



SADHVI ACADEMY

www.sadhviacademy.com

About Us

Sadhvi Academy in Coimbatore is your path to mastering Digital Marketing. Our mission is to equip people with the skills they need to excel in this dynamic field. Our courses are designed for all levels, from beginners to experienced professionals, and provide industry-relevant certifications. With experienced instructors, practical learning, and a supportive community, Sadhvi Academy is your gateway to digital marketing success. Join us today for a world of opportunities and growth.



01

COMPREHENSIVE LEARNING

You will be learning all the technical topics from basic to advanced level and solving assignments to get complete practical learning experience

02

PARALLEL SKILL DEVELOPMENT

Learn LinkedIn growth hacks, pro resume building, and job search techniques alongside the course. Master techniques to find jobs through various online platforms

03

PRACTICAL TRAINING

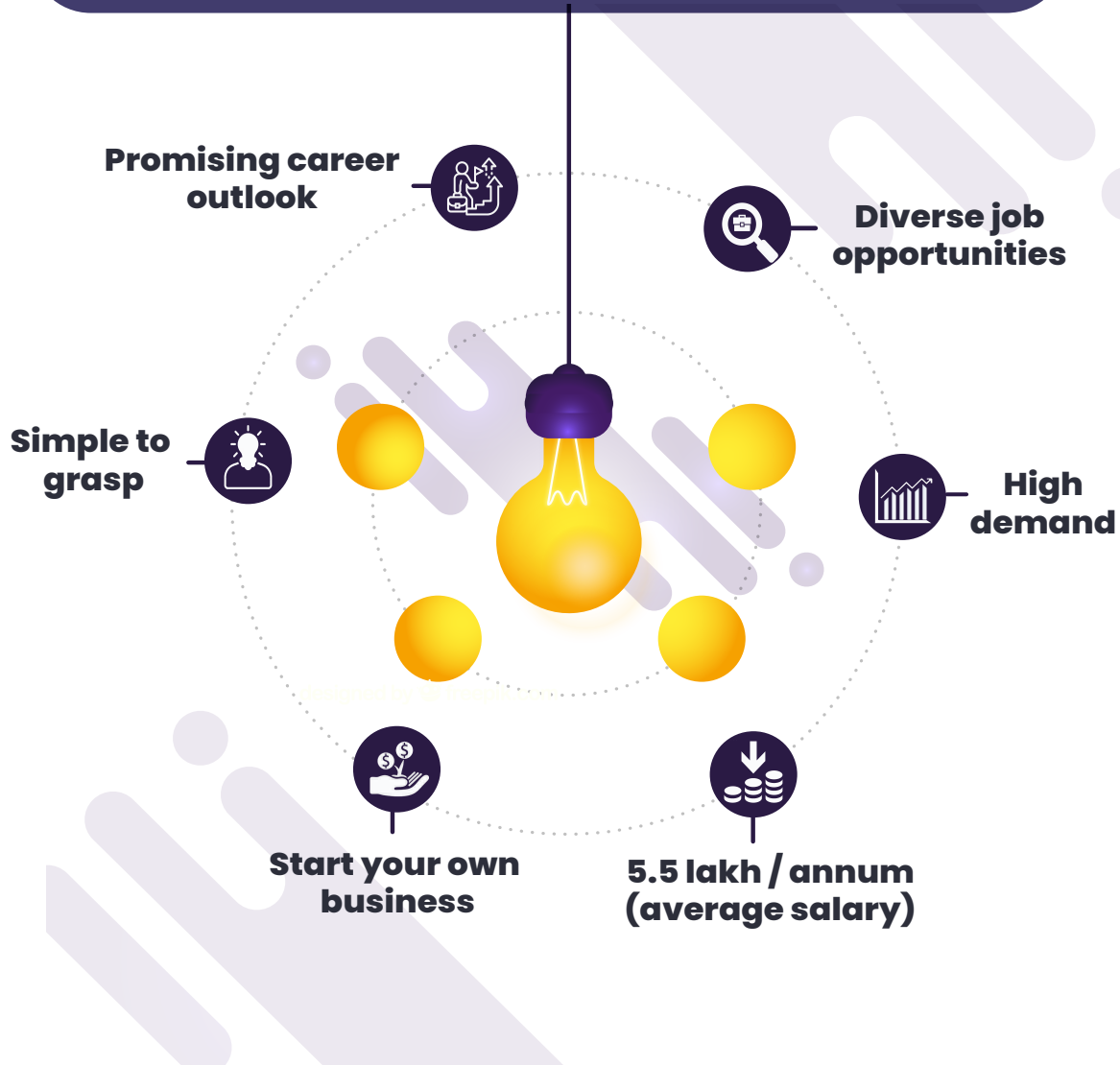
The course might focus on practical, hands-on training, allowing students to apply their knowledge in real-world scenarios

04

JOB READINESS & CAREER LAUNCH

Participate in unlimited mock interviews, prepare for your dream job, and kickstart your career in Digital Marketing

DIGITAL MARKETING – WHY ?



Key Areas in Digital Marketing

Search Engine Optimization (SEO)

Search Engine Marketing (SEM)

Social Media Marketing (SMM)

Social Media Optimization (SMO)

Google Analytics & Research Console

WHY SADHVI ACADEMY

At Sadhvi Academy, we are committed to offering the most cost-effective and industry-oriented training in Coimbatore. Our focus is on providing comprehensive hands-on practical experience that will transform you into a job-ready expert in your desired field. Here are some key features of our training program that set us apart:

Assignment Oriented Learning

Along with teaching concepts you will get assignments for each topics

Industrial Projects

It will help you to enhance your skills and make your resume strong

Curriculum

We cover a wide range of relevant topics in digital marketing, ensuring students gain a well-rounded education

Job Hunting Techniques

We will help you to find a desired job by equipping with effective strategies, tools

Free Future Updates

We will provide all the future course updates, bootcamps, assignments at the free of cost

Interview Preparation

Gain confidence and build your skills by helping you to prepare interviews and resume building

Course Syllabus

DIGITAL MARKETING– INTRODUCTION

- What is Digital Marketing
 - Evolution of Digital Marketing
 - Importance of Digital Marketing
 - Digital Marketing Channels
 - Digital Marketing Strategies
 - Digital Marketing Tools and Technologies
 - Digital Marketing Metrics and Analytics
 - Ethical and Legal Considerations
 - Future Trends in Digital Marketing
 - Case Studies and Examples
- 

SEARCH ENGINE OPTIMIZATION (SEO)

- Keyword Research and Analysis
 - On-Page SEO
 - Technical SEO
 - Off-Page SEO
 - Local SEO
 - International SEO
 - Content Marketing and SEO
 - SEO Analytics and Tracking
 - Algorithm Updates and SEO Trends
 - SEO Tools and Software
 - Ethical and Black Hat SEO
 - SEO Audits and Strategy Development
 - Case Studies and Practical Exercises
 - Recap
- 

SEARCH ENGINE MARKETING (SEM)

- SEM Keyword Research
- Google Ads - Campaign Setup and Optimization
- Google Ads - Ad Extensions and Ad Formats
- Google Ads - Bidding and Budgeting
- Google Ads - Ad Quality and Score
- Google Ads - Display and Video Advertising
- Google Ads - Remarketing and Conversion Tracking
- SEM Analytics and Reporting
- Recap

SOCIAL MEDIA MARKETING (SMM)

- Introduction to SMM
- Social Media Platforms and Strategies
- Facebook Marketing
- Instagram Marketing
- LinkedIn Marketing
- Social Media Advertising (Paid Promotion)
- Content Creation for Social Media
- SMM Analytics and Metrics
- SMM Campaign Management and Optimization
- SMM Case Studies and Practical Exercises

SOCIAL MEDIA OPTIMIZATION (SMO)

- Introduction to SMO
- Social Media Platforms and Strategies
- Social Media Marketing (Facebook, Instagram, LinkedIn)
- SMO Analytics and Metrics
- SMO Campaign Management and Optimization

GOOGLE ANALYTICS & RESEARCH CONSOLE

- Google Analytics Introduction
- Google Analytics Setup and Configuration
- Understanding Google Analytics Reports
- Google Analytics Advanced Features
- Introduction to Google Search Console

WEBSITE AUDIT AND OPTIMIZATION

- Website Audit Fundamentals
- Technical SEO Audits
- On-Page SEO Audits
- Off-Page SEO Audits
- Usability and User Experience Audits
- Content Audits
- Conversion Rate Optimization (CRO)
- Practical Website Optimization Techniques
- Blog Writing

Course is Skillfully Curated for...

Job Seekers



If you're uncertain about your career path or struggling to find job opportunities, learning digital marketing with us can help you quickly secure your first job

Graduates

Enhance your skill set, prepare yourself for a promising future, and jumpstart a career in digital marketing



College Students



Start building your career while in college by acquiring valuable digital marketing skills that are in high demand

Freelancers

Digital marketing offers lucrative opportunities for both current and aspiring freelancers



Course is Skillfully Curated for...

Marketing and Sales Professionals



In today's competitive landscape, marketing and sales pros need digital marketing skills for higher salaries and career growth

Business Owners

Supercharge your business's growth by implementing strategic and result-oriented digital marketing



Job transitioners



If your current job isn't fulfilling, delve into the captivating and profitable realm of digital marketing

Housewives

Our digital marketing program empowers housewives, allowing them to acquire skills, manage home, and secure flexible careers



DIGITAL MARKETING



Learn Digital Marketing in 2 months

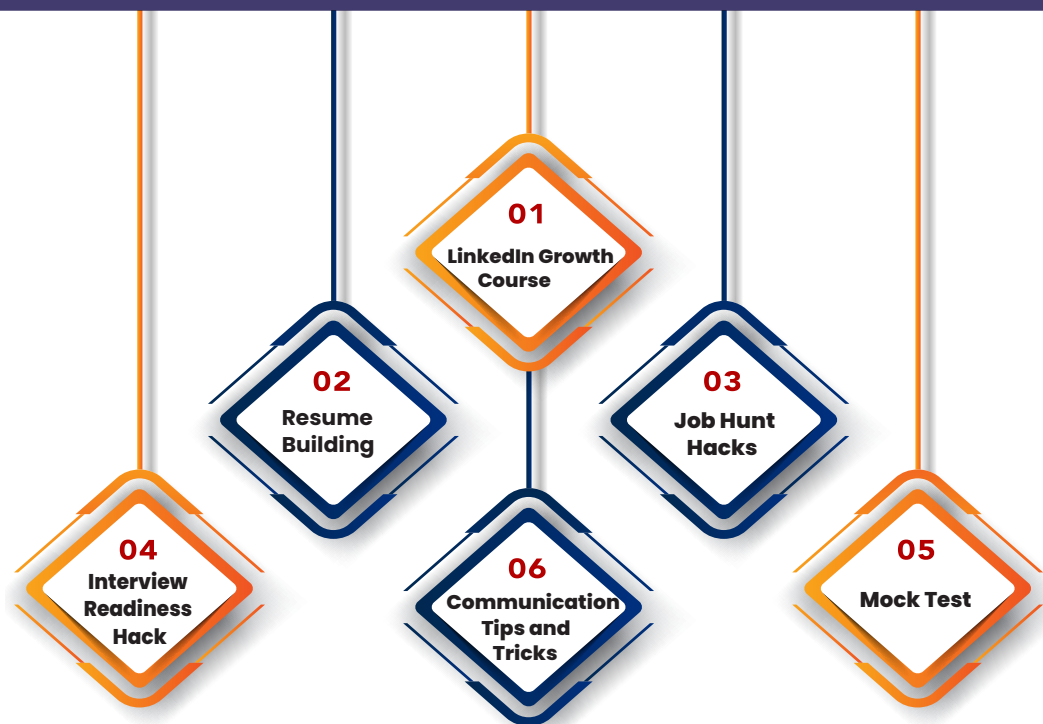
TOPICS COVERED	Hours
Search Engine Optimization	20
Search Engine Marketing	18
Social Media Marketing	20
Social Media Optimization	10
Google Analytics & Research Console	14
Blog Writing	01

Excel

~~₹ 24,999~~

₹ 14,999

JOB PREPARATION TRAINING



LinkedIn Growth Course

- In this LinkedIn course, we will cover the basics of getting started with LinkedIn, including how to complete your profile sections: bio, about, featured, experience, and activity.
- We will also discuss strategies for growing your followers on the platform and how to use LinkedIn to find job opportunities.
- You'll learn how to ask for referrals from your network, extract emails from HRs, and make a post with your resume to showcase your skills and experience to potential employers.
- By course completion, You'll gain a deep understanding of leveraging LinkedIn to cultivate a powerful professional network and propel your career forward.

Resume Building

- In this module, we'll guide you through the art of creating impactful resumes. You'll gain expertise in tailoring your resume for diverse job roles, mastering ATS compatibility, and highlighting your projects.
- Unlock the secrets of creating standout resumes that captivate employers and enhance your job prospects. By course completion, you'll possess a thorough grasp of the strategies needed to build an impressive and effective resume.

Online Job Searching Platforms

- In this section, we will teach you how to search for job opportunities in online platforms like Naukri, Angel and Hirect.
- You will learn the latest techniques to increase your chances of getting selected for interviews and stand out to potential employers.

Mock Test & Interview preparation

- You will have access to a comprehensive collection of interview questions to help you prepare for your next job interview in the field of Digital Marketing.
- By the end of this course, you will be well-equipped to confidently answer interview questions and increase your chances of landing your dream job.

FAQ

What sets your Digital Marketing course apart from others?

Our course combines comprehensive content, hands-on experience, ongoing support, and flexible learning to ensure our students are well-prepared for the digital marketing industry.

How Sadhvi Academy is different from any other Institute in Coimbatore?

We provide complete hands-on practical learning experiences to our learners which we are doing through our structured syllabus and most importantly assignment & project driven courses.

What is the mode of instruction?

Our online instruction mode is enriched with various digital tools and resources to enhance the learning process. You'll have access to digital textbooks, video tutorials, and collaborative platforms where you can interact with your peers and instructors.

What is the fees structure for the courses?

Our aim is to make education accessible to everyone at an affordable Cost. The fee Structure for our courses may vary depending on the specific courses but we do offer flexible payment schedule.



What are the Eligibility criteria for the courses?

Our course has been designed keeping beginners in mind. You will be able to learn as we start from basics and anyone can learn this course .

What kind of support can I expect from Sadhvi Academy after completing the courses?

Sadhvi Academy provides ongoing support to students even after they complete the courses. This includes job updates, internship opportunities and future updates.

SOFTWARE TRAINING INSTITUTE IN COIMBATORE

SADHVI ACADEMY

DIGITAL MARKETING EXCELLENCE

“Where Strategy Meets Success”

START YOUR JOURNEY TODAY



ENROLL NOW

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