



## 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	Class Code
<b>Fundamentals</b>	Digital Marketing Definition	2 Hours (1 Class)	<b>DMRC-C1-DMF1</b>
	Marketing Goals / Objectives / KPIs		
	Target Audience		
	Digital Marketing Platforms / Channels		
	Digital Marketing Process	2 Hours (1 Class)	<b>DMRC-C2-DMF2</b>
	Digital Marketing Techniques (Inbound & Outbound) & Digital Marketing Mix		
	Website Analysis (3-second Litmus Test)		
<b>Business Analysis &amp; Research</b>	Website Manual & Technical Audit with Tools	2 Hours (1 Class)	<b>DMRC-C3-AR1</b>
	Landing Page Content, Feature and Backlink Audit		
	Competitor Research	2 Hours (1 Class)	<b>DMRC-C4-AR2</b>
	POP, POD Research & Analysis, FAB & Value Proposition Statement, Audit Report		
	Search Engine Fundamentals - How it Works, SERP types of results		

<b>Search Engine Optimization</b>	Ranking Parameters (Webstructure, Content, Popularity)	2 Hours (1 Class)	<b>DMRC-C5-SEO1</b>
	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)	<b>DMRC-C6-SEO2</b>
	Landing page design & Content Optimization (WordPress example)		
	Off Page SEO - Concept	2 Hours (1 Class)	<b>DMRC-C7-SEO3</b>
	Link Building techniques with examples	2 Hours (1 Class)	<b>DMRC-C8-SEO4</b>
<b>Social Media Marketing</b>	Social Media Marketing (Organic) - Fundamentals	2 Hours (1 Class)	<b>DMRC-C8-SMM1</b>
	Facebook Page Optimization - Top Priorities		
	Social Media Content Strategy / Content Calendar	2 Hours (1 Class)	<b>DMRC-C9-SMM2</b>
	Facebook Insights		
	Facebook Ads Concept, Ad Structure	2 Hours (1 Class)	<b>DMRC-C10-SMM3</b>
	Facebook Page Like, Boost Post from Ad Center		
	Audience Targeting - Basics, Ad Manager Overview		
<b>Google Ads</b>	Google Ads - Concept	2 Hours (1 Class)	<b>DMRC-C11-GADS1</b>
	Creating Ads		
	Targeting Audience		
	Bidding Strategy		
	Optimizing Ads		
	Google Search Ad	2 Hours (1 Class)	<b>DMRC-C12-GADS2</b>
	Google Display Ad		
	Ad Reporting		
Website Health Check with Google Search Central / WMT	2 Hours (1 Class)	<b>DMRC-C13-WA1</b>	

<b>Web Analytics</b>	Data Analysis with Google Analytics - Google analytics overview How to setup Understand the metrics Role assignment	2 Hours (1 Class)	<b>DMRC-C14-WA2</b>
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<b>Includes</b>
Multiple Exams & Assessments
Practical Home & Class assignments
<a href="#">Live projects (Limited to Class and Home Assignments)</a>

<b>Certification</b>	<b>CDMP</b>
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<https://www.7boats.com/academy/>

\*Course syllabus is subject to change as per ToS of Seven Boats



## 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	Class Code
<b>Additional modules are covered after completing the entire syllabus of DMRC</b>			

<b>Conversion Rate Optimization</b>	Digital Marketing Funnel / Lead Funnel / Purchase	2 Hours (1 Class)	<b>ADMSC-C1 - CRO</b>
<b>Advanced SEO</b>	Ecommerce SEO	2 Hours (1 Class)	<b>ADMSC-C2 - SEO1</b>
	Advanced SEO Factors		
	Link Building Strategy, DA & PA	2 Hours (1 Class)	<b>ADMSC-C3 - SEO2</b>
	Link Building from Microblog, Q&A Forum, Social E		
<b>Social Media Marketing</b>	Facebook Business Suite Insights - Advanced Aud	2 Hours (1 Class)	<b>ADMSC-C4 - SMM1</b>
	LinkedIn Marketing Basics		
	Online Graphic Design Tool & Video Editing Basics	2 Hours (1 Class)	<b>ADMSC-C5 - SMM2</b>
	Facebook Ad Manager, Awareness, Consideration	2 Hours (1 Class)	<b>ADMSC-C6 - SMM3</b>
	Facebook Website Traffic Ad		
	Detailed Audience Targeting		
<b>Google Ads</b>	Google Ads - Video Ad	2 Hours (1 Class)	<b>ADMSC-C7-GADS</b>
	Conversion Tracking		
<b>Web Analytics</b>	Google Analytics - Advanced Features & Data insig	2 Hours (1 Class)	<b>ADMSC-C8 - WA</b>
<b>Advanced &amp; Additional Modules</b>	T&C Apply	9 Hours (4 Classes)	

<b>Includes</b>
Capstone project. (*T&C apply)
<u>Additional live projects. (*T&amp;C apply)</u>
<u><a href="#">1 Month Internship program &amp; internship experience letter (*T&amp;C apply)</a></u>

**Certification** **CDMS**

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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	Class Code
<b>Additional modules are covered after completing the entire syllabus of DMRC + ADMSC</b>			
<b>Local SEO</b>	Google My Business Listing & other types of Local	2 Hours (1 Class)	<b>DDM-C1-SEO</b>
<b>Online Reputation Management</b>	Online Reputation Management	2 Hours (1 Class)	<b>DDM-C2-ORM</b>

<b>Content Writing</b>	Role of Content writing in Digital Marketing	2 Hours (1 Class)	<b>DDM-C3-CW</b>
<b>Social Media Marketing</b>	Facebook Group Promotion	2 Hours (1 Class)	<b>DDM-C4-SMM1</b>
	Meme marketing		
	Twitter & Instagram Promotion Basics		
	YouTube Marketing Basics	2 Hours (1 Class)	<b>DDM-C5-SMM2</b>
	Facebook Pixel	2 Hours (1 Class)	<b>DDM-C6-SMM3</b>
	Custom & Lookalike Audience Targeting, Retargeti		
<b>Google Ads</b>	Google Smart Ad	2 Hours (1 Class)	<b>DDM-C7-GADS1</b>
	Google Remarketing Ad	2 Hours (1 Class)	<b>DDM-C8-GADS2</b>
<b>Email Marketing</b>	Email Marketing	2 Hours (1 Class)	<b>DDM-C9-EMM</b>
<b>Web Analytics</b>	Google Search Central - Advanced Features	2 Hours (1 Class)	<b>DDM-C10-GADS2-GSC</b>
<b>Advanced Additional Modules</b>	T&C Apply	3 Hours (1 Class)	
<b>Super Session / Guest Session / Special Session</b>		3 Hours (2 Classes)	
<b>WordPress Web Development training</b>		15 Hours (7 Classes)	

<b>Includes</b>		<b>Certification</b>	<b>DDM</b>
Capstone project. (*T&C apply)			
<a href="#">Additional live client projects. (*T&amp;C apply)</a>			

[Additional 2 months \(Total 3 Months\)  
Internship program & internship experience  
letter \(\\*T&C apply\)](#)

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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	Class Code
<b>Additional modules are covered after completing the entire syllabus of DMRC + ADMSC + DDM</b>			

<b>Influencer Marketing</b>	Influencer Marketing - Techniques and steps	2 Hours (1 Class)	<b>ADDM-C1-IM</b>
<b>SEO Extra</b>	Subdomain / Subfolder website concept, Location based landing page strategy	2 Hours (1 Class)	<b>ADDM-C2-SEO</b>
	Search Dominance Techniques, Content Marketing / Content Repurposing		
<b>App Store Optimization</b>	App Store Optimization (ASO)	2 Hours (1 Class)	<b>ADDM-C3-ASO</b>
<b>Social Media Marketing</b>	Facebook Event Creation	2 Hours (1 Class)	<b>ADDM-C4-SMM1</b>
	Facebook Video Promotion		
	Using Social Media Media tools for Marketing		
	Facebook Ads Advanced Techniques - CBO campaigns, Advanced Custom Audience Targeting	2 Hours (1 Class)	<b>ADDM-C5-SMM2</b>
Ad Budget Planning & Reporting			
<b>Google Ads</b>	Google Shopping Ad	2 Hours (1 Class)	<b>ADDM-C6-GADS1</b>
	Google Ads Advanced Features & Techniques	2 Hours (1 Class)	<b>ADDM-C7-GADS2</b>
<b>Client Communication, Project Handling &amp; Retention</b>	Project Management Tools, Google Sheet Basics, Client Communication Calendar	2 Hours (1 Class)	<b>ADDM-C8-CCPR</b>
<b>Web Analytics</b>	Google Analytics & Google Search Central - Case studies / Discussion	2 Hours (1 Class)	<b>ADDM-C9-GWA</b>
<b>Advanced Additional Modules</b>	T&C Apply	7 Hours (3 Classes)	
<b>Super Session / Guest Session / Special Session</b>		6 Hours (3 Classes)	



<b>WordPress Web Development training</b>		15 Hours (7 Classes)	
<b>Graphic Design Training</b>		15 Hours (7 Classes)	

<b>Includes</b>
Capstone project. (*T&C apply)
<a href="#">Additional live client projects. (*T&amp;C apply)</a>
<a href="#">Additional 3 Months (Total 6 months) Internship program &amp; internship experience letter. (*T&amp;C apply)</a>

<b>Certification</b>	<b>ADDM</b>
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