

Digital Marketing Course

Learn it. Apply it. Build with it.

A practical, industry-oriented digital marketing program backed by Enzave Digital Labs — a real digital marketing company.

NOT JUST ANOTHER CERTIFICATE COURSE.

Understand the workflows, tools and thinking used in real digital marketing work — and learn how to apply them to your career, personal brand or business.

Who is this for?

School students, college students, undergraduates and fresh graduates exploring a practical career skill — plus shopkeepers, entrepreneurs, salon owners, boutique owners and local businesses that want to understand digital marketing for their own growth.

What makes the learning different?

- Real agency connection
- Practical assignments and projects
- Industry-oriented workflows
- Personal online presence
- Business application
- Strategy → Create → Launch → Measure → Optimize

Course Curriculum

Nine focused modules that take you from digital marketing fundamentals to campaigns, search, analytics and agency-style execution.

MODULE 01 Digital Marketing Fundamentals • What is Digital Marketing? • Digital platforms & channels • Marketing funnel • Target customers • Marketing goals	MODULE 02 Market Research, Audience & Strategy • Market research basics • Competitor research • Target audience • Customer reach • Basic marketing strategy	MODULE 03 Social Media Marketing • Instagram, Facebook & YouTube • Profile optimization • Content planning • Content calendars • Analytics
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MODULE 04 Meta Ads • Meta Ads fundamentals • Business Manager & ad account • Audience targeting • Creatives & copy • Budget, leads & optimization	MODULE 05 Google Ads • Google Ads fundamentals • Search campaigns • Keyword research • Ad copy & landing pages • Tracking & optimization	MODULE 06 SEO Fundamentals • SEO basics • Keyword research • On-page SEO • Local SEO & Google Business Profile • Search Console & Analytics
MODULE 07 Website & Landing Pages • Website basics • Landing page structure • Call-to-action (CTA) • Lead forms & WhatsApp • Conversion basics	MODULE 08 Analytics & Reporting • Important marketing metrics • Google Analytics • Meta Ads reporting • Campaign performance • Marketing reports	MODULE 09 Agency Workflow & Execution • Client briefs • Planning & execution • Campaign workflow • Reporting • Client communication

Your learning journey

Learn → Practice → Build → Analyze → Improve

The aim is not to memorize marketing terms. It is to understand how decisions are made, how campaigns are executed and how results are improved.

For career starters

Build a practical digital skill alongside your education. Explore content, social media, advertising, SEO, analytics and agency workflows while learning how to build your own digital presence.

For business owners

Understand how to create content, reach potential customers, generate enquiries, run paid campaigns and make better digital marketing decisions for your own business.

Industrial exposure

Where applicable, eligible learners may receive opportunities for practical industrial exposure through Enzave's agency environment, based on the program structure and performance. No guaranteed job, placement or income claims are made.

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