

Digital Marketing Training & Certification

by Aero Business Solutions

Jayanagar, Bangalore

Learn Digital Marketing with Real-Life Projects and Certification

Are you ready to kickstart your digital marketing career? With our **Digital Marketing Mentorship and Training Program**, you'll gain the skills and certifications you need to stand out in a competitive job market.

Why Choose Our Program?

- **Self-Paced Learning:** Tailor your study schedule to fit your lifestyle.
- **Hands-On Projects:** Work on real-world digital marketing campaigns to build a strong portfolio.
- **Mentorship Included:** Receive guidance from experienced professionals.
- **Industry-Recognized Certifications:** Boost your credibility with multiple certifications.

Program Highlights

1. Training Designed for Beginners and Intermediate Learners

- Structured modules that take you step-by-step through all essential aspects of digital marketing.
- Clear, practical examples for immediate application.

2. Real Projects to Build Your Portfolio

- Work on live projects using tools like **WordPress, Shopify, Google Search Console, Google Analytics, Ahrefs, Canva**, and more.
- Showcase your results to potential employers or clients.

3. Comprehensive Mentorship

- Weekly mentoring sessions to clarify doubts and provide personalized feedback.

4. Certifications That Matter

- **ABS Digital Marketing Certificate**
- **Google Certificate**
- **Hubspot Certificate**

Tools and Platforms You'll Master

You'll gain expertise in the latest tools and platforms essential for new-age digital marketers:

- **SEO & Analytics:** Google Search Console, Google Analytics, Ahrefs, SEMrush.
- **Content Creation & Management:** Canva, Photopea, Buffer.
- **Web Development:** WordPress, Shopify, Elementor, WooCommerce, CPanel.

- **Marketing Automation:** Hubspot, Mailchimp.
- **Social Media & Ads:** Meta Business Suite, Google Ads, LinkedIn Campaign Manager.
- **E-commerce:** Shopify, WooCommerce.

How the Program Works

- **Duration:** 1-6 months, depending on your pace.
- **Format:** Self-paced modules with access to mentors for live guidance.
- **Fee:** Rs. 5999 per month.

What You'll Learn

1. **SEO Fundamentals:** Optimize websites to rank higher on search engines.
2. **Content Marketing:** Plan, create, and distribute valuable content to attract audiences.
3. **Social Media Strategies:** Design campaigns for platforms like Instagram, Facebook, and LinkedIn.
4. **Google Ads & PPC:** Manage and optimize paid ad campaigns for maximum ROI.
5. **Email Marketing:** Build and execute effective email campaigns.
6. **Web Development Basics:** Create and optimize websites for better performance.
7. **Data Analysis:** Leverage data to make informed marketing decisions.

Who Should Enroll?

- Students aspiring for a career in digital marketing.
- Entrepreneurs looking to promote their business online.
- Freelancers wanting to enhance their skill set.
- Professionals looking to transition into digital marketing.

Start Your Journey Today

Build your confidence, your skills, and your career with our comprehensive mentorship and training. Learn not just the theory but how to implement digital marketing strategies in the real world.