Jaipur Engineers

Your One-Stop IT & Staffing Ecosystem

DIGITAL MARKETING

Digital Marketing

SEO & Google platforms • SMO & Meta Ads • Graphic & Video Editing



SUM OF LISTED MODULES

₹30,000

JAIPUR, RAJASTHAN

+91 70146 92039

Digital Marketing

Syllabus at a glance

01

SEO and Google platforms

02

Google Ads and measurement

03

Social media optimisation

04

Meta Ads

05

Graphic design for campaigns

06

Video editing for campaigns

PORTFOLIO PROJECT

Local Business Campaign

Plan a campaign using search and social channels and prepare a set of coordinated creative assets.

Digital Marketing

Core concepts

01

SEO and Google platforms

Research keywords, audit crawlability and optimise a sample page and local listing.

02

Google Ads and measurement

Plan Search, Display, YouTube and Shopping campaigns and review Performance Max. Connect GA4, Tag Manager and Search Console concepts.

03

Social media optimisation

Set goals, improve profiles, create a content calendar and plan organic posts.

TOOLS & TOPICS

SEO & Google platforms • SMO & Meta Ads • Graphic & Video Editing

Digital Marketing

Applied skills

04

Meta Ads

Build a sample campaign plan for Facebook and Instagram. Define creative, placement, budget and conversion events.

05

Graphic design for campaigns

Create a consistent set of static ads and social graphics from a visual brief.

06

Video editing for campaigns

Plan a short clip, edit the sequence, add captions and export channel-ready variants.

TOOLS & TOPICS

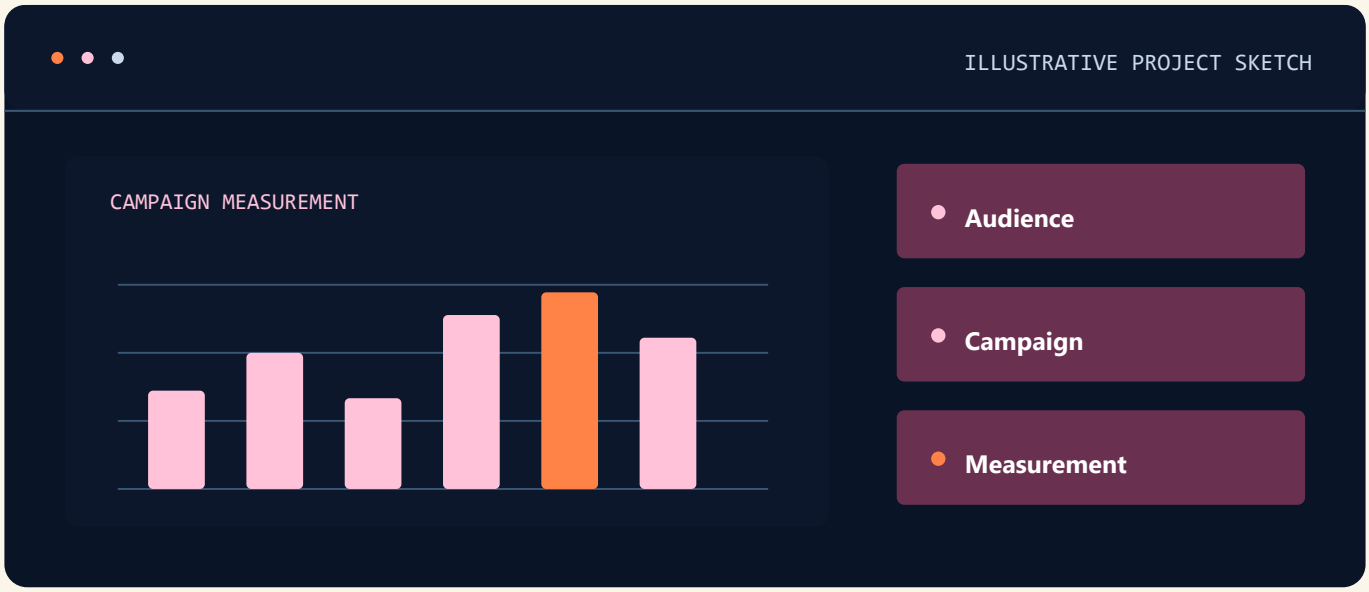
SEO & Google platforms • SMO & Meta Ads • Graphic & Video Editing

Digital Marketing

Portfolio project

Local Business Campaign

Plan a campaign using search and social channels and prepare a set of coordinated creative assets.



Set a goal

Choose an audience, one primary measure and a realistic sample budget.

Review the plan

Explain which result would justify a change to the campaign.

A campaign brief, sample assets, a budget plan and a measurement dashboard.

Digital Marketing

Project checklist

Use these checks to prepare your project demo or portfolio handoff.

01

Define the campaign

Write a goal and outline an audience, search keywords and social placements.

02

Build the creative set

Supply static and short-video drafts designed for the selected channels.

03

Plan measurement

Choose meaningful conversion, search and social metrics and explain how you would review results.

Digital Marketing

Course fees

SUM OF LISTED MODULES

₹30,000

MODULE	INR
SEO, Google Ads & Google Platforms	₹10,000
SMO & Meta Ads	₹10,000
Graphic & Video Editing	₹10,000

Each module can be priced individually.

JAIPUR ENGINEERS ADMISSIONS

+91 70146 92039

info@jaipurengineers.com

122/228, Indra Path, Thadi Market

Mansarovar, Jaipur, Rajasthan 302020

SCAN FOR MAP

View course details online

Digital Marketing

Course content

MODULES 01–02

01 SEO and Google platforms

Lessons & practice

- Search intent and keyword research
- Technical and on-page SEO
- Search Console and Business Profile

HANDS-ON Audit one website and prioritise three improvements.

02 Google Ads and measurement

Lessons & practice

- Google Ads Search, Display, Video and Shopping
- Performance Max overview
- GA4 and Tag Manager measurement

HANDS-ON Prepare campaign settings, keyword groups and a conversion check for a sample business.

Digital Marketing

Course content

MODULES 03–04

03 Social media optimisation

Lessons & practice

- Social profile optimisation
- Organic content themes and calendars
- Social engagement metrics

HANDS-ON Map a two-week calendar to audience needs and campaign goals.

04 Meta Ads

Lessons & practice

- Meta Ads campaign, ad set and ad structure
- Audiences and placements
- Conversion events and creative tests

HANDS-ON Plan two ad versions and explain how to compare results.

Digital Marketing

Course content

MODULES 05–06

05 Graphic design for campaigns

Lessons & practice

- Graphic hierarchy and composition
- Social and paid ad layouts
- Asset adaptation across placements

HANDS-ON Produce coordinated post and ad drafts in two formats.

06 Video editing for campaigns

Lessons & practice

- Shot selection and timeline editing
- Audio and captions
- Social export checks

HANDS-ON Edit a short clip and produce horizontal and vertical versions with legible captions.