

# Kannur's Best AI Integrated Advance Diploma

## DIGITAL MARKETING

Become a Demanded Digital Marketer

**3** Months Advanced Diploma



Training From  
Industry Expert



30 Days Internship



100% Placement  
Assistance

# SHAPING DIGITAL PATHFINDERS

At Alpha Digital Academy, we are on a mission to nurture the next generation of digital marketing professionals. Backed by **Alpha Marketing Agency** (formerly Alfa Marketing Solution, est. 2020), our academy offers practical, industry-driven training to equip students with real-world skills. Over the years, we have evolved and expanded, rebranding ourselves to reflect our commitment to excellence and innovation in the digital marketing industry.

## INDUSTRY EXPERTISE



Alpha  
Marketing  
Agency

As part of Alpha Digital Marketing Agency, we bring years of practical experience, ensuring students stay ahead with the latest industry trends.

## IN-DEMAND CAREERS



With businesses moving online, digital marketing opens doors to endless career opportunities in SEO, SMM, Google Ads, and more.

## PRACTICAL, JOB-READY TRAINING



Our hands-on approach includes live projects, case studies, and expert mentorship, preparing students for real-world challenges.

## OUR VISION: #1 IN KERALA



We're committed to becoming the top digital marketing academy in Kerala, offering quality training and exceptional career support.

## GUARANTEED CAREER PATHWAYS



We bridge the gap between learning and opportunity, providing personalized career support to ensure our students land roles in leading companies and agencies.

# YOUR JOURNEY FROM ALPHA

Started

Introduction  
Marketing

Digital Marketing  
Overview

Search Engine  
Optimization

Website  
Development  
& Designing

Social Media  
Marketing

Search Engine  
Marketing

Project and  
Internship

Performance  
Marketing

Certification



# TRAINING PHASES:

- Introduction to Marketing
- Digital Marketing Overview
- Website Development and Designing
- Search Engine Optimisation
- Social Media Marketing
- Search Engine Marketing
- Performance Marketing
- Projects and Internship
- E-Commerce





# OTHER MODULES

- Business Etiquette
- Blog Writing & Publishing
- Lead Generation campaign
- Google Adsense
- Google Analytics
- Inbound Marketing
- Influencer Marketing
- LinkedIn Marketing
- Meta Ads Manager





Online Reputation Management



AI In Marketing



Snapchat Marketing



Agency Orientation



Marketing Automation



Campaign Management & Reporting



Wordpress Management



Communicative English



Youtube SEO



Marketing Overview



Media Planning & Buying



Email Marketing



Advanced Keyword Research



Design Essentials

# RESOURCES FOR SUCCESS

amazon  
associates



YouTube

Google  
Keyword Planner



grammarly

zapier

Hootsuite

Ubersuggest



mailchimp

zoho

wireframe|cc

yoast

MOZ

Google Trends



Google  
PageSpeed Insights



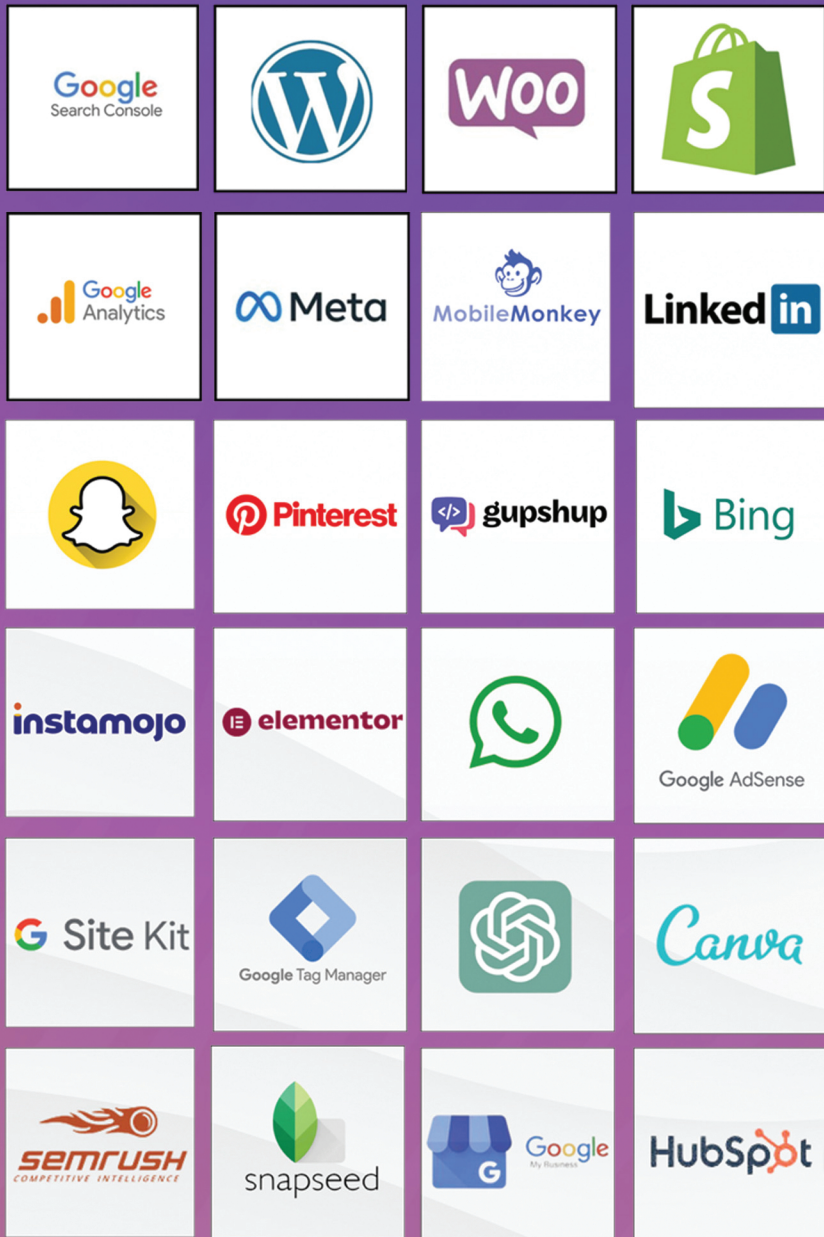
Google Ads

ahrefs

Google  
Alerts

Trello

# RESOURCES FOR SUCCESS





# DESIGNED FOR GO-GETTERS! ARE YOU ONE OF THEM?

## Kickstart Your Career

**Dreaming of becoming a top digital marketing professional?**  
Our course is your stepping stone to success, giving you the skills and knowledge to land great job opportunities. Let's turn your ambition into reality!

## Career Restarters

**Rediscover Your Potential!**  
Thinking of restarting your career or exploring new opportunities? Learn at your own pace and gain valuable skills to step back into the workforce with confidence. Your new journey starts here!

## Entrepreneurs

**Boost Your Business!** Looking to grow your business online? Master digital marketing strategies that help you reach more customers, increase revenue, and achieve lasting success.

## Working Professionals

**Take Your Career to the Next Level!**  
Feel stuck in your current job?  
Learn the latest digital marketing techniques to upskill and open doors to exciting career growth.  
Build a brighter future with us!



# GATEWAY TO GREATNESS

Your journey to digital marketing excellence starts here. Immerse yourself in our specialized program, where you'll learn the ins and outs of online marketing. Learn from industry experts, get your hands dirty with real-world projects, and set yourself up for a successful career in digital marketing.

Digital Strategist



Digital Marketing Trainer



Digital Marketer



Ad Expert / PPC Specialist



Content Creator



Performance Marketer



SEO Specialist / Executive



Copy Writer



Social Media Manger



E-Mail Marketing Executive



Freelance / Creator



Wordpress Developer



# FREE STRUCTURE

Course Duration : 3 months including 30 Days Internship

Class Time : Morning Batch : 9:30 AM - 12:30 PM

Evening Batch : 1:30 PM - 4:30 PM

Class Days : Monday to Friday

## Option-A

If the payment is done in a single shot, a discount of 2500 can be obtained.

$30,000 - 2,000 = \mathbf{28,000/-}$

## Option-B

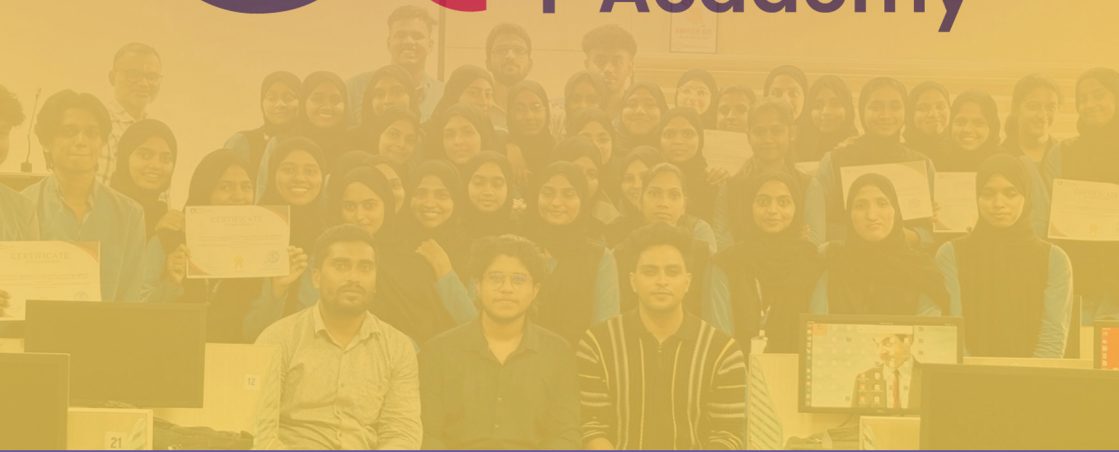
Payment in 4 installments

Admission	Term-1	Term-2	Term-3
1,000/-	9,000/-	10,000/-	10,000/-

**Total Fee: 30,000/-**



Alpha  
Digital  
Academy



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