

SKILL BASED . DIGITAL MARKETING TRAINING ACADEMY



SOMIND ACADEMY

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MODULE 1

Digital Marketing Foundations & Creative Design

A. Digital Marketing Fundamentals

- Introduction to Digital Marketing Ecosystem
- Marketing Funnel & Customer Journey
- Branding, Positioning & Online Business Models
- Career Roadmap in Digital Marketing

B. Graphic Designing with Creative Tools

- **Adobe Photoshop:** Image Editing, Social Media Creatives, Ad. _____Creatives
- **Adobe Illustrator:** Logo Design, Vector Graphics, Branding _____Kits
- **Canva Pro & Canva AI:** Fast Designing, Templates, Social _____Media Posts

C. Content Creation & Visual Strategy

- Creative Strategy for Instagram, Facebook & YouTube
- Thumbnail & Banner Designing
- Content Calendar Planning

MODULE 2

Website Development & E-Commerce

A. WordPress Website Development

- Domain & Hosting Setup
- WordPress Installation & Customization
- Landing Page Design
- SEO Optimized Website Creation

B. Shopify Website Development

- Store Setup & Theme Customization
- Product Listing & Payment Gateway Integration
- Dropshipping Model Setup

C. E-Commerce & Conversion Optimization

- Sales Funnel Creation
- Product Page Optimization
- Conversion Rate Optimization (CRO)

MODULE 3

SEO, Digital Advertising & Scaling

A. Search Engine Optimization (SEO)

- On-Page SEO
- Off-Page SEO
- Technical SEO Basics
- Keyword Research Strategy

C. Content Writing & Monetization Strategy

- SEO Content Writing
- Blog Writing & Copywriting
- Freelancing & Agency Model
- Client Acquisition & Portfolio Building

C. Digital Advertising & Performance Marketing

- Campaign Optimization
- ROI & ROAS Tracking
- Analytics & Reporting
- Scaling Winning Ads

MODULE 4

Social Media Marketing & Paid Advertising

A. Social Media Marketing (SMM)

- Instagram Growth Strategy
- Facebook Page Optimization
- Meta Business Suite Management
- Content Scheduling & Analytics

B. Paid Advertising Mastery

- Facebook & Meta Ads Campaign Setup
- Google Ads (Search, Display & YouTube Ads)
- Audience Targeting & Retargeting Strategy
- Ad Copywriting & Creative Testing

C. WhatsApp & Marketing Automation

- WhatsApp Business Automation
- Chatbot Setup
- Lead Generation & CRM Integration

MODULE 5

Video Editing & Content Production

A. Video Editing Mastery

- **Adobe Premiere Pro:** Reels, Ads, YouTube Video Editing
- **Adobe After Effects:** Motion Graphics, Advanced Transitions
- Short-form vs Long-form Content Strategy

B. Content Creation for Social Media

- Instagram Reels Strategy
- YouTube Growth Strategy
- Script Writing & Hook Creation

C. AI Tools for Content Creation

- AI Content Writing using ChatGPT
- Adobe Express Premium, Blackbox AI for Automation
- Gemini AI for Research & Strategy
- Canva AI for Design Automation

About Us

www.somindacademy.in

SOMIND ACADEMY is a leading Skill Based Training Academy focused on practical digital marketing education and real-world business growth. We don't just teach theory — we build skills that help students, entrepreneurs, and professionals start earning and scaling confidently.

At Somind Training Academy, learning is 100% practical, project-oriented, and industry-driven. From website development and social media marketing to paid ads and branding, students work on live projects, weekly tasks, and real business case studies to gain hands-on experience.

Our mission at **SOMIND MEDIA PVT LTD** is to create future-ready digital professionals and entrepreneurs. With expert mentorship, live support, and growth-focused training, we help you turn skills into income and ideas into successful digital businesses.



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