



WELCOME TO

Rx. Digital Marketing Institute

Start Your Slide



Rx Digital Marketing: Future-Proof Your Career.

- 100% Practical 3-Month Course! Choose Your 3 Expert Modules.
- Course Fee: Just ₹12,000/- (3 Months Total)
- Mon-Fri , 2 Hours Daily classes, Batch Starting Soon!
- 3 Months Paid Internship Offer

Our Digital Marketing Course Includes:

- Local SEO & Google Business Profile Mastery
- Canva Design & Visual Creation
- Website Development & Platform Mastery
- E-commerce Listing & Ads Running

- Search Engine Optimization (SEO)

- Performance Marketing (Google & Meta Ads)

- Content Writing & Strategy

- Social Media Marketing (SMM)

Choose Your **3 Power Modules**

Module 1	Search Engine Optimization (SEO)	Keyword Research, On-Page & Off-Page SEO, Technical SEO Audits, Google Analytics & Search Console Setup.
Module 2	Performance Marketing (Google & Meta Ads)	Google Ads (Search, Display, Video), Meta (Facebook/Instagram) Ads Strategy, Budgeting, Ad Copywriting, Conversion Tracking.
Module 3	Content Writing & Strategy	Blog/Website Content Planning, Copywriting for Ads, Storytelling Techniques, Content Calendar Creation, AI Tool Integration for Writing.

Choose Your **3 Power Modules**

Module 4	Social Media Marketing (SMM)	Platform Strategy (Instagram, LinkedIn, Twitter), Audience Engagement, Community Building, Latest Trends & Algorithm Updates.
Module 5	Canva Design & Visual Creation	Creating Social Media Graphics, Ad Banners, Infographics, Presentations using Canva, Design Principles for Non-Designers.
Module 6	Data Analytics & Reporting	Setting up & analyzing Google Analytics 4, creating professional marketing reports, making data-driven decisions.

Choose Your **3 Power Modules**

Module 7	Local SEO & GBP Mastery	Google Business Profile (GBP) Optimization, Local Citation Building (NAP), Review Management Strategy, Map Pack Ranking, Geo-Targeted Keyword Research.
Module 8 (PREMIUM)	Website Development & Platform Mastery	Wix (Drag-and-Drop Design), WordPress (Setup, Themes, Plugins like Elementor), Shopify (E-commerce Store Setup & Product Listing).

SPECIAL RULE:

Our course fee of ₹12,000/- covers ANY 3 Power Modules. However, if you choose the highly intensive Website Development & Platform Mastery (Module 8), you can select ONLY 1 additional modules.

1. Search Engine Optimization (SEO)

Section	Key Topics (What You Will Master)
I. SEO Fundamentals	- Search Engine Working (Crawling, Indexing, Ranking) - Understanding Different Types of SEO (On-Page, Off-Page, Technical) - Google's Core Updates and Algorithm Shifts
II. Keyword Research	- Finding Buyer Intent Keywords (High conversion keywords) - Long-Tail Keyword Strategy & Clustering - Competitor Keyword Analysis (Using Ahrefs/SEMRush) - Keyword Mapping to Site Structure
III. On-Page SEO	- Optimizing Title Tags & Meta Descriptions (Click-Through Rate optimization) - Header Tag (H1-H6) Structuring for Content Flow - Internal and External Linking Best Practices - Image SEO (Optimization, Alt Text, File Size)

• Search Engine Optimization (SEO)

Section	Key Topics (What You Will Master)
IV. Off-Page SEO	- Mastering Link Building Techniques (Guest Posting, Skyscraper Technique) - Understanding Link Quality and Domain Authority (DA) - Local SEO & Google My Business Optimization - Social Signals & Brand Mentions
V. Technical SEO	- Core Web Vitals (Speed optimization, LCP, FID, CLS) - Creating and Submitting Sitemaps & Robots.txt - Handling Canonicalization and Redirects (301, 302) - Schema Markup for Rich Snippets (Reviews, FAQs, Products)
VI. Tools & Audit	- In-depth use of Google Search Console & Google Analytics 4 (GA4) - Performing a Complete Website SEO Audit - Monitoring and Reporting SEO Performance

2. Performance Marketing (Google & Meta Ads)

Section	Key Topics (What You Will Master)
I. Fundamentals & Tracking	- Understanding the Paid Marketing Funnel (Awareness $\rightarrow$ Conversion) - Conversion Tracking Setup (Google Tag Manager, Pixel Installation) - Budgeting, Bidding Strategies (CPA, ROAS, Max Conversions)
II. Google Search Ads	- Structuring Campaigns, Ad Groups, and Keywords - Writing High-Converting Ad Copy (RSA - Responsive Search Ads) - Using Ad Extensions (Sitelinks, Callouts, Lead Forms) - Negative Keywords for Waste Reduction
III. Google Display & Video Ads	- Targeting Options (In-Market, Affinity, Custom Segments) - Creating Effective Display Banners (Responsive Display Ads) - YouTube Ads (In-Stream, Bumper, Skippable/Non-Skippable) - Remarketing Strategies Across Google's Network

• Performance Marketing (Google & Meta Ads)

Section	Key Topics (What You Will Master)
IV. Meta (Facebook/Instagram) Ads	- Mastering the Meta Ads Manager Interface - Detailed Audience Targeting (Demographics, Interests, Behaviors) - Creating Custom & Lookalike Audiences (Highest-converting audiences) - Campaign Objectives: Leads, Traffic, Conversions, Engagement
V. Optimization & Reporting	- A/B Testing Ad Creatives and Copy - Daily Budget Optimization and Scaling Techniques - Analyzing Ad Reports and Calculating Cost Per Acquisition (CPA)

3. Content Writing & Strategy

Section	Key Topics (What You Will Master)
I. Content Foundation	- Defining Target Audience and Buyer Personas - Mapping Content to the Customer Journey (TOFU, MOFU, BOFU) - Researching Trending and Engaging Topics
II. Copywriting Techniques	- Mastering AIDA and PAS (Problem, Agitate, Solve) Frameworks - Writing Compelling Headlines and Subheadings - Call-to-Action (CTA) Optimization for Conversions - Writing Persuasive Sales and Landing Page Copy
III. Blog & Long-Form Content	- Structuring Blog Posts for Readability and SEO - Effective Research and Fact-Checking - Editing, Proofreading, and Tone Consistency

• Content Writing & Strategy

Section	Key Topics (What You Will Master)
IV. Social & Ad Copy	- Writing Short and Snappy Social Media Captions for Engagement - Creating Ad Copy that Stops the Scroll (Emotional Triggers) - Writing Email Subject Lines and Body Copy
V. Tools & Strategy	- Building a Comprehensive Content Calendar (Monthly/Quarterly) - Utilizing AI Writing Tools (like ChatGPT) for efficiency and ideas - Measuring Content Performance (Views, Shares, Time on Page)

4. Social Media Marketing (SMM)

Section	Key Topics (What You Will Master)
I. SMM Strategy	- Setting S.M.A.R.T. Goals for Social Media - Platform Selection: When to use Instagram, LinkedIn, X, and YouTube - Competitive Analysis and Benchmarking
II. Content Creation	- Mastering Short-Form Video (Reels/Shorts) Strategy - Creating Engaging Polls, Quizzes, and Interactive Stories - Using Platform-Specific Features (Instagram Carousels, LinkedIn Articles)
III. Engagement & Growth	- Building and Managing a Brand Community - Best Times to Post and Post Frequency Optimization - Leveraging User-Generated Content (UGC) - Handling Social Media Crises and Negative Feedback

• Social Media Marketing (SMM)

Section	Key Topics (What You Will Master)
IV. Influencer Marketing	- Identifying and Vetting Suitable Influencers - Negotiating and Managing Collaborations - Tracking ROI from Influencer Campaigns
V. Analytics & Reporting	- Using Native Platform Insights (Instagram Insights, Creator Studio) - Measuring Key Metrics (Reach, Impressions, Engagement Rate) - Creating Professional Social Media Performance Reports

5. E-commerce Listing & Ads Running

Section	Key Topics (What You Will Master)
E-commerce Platform Overview:	Understanding how Amazon Seller Central, Flipkart Seller Hub, and Shopify work.
High-Converting Product Listing:	Writing persuasive titles, bullet points, and product descriptions from both SEO and sales perspectives.
Image Optimization for Sales	Learning product photography standards and designing A+ Content/Enhanced Brand Content using Canva.

• E-commerce Listing & Ads Running

Section	Key Topics (What You Will Master)
E-commerce Ads (PPC):	Mastering Amazon Sponsored Products (Search Ads) and Sponsored Brands campaigns.
Inventory Management Basics:	Understanding stocking strategies and the order fulfillment process.
Flipkart/Shopify Ads Strategy:	Exploring platform-specific advertising formats and targeting methods.

6. Local SEO & Google Business Profile Mastery

Section	Key Topics (What You Will Master)
I. GBP Optimization	- Google Business Profile (GBP) complete setup and verification. - Category Selection aur Service Area ki sahi tareeke se optimization. - GBP Posts, Photos, aur Products/Services section ka effective use.
II. Review Management	- Strategies to generate new 5-star reviews consistently. - Professional tareeke se negative reviews ka jawab dena. - Monitoring competitor reviews and extracting insights.
III. Local Citation & NAP	- Creating and maintaining Local Citations (business listings on directories). - Ensuring NAP (Name, Address, Phone) consistency across all platforms (critical for ranking).

• Local SEO & Google Business Profile Mastery

Section	Key Topics (What You Will Master)
IV. On-Page Local Strategy	- Targeting Geo-Specific Keywords (e.g., "service near me"). - Optimizing website page titles, meta descriptions, aur content mein local terms ka use.
V. Ranking & Reporting	- Understanding the Google Map Pack ranking factors. - Analyzing GBP Insights (Calls, Direction Requests, Website Clicks).

7. Canva Design & Visual Creation

Section	Key Topics (What You Will Master)
I. Canva Mastery	- Navigating the Canva Interface (Free vs. Pro Features) - Mastering Layers, Grouping, and Alignment Tools - Using Templates Effectively and Customizing from Scratch
II. Design Principles	- Color Psychology and Building Brand Palettes - Effective Typography (Font Pairing and Hierarchy) - Principles of Visual Layout and White Space
III. Creating Marketing Assets	- Designing Social Media Posts (Static and Animated) - Creating Professional Ad Banners (Google & Meta Dimensions) - Designing Infographics and E-Book Covers - Creating Eye-Catching Presentations and Pitch Decks

• Canva Design & Visual Creation

Section	Key Topics (What You Will Master)
IV. Photo & Video Editing	- Background Remover and Image Enhancement (Filters, Adjustments) - Basic Video Editing (Trimming, Adding Music, Text Overlays) - Using Mockups for Product Presentation
V. Branding & Consistency	- Setting up a Brand Kit in Canva (Logo, Colors, Fonts) - Creating Consistent Visual Identity for All Campaigns

8. Website Development & Platform Mastery

Section	Key Topics (What You Will Master)
I. Fundamentals	- Domain Name selection, Web Hosting selection, aur DNS management ka basic knowledge. - Web Design Principles (Layout, User Experience - UX, Mobile Responsiveness).
II. WordPress Mastery	- WordPress Installation aur Dashboard ka setup. - Theme Customization aur Child Theme ka use. - Essential Plugins (SEO, Security, Speed) aur Page Builders (Elementor) ka practical use.
III. E-commerce on Shopify	- Complete Shopify Store Setup (From Trial to Launch). - Product listing, Inventory management, aur Collections ka setup. - Payment Gateways (Razorpay/PayU) aur Shipping settings ka integration.

• Website Development & Platform Mastery

Section	Key Topics (What You Will Master)
IV. Wix/Other Builders	- Landing Page design for lead generation (Conversion-focused design).
V. Testing & Launch	- Website Speed Testing aur Optimization tools. - Website Security Basics aur Backup strategies.



Our Promise: 100% Practical Training

- Live Campaigns: Run real Google/Meta ads with guidance.
- Portfolio Ready: Complete a capstone project for your CV.
- Certification: Get the **Rx Digital Marketing Course** Certificate.

Join Us Now



Our Contact Information

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Thank You For Attention

Join Us now