

Full-Stack DIGITAL MARKETING Mastery Course

Marketing + Branding + Designing



“

Yes,

We are Unique!

We are

Web D School!

Our Vision is to become the most respected
education brand in India.

About Web D School

When we say 'A Great career awaits you!', we totally mean it.

- Harshavardhan, Founder & CEO.

At Web D School, we understand that having an excellent course curriculum and following conventional teaching methods will not help students achieve great careers.

We believe that if an institute's goal is to turn students into professionals, it must provide a number of added benefits such as several live projects to work on, unlimited lab hours, interaction with industry experts, online support classes, recorded video sessions for future reference, regular assessments, soft skills training, etc.

We truly care about our students' careers and have designed the learning experience at Web D School to enable them to become thorough professionals in their field of choice.

10+ Years of
Excellence

100% Placement
Support

5000+ Students
trained

200+ Company
tie-ups

About Full-stack Digital Marketing Mastery Course

Most digital marketers are well-versed in SEO, Social Media, Paid Ad campaigns, and various tools, but they lack knowledge in two critical areas that could give them a significant competitive advantage over thousands of others: branding and design.

Our Digital Marketing Mastery course in Chennai covers all aspects of digital marketing, as well as brand building techniques and digital design skills.

Course Details

Course Duration

3 months (ADM)

4 months (FSDM)

Overall Sessions

40 sessions (ADM)

60 sessions (FSDM)

Class Duration

90 minutes

Alternative days

Certifications (we support)



Digital Marketing Tools

ADVANCED DIGITAL MARKETING - 20+ TOOLS



Google Analytics



Google My Business



Google Ads



SEMRush



Screaming Frog



Ubersuggest



Keyword tool.ai



Buzzsumo



Sprout Social



Drift



YouTube Studio



Meta Business Suite



Mailchimp



Wati



Zapier



WordPress



Trello



Canva



ChatGPT



Copy.ai



More Tools

FULL-STACK DIGITAL MARKETING - 40+ TOOLS



Shopify



WooCommerce



SpyFlu



Hubspot



Feedly



MarketMuse



Looker Studio



VidIQ



Mention



Clueify



Hotjar



Google Tag Manager



Adobe Photoshop



Adobe Premiere Pro



Runway



MidJourney



Discord



Perplexity



Unbounce

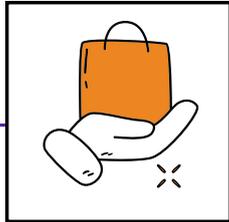


DesignMode



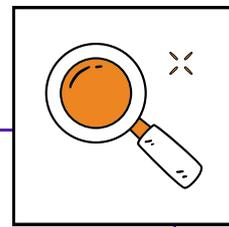
More Tools

Our Course Coverage



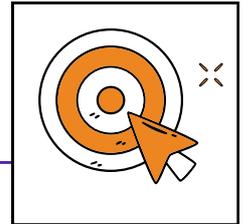
Branding

Empowering our students to build a powerful brand presence in the digital world.



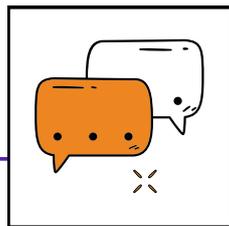
SEO

Optimize landing pages for users and search engines to enhance online visibility.



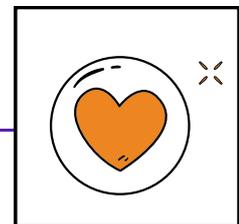
Performance Marketing

Running targeting campaigns across various digital channels.



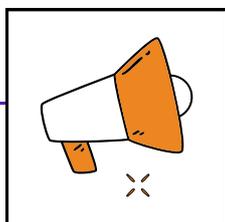
Content Marketing

High-quality content creation and develop a result-oriented content marketing strategy.



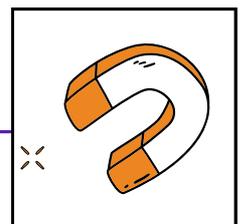
Designing

We teach tools like Canva, Photoshop, Premiere Pro, to create visually appealing & engaging content.



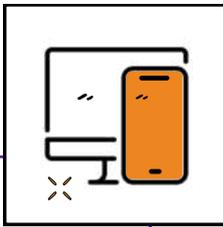
Media Management

Build and manage popular platforms like Instagram, LinkedIn, YouTube, Facebook, etc to expand a company's visibility.



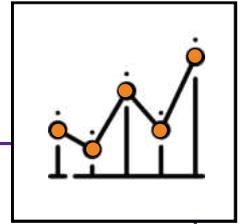
Lead Generation & Conversion

Learn to drive quality leads and turn them into loyal customers with effective lead generation and nurturing strategies.



No Code Web Development

Equipping students with tools like WordPress and Webflow to build functional and attractive websites without coding.



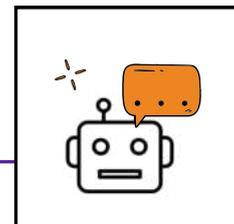
Data Visualization

Learn to transform complex data into clear, insightful visuals using tools like Looker Studio and Canva.



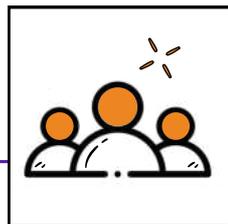
Ecommerce Marketing

Teaching students strategies to promote online stores, optimize product listings, and drive sales across digital platforms.



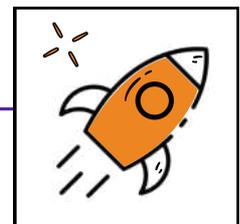
AI Marketing

Introducing students to AI tools and techniques for predictive analysis, personalization, and automating marketing workflows.



Email Marketing

Empowering students to craft effective campaigns, nurture leads, and build connections to drive engagement and conversions.



Startup Stimulation

Guiding students to simulate business ideation, planning, and execution, replicating the challenges and triumphs of startup growth.

ADVANCED DIGITAL MARKETING

Project Based Training with **20+ Tools**

INTRODUCTION TO DIGITAL MARKETING

Fundamentals of Digital Marketing
Role of a Digital Marketer
Marketing Mix & Product Life Cycle
Shaping Brand's Identity
The Art of Brand Storytelling
Market Research & Competitor Analysis



AI-POWERED CONTENT MARKETING

The Evolution of Content Marketing with AI
Effective Copywriting with AI Tools
Generating Content Ideas Using AI
Crafting SEO-Friendly Content
Content Workflow Automation with AI
Strategic Content Distribution Across Platforms

CONTENT CREATION FOR REELS & SHORT VIDEOS

The Art of Visual Storytelling
Canva - Design Essentials
Leveraging Social Media Templates
Custom Brand Kits for Consistency
Simple Animations for Reels & Shorts
Incorporating Viral Trends and Hooks



NO-CODE WEB DEVELOPMENT

- Setting Up WordPress and Elementor
- Wireframing and Website Layout Design
- Building Single-Page and Multi-Page Websites
- Responsive Design Principles
- Enhancing Websites with No-Code Features



SEARCH ENGINE OPTIMIZATION (SEO)

- SEO basics and algorithms
- Keyword Research & Optimization Strategies
- On-Page SEO & Content Optimization
- Off-Page SEO & Link Building Strategies
- Building Domain Authority
- Google My Business & other Local SEO tactics
- Performance Monitoring & Technical SEO
- Competitor Analysis
- Advanced SEO Tools

GOOGLE ADS (SEM)

- Intro to Search Engine Marketing
- Google Ads Structure
- Campaign Types
- Budgeting & Bidding Strategies
- Google Search Campaigns
- Display Campaigns
- Google Ads Reporting & Analytics
- Optimizing PPC Campaigns
- A/B Testing for Campaign Improvement





SOCIAL MEDIA MARKETING

Mastering Social Media Platforms
Crafting a Winning Social Media Strategy
X (Twitter) Marketing
YouTube Marketing
Social Media Management for Businesses
Case Studies: Successful Social Media Campaigns

LINKEDIN MARKETING

Building Personal Branding
LinkedIn - B2B Marketing Platform
LinkedIn Ad Campaigns
Content Strategies for LinkedIn Success

META FOR BUSINESS

Meta Ecosystem for Business
Facebook Marketing Essentials
Instagram Marketing for Businesses
Meta Business Suite
Meta Ads & Pixel Tracking
Content Scheduling & Automation

LEAD GENERATION & NURTURING

Introduction to Lead Generation
Audience Segmentation for Targeted Campaigns
Crafting Effective Lead Magnets
Lead Sourcing
Lead Nurturing Strategies
Conversion Copywriting



INBOUND MARKETING

Understanding Marketing Funnel - AIDA
Content Creation for Inbound Marketing
Customer Journey Mapping

EMAIL MARKETING

Crafting Effective Email Copywriting
Hands-on with MailChimp
Building and Growing Your Email List
Email Automation and Drip Campaigns

MOBILE MARKETING

SMS Campaigns for Direct Engagement
In-app Advertising
Push Notification for Re-Engagement
Mobile App Marketing strategies

E-COMMERCE MARKETING

Shopping Ads and Product Listings
SEO for E-Commerce websites
Scaling E-Commerce Campaigns
E-Commerce Analytics & Insights
Social commerce and live shopping
Emerging Trends: Voice Search & AR/VR



WHATSAPP MARKETING

WhatsApp - The New Email
WhatsApp Business Features
WhatsApp Chatbot Automation
Customer Support on WhatsApp
WhatsApp Analytics



REMARKETING

When & How it works?

Cookie-Based Tracking

Facebook Remarketing

Instagram Remarketing

Google Ads Remarketing

Email Remarketing

ANALYTICS & OPTIMIZATION

WEB ANALYTICS

- Key Performance Indicators (KPIs)
- Mastering Google Analytics
- Real-Time Reporting
- Integrating Analytics with Search Console



CONVERSION RATE OPTIMIZATION

- Understanding Conversion Tracking
- UTM Tracking Parameters
- Using Heatmaps for Conversion Insights
- User Flow and Journey Optimization
- Landing Page Optimization
- A/B Testing for Continuous Improvement



MARKETING AUTOMATION

- Role of Automation in Marketing
- Automating the Marketing Funnel
- Workflow Automation
- Social Media Automation
- Ecommerce Automation



GETTING STARTED AS A FREELANCER

- Building a Winning Portfolio
- Advanced Scaling Strategies
- Ways to Earn as a Freelancer
- Tools & Tactics for Freelancing Success
- Client Acquisition and Networking

PORTFOLIO BUILDING & INTERVIEW PREPARATION

FULL-STACK DIGITAL MARKETING

Project Based Training with 40+ Tools

AGENCY-STYLE TRAINING AND APPLICATION

Internship Opportunities

Real-Time Projects

Collaborative Team Dynamics

Mentor-Guided Sessions

ADVANCED BRANDING AND STRATEGY

Build Your Own Brand

- From Vision to Visibility
- Building Brand-Market Strategy
- Crafting a Compelling Brand Story
- Sustaining and Growing Your Brand

Digital Branding Essentials

Leverage AI in Social Media Marketing

Pinterest Marketing



ADVANCED SEO AND E-COMMERCE

SEO Automation

15 Expert SEO Strategies

Programmatic SEO

Advanced E-Commerce

- Shopify and WooCommerce
- Building Funnels for E-Com
- E-Commerce Automation



CREATIVE SKILL DEVELOPMENT



INTRODUCTION TO PHOTOSHOP

Introduction to Photoshop

Tools Overview, Working with Layers,
Blending Modes, Masking

Advanced Editing Techniques for
Branding Projects.

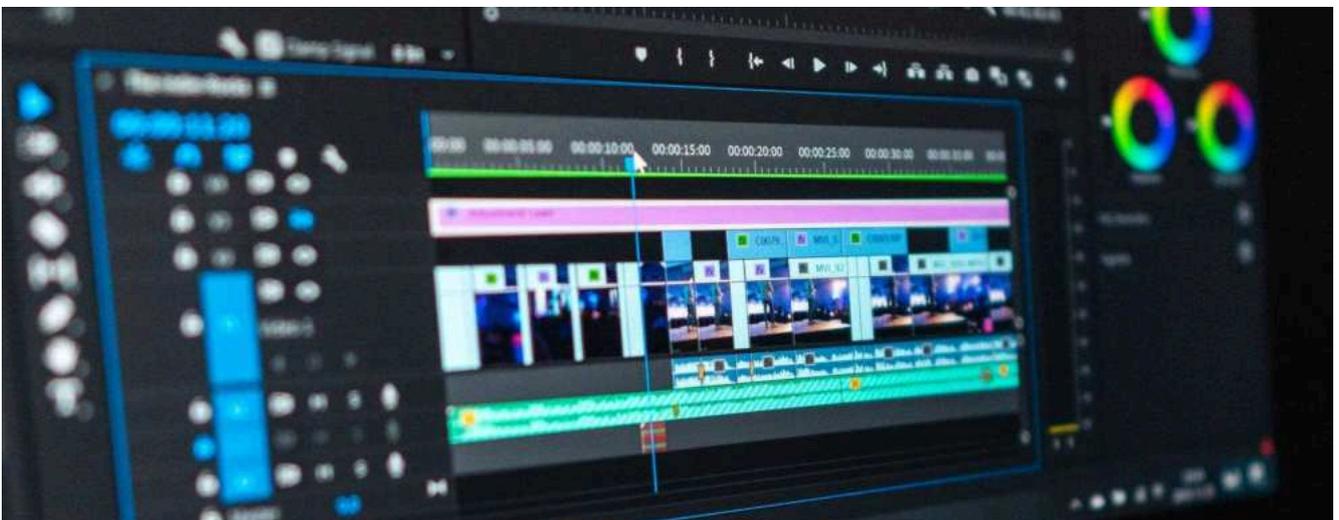
Poster Creation for Branding

VIDEO EDITING ESSENTIALS

Editing Basics: Enhancing, Transitioning, and Animating.

Audio Editing and Optimization.

Exporting Videos for Maximum Engagement.



AI-POWERED CREATIVE TOOLS

Adobe Firefly: AI-assisted image and video editing.

MidJourney: Creating stunning visuals and concepts with generative AI.

Runway: Simplifying video production with AI-powered tools.

Canva AI Features: Leveraging AI for design automation and enhanced creativity.

SPECIALIZATION MODULES

GROWTH MARKETING

Growth Hacking, Defining Touchpoints, Rapid Experimentation

Growth Marketing Frameworks, Understanding Product-Market Fit

Case Studies

CRM Platforms and Data Management

Marketing Automation with CRM

Campaign Personalization and Lead Scoring Models



AI MASTERY

Conversational AI Chatbots

What and how to use Agentic AI

AI-Powered Marketing Automation

AI for Data Interpretation

AI Image & Video Tools

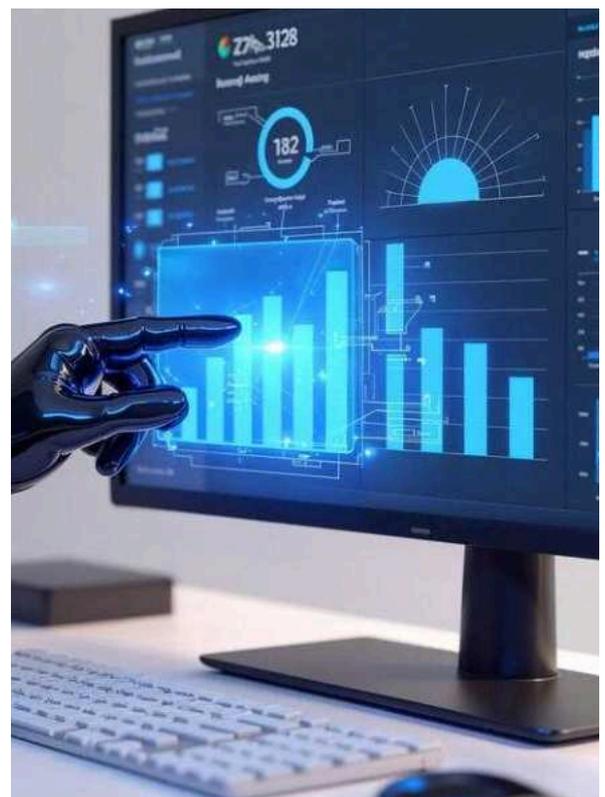
15+ Industry AI Tools

DATA VISUALIZATION

Principles of Effective Visualization

Integration of Data Sources with Looker

Designing Infographics with Canva





STARTUP SIMULATION - THE ENTREPRENEUR'S PLAYBOOK

Business Model Development

- Designing a Lean Business Model Canvas
- Exploring Revenue Models
- Unit Economics 101

MVP Development and Prototyping

- Defining the MVP
- Building a Prototype
- Iterative Improvement

Go-to-Market Strategy

- Planning a Product Launch
- Omnichannel Marketing
- Growth Hacking Techniques

Sales & Customer Success

- Building a Sales Funnel
- Customer Relationship Management
- Handling Objections
- Creating Loyal Customers

Performance Analysis and Scaling

- Measuring Key Metrics
- Analyzing User Feedback
- Scaling Strategies

Financial Planning & Fundraising

- Startup Budgeting
- Pitch Deck Creation
- Funding Models
- Break-Even Analysis

CAREER ACCELERATION & INDUSTRY INTEGRATION

Capstone Project: Showcasing Mastery

Professional Portfolio Development

Job and Freelancing Readiness

Industry Networking and Placement Support



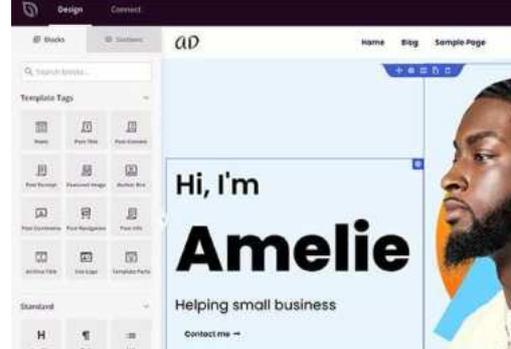
Brand Decoding

Analyze a brand's identity, strategies, and market presence to create a detailed case study.



Branding Strategy ✨

Launch your own brand and learn to scale it with expert guidance for startup success.



WordPress Website

Design and develop an SEO-optimized WordPress website.

✦ Free domain and hosting provided exclusively for FSDM students.

DIGITAL MARKETING PROJECTS



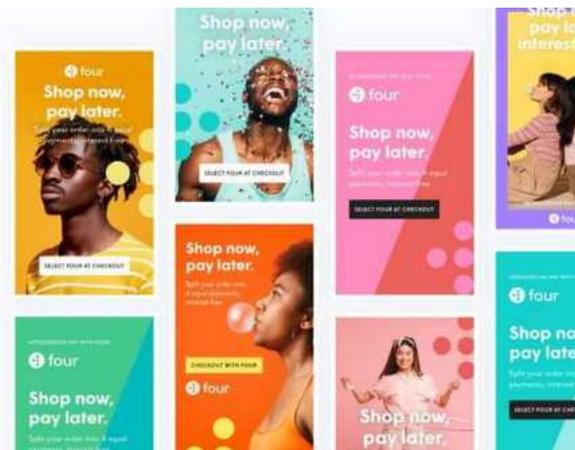
Content Marketing

Build a content calendar to plan engaging content that boosts web traffic, engagement, and lead generation.



Social Media Management

Create engaging posts for platforms like Instagram, Facebook, LinkedIn, X, & YouTube to grow your brand and achieve results with organic and paid strategies.



Social Media Ad Campaign

Design, execute and optimize effective social media ad campaigns.

✦ Funds available for FSDM students.



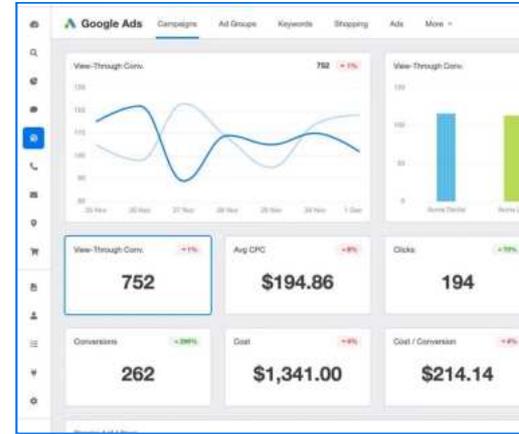
SEO Audit

Analyze website performance, fix technical issues, improve content, and discover ways to boost rankings and drive organic traffic.



SEO Strategy ✨

Create and execute an SEO strategy with technical optimization, keyword targeting, content creation, and link-building to boost rankings and organic traffic.



Google Ads Campaign

Create an effective Google ad campaign targeting profitable keywords and tailoring CTR driven ad copies.

✨ Funds available for FSDM students.

DIGITAL MARKETING PROJECTS



Email Marketing

Create email campaigns to capture leads, nurture them, and build strong connections across various campaign types.



Growth Marketing ✨

Create and implement data-driven strategies to drive growth, optimize user acquisition, and boost customer retention for startups.



Marketing Automation

Streamline workflows, optimize campaigns, and use automation tools to craft personalized marketing strategies that engage your audience.



E-commerce Strategy ✨

Design an advanced e-Commerce system that combines platform efficiency, product innovation, and strategic customer engagement to boost growth and sales.



Data Visualization ✨

Transform complex data into clear, engaging visuals and dashboards that drive insights and empower decision-making.

Customer Journey Map

Phase of journey	Discovery		Registration	
	Why do they even start the journey?		Why would they trust us?	
Actions What does the customer do? What information do they look for? What is their context?	Chris Starts to work, searching for the book		Book Clicks on the book	Book Chooses a price Confirms the book
Needs and Pains What does the customer want to achieve or avoid?	I want a copy of the book as quickly as possible	I've never ordered before	I need to know how to use the app	I really don't want to pay for shipping
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions	😊	😞	😞	😞
Opportunities What could we improve or add?	Increase the speed of order processing	Increase the conversion rate, e.g. by providing the location of the nearest store		

User Journey Mapping ✨

Map the customer journey to identify pain points, optimize touchpoints, and improve the user experience.

DIGITAL MARKETING PROJECTS



Premiere Pro for Visual Storytelling ✨

Create impactful video content that stands out from the noise and captures your audience's attention.



Photoshop for Digital Creators ✨

Design professional graphics for social media, websites, and marketing using advanced tools and techniques to enhance your creatives.



Mobile Marketing

Use WhatsApp Chatbots to connect with customers, answer queries, and boost sales with personalized mobile marketing strategies.

Launchpad - The Ultimate Digital Marketing Bootcamp

Launchpad is our flagship event that gives you the opportunity to work on **real-world digital marketing projects** in a simulated, agency-like environment.



Launchpad Highlights

Hands-On Experience - Dive into live campaigns reflecting current industry trends.

Team Collaboration - Work in specialized roles like SEO Analyst, Social Media Strategist, or Content Creator to replicate real-world workflows.

Expert Mentorship - Receive actionable insights and guidance from experienced professionals.

Portfolio Showcase - Present your team's project, showcasing your collective skills, creativity, and strategic thinking to deliver impactful results.



Feature	ADM	FSDM
Level	Advanced Level	Mastery Level
Classes	40 classes	60 classes
Tools	20+	40+
Creative Tools training	Canva	Photoshop, Canva, Premiere Pro
Projects	10+	20+
Brand creation	Not included	Create & market your own brand
Website building	Basic practice on mock websites	Build & own a live wordpress site
Free domain hosting	No	Yes
Funded ad campaigns	No	1000 Rs budget
Linkedin Learning	No	Yes (3-6 months)
CRM training	Not included	Comprehensive training
AI in digital marketing	Basic Overview	Detailed modules & hands-on
Ecommerce marketing	Basic tactics	Advanced strategies
Specialization modules	Not included	Growth marketing, Affiliate marketing & DV
Startup simulation	Not included	Present project as a startup idea
AI creative tools	Not included	Firefly, Midjourney & Runway
Personal brand building	Learn the importance of personal branding	Develop & execute a personal branding strategy
Internship	Not included	1 Month @ Web D School
Freelance training	Limited	Detailed modules & support



Highly skilled
&
Friendly trainers



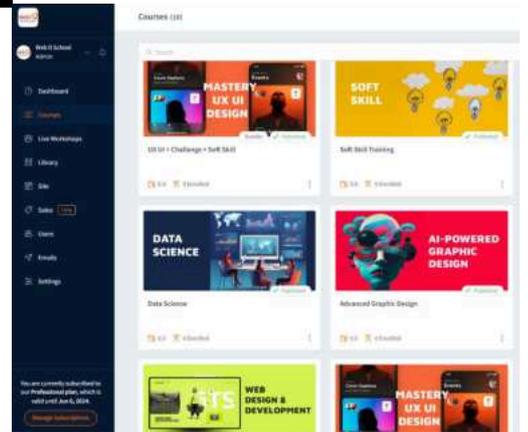
Unlimited Lab
Hours



Recorded Session
Videos for future
reference

Our Course Highlights

The Knowledge
Hub - Our exclusive
learning enhancement
portal



In-house
Library



Student-centric
approach - Events
& contests



Webinars & Seminars
by Industry
Experts





Weekly assessments
& monthly
evaluations



More practicals &
Project-based
training



Project presentation
classes

Our Course Highlights

Value added
workshops
on trending
topics



Doubt clearance
sessions



Interview guidance
& Placement
support



Soft Skills
training



Webdians working @ Top MNCs & Start up companies



+ 200 More Top companies

“

I finished my studies in Assam. After that, I was looking for the further studies and decided on digital marketing. When I was looking for an institution, I came across Web D School in Chennai. I completed my digital marketing course at WebD, and the experience was excellent. The academic members were quite helpful, and they allowed us to work on live projects to learn more. Many doubt-clearing sessions were held, and we received several assessment tasks. Thank you, WebD School. It was a wonderful learning experience.



Haresh Pegu
Full-stack DM Mastery

What our students say about us!

“

After searching online for a digital marketing course I found Web D School in Chennai. They provide both online and offline classes. In the initial days I attended online classes from Kanyakumari, but after a while I came here to attend the offline sessions as well. They taught us all the industry relevant topics and made us work on many projects. The trainer, infrastructure and course coverage were up to date and very valuable.



Simsalin Lofiya
Full-stack DM Mastery

“

I enrolled in Web D school knowing nothing about digital marketing, but I was eager to learn. The course had really helped me transform my career and channelise the path. The infrastructure was good, and the trainers were also very helpful. Apart from class hours they give individual attention for each student and also trainers are always there to help out in all processes of learning. Highly recommended.



Shajini Joy
Full-stack DM Mastery

“

I had an exceptional experience at this institute. The mentors are highly knowledgeable, friendly, & dedicated, which makes the learning environment truly enriching. The ambiance is nice, creating a positive atmosphere that improves the overall educational experience. Highly recommended!



Varun de crewz
Advanced DM

“

I recently completed the Digital Marketing Mastery course at Web D School. It was a fantastic experience with a great atmosphere, convenient schedules & helpful trainers. I am confident about my future in digital marketing. Thanks so much, Web D. I would surely recommend Web D for anyone who is looking for a start in Digital marketing.



Jabeer
Full-stack DM Mastery



Reach Out to us...

Ashok Nagar - Branch

+91 9791 3333 50

No.7, Dr. Natesan Salai,
Ashok Nagar, Above bank of
Baroda, Chennai-600083.

Anna Nagar - Branch

+91 7305 9533 50

New no. 107 / Old no. AB9,
2nd Avenue,
Near Max Showroom,
Anna Nagar,
Chennai- 600 040.

Velachery - Branch

+91 7845 8483 50

No.1, 2nd floor,
Tansi Nagar 2nd
street, Velachery,
Chennai - 600042.

For online course enquiry +91 7845873350

Certificate of Completion

This certifies that
Your Name

has successfully completed the course
Full-Stack Digital Marketing Pro

with specialization in

- ✓ Branding and Growth Marketing
- ✓ Content Marketing
- ✓ Inbound: SEO, SMM & Email Marketing
- ✓ Outbound: PPC & Performance Marketing
- ✓ Lead Generation and Marketing Automation
- ✓ Conversion Rate Optimization

Course Duration **4 Months**

 Issue Date

Chennai's No.1 institute

Web  school

 Center Head



Course :

Duration :

Lumpsum Fees :

(or)

Installment Fees :

Down Payment :

Balance :

Learn **Full-Stack Digital Marketing Mastery Course**

@ Web D School

“

**Redesign
your
story**

Never compromise when it comes to education.

Learn **ONLY** from the best!