



**KERALA'S FIRST
IIT PALAKKAD TECH HUB CERTIFIED**

**ADVANCED
DIGITAL MARKETING
PROGRAM**

WITH GENERATIVE AI INTEGRATION

Finprov
School of
DIGITAL SKILLS

ABOUT US

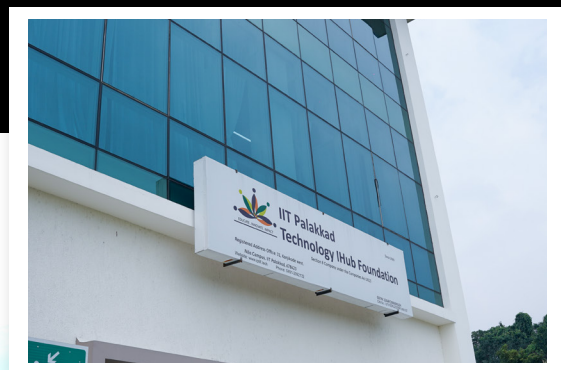
At **Finprov Learning**, we are passionate about building the next generation of digital marketers. Our cutting edge curriculum combines hands-on training, real-world projects, and in-depth case studies from top global companies. We don't just teach digital marketing we prepare you for a thriving career in the digital world.

THE FIRST INSTITUTE TO PROVIDE IIT CERTIFICATION FOR DIGITAL MARKETING



EDUCATE . INNOVATE . IMPACT

**IIT Palakkad
Technology IHub Foundation**



WHO SHOULD ENROLL

Marketing Professionals:

Those already working in marketing can upgrade their skills to include digital strategies

Business Owners & Entrepreneurs:

To promote their businesses online and reach a larger audience.

Career Changers:

Individuals looking to transition into the digital marketing field.

Recent Graduates

Those seeking to enhance their employability with in-demand digital marketing skills.

Freelancers & Consultants:

To effectively grow their online presence and provide services across a wide area..

Content Creators & Influencers:

To effectively grow their online presence and provide services across a wide area..

Career opportunities for **DIGITAL MARKETERS**

There are vast number of career opportunitites in the field of Digital Marketing, you can choose your domain as per your interest whether it is Content Writing or preparing advertising strategies for business. Some popular positions that our students works are:

Digital Marketing Executive

Digital Marketing Strategist

Digital Marketing Director/TL

Social Media Marketer

SEO Analyst

Content Strategist

Copy Writer

Performance Marketer

Marketing Automation
Specialist

PPC Specialist

E-mail Marketing Executive

By now you have got to know how high the demand for Skilled Digital Marketers is, The industry is booming, and brands are focusing more on Digital Marketing than ever before.

Explore Career **With Finprov**

**IIT PALAKKAD TECH HUB CERTIFIED
ADVANCED DIGITAL MARKETING PROGRAM
WITH GENERATIVE AI**

Duration: 6 Months

**DIGITAL MARKETING SPECIALIST
PROGRAM**

Duration: 4 Months

PPC SPECIALIST PROGRAM

Duration: 2 Months

SEO SPECIALIST PROGRAM

Duration: 2 Months



EDUCATE . INNOVATE . IMPACT

**IIT Palakkad
Technology IHub Foundation**



IIT PALAKKAD TECH HUB CERTIFIED ADVANCED DIGITAL MARKETING PROGRAM WITH GENERATIVE AI

6 Months

Digital Marketing Intro & Basics

- Introduction to Digital Marketing
- Traditional vs. Digital Marketing
- Introduction to Branding
- Types of Digital Marketing
- Basic Digital Marketing Tools
- Career Scope in Digital Marketing

Content Marketing

- What is Content Marketing?
- Why Content Matters in Digital Marketing ?
- Marketing Psychology
- Understanding your audience
- Color Psychology
- Typography in Content
- Storytelling in Advertisements
- Audio Podcast

Branding

- What is Branding?
- Branding vs Marketing vs Advertising
- Brand Identity & Logo Types
- Content Calendar Planning
- Content Writing vs Copywriting
- How to build a Digital Marketing Strategy
- How to brand your product
- Personal Branding
- How to create a Digital Marketing Plan
- Brand Audit, SPEC AD & LinkedIn Optimisation

WordPress Website Creation

- What is Domain & Hosting & Script & SSL?
- How to buy a domain and hosting
- What is WordPress? How to install it
- WordPress functioning
- Features of WordPress
- Working with the dashboard
- What are plugins and their uses?
- WordPress dashboard options
- WordPress theme installation
- WordPress menu customization & options
- WordPress page creation
- WordPress homepage editing
- WordPress "About Us" page editing
- WordPress "Services" page editing
- WordPress "Contact Us" page editing
- Anchor text optimization



Offpage SEO

- Offpage SEO Techniques Intro & its Types
- How to Create a Sharable Content
- Social Bookmarking
- Directory Submission
- Forum Posting
- Question & Answers
- Image Submission
- Document Sharing (PDF Submission)
- Infographics
- Press Release
- Finding websites for Offpage Activites

Onpage SEO

- Onpage SEO & its Concepts
- Search Engine Snippets
- Meta Titles & Description
- Using Rankmath / Yoast SEO
- Image Optimization
- Video Optimization
- Content Optimization
- Anchor Text Optimization
- Keyword Research Assignment

GEO

- Herflang
- Multi-regional Sites
- International Keyword research
- Global link building
- Localization

SXO

- Introduction to SXO
- User Intent Optimization
- Click-Through Rate Optimization
- On-Page Experience Enhancements
- Core Web Vitals (Updated)
- Content Experience (CX) Optimization

Technical SEO Section

- Introduction to Technical SEO
- XML Sitemap
- HTML Sitemap Creation
- 404 Page Creation
- Redirections
- Schema Mark-up
- Cannonical Tags
- Permalinks

LOCAL SEO Section-

Google Business Profile Creation

- Adding New Business to Google My Business + Verification
- Google My Business Overview
- How to Add Additional Business to an Existing GBP
- Add Update + Review Posting + Account Removal

AEO

- AEO for ChatGPT/SGE
- Passage Ranking
- Position Zeroa
- Q&A Schema
- Voice Seo

AIO

- Understanding AIO
- AI-Driven Keyword Research
- AI Content Optimization
- AI Tools for AIO
- AI for On-Page SEO

Search Engine Marketing (SEM)

- Introduction to Search Engine Marketing (SEM)
- Creating a Google Ads Account
- Overview of the Google Ads Dashboard
- Types of Ads
- Tree Structure (Campaign, Ad Group, Ad)
- Keywords vs. Queries & Negative Keywords
- Keyword Match Types & Keyword Planner
- Ad Extensions
- Search Ads
- Display Ads
- Video Ads
- Shopping Ads, Local Ads
- Demand Gen, Performance Max Campaign
- Custom Segments
- Conversion Tracking
- Introduction to GTM and GTM Configuration
- Google Analytics

Meta ADS

- Meta Business portfolio & Ad Account (Introduction & Creation)
- Meta Business Portfolio & Ad Account Setup
- Account Settings & Tools
- Reach Ads
- Lead Generation Ads
- Traffic Ads
- Engagement Ads
- Sales Ads
- Remarketing Ads
- Facebook Pixel Integration
Custom Audience, Lookalike Audience & Saved Audience

Social Media Marketing (SMM)

- Branding and Types of Marketing
- Introduction to Social Media Advertisements
- Social Media Marketing Strategies
- Facebook Marketing
- Facebook Account Overview & Settings
- Facebook Page creation and Settings
- Meta Business Suite - Social Media Analytics
- Instagram Marketing
- LinkedIn Marketing
- Twitter (X) Marketing
- YouTube Marketing

Email Marketing

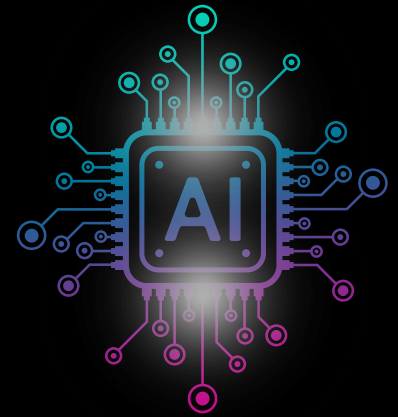
- Introduction to Advanced Email Marketing
- Fundamentals of Email Marketing
- Different types of Email
- Learn ways to build email list using Mail chimp
- Customer Journey
- Build your email list through a website subscribe form
- Measuring your email campaigns success

Affiliate Marketing

- Introduction to Affiliate Marketing
- Types of Affiliate Programmes
- Setting up Amazon associate account

Generative AI in Marketing & Automation

- What is Generative AI? Overview & Use Cases in Marketing
- Buffer / Hootsuite – Social media scheduling & management
- Google Trends – Content and keyword insights
- Ubersuggest / SEMrush – SEO & competitor analysis
- Google Keyword Planner – PPC keyword research & discovery
- Grammarly – AI-based copy optimization
- ChatGPT for Marketers – Content ideas, email drafts, ad copy
- Google Alerts & Mention – Brand monitoring



Video Editing & Graphic Designing

- Video marketing principles & storytelling
- Desktop tools (Adobe Premiere Pro basics)
- Creating short-form videos (Reels, YouTube Shorts, TikTok)
- Using Canva/Crello for thumbnails and carousels
- Brand kits, typography, color theory
- Animations & GIFs (Lottie, Canva Animate)
- YouTube & social thumbnail design strategy
- Motion graphics basics
- Exporting, compression, and optimizing videos for platforms



Digital Marketing Specialist Program

4 Months

Digital Marketing Intro & Basics

- Introduction to Digital Marketing
- Traditional vs. Digital Marketing
- Introduction to Branding
- Types of Digital Marketing
- Basic Digital Marketing Tools
- Career Scope in Digital Marketing

Content Marketing

- What is Content Marketing?
- Why Content Matters in Digital Marketing ?
- Marketing Psychology
- Understanding your audience
- Color Psychology
- Typography in Content
- Storytelling in Advertisements
- Audio Podcast

Branding

- What is Branding?
- Branding vs Marketing vs Advertising
- Brand Identity & Logo Types
- Content Calendar Planning
- Content Writing vs Copywriting
- How to build a Digital Marketing Strategy
- How to brand your product
- Personal Branding
- How to create a Digital Marketing Plan
- Brand Audit, SPEC AD & LinkedIn Optimisation

WordPress Website Creation

- What is Domain & Hosting & Script & SSL?
- How to buy a domain and hosting
- What is WordPress? How to install it
- WordPress functioning
- Features of WordPress
- Working with the dashboard
- What are plugins and their uses?
- WordPress dashboard options
- WordPress theme installation
- WordPress menu customization & options
- WordPress page creation
- WordPress homepage editing
- WordPress "About Us" page editing
- WordPress "Services" page editing
- WordPress "Contact Us" page editing
- Anchor text optimization

Offpage SEO

- Offpage SEO Techniques Intro & its Types
- How to Create a Sharable Content
- Social Bookmarking
- Directory Submission
- Forum Posting
- Question & Answers
- Image Submission
- Document Sharing (PDF Submission)
- Infographics
- Press Release
- Finding websites for Offpage Activites

Onpage SEO

- Onpage SEO & its Concepts
- Search Engine Snippets
- Meta Titles & Description
- Using Rankmath / Yoast SEO
- Image Optimization
- Video Optimization
- Content Optimization
- Anchor Text Optimization
- Keyword Research Assignment

GEO

- Herflang
- Multi-regional Sites
- International Keyword research
- Global link building
- Localization

SXO

- Introduction to SXO
- User Intent Optimization
- Click-Through Rate Optimization
- On-Page Experience Enhancements
- Core Web Vitals (Updated)
- Content Experience (CX) Optimization

Technical SEO Section

- Introduction to Technical SEO
- XML Sitemap
- HTML Sitemap Creation
- 404 Page Creation
- Redirections
- Schema Mark-up
- Cannonical Tags
- Permalinks

LOCAL SEO Section-

Google Business Profile Creation

- Adding New Business to Google My Business + Verification
- Google My Business Overview
- How to Add Additional Business to an Existing GBP
- Add Update + Review Posting + Account Removal

AEO

- AEO for ChatGPT/SGE
- Passage Ranking
- Position Zeroa
- Q&A Schema
- Voice Seo

AIO

- Understanding AIO
- AI-Driven Keyword Research
- AI Content Optimization
- AI Tools for AIO
- AI for On-Page SEO

Search Engine Marketing (SEM)

- Introduction to Search Engine Marketing (SEM)
- Creating a Google Ads Account
- Overview of the Google Ads Dashboard
- Types of Ads
- Tree Structure (Campaign, Ad Group, Ad)
- Keywords vs. Queries & Negative Keywords
- Keyword Match Types & Keyword Planner
- Ad Extensions
- Search Ads
- Display Ads
- Video Ads
- Shopping Ads, Local Ads
- Demand Gen, Performance Max Campaign
- Custom Segments
- Conversion Tracking
- Introduction to GTM and GTM Configuration
- Google Analytics

Meta ADS

- Meta Business portfolio & Ad Account (Introduction & Creation)
- Meta Business Portfolio & Ad Account Setup
- Account Settings & Tools
- Reach Ads
- Lead Generation Ads
- Traffic Ads
- Engagement Ads
- Sales Ads
- Remarketing Ads
- Facebook Pixel Integration
Custom Audience, Lookalike Audience & Saved Audience

Social Media Marketing (SMM)

- Branding and Types of Marketing
- Introduction to Social Media Advertisements
- Social Media Marketing Strategies
- Facebook Marketing
- Facebook Account Overview & Settings
- Facebook Page creation and Settings
- Meta Business Suite - Social Media Analytics
- Instagram Marketing
- LinkedIn Marketing
- Twitter (X) Marketing
- YouTube Marketing

Email Marketing

- Introduction to Advanced Email Marketing
- Fundamentals of Email Marketing
- Different types of Email
- Learn ways to build email list using Mail chimp
- Customer Journey
- Build your email list through a website subscribe form
- Measuring your email campaigns success

Affiliate Marketing

- Introduction to Affiliate Marketing
- Types of Affiliate Programmes
- Setting up Amazon associate account

PPC Specialist Program

2 Months

Search Engine Marketing (SEM)

- Introduction to Search Engine Marketing (SEM)
- Creating a Google Ads Account
- Overview of the Google Ads Dashboard
- Types of Ads
- Tree Structure (Campaign, Ad Group, Ad)
- Keywords vs. Queries & Negative Keywords
- Keyword Match Types & Keyword Planner
- Ad Extensions
- Search Ads
- Display Ads
- Video Ads
- Shopping Ads, Local Ads
- Demand Gen, Performance Max Campaign
- Custom Segments
- Conversion Tracking
- Introduction to GTM and GTM Configuration
- Google Analytics

Social Media Marketing (SMM)

- Branding and Types of Marketing
- Introduction to Social Media Advertisements
- Social Media Marketing Strategies
- Facebook Marketing
- Facebook Account Overview & Settings
- Facebook Page creation and Settings
- Meta Business Suite - Social Media Analytics
- Instagram Marketing

Meta ADS

- Meta Business portfolio & Ad Account (Introduction & Creation)
- Meta Business Portfolio & Ad Account Setup
- Account Settings & Tools
- Reach Ads
- Lead Generation Ads
- Traffic Ads
- Engagement Ads
- Sales Ads
- Remarketing Ads
- Facebook Pixel Integration
Custom Audience, Lookalike Audience & Saved Audience
- LinkedIn Marketing
- Twitter (X) Marketing
- YouTube Marketing

SEO Specialist Program

2 Months

WordPress Website Creation

- What is Domain & Hosting & Script & SSL?
- How to buy a domain and hosting
- What is WordPress? How to install it
- WordPress functioning
- Features of WordPress
- Working with the dashboard
- What are plugins and their uses?
- WordPress dashboard options
- WordPress theme installation
- WordPress menu customization & options
- WordPress page creation
- WordPress homepage editing
- WordPress "About Us" page editing
- WordPress "Services" page editing
- WordPress "Contact Us" page editing
- Anchor text optimization

Technical SEO Section

- Introduction to Technical SEO
- How to Create a Sharable Content
- XML Sitemap
- HTML Sitemap Creation
- 404 Page Creation
- Redirections
- Schema Mark-up
- Canonical Tags
- Permalinks

Offpage SEO

- Offpage SEO Techniques Intro & its Types
- Social Bookmarking
- Directory Submission
- Forum Posting
- Question & Answers
- Image Submission
- Document Sharing (PDF Submission)
- Infographics
- Press Release
- Finding websites for Offpage Activities

Onpage SEO

- Onpage SEO & its Concepts
- Search Engine Snippets
- Meta Titles & Description
- Using Rankmath / Yoast SEO
- Image Optimization
- Video Optimization
- Content Optimization
- Anchor Text Optimization
- Keyword Research Assignment

LOCAL SEO Section-

Google Business Profile Creation

- Adding New Business to Google My Business + Verification
- Google My Business Overview
- How to Add Additional Business to an Existing GBP
- Add Update + Review Posting + Account Removal

AEO

- AEO for ChatGPT/SGE
- Passage Ranking
- Position Zeroa
- Q&A Schema
- Voice Seo

SXO

- Introduction to SXO
- User Intent Optimization
- Click-Through Rate Optimization
- On-Page Experience Enhancements
- Core Web Vitals (Updated)
- Content Experience (CX) Optimization

AIO

- Understanding AIO
- AI-Driven Keyword Research
- AI Content Optimization
- AI Tools for AIO
- AI for On-Page SEO

GEO

- Herflang
- Multi-regional Sites
- International Keyword research
- Global link building
- Localization

Our Credentials



**IIT Palakkad
Technology IHub Foundation**



PLACEMENT PARTNERS



TOOLS COVERED

 **GAMMA**  



Ubersuggest

ahrefs



wireframe|cc



instamojo



zapier*



CERTIFICATIONS



IIT Palakkad
Technology IHub Foundation



PLACEMENTS

We believe in providing the best, both in terms of teaching and outcome



I was working in journalism earlier. Later, I decided to make a career change and joined the Digital Marketing course. After completing the course, I secured a job. Even though I faced a few issues during the interview, I was able to overcome them with the training I received. Finally, I got placed successfully.

Aiswarya N S



"I chose Digital Marketing because starting a new startup requires marketing knowledge and the ability to create leads. I didn't have much clarity about that before. The support and guidance I received from the faculties at Finprov helped me learn everything.

Ravi Kiran



Before joining Finprov, I had very little clarity about Digital Marketing. I wanted to switch into a career that had growth and opportunities, but I wasn't sure how to start. The training at Finprov completely changed that for me. Now, I feel confident to take on digital marketing challenges and grow in my career. Joining Finprov was the best decision for my future.

Alwin Thampi



Scan to watch Our
Student Success Stories



Bangalore Agency Based Internship



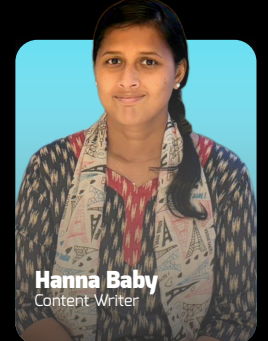
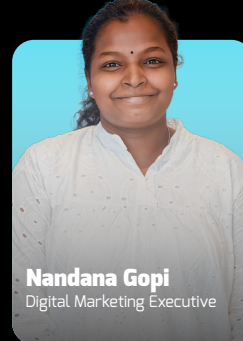
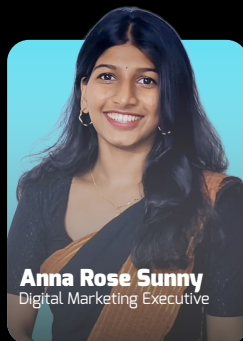
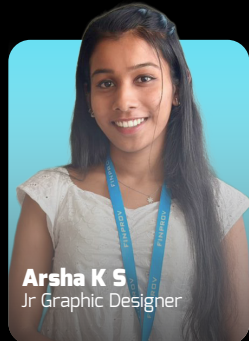
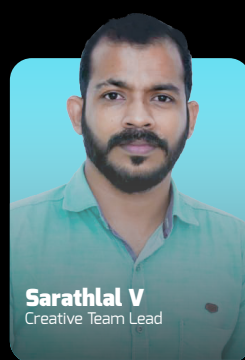
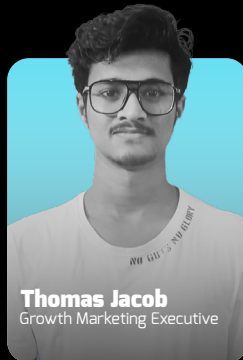
- ◆ *Free 1 Month Internship at Match Valley*
- ◆ *Free Tools & Soft Skills Training*
- ◆ *Free Sessions from Industry Experts Worldwide*
- ◆ *Free Recorded Classes*

LEARN FROM EXPERTS

Our trainers are seasoned digital marketing professionals with experience in managing large-scale campaigns for global brands. You'll learn from the best and receive mentorship that truly elevates your learning experience.



TEAM MEMBERS





Connect with
Our Career Experts
& Build your Success

Lets grow together

Get in Touch
 **89436 44444**

Bengaluru | Calicut | Online



Finprov
School of
DIGITAL SKILLS