



AdvertorLearn

DIGITAL MARKETING INSTITUTE

Google Ads Course

Course Duration:
2 Months

Course Fee:
30,000/- INR

Available Batches:

MWF & TTS:

**9 AM to 12 PM , 12 to 3 PM,
& 3 to 6 PM**

Google Ads Advanced Course Module

- Theory Classes & Practical on Live Projects.
- Introduction to Google Ads.
- Understanding the Fundamentals of Google Ads.
- Why Google Ads are Important?
- Difference B/W Google Ads and SEO Campaign.
- How to Perform Keywords Research?
- Selection of the Right Keywords.
- Understanding of the Campaign Objective.
- Understanding the strategy of keywords selection.
- Creating Campaign, Ad Groups and Ad Copies.
- Setting Up the Targeted Demographic.
- Understanding Google Ads Abbreviations.
- Setting Up Ad Schedule.
- Setting Up Conversion Actions and Goals.



West Delhi

**J-57, RH6, Second Floor,
Ramesh Nagar, Delhi 110015**

+91-8700024690





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Content Marketing

Course Duration:
2 Months

Course Fee:
25,000/- INR

Available Batches:

MWF & TTS:
9 AM to 12 PM , 12 to 3 PM,
& 3 to 6 PM

Content Writing Writing & Marketing

- Introduction to Content Writing
- Understanding of Marketing Content for Web Pages
- Understanding of Marketing Content for Blogs
- Understanding of Marketing Content for Infographics
- Understanding of Marketing Content for Press Releases
- Learn AI Based Commands for High Quality Generative Content
- Learn AI Humanizer Tools
- Multiple Paid Tool Access for Content Writing
- Learn Strategy for Creation for Content Marketing
- Learn Strategy for Viral Content Marketing
- Learn Video Content Writing
- Learn Content Writing for Shorts & Reels



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