SkillNewton

Live Online | 45 Days | Course Brochure

Digital Marketing Foundation

Learn digital marketing from scratch: SEO basics, Google Ads, Meta Ads, social media, email, landing pages and GA4, with your first small live campaigns and a 30-day marketing plan.

DURATION **45 Days**	MODE **Live online, instructor-led**	LEVEL **Beginner**
FEE **₹5,999**	MODULES **9 modules**	PROJECTS **4 practical**

Learning approach: Live classes + practical assignments + small live campaigns + a marketing plan project

Course overview

Learn how businesses find customers online and how to run each channel yourself: SEO basics, Google Ads, Meta (Facebook and Instagram) Ads, social media, email, landing pages and Google Analytics 4.

The course is built for the work a digital marketing executive does every day. You learn one channel at a time, practise it in real tools, and run your first small Google and Meta campaigns on your own budget, so you see real clicks, leads and costs instead of only slides.

Classes are live and instructor-led over 45 days, Monday to Friday at 8 PM IST. You finish with a 30-day marketing plan for a real or sample business, a social media calendar, ad copies and a GA4 report you can show an employer or a client.

What you will be able to do

- Explain the customer journey, funnels and the KPIs for each stage
- Plan a landing page that turns visitors into leads
- Apply SEO basics and set up a Google Business Profile
- Set up and run a Google Search campaign with keywords, ads and a budget
- Plan social media content and run a first Meta Ads campaign
- Write a simple email campaign and build a contact list the right way
- Read traffic and conversions in Google Analytics 4
- Present a 30-day marketing plan for a real or sample business

Who should enrol

- **Students and fresh graduates**: You want a first job in marketing and need practical, job-ready skills.
- **Career switchers**: You work in sales, support or another field and want to move into digital marketing.
- **Small business and shop owners**: You want more enquiries from Google, Instagram and WhatsApp without depending on an agency.
- **Freelancers starting out**: You want to offer social media and ads services to local clients.
- **Content writers and designers**: You create content and want to understand how it is promoted and measured.

Curriculum: 9 modules

Marketing Foundations

Module 1: How Digital Marketing Works

Channels, funnels, the customer journey, goals and KPIs, and how an executive plans a month of work.

Owned, paid and earned channels · The marketing funnel: awareness, consideration, conversion, retention · Customer journey and buyer personas · Goals and KPIs for each stage · How a digital marketing executive plans and reports work

- Map the funnel for a business you know.
- Write two buyer personas.
- Choose three KPIs for that business and say why.

Module 2: Websites and Landing Pages for Marketers

What makes a page convert, forms, calls to action, WhatsApp buttons and page speed basics.

Website vs landing page · Headline, offer, proof and call to action · Lead forms and WhatsApp click-to-chat · Mobile-first pages and page speed basics · Thank-you pages and simple conversion tracking

- Review two landing pages and list what to fix.
- Plan a landing page for your project business.

Module 3: SEO Basics for Marketers

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

How search results work · Keyword research with Google Keyword Planner · On-page basics: titles, headings, content · Google Business Profile and reviews · When to go deeper with an SEO course

- Find 20 keywords for your project business.
- Write titles and descriptions for three pages.
- Audit a Google Business Profile.

Paid Ads

Module 4: Google Ads Basics

Account structure, Search campaigns, keywords and match types, ad copy, budgets and bids.

Google Ads account and campaign structure · Search campaigns and ad groups · Keywords, match types and negative keywords · Responsive search ads and assets · Budgets, bidding basics and Quality Score

- Build a Search campaign plan with keywords and negatives.
- Write responsive search ads.
- Launch a small Search campaign on your own budget (optional, guided).

Module 5: Meta Ads Basics

Meta Business Suite, Ads Manager, objectives, audiences, creatives and a first lead or traffic campaign.

Business portfolio, Pages and ad accounts · Campaign objectives and structure · Audiences: location, interests and Advantage+ · Creatives and ad copy for Facebook and Instagram · Lead forms and click-to-WhatsApp ads

- Plan three ad creatives with copy.
- Launch a small Meta campaign on your own budget (optional, guided).
- Read the first results and write what you would change.

Organic Channels

Module 6: Social Media Marketing

Instagram and Facebook pages, content pillars, Reels, a monthly calendar and community replies.

Choosing platforms for a business · Content pillars and formats · Reels, carousels and stories · A monthly content calendar · Replies, DMs and community basics

- Create a 30-day content calendar.
- Design five posts in Canva.

Module 7: Content and Email Marketing Basics

Content that answers customer questions, email lists, a simple campaign and WhatsApp broadcast basics.

Content ideas from customer questions · Building an email list with consent · Writing and sending an email campaign · Open and click rates · WhatsApp Business broadcast basics

- Write a three-email welcome sequence.
- Send a test campaign in Mailchimp or Brevo.

Measure and Plan

Module 8: Google Analytics 4 Basics

Reading traffic, sources, engagement and conversions in GA4, and UTM links for campaigns.

GA4 reports for marketers · Traffic sources and channels · Events and key events (conversions) · UTM links for campaigns · A simple monthly report

- Tag your campaign links with UTMs.
- Build a one-page monthly report from GA4.

Module 9: Final Project: 30-Day Marketing Plan

Plan a month of marketing for a real or sample business, across channels, with a budget and KPIs.

Goals, audience and offer · Channel mix and budget split · Content calendar and ad plan · Tracking and KPIs · Presenting the plan

- Present a 30-day marketing plan with a calendar, ad copies, budget and KPIs.

Practical projects

1. **30-day marketing plan**: Goals, audience, channel mix, budget, content calendar, ad plan and KPIs for a real or sample business.

2. **First live campaigns**: A small Google Search campaign and a Meta campaign on your own budget, with a short results note.
3. **Social media calendar**: A month of planned posts and five designed creatives.
4. **GA4 report**: A one-page monthly report with traffic sources, conversions and next steps.

Tools & platforms covered

Ads platforms	Google Ads, Google Keyword Planner, Meta Ads Manager, Meta Business Suite
Content and social	Canva, Instagram and Facebook, WhatsApp Business, ChatGPT (with human review)
Email and web	Mailchimp or Brevo, WordPress, Google Business Profile
Measurement	Google Analytics 4, UTM links

How the course is delivered

- Live instructor-led classes
- Step-by-step demonstrations in the real tools
- Module-wise practical assignments
- Small live campaigns on your own budget
- Doubt-clearing support
- Final marketing plan project

Before you join

- A laptop or desktop and a stable internet connection for live online classes.
- A Google account and a Facebook account (for Meta Business Suite and Ads Manager).
- For the live campaigns: a small ad budget of about ₹500–1,000 of your own, paid directly to Google and Meta, and a debit or credit card or UPI the ad platforms accept.
- No prior marketing experience is required.

Frequently asked questions

What is the Digital Marketing Foundation course?

It is a 45-day live online course for beginners covering how digital marketing works, landing pages, SEO basics, Google Ads, Meta Ads, social media, content and email marketing and Google Analytics 4, ending with a 30-day marketing plan project.

What is the course fee and duration?

The fee is ₹5,999 and the course runs for 45 days, Monday to Friday at 8 PM IST. Send an enquiry or book a free demo for the next batch date.

Do I have to spend money on ads?

Running live campaigns is optional but recommended. A small budget of about ₹500–1,000 is enough to learn from real results. You pay it directly to Google or Meta; it is not part of the course fee.

Is SEO covered?

Yes, at a basic level: keywords, on-page basics and Google Business Profile. For SEO in depth, SkillNewton has separate SEO courses.

Will I get a Google or Meta certificate?

You get a SkillNewton course completion certificate. Google and Meta certifications are separate exams run by Google and Meta; the Advanced course includes preparation for them.

Do I need any experience?

No. The course starts from how digital marketing works and builds up one channel at a time.

Is a job guaranteed?

No. The course teaches practical skills and gives you work to show; it does not guarantee a job, clients or campaign results.

How is it different from Advanced Digital Marketing?

Foundation is a 45-day introduction to every channel. The 90-day Advanced course goes deep into Google Ads and Meta Ads, tracking with Google Tag Manager and GA4, performance marketing, reporting, freelancing and certification prep, with a multi-channel capstone.

> **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. Results such as clicks, leads and sales depend on the business, budget and market, and 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.