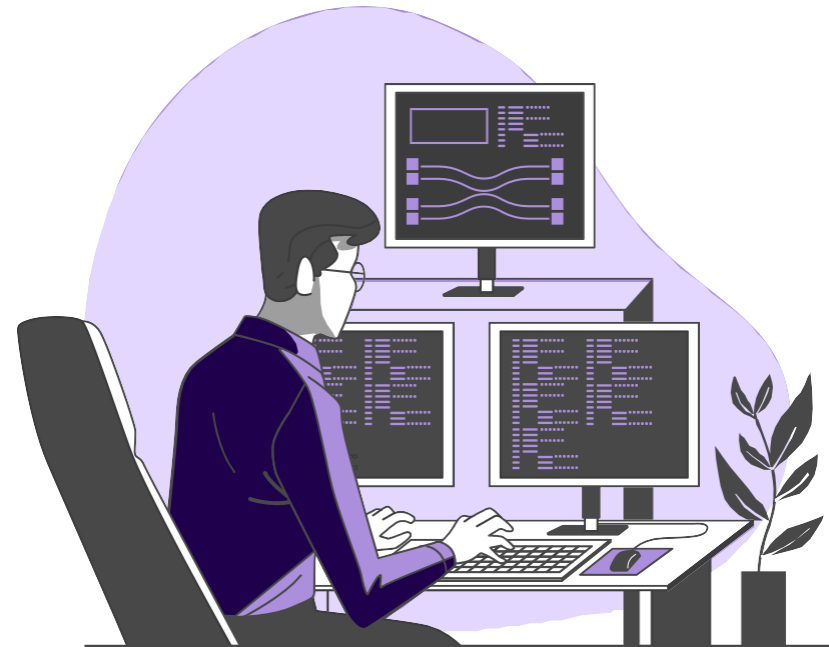


# Become Digital Marketing Certified Professional

Where theory meets practice

[www.webcooks.in](http://www.webcooks.in)





An initiative of ***Core Innovative Solutions***

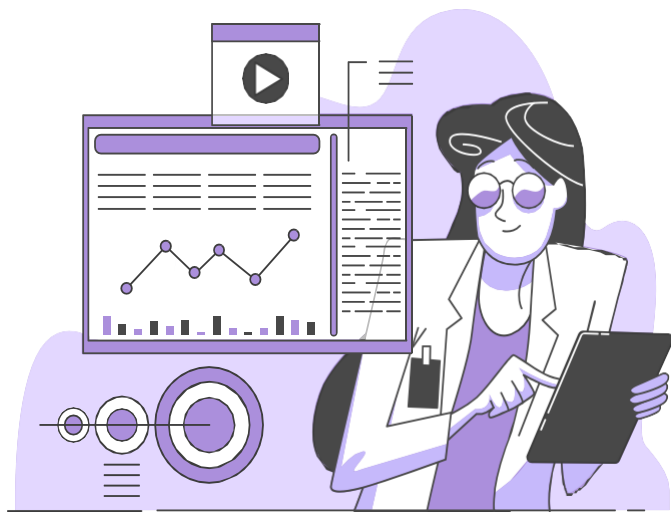
Mr. Ripun Gupta, realized the need for a quality training company and started Webcooks in 2019.

Webcooks.in was established with the sole aim of digitally upskilling Amritsar and to bridge the skill gap between the educational curriculum and the industry demand.

...

# WHY WEBCOOKS?

By not following the traditional method of being taught by the teachers, we at Webcooks have a team of experienced and trained professionals.



01

...

## Industry Experts

Get trained under professional guidance

02

...

## 80:20 Practical to Theory

The focus is on what matters: the skill enhancement

03

...

## Career Guidance

Professional counsellors to guide you on the right path

04

...


## Live Projects

Hands-on experience on live projects



# DIGITAL MARKETING

There's never been a better time to be in  
digital advertising.





# Scope of Digital Marketing

The benefit of acquiring expertise in digital marketing is that you would land up career which will never encounter short of job opportunities in the times ahead. At webcooks we will help you in grasping your hold on digital marketing strategies to grow your business or crack a job interview with ease. Beside this, there are certain reasons for adopting this career, such as:

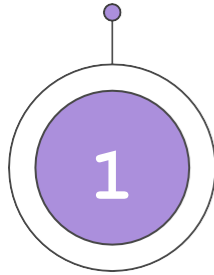
1. High demand profession
2. High paying packages
3. Start your own blog or do freelancing
4. Grow your business to next level

...



# ROADMAP

Introduction to  
Digital World



2

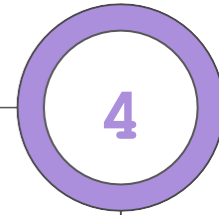
Understanding the  
social media

Understanding the  
Search Engine

3

Desinging  
Paid Campaigns

4



# DIGITAL MARKETING

## MODULE 1

INTRODUCTION TO DIGITAL  
MARKETING

## MODULE 2

UNDERSTANDING KEYWORDS

## MODULE 3

KEYWORD RESEARCH AND ANALYSIS

## MODULE 4

GRAPHIC DESIGNING

## MODULE 5

SOCIAL MEDIA OPTIMIZATION

## MODULE 6

CONTENT WRITING

## MODULE 7

SEARCH ENGINE OPTIMIZATION

## MODULE 8

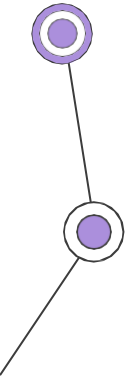
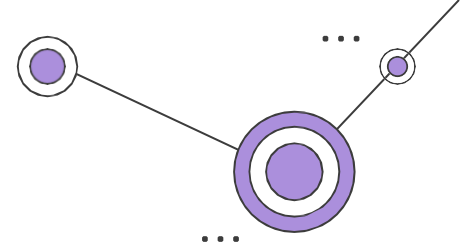
GOOGLE ANALYTICS

## MODULE 9

SOCIAL MEDIA  
MARKETING

## MODULE 10

GOOGLE ADS



# DIGITAL MARKETING

## MODULE 11

BLOGGING

## MODULE 12

GOOGLE ADSENSE

## MODULE 13

AFFILIATE MARKETING

## MODULE 14

EMAIL MARKETING

## MODULE 15

INFLUENCER MARKETING

## MODULE 16

FUNNEL MARKETING

## MODULE 17

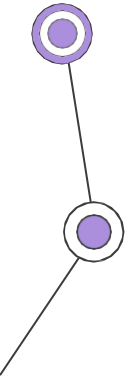
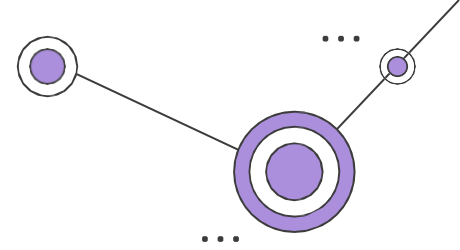
EMAIL MARKETING

## MODULE 18

ONLINE REPUTATION MANAGEMENT

## MODULE 19

RESUME & INTERVIEW  
PREPARATION





# REQUEST FREE DEMO CLASS

Book a counselling session with our experts via **WhatsApp**

 **+91 91151- 44444**

**COFFEE IS ON US!**

**D-Block, Ranjit Avenue**

23-SF, D-Block, Ranjit Avenue,  
Near Starbucks, Amritsar



# THANKS

Do you have any questions?

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@webcooks.in

