

The logo for KICCS, featuring the letters 'KICCS' in a bold, dark blue font. The letter 'I' is replaced by a red circular icon containing a white location pin symbol. The background of the entire slide is a light gray network of interconnected nodes and lines, with a large, semi-transparent gray triangle pointing downwards from the top right. A dark blue triangle is located in the bottom right corner.

**KICCS**

**PROFESSIONAL**

# **Digital Marketing Courses**

**Training Program**



# DIGITAL MARKETING COURSE

## Digital Marketing Course

### Pricing

₹21000 [End of Year Offer]

### Module:

SEO & Google, Facebook & Instagram Ads

### Duration:

2 Months

2 hour a Day / Weekend 4 Hours

## Advanced Digital Marketing Course

### Pricing

₹31000 [End of Year Offer]

### Module:

Advanced SEO, Google Ads, Facebook & Instagram Ad, and Social Media Marketing

### Complimentary:

Using AI, Affiliate & Email Marketing

### Duration:

3 Months

2 hours a Day / Weekend 4 Hours

# WHAT YOU LEARN IN THIS PROGRAM

## SEO

### BASIC

- **Introduction to SEO**

#### Types Of SEO

Onpage SEO  
Offpage SEO  
Technical SEO  
SEO Tools

- **Onpage SEO**

#### Keywords

Keyword Research  
URL  
Title  
Meta Desc  
Heading Tags  
Page Content  
Internal & External Links  
Image Optimization

- **Technical SEO**

Robots.txt  
Sitemap  
Page Speed  
Schema  
Introduction to GA & GSC

- **Offpage SEO**

Backlinks  
Do Follow & No Follow  
Page Authority  
Anchor Texts/Relevancy  
Quora & Reddit

- **SEO Tools**

Google Analytics 4 (GA4)  
Search Console  
SEOquake  
Yoast SEO / RankMath  
WebDeveloper ToolBar

- **Local SEO**

Advanced Excel/Sheets Hacks  
GPT hacks  
Audit Report Templates  
Professional PPT report templates

### Advanced

- **Basics, Plus**

#### Website Audit

SEO Tools  
GSC  
GA  
Microsoft Clarity  
Semrush  
Screaming Frog  
GTM  
Data Studio/LookerStudio

# WHAT YOU LEARN IN THIS PROGRAM

## PPC

### BASIC

- **Introduction to PPC**

What is Pay Per Click  
PPC Platforms and Channels  
What is 'PPC Strategy'  
Using Landing Pages  
Budget Management

- **Campaign & Ads**

Set Up Google Ads Account  
Set Up FB Ads Account  
Campaign Setup  
Keyword Research  
Keyword Match Types  
Writing and Testing Your Adss

- **Social & Meta Ads**

Facebook Campaigns Types  
Image Ads  
Video Ads  
Carousel Ads  
Lead Ads  
Dynamic Ads  
Facebook Bidding Strategies

### Advanced

- **Basics, Plus**

Understanding Sales Funnels  
& Decision Making Funnels  
Establishing Conversions Along  
Your Funnel

- **Display**

Intro to Display Ads  
Display Campaign Setup  
Display Ad Formats  
Display Campaign Targeting  
Display Campaign Optimization

- **App**

Intro to Universal App Campaigns  
Setting Your Universal App Campaign  
Universal App Campaign Best Practices

- **Video**

Video Campaigns  
Multichannel Campaigns -  
Performance Max

- **Meta (Facebook)**

Instant Experiences Ads  
Messenger Ads  
Stories Ads  
Shopping Ads  
Retargeting Shopping Ads  
Pixel Integration for Goal Tracking  
Third Party Retargeting Platform (RTB &  
Cretio etc)

# WHAT YOU LEARN IN THIS PROGRAM

## SMM

### BASIC

- Introduction to SMM

#### Platforms

Facebook  
Instagram  
LinkedIn  
Twitter [X]  
YouTube

- Content

Topic Research  
Content Plan  
Content Creation  
Hashtags  
Content Calendar  
Quora & Reddit  
YouTube

### Advanced

- Basics, Plus

Paid Ads  
Reporting (Insights)  
SMMTools (Buffer, Hootsuite)  
YouTube Studio  
Canva Basics  
Thumbnail Creation

- Social & Meta Ads

Facebook Campaigns Types  
Image Ads  
Video Ads  
Carousel Ads  
Lead Ads  
Dynamic Ads  
Facebook Bidding Strategies

- Meta (Facebook)

Instant Experiences Ads  
Messenger Ads  
Stories Ads  
Shopping Ads  
Retargeting Shopping Ads  
Pixel Integration for Goal Tracking  
Third Party Retargeting Platform (RTB & Cretio etc)



# GET PROFESSIONAL CERTIFIED

## Importance of Getting Certified in Digital Marketing

1. **Enhanced Credibility:** Certification boosts your professional credibility and demonstrates your commitment to the field.
2. **Up-to-date Knowledge:** Keeps you updated with the latest trends, tools, and techniques in digital marketing.
3. **Career Advancement:** This opens up better job opportunities and can lead to higher positions and salaries.
4. **Competitive Edge:** Distinguishes you from other candidates in the job market.
5. **Skill Validation:** Provides a formal validation of your skills and expertise.
6. **Networking Opportunities:** Access a community of certified professionals and industry experts.
7. **Increased Confidence:** Enhances your confidence in executing digital marketing strategies effectively.
8. **Employer Preference:** Many employers prefer hiring certified professionals for their demonstrated skills and knowledge.

# CONTACT US

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