



## Digital Marketing Course - Great Learning Hub

### Course Overview:

Learn how to grow businesses online using powerful digital marketing strategies including SEO, social media, paid ads, and content marketing.

### Key Learning Outcomes:

- SEO & keyword research
- Social media marketing
- Google Ads campaigns
- Content & email marketing
- Analytics & tracking

### Course Curriculum:

Module 1: Basics

Module 2: SEO

Module 3: Social Media

Module 4: PPC Ads

Module 5: Content Marketing

Module 6: Analytics & Projects

### Tools & Technologies:

Google Analytics, Google Ads, Meta Ads, SEMrush, Canva

### Career Opportunities:

Digital Marketing Executive, SEO Specialist, Social Media Manager, Freelancer

### Course Duration:

2 to 4 Months

### Why Choose Great Learning Hub?

- Practical learning
- Industry tools
- Expert mentorship
- Certification

### Certification:

Professional certificate after completion