

in
OZO
school of design

AI DIGITAL MARKETING COURSE



Course Duration - 6 Months

Digital marketing offers a dynamic career path where you leverage data and creativity to connect brands with their ideal audiences across the web. You'll master diverse skills like SEO, social media strategy, and paid advertising to drive measurable growth and brand loyalty.

Digital
Experts!



About the Course

OZO EDUCATION is the region's leading destination for mastering Digital Marketing. Our curriculum provides a complete mastery of SEO, SEM, social media and content marketing, email campaigns, and data analytics. Our training is rooted in real-world application. Through live projects and contemporary strategies, we ensure students gain practical expertise across the entire digital landscape.

Job Role

- Digital Marketing Coordinator
- Digital Marketing Executive
- SEO Executive
- Google Ads Executive
- Influencer Marketing Executive
- Content Marketing Executive
- Digital Marketing Analyst
- Social Media Analyst
- SEO Analyst
- Social Media Executive
- Social Media Specialist
- Email Marketing Specialist





Valuable Information Regarding

- ▶ **Pre-Course Clarity:** Receive the detailed syllabus and schedule upfront. An induction session with our Head of Training will outline course expectations and exciting career pathways.
- ▶ **Interactive Learning Environment:** Our methodology prioritizes deep understanding through a blend of theory and hands-on practice, fostered by continuous two-way communication.
- ▶ **Project-Driven Expertise:** Move swiftly from learning to doing. Live projects begin right after foundational training, culminating in a high-quality portfolio piece by course completion.
- ▶ **Comprehensive Career Support:** We prepare you for the job market with interpersonal skills workshops, mock interviews conducted by our leadership team, and dedicated placement assistance, including personalized resume forwarding to our network of companies.
- ▶ **Supportive & Flexible:** Our program features a transparent fee structure with a stress-free, 0% EMI installment option.

SYLLABUS

UNIT – 1

Digital Marketing Fundamentals

- Introduction to Digital Marketing
- Major Channels in Digital Marketing
- Overview of Traffic, Conversion, Leads, & Sales
- Current Trends in Digital Marketing
- Setting Examples for Marketing

UNIT – 2

Social Media Marketing

- What is Social Media Marketing?
–An Overview
- The Scope & Impact of Social Media:
Statistics and Trends
- Building a Social Media Marketing
Strategy
- Understanding the Impact of Social
Media on SEO
- Introduction to Influencer Marketing:
Facebook & Instagram Case Studies

► Facebook Marketing

- Introduction to Facebook for Business
- Creating a Facebook Business Page
- Difference Between a Facebook Profile
and a Facebook Page
- Facebook Page Optimization:
 - *Creating a Professional Cover Image*
 - *Crafting a Content-Rich 'About' Section*
 - *Adding a Call-to-Action Button*
 - *Creating a Facebook Page Username/URL*

- Do's and Don'ts for a Successful Business
Page
- Creating Engaging Content:
- Creating Engaging Content:
- Using Facebook Insights:
 - *Overview, Likes, Reach, Page Views*
 - *Actions on Page, Posts, and Events*
- Watch Competitors Page with Pages to
Watch Tool
- Setting Up Automated Response
- Successful Case Studies on Facebook
- How to Make Money Through Facebook
- Social Media Optimization (SMO)
Checklist for Facebook

► Instagram Marketing

- Introduction to Instagram Marketing
- Why Instagram Marketing is Important
for Businesses and Brands
- Understanding the Instagram Algorithm
for Maximum Reach
- The Dual Path: Instagram Marketing
for Brands vs. for Influencers
- How to Create and Optimize a Professional
Instagram Account
- Mastering Content
- Strategic Posting
- Community Building
- Hashtag Strategy
- Social Media Optimization (SMO)
Checklist for Instagram
- Utilizing Instagram Analytics to Track
Performance and Refine Strategy

SYLLABUS

▶ LinkedIn Marketing

- Introduction to LinkedIn Marketing
- Understanding the LinkedIn Interface
- Creating an Optimized LinkedIn Profile
 - *Choosing the Right Profile Photo and Background Image*
 - *Crafting a Memorable Headline and Compelling Summary*
 - *Showcasing Skills, Endorsements, and Accomplishments*
 - *Leveraging Recommendations*
- LinkedIn Groups, Jobs and Networks
- Creating New Connections
- Posting Content in Profile
- How to Create an Awesome Company Page
- LinkedIn Page Postings
- Social Media Optimization Checklist for LinkedIn

▶ Youtube Marketing

- Introduction to YouTube Marketing
- Strategic Foundation:
 - *Questions to Ask Yourself Before Starting a YouTube Channel*
 - *Tools to Identify the Best Niche Areas for Your Channel*
 - *Finding Inspiration: Analysis of Inspiring Videos and Channels*
- Understanding YouTube's Ecosystem
- Creating Your Professional Presence:
 - *How to Create and Optimize a YouTube Channel*

- *Crafting Your Visual Identity: Channel Art and Profile Picture*
- *Filling Out Your 'About' Section for Maximum Impact*
- Content Architecture & Discovery:
 - *Why and How to Create Effective YouTube Playlists*
 - *Organizing Your Channel's Home Page Content*
 - *Adding Playlists to Your Home Page*
 - *Mastering YouTube SEO: Title, Description, Tags, and Thumbnails*
 - *Utilizing YouTube Tag Generators and the Best Tools for YouTube SEO*
- Video Production & Publishing
 - *How to Upload a Video on YouTube*
 - *Enhancing Videos*

UNIT – 3

Paid Social Media Advertising

- Introduction to Paid Advertising
- Facebook and Instagram Ads
- YouTube Ads
- LinkedIn Ads
- Campaign Objectives
- Audience Targeting
- Budgeting and Bidding
- Ad Design and Copywriting
- Performance Measurement
- Optimization Techniques

UNIT – 4

Search Engine Optimization (SEO)

- Introduction to Search Engines
- Fundamentals of SEO

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- Keyword Research
- On-page SEO
- Off-page SEO
- Technical SEO Basics
- Local SEO
- SEO Tools
- Content Optimization
- Ranking and Traffic Analysis

UNIT – 5

Google My Business Setup & Optimization

- Profile Creation:
 - Google My Business Account Creation
 - Account Verification
- Profile Optimization:
 - How to Get on the Google Map SEO Search Results
 - Completing Your Business Information
 - Uploading Your Logo, Cover, and Images
 - Listing Products & Services
- Engagement & Value:
 - The importance of Regular Posting
 - Redeeming Google Ads Credit

UNIT – 6

Google Ads & Search Engine Marketing (SEM)

- Introduction to Google Ads
- Search Ads and Display Ads
- Keyword Selection and Match Types
- Ad Copy Writing
- Bidding Strategies
- Budget Management

- Landing Page Optimization
- Conversion Tracking
- Remarketing
- Campaign Performance Analysis

UNIT – 7

Content Marketing & Email Marketing

- Content Marketing
- Introduction to Content Marketing
- Blogging and Article Writing
- Video Marketing
- Short-form Content
- Content Planning and Calendar
- Storytelling in Marketing
- Branding through Content

► Email Marketing

- Introduction to Email Marketing
- Building Email Lists
- Types of Email Campaigns
- Email Copy Writing
- Email Automation
- Spam Laws and Ethics
- Performance Measurement

UNIT – 8

GRAPHIC DESIGN

► Adobe Photoshop

- Understand Photoshop Interface
- Image Editing Tools
- Importing
- Organizing Images
- Making Selections
- Layers

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- using Masking in PS
- Colour Correction
- Colour & photo Retouching
- Image Adjustments
- Filters
- Liquify

► Canva

- Understanding the Canva Interface
 - Navigating the dashboard, side panels, and editor.
- Organizing Your Work
 - Using Projects, Folders, and the 'Your Uploads' section.

Design Creation & Assembly

- Starting a Design
 - Choosing templates and setting up your canvas.

- Working with Elements
 - Using the Toolbar to add and manipulate Text, Graphics, Photos, Videos, and Audio.
- Layout & Structure
 - Utilizing Frames, Grids, and arranging elements with Position and Grouping tools.

Visual Enhancement & Branding

- Color & Consistency
 - Applying brand colors, using the Color Picker, and adjusting Transparency.
- Image Editing
 - Basic photo adjustments (Brightness, Contrast, Filters) and using Effects (Duotone, Background Remover).
- Animation & Enhancement
 - Adding Motion (animating elements) and applying interactive Features!



YOUR CAREER

WE BRIDGE THE GAP BETWEEN TALENT AND OPPORTUNITY. OUR PLACEMENT CELL COMBINES CUTTING-EDGE TECHNOLOGY WITH A USER-FRIENDLY APPROACH TO SIMPLIFY THE JOB APPLICATION PROCESS. USING ADVANCED ALGORITHMS, WE PRIORITIZE AND HIGHLIGHT THE MOST QUALIFIED CANDIDATES, ENSURING A PERFECT MATCH BETWEEN JOB SEEKERS AND EMPLOYERS

WHAT WE PROVIDE

1. CAREER FOUNDATIONS

- INTRODUCTION & SELF-ASSESSMENT
- EXPLORING CAREER OPTIONS
- SELF-AWARENESS & PERSONAL BRANDING

2. JOB SEARCH MASTERY

- JOB SEARCH STRATEGIES & TOOLS
- INTERVIEW PREPARATION
- PROFESSIONALISM & WORKPLACE ETIQUETTE

3. SKILLS FOR SUCCESS

- COMMUNICATION SKILLS
- CAREER DEVELOPMENT & CONTINUOUS LEARNING
- ADDITIONAL PROFESSIONAL CONSIDERATIONS

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OUR SUCCESS STORIES...



VIJEESH
(Kochi)



HASIF
(Maldives)



UMMU HAMEEDHA
(Kannur)



SHIHASH
(Dubai)



ANJANA
(Bangalore)



VISHNU
(Kochi)



NAKUL
(Kodungallur)



MALAVIKA
(Kodungallur)



RAHUL
(Kochi)



NOURIN
(Kochi)



ADHERASH
(Dubai)



AJILA
(Mathilakam)



BIBIN
(Dubai)



NAVYA
(Thrissur)



SALMAN
(Thrissur)



JIFFIN
(Kochi)



ASAB
(Kalamasseri)



ALEX
(Kalamasseri)



ALMAS
(Mathilakam)



BIBIN
(Dubai)



ASHIL
(Coimbatore)



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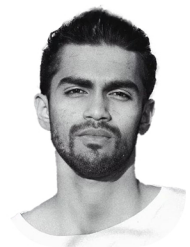
SHAMIL



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SEBIN



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