



**DiziTech**  
Academy of Marketing



# DiziTech Academy of Marketing

This is where Digital  
Marketers are made

Practical Training | Industry Experts |  
Guaranteed Placement Support

## About Us

Dizitech Academy of Marketing is your gateway to mastering the digital marketing landscape. With cutting-edge curriculum and hands-on training, we empower students to become industry-ready professionals.

## Our Vision

To be a leading academy that transforms individuals into digital marketing leaders, driving innovation and success.

## Our Mission

To provide high-quality, practical, and innovative digital marketing education that bridges the gap between learning and industry demands.

## Core Values



### Integrity

Upholding honesty and transparency in our teachings.



### Excellence

Striving for the highest standards in education and results.





## **Innovation**

Encouraging creative thinking and problem-solving.



## **Empowerment**

Equipping students with skills and confidence to succeed.

# **Why Choose Us?**

- Expert Faculty with Industry Experience.
- Internship Opportunities with Leading Companies.
- 100% Practical-Based Training.
- Guaranteed Placement Support.
- Live Projects for Real-World Experience.
- Comprehensive Industry Exposure.



# Dizitech Academy of Marketing Curriculum

## Module 1 – Digital Marketing Foundation

**Week 1–2:**

**Goal: Build solid basics & understand the digital ecosystem.**

**Topics Covered:**

- Introduction to Digital Marketing: Scope & Career Paths
- Traditional vs. Digital Marketing
- Understanding Digital Marketing Funnel
- Buyer Persona, Customer Journey & Digital Channels
- Introduction to Marketing Tools (Google Tools, Canva, Grammarly, ChatGPT)
- Building a Digital Marketing Mindset

**Practical Tasks:**

- Create your personal brand profile
- Identify 3 customer personas for a business
- Create a free Canva marketing asset

## Module 2 – Website Planning & WordPress Basics

**Week 3:**

**Goal: Understand how websites work and build one without code.**

**Topics Covered:**

- Domain, Hosting, CMS Overview
- WordPress Setup & Theme Customization
- Essential Plugins & Landing Page Creation
- Mobile Optimization & Basic SEO Setup

**Practical Tasks:**

- Set up your personal blog or brand website
- Design a landing page for a lead magnet
- Install analytics & SEO plugins (Yoast, RankMath)

## Module 3 – Search Engine Optimization

**Week 4:**

**Goal: Learn how to rank websites on Google organically.**

**Topics Covered:**

- How Search Engines Work
- On-Page SEO (Titles, Meta, URL, Keywords)
- Technical SEO (Speed, Mobile, Schema, Robots.txt)
- Off-Page SEO (Backlinks, Guest Posts)
- Local SEO & Google Business Profile
- Keyword Research Tools: Ubersuggest, SEMrush

**Practical Tasks:**

- Perform SEO audit on your site
- Write & optimize a blog post with keywords
- Create backlinks and citations for Local SEO

# Dizitech Academy of Marketing Curriculum

## Module 4 - Google Ads (Search + Display + YouTube)

**Week 5:**

**Goal:** Launch and manage Google Ads campaigns effectively.

**Topics Covered:**

- Google Ads Account & Campaign Types
- Keyword Match Types & Bidding Strategies
- Search, Display, and YouTube Ads Setup
- Ad Copywriting & Extensions
- Conversion Tracking with GTM & GA4
- A/B Testing & Optimization

**Practical Tasks:**

- Run a mock campaign on Google Ads
- Create 2 ad sets for search & display
- Set up conversion tracking for demo leads

## Module 6 - Content & Copywriting Strategy

**Week 8:**

**Goal:** Learn how to write for engagement, SEO, and conversions.

**Topics Covered:**

- Content vs. Copy – Understanding the Difference
- Writing Blog Posts, Ads, Emails, & Social Media Captions
- AIDA & PAS Copywriting Frameworks
- Use of ChatGPT & Grammarly for Drafting

**Practical Tasks:**

- Write 3 Instagram captions & 2 ad copies.
- Create a blog content calendar (1-month)
- Draft an email marketing sequence.

## Module 5 - Social Media Marketing (Meta, LinkedIn, X)

**Week 6–7:**

**Goal:** Run paid and organic campaigns on social platforms.

**Topics Covered:**

- Facebook & Instagram Page Optimization
- Meta Business Suite, Ads Manager Deep Dive
- Ad Objectives, Targeting, Custom Audiences
- LinkedIn Organic Growth + Paid Ads
- Twitter (X) for Brands
- Social Media Content Strategy + Calendar

**Practical Tasks:**

- Create a Meta Ad Campaign (Lead Gen / Engagement)
- Design ad creatives using Canva
- Schedule content calendar using Buffer/Meta ads

## Module 7 - Email Marketing & Automation

**Week 9:**

**Goal:** Build & manage email campaigns to generate leads and nurture.

**Topics Covered:**

- Email Marketing Fundamentals
- Lead Magnets, Landing Pages & Forms
- Tools: Mailchimp, Sendinblue
- Email Sequences & Automation
- Avoiding Spam & Tracking CTR

**Practical Tasks:**

- Design an email newsletter campaign
- Build an automated welcome email sequence
- Analyze open rates and optimize a subject line.

# Dizitech Academy of Marketing Curriculum

## Module 8 - Analytics & Performance Tracking

**Week 10:**

**Goal:** Make data-driven decisions using digital tools.

**Topics Covered:**

- Understanding Metrics: Impressions, CTR, ROAS, etc.
- Google Analytics 4 (GA4) Deep Dive
- Setting Up Events with Google Tag Manager (GTM)
- UTM Parameters & Funnel Analysis
- Reporting Dashboards with Looker Studio

**Practical Tasks:**

- Analyze a campaign using GA4
- Create a monthly performance report in Looker Studio
- Use GTM to trigger events on your site

## Module 9 - E-Commerce & Affiliate Marketing

**Week 11:**

**Goal:** Learn marketing for products, dropshipping & affiliate income.

**Topics Covered:**

- What is E-commerce & Dropshipping
- Running Facebook & Google Ads for E-commerce
- Affiliate Marketing Platforms: Amazon, ShareASale
- Creating Review Blogs & YouTube Channels

**Practical Tasks:**

- Set up an affiliate blog or microsite
- Choose a niche & find 5 affiliate products
- Promote a mock product through Instagram & Email

## Module 10 - Freelancing & Interview Prep

**Week 12:**

**Goal:** Prepare students for the real world – jobs, gigs, or entrepreneurship.

**Topics Covered:**

- Freelancing on Fiverr, Upwork, Freelancer
- Building Your Personal Brand (LinkedIn, Insta, Portfolio)
- Resume + LinkedIn Optimization for Digital Jobs
- Mock Interviews, Roleplays & Portfolio Presentation
- Final Project Review & Certification

**Practical Tasks:**

- Build a digital marketing portfolio (website + projects)
- Complete mock client assignment
- Create your Fiverr/Upwork profile

# Our Programs

- Duration: 12 Weeks
- Mode: Only Classroom

## Key Topics:

- Website Design (WordPress)
- SEO & Google Ads
- Social Media Marketing
- Content Creation & Marketing
- Email & WhatsApp Marketing
- AI in Digital Marketing

## Internship & Placement



Gain hands-on experience through internships with top companies. Our dedicated placement team ensures you land your dream job in the digital marketing industry.

### Our curriculum focuses on

- \* **Comprehensive Digital Marketing Training**  
Covers SEO, social media, ads, analytics, and more.
- \* **Practical, Hands-On Learning**  
Experience real-world projects for enhanced skill development.
- \* **Industry-Relevant Tools and Techniques**  
Master top tools like Google Ads, Analytics, and AI.
- \* **Creative and Analytical Skills Development**  
Blend creativity with data-driven strategies for optimal results.
- \* **Career and Freelancing Opportunities**  
Prepare for jobs, freelancing, or entrepreneurial ventures.



# 100+ AI Tools



**DESIGNS.AI**

Design AI

**PicMonkey**

Pic monkey

**Canva**

Canva Pro

**INDEXIFICATION**

Indexification

**Renderforest**

Render Forest (Bonus)

**vidIQ**

Boolvideo (Bonus)

**BuzzStream**

AdsPro (Bonus)

**Linguix**

Linguix AI

**Blackbox Ai**

Blackbox AI

**FOMO CLIPS**

Fomo Clips

**perplexity**

Perplexity AI

**Niche Scraper**

Niche Scrapper

**HOW TO CLEAR CACHE  
WHEN TOOLS NOT WORKED**

Clear Cache

**MOZ**

Moz Pro

**envato**

Envato Elements

**Storyblocks**

story-blocks (Bonus)

**SEMRUSH**

Semrush

**Ubersuggest**

Ubersuggest

**udemy**

Udemy

**SEOPTIMER**

SEO Optimter (Bonus)

**woorank**

Woorank (Bonus)

**vistacreate.**

Vista Create (Crello)

**Placeit**

Placeit

**Vecteezy**

Vecteezy (Limit)



# Testimonials



Joining this academy was the best decision for my career. The hands-on training and expert guidance were exceptional!

**Pratyush Das**  
“Digital Marketing Executive”



The courses are well-structured, and the trainers are industry experts. With live projects works, I landed my dream job within months!

**Ananya Swain**  
“Social Media Strategist”



The practical projects and real-world examples made learning digital marketing enjoyable and impactful. Highly recommend it!

**Anjali Dhir**  
“Content Marketing Specialist”



The placement support and certification added immense value to my profile. I couldn't have asked for a better experience.

**Lopamudra Nayak**  
“SEO Analyst Specialist”



From SEO to social media marketing, the academy covered everything in detail. It gave me the confidence to start freelancing!

**Satyajit Mishra**  
“Freelance Digital Marketer”



The trainers are very approachable, and the lessons are industry-relevant. I feel fully prepared for a successful career!

**Arjun Padhy**  
“Performance Marketing Specialist”

## **Certification**

### **Program Completion Includes:**

The certification program blends practical training with theory, aligned with industry standards and job-ready skills.



- Final Assessment & Certification by Dizitech
- Internship Opportunity with Partner Agencies
- Placement Assistance (Resume + Interview Rounds)
- Portfolio with 5+ Live Projects

# POTENTIAL EMPLOYERS





# Achievements

## Trained 1,000+ Professionals

"Empowered aspiring marketers with industry-relevant skills and knowledge."

## 95% Placement Success Rate

"Secured dream jobs for all eligible graduates through expert support."

## Partnerships with Top Companies

"Partnered with leading brands to provide internships and placements."

## Recognized by Industry Leaders

"Praised for excellence in digital marketing education and training."

## Industry-Certified Trainers

"Received accolades for innovative and practical course structures."

## 200+ Successful Live Projects

"Prepared students with globally recognized certifications for career growth."

## Hosted 50+ Industry Webinars

"Connected students with experts through insightful and interactive sessions."

## 90% Alumni Satisfaction Rate

"Highly rated for comprehensive training, faculty, and placement services."

### Contact Information

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### Website

<https://dizitech.pro/academy-of-digital-marketing/>

### Social Media

<https://www.instagram.com/dizitechacademy/?next=%2F>

### Academy Hours

**Monday - Friday**  
11:30 AM - 4:00 PM

### Address

98A, Nandan Villa, Raghunathpur