



**QUILLANCE
INFOTECH PVT LTD.**

Digital Marketing

The Quillance Digital Marketing Program is a complete beginner-to-advanced training program designed to help learners master modern digital marketing strategies, branding, social media marketing, performance marketing, SEO, AI-powered marketing tools, and real-world campaign management used by businesses and startups worldwide.



Program Overview

What You Will Learn

- Build and grow brands using digital platforms
- Create engaging social media and marketing campaigns
- Run paid advertisements on Google & Meta platforms
- Learn SEO, content marketing, and email marketing
- Analyze campaign performance using marketing analytics
- Work with AI-powered marketing and automation tools

Career Opportunities

After completing this program, learners can apply for roles such as:

- Digital Marketing Executive
- Social Media Manager
- SEO Specialist
- Performance Marketing Associate
- Content Marketing Executive
- Brand Marketing Associate

Live Projects You'll Build

- **Project 1 – Social Media Brand Setup**

Create and optimize social media profiles for a business brand.

- **Project 2 – Content Marketing Campaign**

Develop engaging content calendars, creatives, and audience engagement strategies.

- **Project 3 – SEO Optimization Project**

Optimize a website for search engines using on-page and off-page SEO strategies.

- **Project 4 – Google & Meta Ads Campaign**

Create and run paid advertising campaigns with targeting and performance analysis.

- **Project 5 – AI-Powered Marketing Automation**

Build automated email and lead-generation workflows using marketing tools.

MODULE 1

Digital Marketing Foundations

TOPICS COVERED:

- Introduction to Digital Marketing
- Understanding Marketing Funnels & Customer Journey
- Branding & Online Presence Basics
- Social Media Platforms & Marketing Fundamentals
- Content Creation & Audience Engagement
- Introduction to Marketing Tools & AI Basics

SKILLS GAINED:

- Digital Marketing Fundamentals
- Social Media Understanding
- Branding Basics
- Audience Engagement Strategies

PRACTICAL LEARNING:

- Create social media business pages
- Understand audience targeting basics
- Learn content planning fundamentals
- Explore digital branding concepts

MODULE 2

Social Media Marketing & Content Strategy

TOPICS COVERED:

- Instagram, Facebook & LinkedIn Marketing
- Content Planning & Content Calendar Creation
- Canva & Creative Design Basics
- Reels, Shorts & Video Marketing Strategies
- Influencer & Community Marketing
- Social Media Analytics & Optimization

PRACTICAL LEARNING:

- Create marketing creatives
- Build content calendars
- Run engagement campaigns
- Analyze audience performance metrics

SKILLS GAINED:

- Ethical Hacking Fundamentals
- Vulnerability Assessment
- Security Testing Basics
- Threat Analysis

MODULE 3

SEO, Website Marketing & Performance Marketing

TOPICS COVERED:

- Search Engine Optimization (SEO) Fundamentals
- Keyword Research & On-Page SEO
- Off-Page SEO & Backlink Strategies
- Google Ads & PPC Advertising
- Meta Ads (Facebook & Instagram Ads)
- Landing Pages & Conversion Optimization

SKILLS GAINED:

- SEO Optimization
- Paid Advertising Campaigns
- Traffic & Lead Generation
- Conversion Optimization Techniques

PRACTICAL LEARNING:

- Optimize websites for search engines
- Run Google & Meta ad campaigns
- Analyze traffic and campaign performance
- Improve conversion rates and lead generation

Advanced Digital Marketing, Analytics & Automation

TOPICS COVERED:

- Google Analytics & Performance Tracking
- Email Marketing & Lead Nurturing
- Marketing Automation Tools
- AI Tools for Digital Marketing
- Growth Hacking & Performance Optimization
- Advanced Brand & Campaign Strategy

PRACTICAL LEARNING:

- Track campaign performance
- Automate marketing workflows
- Create advanced growth strategies
- Work with AI-powered marketing tools

ADVANCED CONCEPTS INCLUDED:

- Marketing Funnels & Retargeting
- AI-Powered Content Generation
- CRM & Lead Management
- Data-Driven Decision Making
- Campaign Scaling Strategies
- Business Growth Analytics

SKILLS GAINED:

- Marketing Analytics
- AI Marketing Automation
- Campaign Optimization
- Growth Strategy Development

Module 6

Live Project & Campaign Management

TOPICS COVERED:

- Campaign Planning & Execution
- Team Collaboration & Marketing Workflow
- Paid & Organic Growth Strategies
- Content Production & Scheduling
- Campaign Analysis & Reporting
- Final Brand Presentation & Strategy Pitch

PRACTICAL LEARNING:

- Work on live marketing campaigns
- Create brand growth strategies
- Manage marketing execution workflows
- Present marketing reports professionally

SKILLS GAINED:

- Campaign Management
- Team Collaboration
- Marketing Strategy Execution
- Performance Analysis & Reporting

Module 7

Placement & Career Preparation

TOPICS COVERED:

- Resume Building & ATS Optimization
- LinkedIn & Personal Branding
- Digital Marketing Interview Preparation
- Communication & Client Handling Skills
- Mock Interviews & HR Preparation
- Freelancing & Career Guidance

CAREER SUPPORT INCLUDES:

- Resume & Portfolio Reviews
- LinkedIn Profile Optimization
- Mock Marketing Interviews
- Internship & Placement Assistance
- Freelancing & Agency Guidance
- Career Mentorship Sessions



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Thank You!!



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