BECOME A CERTIFIED
DIGITAL
MARKETER

UNLOCK NEW CAREER OPPORTUNITIES

WITH OUR DIGITAL MARKETING COURSE

WEBSITE + S... DING + SEO + ADVERTISEMENT ...RTISEME

STRUCTURED LEARNING PATHS FOCUSED ON REAL CAREER GROWTH.

SEO RANKING   BRANDING   AD MAKING   PUBLISHING

WEB DEVELOPMENT   DIGITAL MARKETING   IDENTITTY DESIGN

CTI
COMPUTER TRAINING INSTITUTE

TO BOOST YOUR CAREER VISIT OUR WEBSITE AT: www.ctieducation.com

WHY GO FOR
DIGITAL
MARKETING ?

Digital marketing is essential for businesses that want to grow in today's fast-paced, online-first world. It helps you reach the right audience at the right time through search engines, social media, email, and paid ads. Unlike traditional marketing, digital marketing is cost-effective, measurable, and highly targeted. It allows brands to build visibility, generate quality leads, track real-time performance, and adapt strategies quickly—making it a powerful tool for sustainable growth and long-term success.

CTI IS OFFERING AN OPPORTUNITY LIKE NEVER BEFORE

Our course is specially designed for individuals who want to build strong, future-ready careers. As a trusted computer training institute, CTI provides industry-focused computer courses, including in-demand digital marketing programs. With practical learning, expert guidance, and real-world projects, CTI empowers students to gain job-ready skills and stay ahead in a competitive digital landscape. This is more than training—it's a pathway to growth, confidence, and long-term professional success.

WHY DIGITAL MARKETING ?
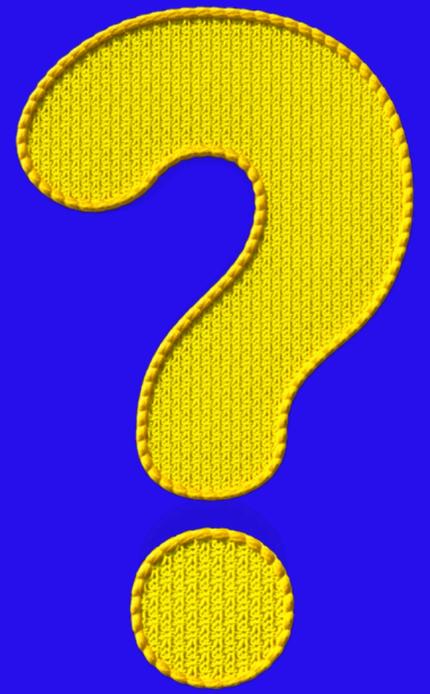
Brand Awareness
Want more people to discover, recognize, and trust your brand across digital platforms?

Lead Generation & Sales
Looking to attract the right audience, generate quality leads, and convert them into paying customers?

Targeted Reach
Reach the right people at the right time using data-driven targeting based on interests, location, and behavior.

Measurable Results
Track every click, lead, and conversion in real time and optimize campaigns for better performance.

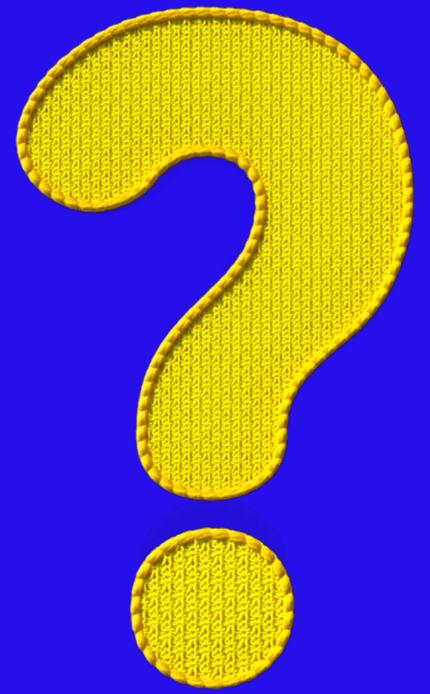## Customer Engagement
Build strong relationships through social media, content, email, and personalized communication.

Scalable Growth
Start small, scale fast, and grow your business efficiently with flexible digital marketing strategies.

WHAT YOU'LL LEARN ?

- **Build a Digital Marketing Strategy.**

- **Master ChatGPT with Prompt Engineering.**

- **Find Your Online Audience.**

- **Create a Website in 24 Hours.**

- **Drive Targeted Traffic.**

- **Build an Email List.**

- **Analyze Website Data.**

- **Create Converting Google Ads.**

- **Create Converting Facebook Ads.**

- **Create a Content Strategy Plan.**

- **Build a Community**

- **Organic Facebook Marketing**

DIGITAL MARKETING
CURRICULUM

Introduction to Digital Marketing

- What is Digital Marketing
- Traditional vs Digital Marketing
- Digital Marketing Career Opportunities
- Understanding Online Consumer Behavior

Market Research

- Market Research Explained
- Identify Audience Segments
- Verify Audience Segments
- Problems & Solutions

Website Building

- Install WordPress
- Install a Theme
- Website Title & Logo
- Pages
- Header Menu
- Footer Menu
- Font Pairing
- Hero Section
- Review Section
- Themed Sections
- Products Section
- Mission Section
- Store Setup
- Shipping & Taxes
- Product Page
- About Page
- Mobile Design
- Safety & Optimizations
- Checkout Test
- Go Live!
- Website Feedback

SEO (Search Engine Optimization)

- How to Keyword Research
- Create SEO-Friendly Content
- On-Page SEO
- Backlinks

Email Marketing

- Email Setup
- Capture Leads
- Create Email Campaign

Google Analytics 4

- Install GA4
- Connect WooCommerce
- Track Leads
- Track Campaigns
- Internal Traffic Filter
- Analytics Overview
- Digital Marketing Strategy Transcript

Prompt Engineering

Channels

- Marketing Channels Explained

Google Ads

- Google Ads Explained
- Google Ads Strategies
- Google Ads Setup
- Shopping Ads Explained
- Connect Google Merchant Center (Shopify)
- Connect Google Merchant Center (WooCommerce)
- Shopping Ad's Structure

- Target ROAS
- Maximize Clicks
- Manual CPC
- Daily Budget
- Targeting
- Product Segmentation Explained
- Segment Products
- Shopping Optimizations
- Search Ads Explained
- Conversion Tracking
- Keyword Research Explained
- Keyword Research Method
- Search Ads Setup
- Keywords & Ads
- Keywords Management
- Ad Rank
- Quality Score
- Performance Max Ads Explained
- PMax Preparations
- PMax Ads Setup
- Optimization Score
- No Impressions
- Only Impressions
- Only Clicks
- Only ATC
- Low CR
- Spy on Competitors
- Ad Rules
- Google Ads Transcript

Facebook Ads Explained

- Facebook Ads Explained
- Getting Started
- Campaign Setup
- Ads Structure
- Advantage Campaign Budget

- Ad Campaign Setup
- Install Meta Pixel
- Optimisation & Delivery
- Audience
- Placements
- Ad Set Setup
- Create DCT Ad
- Verify Instagram Account
- Add 2 Primary Texts + Headlines
- Review & Publish
- Ad Creative Setup
- Important Stats
- Extract Winning Ads
- DCT with Winners
- Winning Ads
- Strategies Overview
- Problem & Solution
- Statistics
- Testimonials
- Features Point-Out
- Benefits Overlay
- Founder's Story
- Unboxing
- Before & After
- 3 Reasons Why
- Ad Creative Strategies
- Ads Manager Overview
- Columns
- Audiences
- Banned Ads/Accounts
- Ads Manager

Facebook E-Commerce Ads

- Preparations
- Create Ad Campaign
- Install Meta Pixel

- Create Ad Set
- Create DCT Ad
- Add Creatives
- Add Primary Texts + Headlines
- Important Stats
- Extract Winning Ad
- DCT With Winners

Facebook Marketing

- Facebook Marketing Explained
- Facebook Profile VS Page
- Optimize Facebook Page
- Build a Community
- 10 Post Strategies
- 6 Strategies to Increase Reach
- Facebook Marketing

Instagram Marketing

- Instagram Marketing Explained
- Instagram Marketing FAQ
- Switch to Business Account
- Optimize Profile
- Account Growth
- Create Valuable Content
- User Generated Content
- Hashtags
- Tags
- Geotag
- Mentions
- Content Creation
- Reels Explained
- Reels Algorithm Explained
- Reels Features
- 10 Reels Strategies
- Posts Explained
- Post Algorithm Explained

- Post Templates
- 10 Post Strategies
- Stories Explained
- 10 Story Strategies
- Highlights Explained
- Highlight Icons
- 10 Highlight Strategies
- Stories
- Live Explained
- 5 Live Strategies
- Boost Post
- Ads
- Analytics & Insights
- Analyze Results

Youtube Ads

Pinterest Marketing

Linkedin Marketing

Quora Marketing

Twitter Marketing

Content Market Machine

Digital Markt. Strategy with ChatGPT

Wordpress Masterclass

SEO Masterclass

Freelance Masterclass

Digital Marketing Is The Key.
CTI Is The Solution.

#godigitalwithcti

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