

ABC TECH SOLUTION

PROFESSIONAL DIGITAL MARKETING & WEBSITE DEVELOPMENT MASTER PROGRAM

“Empowering Small Businesses & Building Big Brands”

DURATION: 3 MONTHS (12 WEEKS)

PRACTICAL TRAINING

LIVE PROJECTS

INTERNSHIP BASED

Learn Skills That Build Careers • From Beginner to Professional Expert • Build Your Future With
Practical Training • Master Digital Skills. Build Real Income.

About The Program

This Professional Master Program is specially designed for students, freelancers, job seekers, business owners, startup founders, and marketing professionals.

The course focuses purely on practical implementation, live projects, business branding, client handling, and real business growth strategies. Experience a premium curriculum crafted for ambitious learners and growing brands.

3-Month Curriculum Timeline

Month 1

FOUNDATION & WEBSITE DEV

- ◆ Understand digital marketing fundamentals
- ◆ Create professional websites
- ◆ Design WordPress websites
- ◆ Create social media creatives
- ◆ Handle basic website projects

Month 2

SEO, SOCIAL MEDIA & VIDEO

- ◆ Optimize websites using SEO
- ◆ Manage social media professionally
- ◆ Create promotional videos
- ◆ Improve online business visibility
- ◆ Build professional brand presence

Month 3

ADS, LEADS & CLIENT MGMT

- ◆ Run professional Meta & Google Ads
- ◆ Generate leads for businesses
- ◆ Handle real clients professionally
- ◆ Manage complete digital marketing projects
- ◆ Start freelancing or agency work

Module Wise Detailed Syllabus

Module 1 – Digital Marketing Introduction

- ◆ Introduction to Digital Marketing
- ◆ How Online Business Works
- ◆ Types of Digital Marketing
- ◆ Online Customer Behaviour & Marketing Funnels
- ◆ Business Branding & Content Marketing Basics
- ◆ Lead Generation Basics & Competitor Research
- ◆ Business Analysis

Module 2 – Website Development

- ◆ HTML5 Basics & CSS3 Styling
- ◆ Responsive Website Design & Layout Structure
- ◆ Landing Page & Navigation Design
- ◆ Contact Forms Creation
- ◆ Website Optimization Basics
- ◆ Portfolio Website Development

Module 3 – WordPress Website Designing

- ◆ WordPress Installation & Theme Customization
- ◆ Plugin Installation & Elementor Page Builder
- ◆ Business & Blog Website Development
- ◆ WooCommerce Setup
- ◆ Mobile Responsive Design
- ◆ Website Security & Backup

Module 4 – Graphic Designing Basics

- ◆ Canva Designing & Photoshop Basics
- ◆ Poster & Banner Design
- ◆ Social Media Creatives & Logo Basics
- ◆ Business Flyer & Thumbnail Design

Module 5 – SEO (Search Engine Optimization)

- ◆ Keyword Research & On-Page SEO
- ◆ Off-Page SEO & Technical SEO
- ◆ Google Search Console & Google Analytics
- ◆ Backlink Building & SEO Audit
- ◆ Local SEO & Blog Optimization

Module 6 – Social Media Marketing

- ◆ Instagram, Facebook & LinkedIn Marketing
- ◆ YouTube & WhatsApp Marketing
- ◆ Content Planning & Reels Strategy
- ◆ Hashtag Research & Audience Engagement
- ◆ Business Profile Optimization

Module 7 – Video Editing

- ◆ CapCut & VN Editor Training
- ◆ Premiere Pro Basics
- ◆ Reels Editing & Transition Effects
- ◆ Motion Graphics & Green Screen Editing
- ◆ Cinematic & Promotional Video Editing

Module 8 – Branding & Business Growth Strategies

- ◆ Personal & Business Branding
- ◆ Customer Attraction Strategy
- ◆ Business Growth Funnels
- ◆ Lead Conversion Strategy
- ◆ Online Reputation Management & GMB Optimization

Module 9 – Meta Ads & Google Ads

- ◆ Facebook Ads Manager & Instagram Ads
- ◆ Audience Targeting & Campaign Setup
- ◆ Lead Generation & Conversion Ads
- ◆ Google Search, Display & YouTube Ads
- ◆ ROI Tracking

Module 10 – Lead Generation

- ◆ Organic & Paid Lead Generation
- ◆ WhatsApp Lead System
- ◆ Landing Page Optimization
- ◆ CRM Basics & Customer Follow-up
- ◆ Email Marketing Basics

Module 11 – Client Handling & Business Mgmt

- ◆ Client Communication Skills
- ◆ Proposal Making & Quotation Design

- ◆ Invoice Basics & Project Management
- ◆ Freelancing Platforms & Agency Workflow
- ◆ Customer Relationship Management

Module 12 – AI Tools for Marketing

- ◆ ChatGPT Mastery
- ◆ Canva AI & AI Content Writing
- ◆ AI Poster & Video Generation
- ◆ Automation Tools
- ◆ AI Marketing Campaigns

Module 13 – Real Project Execution

- ◆ Cafe Marketing Project
- ◆ Gym Promotion Project
- ◆ Client Communication
- ◆ Real Estate Marketing
- ◆ E-commerce Business Marketing
- ◆ PG/Hostel Branding Project
- ◆ Medical Clinic Marketing
- ◆ Campaign Management

Premium Tools Covered

HTML5

CSS3

WordPress

Elementor

WooCommerce

Canva

Photoshop

Google Analytics

Search Console

Meta Ads

Google Ads

CapCut

Premiere Pro

ChatGPT

Canva AI

Career Opportunities

- ◆ Digital Marketing Executive
- ◆ Website Developer
- ◆ Social Media Manager
- ◆ Video Editor
- ◆ Freelancer
- ◆ SEO Specialist
- ◆ WordPress Developer
- ◆ Graphic Designer
- ◆ Ads Expert
- ◆ Agency Owner


What Students Will Get

- ◆ 100% Practical Training & Live Projects
- ◆ Internship Opportunity & Portfolio Building
- ◆ Professional Certificate
- ◆ Interview Preparation & Job Assistance
- ◆ Freelancing Guidance & Agency Workflow
- ◆ Business Growth Training
- ◆ Confidence Building & Real Client Handling

Ready to Start Your Journey?

DESIGNED FOR AMBITIOUS LEARNERS AND GROWING BRANDS.

ABC TECH SOLUTION

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