

RainofProgramming

Complete Digital Marketing Institute Brochure

Become a Job-Ready Digital Marketer in 6 Months with practical projects, live tools, freelancing guidance and certification.

Why Choose RainofProgramming?

- 100% Practical Training
- 9 Complete Career-Oriented Courses
- Live Client Projects
- Portfolio + Resume Building
- Interview & Freelancing Support
- Certificate After Capstone

Program Roadmap

Course	Duration
Digital Marketing Foundations	4 Weeks
SEO + AEO + GEO	6 Weeks
Google Ads	5 Weeks
Meta Ads	5 Weeks
Social Media Marketing	4 Weeks
WordPress & Landing Pages	5 Weeks
WooCommerce & Shopify	6 Weeks
WhatsApp Automation	3 Weeks
Freelancing & Client Management	4 Weeks

Learning Flow

Foundations → SEO → Google Ads → Meta Ads → Social Media → WordPress → eCommerce → Automation → Freelancing & Career

Courses 1-3

1. Digital Marketing Foundations

- Marketing fundamentals
- Customer journey
- Sales funnels
- Branding
- Content strategy
- GA4 & Search Console setup

2. SEO + AEO + GEO

- Keyword research
- On-page & Technical SEO
- Schema
- Core Web Vitals
- AI search optimization
- Local SEO

3. Google Ads

- Search campaigns
- Display
- YouTube
- Performance Max
- Conversion tracking
- Bidding strategies

Courses 4-6

4. Meta Ads

- Campaign structure
- Pixel & Events
- Lead generation
- Retargeting
- Creative testing
- Scaling

5. Social Media Marketing

- Instagram Reels
- Facebook pages
- Content calendar
- Hashtag strategy
- Analytics
- Community management

6. WordPress & Landing Pages

- Hosting & Domain
- Elementor
- Responsive design
- Forms
- Speed optimization
- Security & Backup

Courses 7-9

7. WooCommerce & Shopify

- Store setup
- Products
- Payment gateways
- Shipping
- Coupons
- Conversion optimization

8. WhatsApp Automation

- WhatsApp Business
- Chatbot flows
- Broadcast campaigns
- CRM integration
- Lead nurturing

9. Freelancing & Client Management

- Finding clients
- Proposal writing
- Pricing
- Invoices
- Meetings
- Portfolio building

Practical Projects & Assignments

1. SEO audit for a local business
2. Rank a website using on-page SEO
3. Create Google Search campaign with conversions
4. Meta lead generation campaign
5. Design a responsive WordPress website
6. Build WooCommerce online store
7. Launch Shopify product page
8. WhatsApp chatbot for customer support
9. Looker Studio reporting dashboard

Assessment

40% Capstone • 20% Assignments • 20% Weekly Quizzes • 20% Viva & Portfolio Review

Tools, Services & Career

Tools & Platforms

- Google Analytics 4
- Google Tag Manager
- Search Console
- Google Ads
- Meta Ads Manager
- Looker Studio
- WordPress
- Elementor
- WooCommerce
- Shopify
- Canva
- ChatGPT
- Mailchimp
- WhatsApp Business

Digital Marketing Services

- SEO, AEO & GEO
- Performance Marketing
- Social Media Management
- Website Development
- Landing Pages
- eCommerce Management
- Marketplace Listing
- Email & WhatsApp Automation

Career Opportunities

SEO Specialist, Media Buyer, Performance Marketer, WordPress Developer, eCommerce Executive, Social Media Manager, Freelancer, Agency Owner.

Certification & Placement Roadmap

Certification

RainofProgramming awards an industry-style Certificate of Completion after successful completion of all modules, assessments and capstone project.

Beginner to Career Timeline

- Month 1: Foundations
- Month 2: SEO + GEO
- Month 3: Google Ads
- Month 4: Meta & Social Media
- Month 5: WordPress + eCommerce
- Month 6: Automation + Freelancing + Placement Preparation

RainofProgramming

Practical • Professional • Career Focused