic campaign with a creative test and a results report.
4. **Tracking setup**: Google Tag Manager, GA4 key events and ad conversion tracking for a form or WhatsApp click.
5. **Looker Studio dashboard**: A client-ready dashboard with CPL, CPA and ROAS.
6. **Client proposal and portfolio**: A proposal, pricing and a portfolio of your projects.

Tools & platforms covered

Ads platforms	Google Ads, Google Ads Editor, Google Merchant Center, Meta Ads Manager, Meta Business Suite
Tracking and reporting	Google Analytics 4, Google Tag Manager, Looker Studio, UTM links
Content, social and email	Canva, Instagram and Facebook, WhatsApp Business, Mailchimp or Brevo, ChatGPT (with human review)
Search and web	Google Keyword Planner, Google Business Profile, WordPress

How the course is delivered

- Live instructor-led classes
- Step-by-step demonstrations in the real tools
- Live campaigns on your own small budget
- Module-wise practical assignments
- Certification exam prep

- Doubt-clearing support
- A multi-channel capstone

Before you join

- A laptop or desktop and a stable internet connection for live online classes.
- A Google account and a Facebook account.
- For the live campaigns: a small ad budget of about ₹500–1,000 of your own, paid directly to Google and Meta.
- No prior experience is required: the first weeks cover the foundations.

Frequently asked questions

What is the Advanced Digital Marketing course?

It is the complete 90-day live online digital marketing course: strategy, landing pages, SEO and content basics, Google Ads and Meta Ads in depth, Google Tag Manager and GA4 tracking, performance marketing, social, email and WhatsApp marketing, reporting, freelancing and certification prep, with a multi-channel capstone.

What is the course fee and duration?

The fee is ₹11,999 and the course runs for 90 days, Monday to Friday at 8 PM IST. Send an enquiry or book a free demo for the next batch date.

Do I need to know digital marketing already?

No. The first modules cover the foundations, so beginners can take this course directly. If you prefer a shorter start, take the 45-day Foundation course first.

Will I run real ad campaigns?

Yes, if you choose to. You run small live Google and Meta campaigns on your own budget of about ₹500–1,000, paid directly to Google or Meta, and learn from the real results.

Do I get a Google or Meta certificate?

The course prepares you for Google's free Skillshop certifications (Google Ads, Google Analytics) and Meta's certification exams. Those are issued by Google and Meta after their own exams. You also receive a SkillNewton course completion certificate.

Who teaches the course?

Paid ads and performance marketing are taught by Ankit Jha, a digital marketing strategist with 5+ years in PPC and paid advertising. SEO and content are taught by SkillNewton's SEO mentors.

Is a job guaranteed?

No. The course builds practical skills, a portfolio and certification readiness; it does not guarantee a job, clients or campaign results.

How deep does it go into SEO?

SEO is covered at an executive level: keywords, on-page, content and Google Business Profile. For SEO in depth, take one of SkillNewton's SEO courses.

Please note: Ad spend for live campaigns is optional, small and paid by you directly to Google or Meta; it is not part of the course fee. Google and Meta certifications are issued by Google and Meta after their own exams, not by SkillNewton. Campaign results are never guaranteed.

Enrol or ask a question

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Send an enquiry from the course page for the next batch start date and how to enrol.