

DIGITAL MARKETING COURSE



Turn Attention Into Growth



Master strategy, content, SEO, paid media, analytics and conversion in one comprehensive professional programme.



www.linomantistechno.com

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SYLLABUS PART I

FOUNDATIONS



Core Concepts & Strategic Thinking

Module 1 — Digital Marketing Fundamentals: Overview of the digital ecosystem, channels, and how modern marketing works across platforms. →

Module 2 — Marketing Strategy: Setting SMART goals, brand positioning, defining your unique value proposition and building a channel strategy.

Module 3 — Market Research: Primary and secondary research methods, trend analysis, identifying market opportunities and sizing your audience.

Module 4 — Competitor Research: Competitive auditing frameworks, SWOT analysis, benchmarking tools and gap identification.

Module 5 — Buyer Persona Development: Audience segmentation, persona creation, psychographic and demographic profiling.

Module 6 — Customer Journey Mapping: Awareness to conversion stages, touchpoint analysis, journey mapping and experience optimisation.



CONTENT & SEO MASTERY

**Content, Social Media & Search
Engine Optimisation**

Master the art of content creation, platform strategy and organic search to build lasting audience growth and brand visibility.

PAID MEDIA & ANALYTICS



HANDS-ON PROJECTS



THE LEARNING EXPERIENCE



Hands-On Practice

Work on tools, platforms and live tasks that build real skills.



Realistic Business Cases

Solve real-world marketing problems and make decisions.



Portfolio Building

Create projects and campaigns that showcase your abilities.



Marketing Thinking

Understand customer behavior and market dynamics.



Reporting & Presentation

Build clear reports and present insights with confidence.



LEARNING TOPICS



Content pillars



Content formats



Content calendar



Copywriting basics



Hooks and CTAs



Creative planning



Instagram strategy



LinkedIn strategy



Community engagement



Campaign consistency



Social metrics

CAREER DIRECTIONS

01

Digital Marketing Executive

02

SEO Executive

03

Social Media Executive

04

Performance Marketing Trainee

05

Content Marketing Executive

06

Marketing Analyst

07

Freelance Digital Marketer

08

Entrepreneur



ENQUIRE NOW

BUILD YOUR DIGITAL SKILLS

Learn the technology.

Build the skill.

Beat the Market



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Course duration, batch schedule and fees may vary
by program/batch.

Contact Linomantis for current details.

SCAN FOR COURSE DETAILS

