



Digital Marketing Regular Course (DMRC) - Seven Boats


25 hours Live Instructor Led Online / Classroom Training


Total - 25+ Hours Training

Bonus Course: Additional Lifetime access to 28 hours self paced digital marketing video walk-through course.

Online Live Instructor-Led / Classroom Training Details:

| Module | Topic | Duration |
|---|---|-------------------|
| Fundamentals | Digital Marketing Definition | 2 Hours (1 Class) |
| | Marketing Goals / Objectives / KPIs | |
| | Target Audience | |
| | Digital Marketing Platforms / Channels | |
| | Digital Marketing Process | 2 Hours (1 Class) |
| | Digital Marketing Techniques (Inbound & Outbound) & Digital Marketing Mix | |
| | Website Analysis (3-second Litmus Test) | |
| Business Analysis & Research | Website Manual & Technical Audit with Tools | 2 Hours (1 Class) |
| | Landing Page Content, Feature and Backlink Audit | |
| | Competitor Research | 2 Hours (1 Class) |
| | POP, POD Research & Analysis, FAB & Value Proposition Statement, Audit Report | |
| Search Engine Optimization | Search Engine Fundamentals - How it Works, SERP types of results | 2 Hours (1 Class) |
| | Ranking Parameters (Webstructure, Content, Popularity) | |
| | What is SEO, Types of SEO | |
| | Keyword Concept, LSI Keywords, Keyword Research | |
| | SEO benefits, Onpage SEO concept, On Page SEO ranking factors | 2 Hours (1 Class) |
| | Landing page design & Content Optimization (WordPress example) | |
| | Off Page SEO - Concept | 2 Hours (1 Class) |
| | Link Building techniques with examples | 2 Hours (1 Class) |
| Social Media Marketing | Social Media Marketing (Organic) - Fundamentals | 2 Hours (1 Class) |
| | Facebook Page Optimization - Top Priorities | 2 Hours (1 Class) |
| | Social Media Content Strategy / Content Calendar | |
| | Facebook Insights | |
| | Facebook Ads Concept, Ad Structure | 2 Hours (1 Class) |
| | Facebook Page Like, Boost Post from Ad Center | |
| | Audience Targeting - Basics, Ad Manager Overview | |
| | Google Ads - Concept | |
| | Creating Ads | |

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|--|---|-------------------|
| Google Ads | Targeting Audience | 2 Hours (1 Class) |
| | Bidding Strategy | |
| | Optimizing Ads | |
| | Google Search Ad | 2 Hours (1 Class) |
| | Google Display Ad | |
| | Ad Reporting | |
| Web Analytics | Website Health Check with Google Search Central / WMT | 2 Hours (1 Class) |
| | Data Analysis with Google Analytics - Google analytics overview How to setup Understand the metrics Role assignment | 2 Hours (1 Class) |
| Includes | | |
| Multiple Exams & Assessments | | |
| Practical Home & Class assignments | | |
| Live projects (Limited to Class and Home Assignments) | | |
| Certification CDMP | | |
| https://www.7boats.com/academy/ | | |
| *Course syllabus is subject to change as per ToS of Seven Boats | | |
|  SEVEN BOATS[®] ACADEMY <small>Better Knowledge. Better Mileage</small> | | |
| Advanced Digital Marketing Specialization Course (ADMSC) - Seven Boats | | |
| 25 hours Live Instructor Led Online / Classroom Training of DMRC + | | |
| 25 hours Live Instructor Led Online / Classroom Training as follows | | |
| (Advanced Modules Covered T&C Apply) | | |
| Total - 50+ Hours Training | | |
| Bonus Course: Additional Lifetime access to 40 hours online self paced strategic digital marketing video walk through course. | | |
| Online Live Instructor-Led / Classroom Training Details: | | |
| Module | Topic | Duration |
| Additional modules are covered after completing the entire syllabus of DMRC | | |
| Conversion Rate Optimization | Digital Marketing Funnel / Lead Funnel / Purchase Funnel & Conversion Rate Optimization | 2 Hours (1 Class) |
| Advanced SEO | Ecommerce SEO | 2 Hours (1 Class) |
| | Advanced SEO Factors | |
| | Link Building Strategy, DA & PA | 2 Hours (1 Class) |
| | Link Building from Microblog, Q&A Forum, Social Bookmarking sites, Slideshare (Examples) | |
| | Facebook Business Suite Insights - Advanced Audience Targeting Techniques | 2 Hours (1 Class) |

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| Social Media Marketing | LinkedIn Marketing Basics | 2 Hours (1 Class) |
| | Online Graphic Design Tool & Video Editing Basics | |
| | Facebook Ad Manager, Awareness, Consideration & Conversion Ads (Facebook Lead Generation Ad example) | |
| | Facebook Website Traffic Ad Detailed Audience Targeting | |
| Google Ads | Google Ads - Video Ad | 2 Hours (1 Class) |
| | Conversion Tracking | |
| Web Analytics | Google Analytics - Advanced Features & Data insights | 2 Hours (1 Class) |
| Advanced & Additional Modules | T&C Apply | 9 Hours (4 Classes) |
| Includes | | |
| Capstone project. (*T&C apply) | | |
| Additional live projects. (*T&C apply) | | |
| 1 Month Internship program & internship experience letter (*T&C apply) | | |
| Certification | | |
| CDMS | | |
| https://www.7boats.com/academy/ | | |
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| Diploma in Digital Marketing (DDM) - Seven Boats | | |
| 25 hours Live Instructor Led Online / Classroom Training of DMRC + | | |
| 25 hours Live Instructor Led Online / Classroom Training of ADMSC + | | |
| 15 hours Live Instructor Led Online WordPress Website Development Training | | |
| 3 hours online Super Session / Guest Session / Special Session | | |
| 25 hours Live Instructor Led Online / Classroom Training as follows | | |
| (Advanced Modules Covered T&C Apply) | | |
| Total - 75+ Hours Training | | |
| Bonus Course: Additional Lifetime access to 2 hours online self paced Marketing Analytics video walk through course. | | |
| Online Live Instructor-Led / Classroom Training Details: | | |
| Module | Topic | Duration |
| Additional modules are covered after completing the entire syllabus of DMRC + ADMSC | | |
| Local SEO | Google My Business Listing & other types of Local listing | 2 Hours (1 Class) |
| Online Reputation Management | Online Reputation Management | 2 Hours (1 Class) |
| Content Writing | Role of Content writing in Digital Marketing | 2 Hours (1 Class) |
| | Facebook Group Promotion | |

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| Social Media Marketing | Meme marketing | 2 Hours (1 Class) |
| | Twitter & Instagram Promotion Basics | |
| | YouTube Marketing Basics | 2 Hours (1 Class) |
| | Facebook Pixel | |
| | Custom & Lookalike Audience Targeting, Retargeting Ads | 2 Hours (1 Class) |
| Google Ads | Google Smart Ad | 2 Hours (1 Class) |
| | Google Remarketing Ad | 2 Hours (1 Class) |
| Email Marketing | Email Marketing | 2 Hours (1 Class) |
| Web Analytics | Google Search Central - Advanced Features | 2 Hours (1 Class) |
| Advanced Additional Modules | T&C Apply | 3 Hours (1 Class) |
| Super Session / Guest Session / Special Session | | 3 Hours (2 Classes) |
| WordPress Web Development training | | 15 Hours (7 Classes) |
| Includes | | |
| Capstone project. (*T&C apply) | | |
| Additional live client projects. (*T&C apply) | | |
| Additional 2 months (Total 3 Months) Internship program & internship experience letter (*T&C apply) | | |
| Certification | DDM | |
| https://www.7boats.com/academy/ | | |
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Advanced Diploma in Digital Marketing (ADDM) - Seven Boats

25 hours Live Instructor Led Online / Classroom Training of DMRC +

25 hours Live Instructor Led Online / Classroom Training of ADMSC +

25 hours Live Instructor Led Online / Classroom Training of DDM +

30 hours Live Instructor Led Online WordPress Website Development Training

15 hours live instructor led Graphic Design Training

6 hours online Super Session / Guest Session / Special Session

25 hours Live Instructor Led Online / Classroom Training as follows

(Advanced Modules Covered T&C Apply)

Total - 100+ Hours Training

Bonus Course: Additional Lifetime access to 11 hours online self paced Digital Marketing Strategies video walk through course

Bonus Course: Additional Lifetime access to 6 hours self paced WordPress Web Development video course.

Online Live Instructor-Led / Classroom Training Details:

| Module | Topic | Duration |
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Additional modules are covered after completing the entire syllabus of DMRC + ADMSC + DDM

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| Influencer Marketing | Influencer Marketing - Techniques and steps | 2 Hours (1 Class) |
| SEO Extra | Subdomain / Subfolder website concept, Location based landing page strategy | 2 Hours (1 Class) |
| | Search Dominance Techniques, Content Marketing / Content Repurposing | |
| App Store Optimization | App Store Optimization (ASO) | 2 Hours (1 Class) |
| Social Media Marketing | Facebook Event Creation | 2 Hours (1 Class) |
| | Facebook Video Promotion | |
| | Using Social Media Media tools for Marketing | |
| | Facebook Ads Advanced Techniques - CBO campaigns, Advanced Custom Audience Targeting | 2 Hours (1 Class) |
| | Ad Budget Planning & Reporting | |
| Google Ads | Google Shopping Ad | 2 Hours (1 Class) |
| | Google Ads Advanced Features & Techniques | 2 Hours (1 Class) |
| Client Communication, Project Handling & Retention | Project Management Tools, Google Sheet Basics, Client Communication Calendar | 2 Hours (1 Class) |
| Web Analytics | Google Analytics & Google Search Central - Case studies / Discussion | 2 Hours (1 Class) |
| Advanced Additional Modules | T&C Apply | 7 Hours (3 Classes) |
| Super Session / Guest Session / Special Session | | 6 Hours (3 Classes) |
| WordPress Web Development training | | 15 Hours (7 Classes) |
| Graphic Design Training | | 15 Hours (7 Classes) |
| | | |
| Includes | | |
| Capstone project. (*T&C apply) | | |
| Additional live client projects. (*T&C apply) | | |
| Additional 3 Months (Total 6 months) Internship program & internship experience letter. (*T&C apply) | | |
| | | |
| Certification | ADDM | |
| https://www.7boats.com/academy/ | | |
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