RUVERA
Digital Learning

DIGITAL MARKETING

Call Us Today!

Testimonial

"Before joining this course, I only knew how to post on social media. Now, I can run complete ad campaigns, track analytics, and bring real results for clients. This training opened up new career opportunities for me."

— Swathi Reddy, Hyderabad

Technology Services Professional IT Services

Technology solutions for smarter and more efficient businesses!

📞 +91 79955 41570 ,+91 90598 28787

✉️ operations.ruveratech@gmail.com

🌐 www.ruveratech.com

📍 Ruvera Digital Learning ,3rd floor, Rd Number 1, Kphb, Kukatpally, Hyderabad, Telangana 500072

Let's Learn with us work together and upgrade your business with us!

"I was looking for a career that allowed me to work from anywhere. After learning SEO, Google Ads, and content marketing here, I landed my first freelance project within a month of completing the course."

— Venkatesh Kumar, Vijayawada

DIGITAL MARKETING

ABOUT US

We believe every learner has the potential to shine in the IT industry. Our mission is to guide you step by step — from your first line of code to your first job offer. With caring mentors, real-time projects, and industry-relevant skills, we turn your dreams into a career you can be proud of.

REASONS WHY YOU SHOULD CHOOSE OUR SERVICES

Our advantages are:

Learn from expert mentors, get one-on-one guidance, and master the latest technologies through hands-on projects and internships.

Build real-world applications, prepare for interviews, and gain practical skills employers value.

Benefit from strong placement support and a proven record of student success in top IT companies.

COMPANY VISION AND MISSION

Our Vision

To become a trusted technology partner that helps companies innovate and grow in the digital world.

Our Mission

- **Providing relevant and effective technology solutions.**
- **Providing services with the best quality and competitive prices.**

Digital Marketing Course Curriculum

Module 1 – Introduction to Digital Marketing 🖥️

Goal: Understand the digital marketing landscape

What is Digital Marketing?
Traditional vs. Digital Marketing
Components of Digital Marketing
The Digital Marketing Funnel
Latest Trends & Tools
💡 **Activity: Analyze a brand's digital presence**

Module 2 – Search Engine Optimization (SEO) 🔍

Goal: Increase visibility in organic search

Keyword Research
On-Page SEO (Meta Tags, Headings, URLs, Image Optimization)
Off-Page SEO (Backlinking, Guest Posting)
Technical SEO (Sitemap, Robots.txt, Core Web Vitals)
SEO Tools: Google Search Console, SEMrush
💡 **Activity: Perform an SEO audit on a website**

Module 3 – Search Engine Marketing (SEM / PPC) 💰

Goal: Run paid ads on Google
Google Ads Fundamentals

Campaign Types (Search, Display, Video, Shopping)
Keyword Match Types, Bidding Strategies
Ad Copywriting, Quality Score, Ad Rank
Conversion Tracking & Reporting
💡 **Activity: Create a demo Google Search campaign**

SEO 🌐

MARKETING

Digital Marketing Course Curriculum

Module 4 – Social Media Marketing (SMM) 📱

Goal: Build & engage audiences across platforms

Social Media Overview (FB, IG, LinkedIn, Twitter, YouTube, TikTok)
Content Strategy & Planning
Facebook & Instagram Ads
Targeting & Retargeting
LinkedIn Ads Basics, Influencer Marketing
💡 Activity: Plan & run a simulated Facebook ad campaign

Module 5 – Email Marketing ✉️

Goal: Drive conversions through email campaigns

Email List Building
Campaign Types (Newsletter, Promo, Drip)
Writing Effective Emails (Subject Line, CTA)
Automation Tools (Mailchimp, ConvertKit)
Segmentation & A/B Testing
💡 Activity: Design a welcome email series

Module 6 – Content Marketing 📝

Goal: Attract & retain users through valuable content

Content Strategy & Calendars
Blogging, Article Writing
Video & Visual Content
Repurposing Content
Tools: Canva, Grammarly, HubSpot
💡 Activity: Write an SEO-optimized blog post

Digital Marketing Course Curriculum

Module 7 – E-Commerce & Affiliate Marketing 🛒

Goal: Sell products or earn through affiliate channels

E-commerce Platforms (Shopify, WooCommerce)
Product Page Optimization
Affiliate Marketing Basics
Choosing Affiliate Programs
Tracking Links & Commissions
💡 **Activity: Set up a mock affiliate website**

Module 8 – Web Analytics & Performance Tracking 📊

Goal: Measure & improve marketing performance

Google Analytics 4 (GA4) Basics
Setting Goals & Events
User Behavior Analysis
UTM Parameters
Google Tag Manager Basics
💡 **Activity: Set up GA4 & analyze traffic sources**

Module 9 – Tools of the Trade 🛠️

Goal: Master essential marketing tools
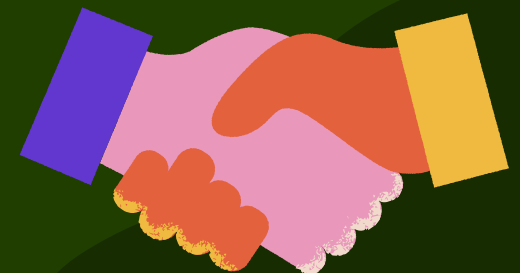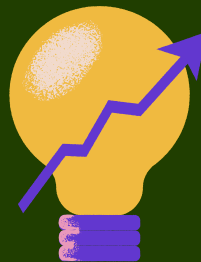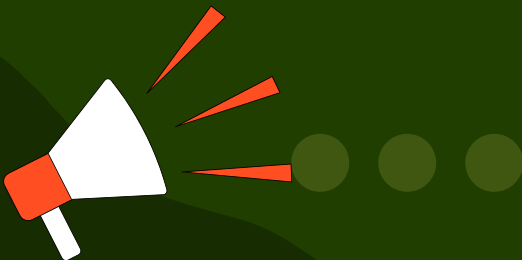
Google Tools: Analytics, Search Console, Ads, Tag Manager
Meta Business Suite
Canva (Design)
Mailchimp / Brevo (Email Marketing)
SEMrush / Ahrefs (SEO)
Buffer / Hootsuite (Social Scheduling)

Digital Marketing Course Curriculum

Module 10 – Capstone Project 🚀

Goal: Apply everything in a real campaign

💡 **Project Ideas:**
Build a complete marketing strategy for a product/service
Run a live Google or Facebook ad campaign
Launch & track a blog + email campaign
Create a social media content plan + SEO content

🎯 **Final Outcome**

By course end, you'll be able to:

Plan & execute campaigns
Analyze & optimize performance
Use essential tools professionally
Freelance, apply for jobs, or grow your own business

"Learn the skills, master the tools, grow your digital future."