

DIGITAL MARKETING

PROFESSIONAL TRAINING PROGRAM

Learn In-Demand Digital
Marketing Skills & Build
Your Career



SEO



GOOGLE ADS



SOCIAL MEDIA
MARKETING



ANALYTICS



ENROLL TODAY &
UPGRADE YOUR SKILLS



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Learning
Windows

ABOUT US

Empowering Future Marketers.
Building Digital Success.



At Learning Windows, we are committed to shaping the future by empowering learners with essential digital skills and industry-relevant knowledge.



Inspired by modern education standards, our Digital Marketing programs are designed to help students build strong foundations in digital strategies, tools, and real-world applications.



With a learner-centric approach, we focus on practical learning experiences that make education engaging, effective, and future-ready.



We aim to bridge the gap between education and employability by offering structured training, certifications, and hands-on projects that prepare individuals for today's digital world.



Our mission is to create confident, skilled professionals who are ready to adapt, innovate, and succeed in a fast-evolving digital landscape.

“

Empowering minds with skills today,
to create leaders of tomorrow.

”



OUR MISSION

To empower individuals with digital marketing skills, practical knowledge, and industry-relevant expertise that create meaningful career opportunities.



OUR VISION

To be a trusted learning partner that develops future-ready digital marketers who drive brand growth and make a global impact.



OUR PROMISE

Practical learning. Real skills. Better opportunities. We are committed to your growth and success.

WHAT MAKES US DIFFERENT



PRACTICAL LEARNING

Hands-on projects and live campaigns for real-world experience.



INDUSTRY-RELEVANT CURRICULUM

Up-to-date content aligned with current industry trends and requirements.



EXPERT TRAINERS

Learn from experienced industry professionals and digital marketing practitioners.



CERTIFICATIONS

Earn recognized certificates that boost your career opportunities.



CAREER SUPPORT

Placement assistance, resume building, and interview preparation to help you succeed.



LIFETIME SUPPORT

We're with you even after the course for your continuous growth.



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ABOUT THE PROGRAM

Our Digital Marketing Program is designed to equip you with in-demand skills, practical knowledge, and real-world experience to help you succeed in the fast-growing digital landscape.



PROGRAM HIGHLIGHTS



COMPREHENSIVE CURRICULUM

Industry-relevant modules covering all key areas of digital marketing.



PRACTICAL LEARNING

Hands-on projects and real-world assignments for practical exposure.



EXPERT TRAINERS

Learn from industry professionals with years of practical experience.



CERTIFICATION

Earn a recognized certificate to boost your career opportunities.



CAREER FOCUSED

Job-oriented training to help you build skills that employers are looking for.



PLACEMENT SUPPORT

Resume building, interview preparation and placement assistance.

WHAT YOU WILL LEARN

- ✓ Search Engine Optimization (SEO)
- ✓ Google Ads (PPC)
- ✓ Social Media Marketing
- ✓ Content Marketing
- ✓ Email Marketing
- ✓ Analytics & Reporting
- ✓ Website & Conversion Optimization
- ✓ And Much More...

WHO CAN JOIN?

-  **Students & Fresh Graduates**
Kickstart your career in digital marketing.
-  **Working Professionals**
Upgrade your skills and grow in your career.
-  **Entrepreneurs & Business Owners**
Promote your business and achieve growth.
-  **Career Switchers**
Make a successful transition to digital marketing.



Our mission is to empower learners with practical digital marketing skills and help them achieve their career goals with confidence.



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LEARNING BENEFITS

Our Digital Marketing Course is designed to equip you with in-demand skills, real-world knowledge and career growth opportunities.



PRACTICAL LEARNING

Hands-on training with real campaigns and live examples.



INDUSTRY-RELEVANT SKILLS

Learn the latest tools and strategies used by top marketers.



CAREER GROWTH

Enhance your profile and open doors to better opportunities.



CERTIFICATION

Get certified and boost your credibility in the job market.



EXPERT TRAINERS

Learn from experienced industry professionals and mentors.



JOB & FREELANCE OPPORTUNITIES

Build job-ready skills and start earning through freelance projects.



REAL-WORLD APPLICATION

Apply concepts on live projects and real business scenarios.



CONFIDENCE BUILDING

Gain the confidence to plan, execute and optimize campaigns.



LEARN. IMPLEMENT. GROW.

Transform your skills into success with Learning Windows.



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DIGITAL MARKETING COURSE MODULES

A structured learning path designed to help you build practical digital marketing skills from fundamentals to optimization.



MODULE 01



DIGITAL MARKETING OVERVIEW

- ✓ What is DM?
- ✓ What will you learn
- ✓ How are the days planned
- ✓ Customer Value Journey

MODULE 02



WEBSITE MAKING

- ✓ Website Planning
- ✓ Domain & Hosting Basics
- ✓ WordPress Website Creation
- ✓ Website Publishing

MODULE 03



SEARCH ENGINE OPTIMISATION (SEO)

- ✓ On Page SEO
- ✓ Local SEO
- ✓ Off Page SEO
- ✓ Mobile SEO
- ✓ Search Console



**BEGINNER
FRIENDLY**



**PRACTICAL
LEARNING**



**INDUSTRY-RELEVANT
SKILLS**



**REAL-WORLD
APPLICATIONS**



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DIGITAL MARKETING COURSE MODULES

Master paid advertising, social media marketing, and lead generation strategies used by modern businesses.



MODULE 04

GOOGLE ADS & LEAD GENERATION



- ✓ Google Adwords
- ✓ Online Display Advertising
- ✓ Mobile Web Marketing
- ✓ Video Marketing
- ✓ Youtube Ads

MODULE 05

SOCIAL MEDIA MARKETING & LEAD GENERATION



- ✓ Facebook Marketing
- ✓ Instagram Marketing
- ✓ Pinterest Marketing
- ✓ LinkedIn Marketing
- ✓ Twitter (X) Marketing
- ✓ Influencer Marketing

WORKSHOP 06

EMAIL MARKETING & LEAD GENERATION



- ✓ E-mail Marketing
- ✓ Campaign Creation
- ✓ Lead Nurturing Basics
- ✓ Email Automation Concepts



LEAD GENERATION
FOCUS



PRACTICAL
TRAINING



INDUSTRY-RELEVANT
SKILLS



REAL-WORLD
CAMPAIGNS



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DIGITAL MARKETING COURSE MODULES

Learn customer engagement, marketing analytics, content strategy, and performance optimization for business growth.



WORKSHOP 07



WHATSAPP, SMS MARKETING & LEAD GENERATION

- ✓ WhatsApp Marketing
- ✓ SMS Marketing
- ✓ Lead Engagement
- ✓ Customer Communication

WORKSHOP 08



ANALYTICS & GROWTH STRATEGIES

- ✓ Google Analytics
- ✓ Online Reputation Management
- ✓ Analysing Competition
- ✓ Growth Hacking
- ✓ DM Tools

WORKSHOP 09



CONTENT STRATEGY & ROI OPTIMIZATION

- ✓ Form a custom-tailored content strategy
- ✓ Choose the right tactics (e.g. Blog, White Paper, Newsletter, etc.)
- ✓ Define your audience & buyer persona
- ✓ Outline content within each part of the funnel
- ✓ Ensure your content will be properly formatted
- ✓ Target topics/concepts that will generate search engine traffic
- ✓ Weigh & choose distribution methods
- ✓ Setup custom reporting within Google Analytics for ROI tracking



CUSTOMER
ENGAGEMENT



DATA-DRIVEN
DECISIONS



CONTENT
STRATEGY



ROI-FOCUSED
MARKETING



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DIGITAL MARKETING COURSE MODULES

Learn practical strategies and proven techniques to build skills, generate leads, and grow your online income.



MODULE 10



HOW TO MAKE MONEY ONLINE?

- ✓ Get Freelance Projects
- ✓ Affiliate Marketing
- ✓ AdSense and Blogging
- ✓ Collection using Escrow
- ✓ Withdrawing Using Paypal
- ✓ Blogging Secrets



PRACTICAL
LEARNING



REAL-WORLD
APPLICATION



INCOME
OPPORTUNITIES



FUTURE
READY SKILLS



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CARRIER OPPORTUNITIES IN DIGITAL MARKETING

Digital Marketing opens doors to exciting career paths in today's digital-first world.



EXCITING CAREER ROLES AWAIT YOU



DIGITAL MARKETING EXECUTIVE

Plan and execute digital campaigns across multiple platforms.



SEO SPECIALIST

Improve website visibility and rank on search engines.



SOCIAL MEDIA MANAGER

Build brand presence and engagement across social media platforms.



PPC / GOOGLE ADS SPECIALIST

Run paid ad campaigns and maximize ROI through data.



DIGITAL ANALYST

Analyze data, track performance and drive strategies.

WHY CHOOSE DIGITAL MARKETING?

- ✓ High Demand & Job Security
- ✓ Lucrative Career Growth
- ✓ Work from Anywhere
- ✓ Freelance & Entrepreneur Opportunities
- ✓ Continuous Learning & Innovation



SKILLS THAT MAKE YOU FUTURE-READY



SEO



Content
Marketing



Social Media
Marketing



Email
Marketing



Analytics &
Reporting



START YOUR JOURNEY TODAY

Build in-demand skills and shape a successful digital career.



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THANK YOU

Start Your DIGITAL MARKETING JOURNEY TODAY

Transform your passion into skills, your skills into opportunities,
and your opportunities into a successful career.



Digital Marketing

is not just a skill—it's a gateway to endless possibilities in today's digital world.



Build Your Future

Build a rewarding career, grow a business, become a freelancer, or create your own brand.



Endless Opportunities

The right knowledge can help you achieve your goals and live the life you dream of.



“

The best way to predict the future
is to create it.

Learn today, lead tomorrow.

”

LEARN • IMPLEMENT • GROW



Join Learning Windows and build industry-ready digital marketing skills
that open doors to new career opportunities.



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Empowering Minds. Building Careers.