

# FULL STACK ACADEMY

www.fullstackacademy.in

( +91 9015-236-236







- 2. Visual Design for Marketing Using Canva
- 3. Search Engine Optimization (SEO)
- 4. Content Marketing & Copywriting
- 5. Google Ads Search & Display Advertising
- 6. Social Media Marketing FB & IG
- 7. Email Marketing & Automation
- 8. Google Analytics & Campaign Tracking
- 9. Capstone Project





**Duration: 2 Months** 

## MODULE 1: Digital Marketing & WordPress Website Design

- What is Digital Marketing? Channels & Strategy
- Digital Marketing Funnel & Customer Journey
- Domain, Hosting, WordPress Setup, Themes, Plugins & Customization
- Page Creation, Widgets, Menus, Website Structure & Responsive Design
- Build a Personal Website (Blog/Business Portfolio)

### MODULE 2: Visual Design for Marketing Using Canva

- Introduction to Canva: Interface & Tools
- Creating Marketing Visuals: Posters, Ads, Email Headers
- Social Media Templates for Instagram & Facebook
- . Branding with Canva: Fonts, Colors, Logo & Brand Kit
- Designing Infographics, Carousels & Exporting in Required Formats
- Assignment: Build a Branded Visual Campaign Set

## MODULE 3 : Search Engine Optimization (SEO)

- How Search Engines Work, Keyword Research: Tools & Strategy
- On-Page SEO: Meta Tags, Headers, Content, URLs
- Off-Page SEO: Backlinks, Social Signals, Outreach & Technical SEO
- Tools: Google Search Console, Screaming Frog, Yoast
- Hands-on: Conduct an SEO Audit & Fix Issues

### MODULE 4: Content Marketing & Copywriting

- Content Strategy: Goals, Funnels, Formats, Blogging for SEO
- Copywriting Tools: Grammarly, Copy.ai,, Content Calendar Planning & Strategy
- Writing CTAs, Hooks, Headlines, Assignment: Publish a SEO Blog with Internal Links



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# TOP 5 A.I TOOLS ALONG WITH **COURSE CONTENT:**



CHATGPT





**JASPER.AI** 



DALL-E



GRAMMARLY

### MODULE 5 : Google Ads — Search & Display Advertising

- Google Ads Account & Campaign Setup, Search, Display & Video Campaign Types
- Ad Copywriting: Keywords, Match Types, Extensions
- Bidding Strategies: Manual, Smart, CPA, Conversion Tracking, CTR, CPC, ROAS
- Optimization: A/B Testing, Quality Score, Live Project: Launch a Google Ads Campaign

### MODULE 6 : Social Media Marketing - Facebook & Instagram

- Facebook Business Suite & Page Setup, Instagram for Business: Profile, Content, Growth
- Creating Paid Ads on Meta: Audience Targeting
- Creative Formats: Image, Carousel, Reels, Video, Hashtag Strategy, Engagement Tactics
- Campaign Performance Review: Metrics & Insights, Assignment: Run a Meta Ad Campaign

### MODULE 7: Email Marketing & Automation

- Building & Segmenting Email Lists, Email Tools: Mailchimp, Brevo, etc.
- Creating Email Templates & Newsletters & Automation
- Writing Effective Subject Lines & CTAs, Performance Metrics: Open Rate, CTR, Bounce
- Launch a 3-Step Email Campaign

### MODULE 8: Google Analytics & Campaign Tracking

- Introduction to Google Analytics Overview, Key Metrics: Sessions, Conversions
- Source/Medium, Campaign Reports, Google Tag Manager Basics
- UTM Parameters for Campaign Attribution, Creating Custom Dashboards & Reports
- Hands-on: Monitor & Analyze a Real Campaign

### **MODULE 9 : Capstone Project**

Designing a live WordPress website and execute a full-scale digital marketing campaign across SEO, Ads, Social Media, Email, and Analytics—building a complete job-ready portfolio.