

ONE TO ONE

SHAPING NEXT-GEN DIGITAL MINDS

One two one Digital Academy

POWERED BY

SHADOW
EVERYWHERE YOU GO

ABOUT US

One To One Digital Academy, powered by Shaadow Digital Marketing Pvt. Ltd, is dedicated to cultivating future digital marketing leaders. Shaadow, a renowned digital marketing agency with over 10+ years of experience, has made a mark by crafting impactful online strategies and empowering brands globally with innovative solutions.

Our dedicated team combines creative thinking and data-driven approaches to help clients excel digitally. At One To One Digital Academy, learn from experts, experience hands-on learning and gain access to exclusive tools and resources that set you up for success in the ever-evolving digital world.

Join one to one academy and set wings to your career.



Why Choose One To One Digital Academy ?

Hands-On Learning:

Gain practical experience through live projects and case studies.

Career Support:

Benefit from placement assistance, internship options and career guidance.

Global Client Exposure:

Work on projects across various platforms for a truly global perspective.

Cutting-Edge Curriculum:

Stay ahead with courses designed for today's digital landscape. Dive deep into the world of AI tools.

Experienced Industry Leaders:

Learn directly from experts with real-world insights.

Exclusive Tools & Resources:

Access premium tools



Join Us & Turn Your Digital Dreams Into Achievable Goals !

What We Offer

Advanced Digital Marketing Certification

Dive deep into SEO, Social Media Marketing and Basic of Web development

Real-World Projects

Work on live projects and case studies that reflect industry challenges.

Flexible Learning Options

Online, Offline & Hybrid Modes





Course Overview

Course Title: Fundamentals of Digital Marketing

Duration: 8 weeks

Module 1: Introduction to Digital Marketing

- 🔗 What is Digital Marketing?
- 🔗 Traditional vs Digital Marketing
- 🔗 Overview of Key Channels (SEO, PPC, Social Media Marketing)
- 🔗 Customer Journey and Buyer Personas

Assessment: Create a buyer persona for a product or service

Module 2: Website and SEO Basics

- 🔗 How Websites Work: Domain, Hosting, and SSL
 - On-Page SEO: Keyword Research, Meta Tags, Titles and Headings
 - Off-Page SEO: Link Building & Backlinks
- 🔗 Technical SEO: Sitemap, Robots.txt, and Website Speed Optimization
- 🔗 Introduction to Google Search Console and Analytics
- 🔗 Tools: SEMrush, Ubersuggest (overview)
- 🔗 Keyword Research and SEO Tools (Google Search Console, Ubersuggest, semrush)
- 🔗 Content Optimization for SEO

Assessment: Perform keyword research and optimize a blog post

Module 3: Social Media Marketing

- 🔗 Overview of Social Media Platforms
(Facebook, Instagram, LinkedIn, Snapchat and Youtube)
- 🔗 Organic vs. Paid Marketing on Social Platforms
- 🔗 Content Creation and Scheduling
(Using Canva / Photoshop , Meta Business Suite)
- 🔗 A/B Testing in Meta Ads

Assessment: Create a content calendar for a campaign

Module 4: Paid Advertising & Google Ads

- 🔗 Introduction to Google Ads (Search, Display and Video Campaigns)
- 🔗 PPC Basics: Budgeting, Bidding and Ad Copy
- 🔗 Understanding Key Metrics (CTR, CPC, CPA)

Assessment: Design a Google Search campaign for a mock business

Module 5: Content Creation & AI in Design

- 🔗 Writing Engaging Social Media Content: Tone, Voice and Trends
- 🔗 Blog Writing: Structure, Formatting and SEO Optimization
- 🔗 Storytelling Techniques and Content Calendar Management
- 🔗 Understanding Target Audience & Creating Buyer Personas
- 🔗 Tools: Grammarly, AI text detection
- 🔗 Overview of AI Tools in Graphic Design
(Discord, DALL-E, Midjourney, Freepik AI etc..)
- 🔗 Best Practices for Generating AI Art
(With the help of Chat GPT)



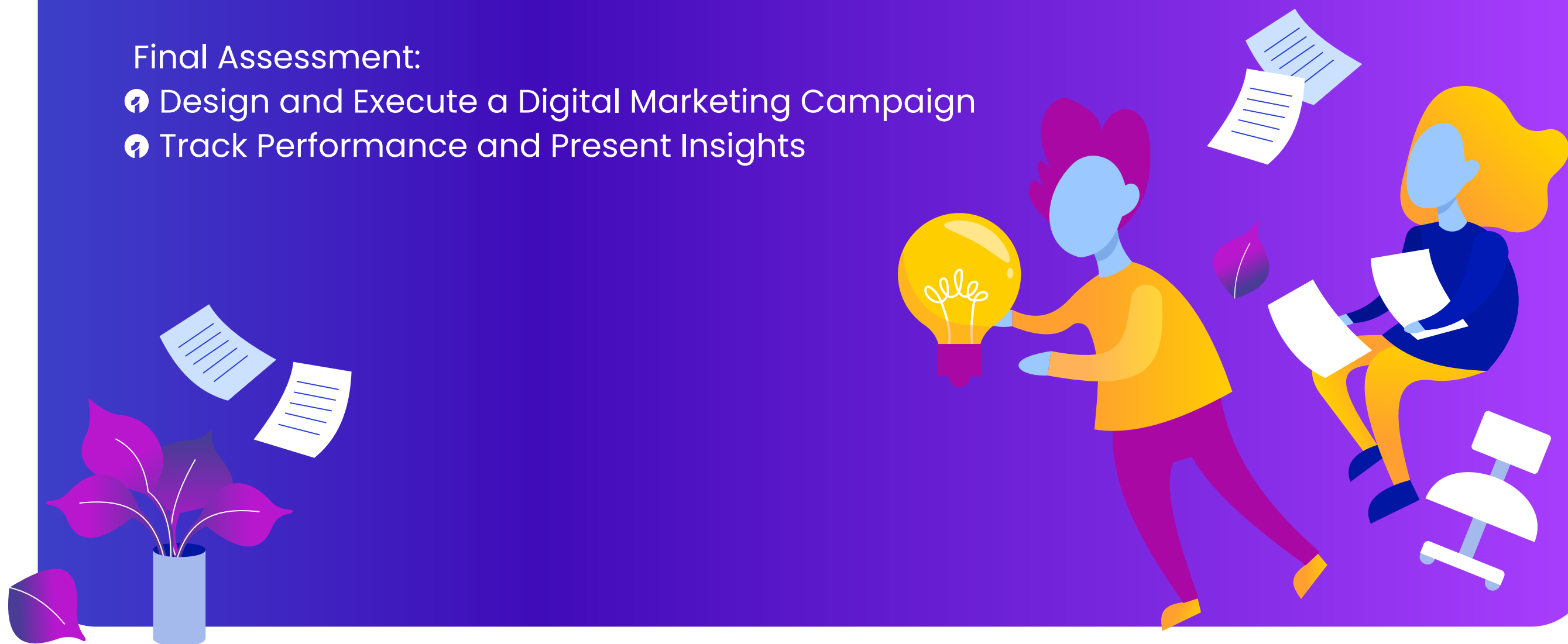
Module 7: Affiliate Marketing and Influencer Marketing Basics

- 🔗 What is Affiliate Marketing? How it Works
- 🔗 Overview of Affiliate Platforms (Amazon Associates, ShareASale)
- 🔗 Introduction to Influencer Marketing and Collaboration Strategies

Assessment: Develop a basic influencer strategy

Final Assessment:

- 🔗 Design and Execute a Digital Marketing Campaign
- 🔗 Track Performance and Present Insights



WHO CAN JOIN?

Aspiring Marketers and Job Seekers:

Gain the skills to stand out in a competitive job market.

Entrepreneurs & Business Owners:

Leverage digital marketing to grow your business.

Freelancers & Work-From-Home Professionals:

Build a career with the freedom to work remotely.

Career Switchers:

Transition into the thriving field of digital marketing with confidence.



PROGRAM HIGHLIGHTS

Digital Marketing Foundations

Learn the essentials of online marketing, including SEO, content creation, and social media strategy.

Web Development for Marketers

Understand the basics of website creation and optimization for a strong online presence.

Google Ads & Analytics

Master Google Ads, track campaign success, and interpret key metrics.

Content & AI Tools

Explore AI tools like DALL-E and ChatGPT to enhance content creation.

Performance Tracking & Analytics

Analyze data to improve your strategies and achieve better results continuously.



ONE TO ONE
SHAPING NEXT-GEN DIGITAL MINDS

Reach Us !!

**Monlash Business Centre,
South Kalamassery, Ernakulam, Kerala 682033**