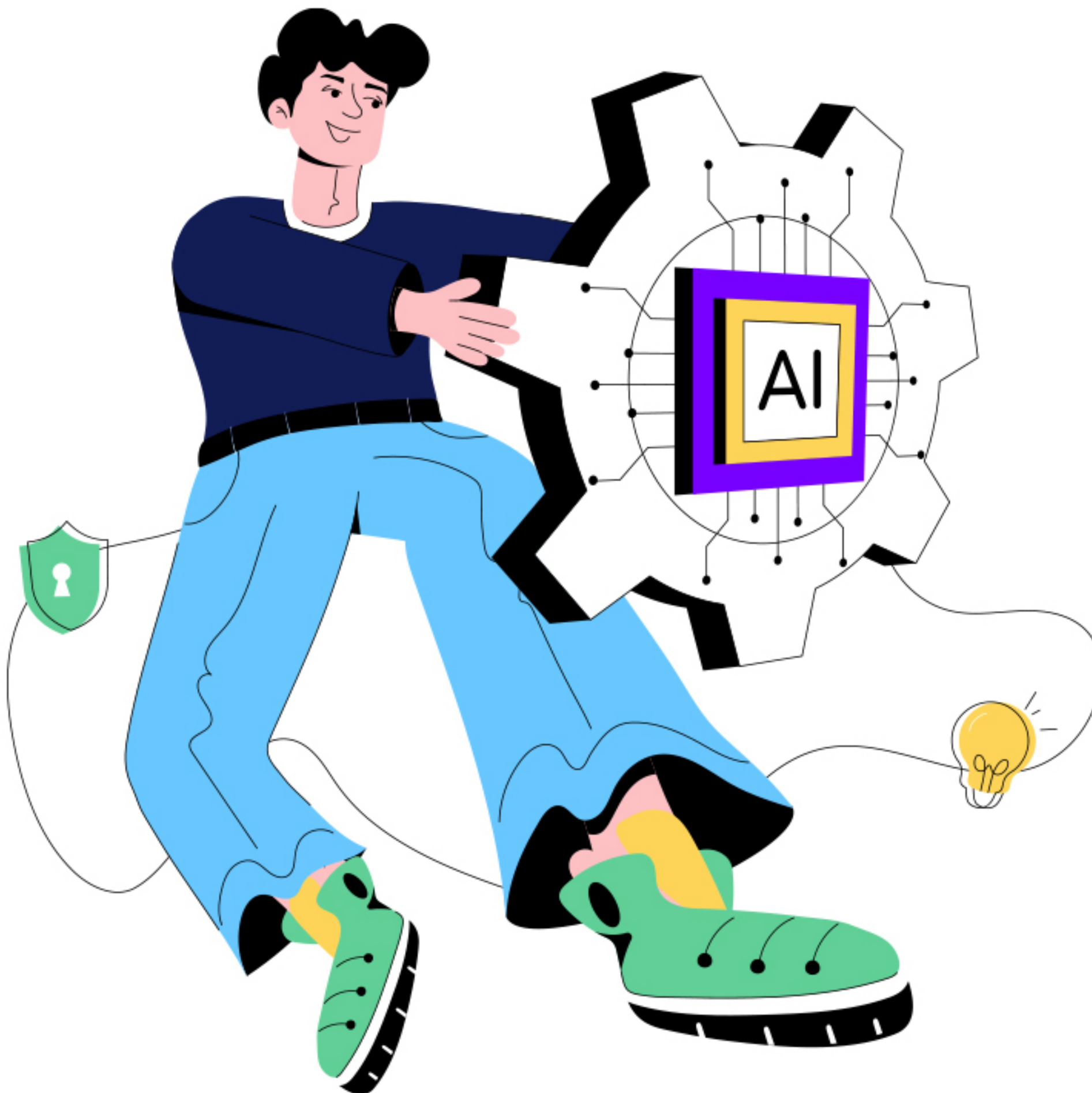


ASCEND to the Future of Marketing

Powered by AI. 

Course Duration : 3 Months





About Us

Founded in 2024, Ascend Academy was born from a vision to empower individuals from all walks of life to achieve their goals and build a future in the ever-growing world of digital marketing. From students and homemakers to entrepreneurs and freelancers.

We've proudly created
120+ success stories

through our transformative **Digital Marketing Programs**.

As the training wing of **Techsche**, a leading digital marketing brand with over **six years** of industry expertise, Ascend Academy blends real-world experience with innovative learning. Every course from foundation to advanced is crafted to inspire growth, boost confidence, and ignite a successful career path.

Our motto is simple yet powerful — to support career builders, entrepreneurs, and homemakers in achieving their dreams and leading their professional journeys with purpose

At Ascend Academy, learning goes beyond theory. **With 100% hands-on training, live projects, and industry-level mentorship**, our learners gain practical exposure and real-time insights into the digital marketing world. Our dedicated internship programs, placement support, and personal guidance ensure that every learner steps out as a skilled, confident, and job-ready digital marketing professional.



**Ascend Academy isn't just a place to learn -
it's where your digital future begins**

Learn. Innovate. Dominate- **The AI Way with Ascend Academy.**

Diploma In

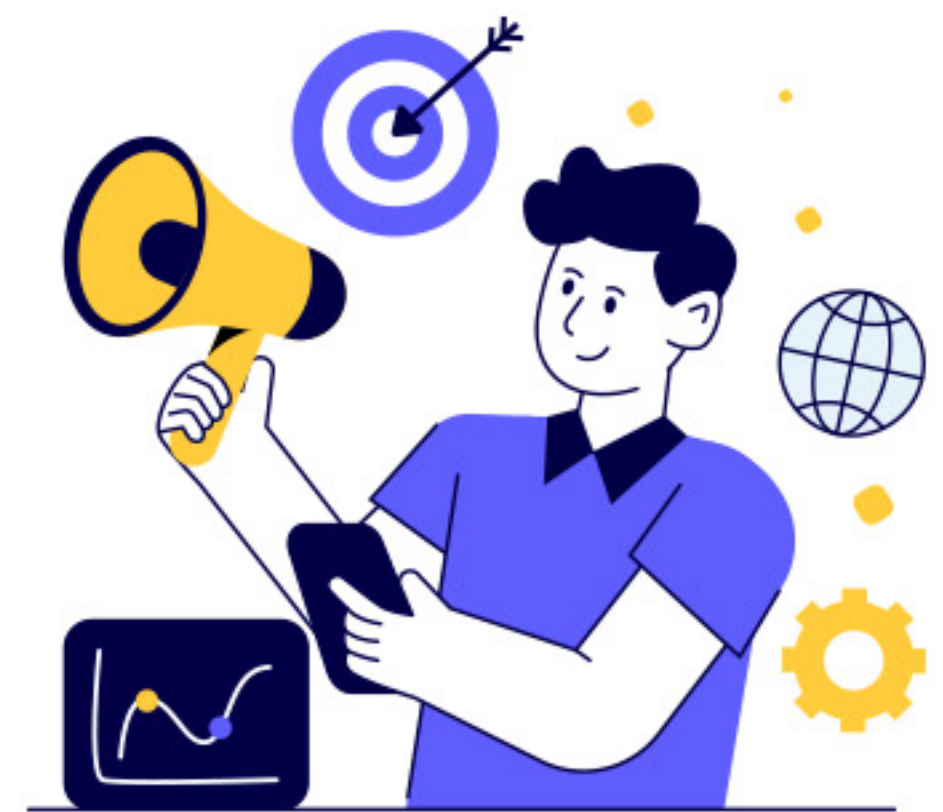
Digital Marketing

Module 1: Overview of Marketing

Topics Covered

- ✧ Basics of Marketing
- ✧ Role of Internet & Digital Marketing
- ✧ Digital Marketing in Detail

Tools Used: Google Trends, HubSpot, Canva



Module 2: Strategy Making / Planning

Topics Covered

- ✧ Marketing Strategy Creation
- ✧ Elements of Strategy
- ✧ Customer Attraction
- ✧ Student Task: Develop Marketing Strategy

Tools Used: Google Keyword Planner



Module 3: Website Creation (Static/Dynamic)

Topics Covered

- ✧ HTML & CSS Basics
- ✧ Website Structure
- ✧ Domain, Hosting & Web Servers
- ✧ Types of Websites

Tools Used: Namecheap, GoDaddy, Hostinger, Infinityfree



Module 4: Wordpress Course Outline

Topics Covered

- ✧ CMS Overview
- ✧ Domain & Hosting Setup
- ✧ Local Server Setup
- ✧ WordPress Installation & Database
- ✧ Themes & Plugins
- ✧ Site Content & Customization
- ✧ Practical: Full Website Development

Tools Used: WordPress, Yoast SEO, Elementor, Astra Theme, WPForms



Module 5: Search Engine Optimisation (SEO)

Topics Covered

- ✧ SEO Basics & Keyword Research
- ✧ Competitive Analysis
- ✧ SEO Content Creation
- ✧ On-Page & Off-Page Optimization
- ✧ Technical SEO Fixes
- ✧ SEO Reporting & Auditing

Tools Used: Google Search Console, Google Keyword Planner, Uber Suggest, SEMrush, Ahrefs, Screaming Frog, Moz, Site Checker, SEO Minion, Rankmath

Module 6: Local SEO

Topics Covered

- ✧ Local SEO Overview
- ✧ Google My Business Setup
- ✧ Profile Optimization
- ✧ Ranking Signals

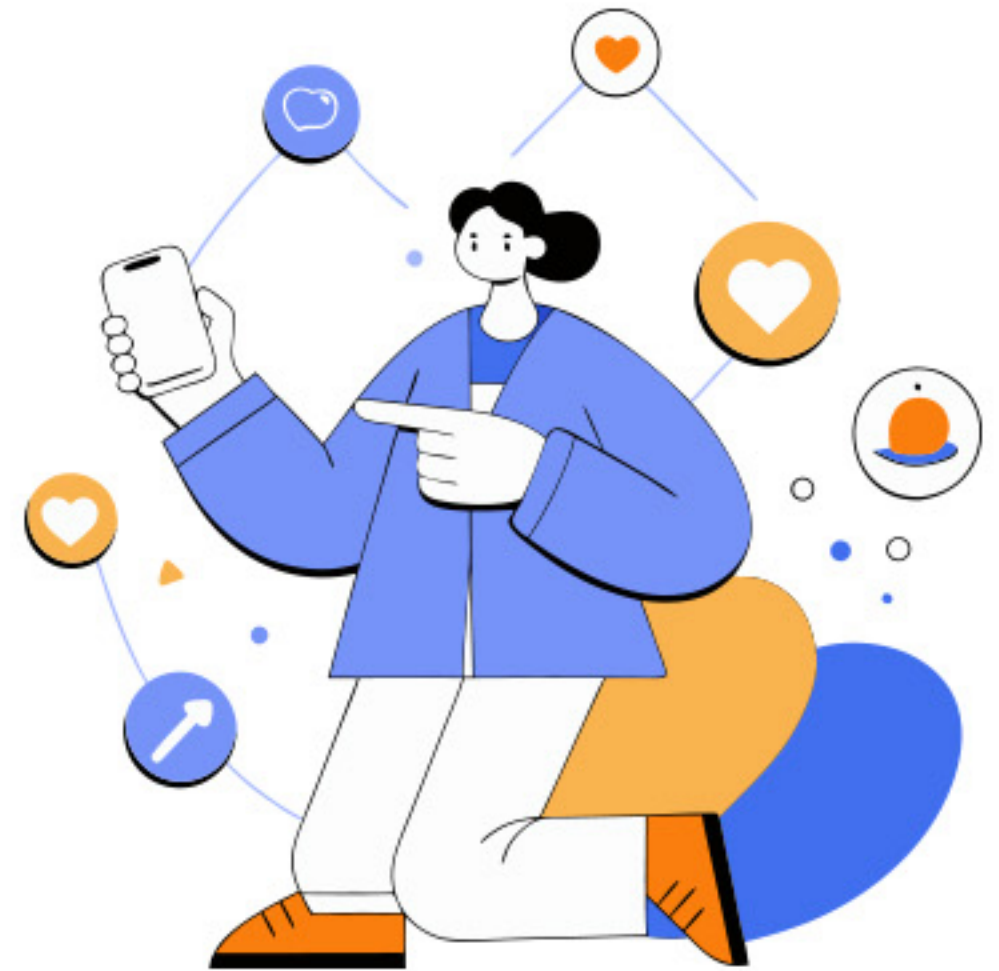
Tools Used: WordPress, Yoast SEO, Elementor, Astra Theme, WPForms



Module 7: Search Engine Marketing (SEM)

Topics Covered

- ✧ Google Ads Setup
- ✧ Campaign Creation
- ✧ Keyword Match Types
- ✧ Search & Display Ads
- ✧ Conversion Tracking & Reporting



Tools Used: Google Ads, Google Tag Manager, Google Analytics, Keyword Planner, Canva (for ad creatives)

Module 8: Social Media Marketing (SMM)

Topics Covered

- ✧ Facebook & Instagram Marketing (Organic + Paid)
- ✧ Page Optimization & Insights
- ✧ Audience Targeting & Campaign Setup

Tools Used: Meta Business Suite, Facebook Ads Manager, Instagram Insights, Canva, Meta Pixel Helper

Module 9: LinkedIn Marketing

Topics Covered

- ✧ LinkedIn Profile & Page Optimization
- ✧ Content & Connection Strategy
- ✧ LinkedIn Ads & Lead Generation

Tools Used: LinkedIn Campaign Manager, Hootsuite, Buffer, Canva

Module 10: Twitter Marketing

Topics Covered

- ✧ Profile Creation
- ✧ Hashtags & Analytics
- ✧ Twitter Ads & Targeting

Tools Used: X (Twitter) Ads Manager, Hootsuite, Canva



Module 11: Pinterest Marketing

Topics Covered

- ✧ Pinterest Profile Setup
- ✧ Boards & Pins Optimization
- ✧ Pinterest Business Hub

Tools Used: Pinterest Business, Canva

Module 12: Social Media Optimization (SMO)

Topics Covered

- ✦ SMM vs SMO
- ✦ Hashtag Strategy
- ✦ Impact of Social Media on SEO

Tools Used: Hootsuite, Buffer, Canva

Module 13: Video/YouTube Marketing

Topics Covered

- ✦ Video Marketing Basics
- ✦ Channel Creation & Optimization
- ✦ Video SEO Techniques

Tools Used: YouTube Studio, Canva, VidIQ

Module 14: YouTube SEO

Topics Covered

- ✦ Keyword Research
- ✦ Optimization & Ranking Factors
- ✦ AdSense Integration & Analytics

Tools Used: YouTube Studio, VidIQ, Google AdSense



Module 15: Content Marketing

Topics Covered

- ✧ Content Creation & Optimization
- ✧ Research & Analysis
- ✧ Blog Writing Practical

Tools Used: Chatgpt, Gemini, wordtune, Grammarly, Google Docs, Quillbot

Module 16: Email Marketing

Topics Covered

- ✧ Email Marketing Fundamentals
- ✧ Strategy & Campaign Setup
- ✧ Automation & Templates

Tools Used: Mailchimp, HubSpot Email



Module 17: Whatsapp Marketing

Topics Covered

- ✖ WhatsApp Business Setup
- ✖ Automation & Integration
- ✖ One-Click Chat Setup

Tools Used: WhatsApp Business App

Module 18: Designing Using Canva

Topics Covered

- ✖ Canva Interface & Tools
- ✖ Creating Social Media Creatives
- ✖ Brand Kit Customization

Tools Used: Canva, Remove.bg

Module 19: Google Analytics

Topics Covered

- ✖ GA4 Setup & Tag Installation
- ✖ Goals, Reports, & Insights

Tools Used: Google Analytics 4, Google Tag Assistant



Module 20: Google Tag Manager

Topics Covered

- ✧ Tag Manager Setup
- ✧ Tag Implementation
- ✧ Remarketing Configuration

Tools Used: Google Tag Manager, Google Ads, GA4

Module 21: Google Search Console

Topics Covered

- ✧ Site Verification
- ✧ Indexing & Crawl Reports
- ✧ Troubleshooting Errors

Tools Used: Google Search Console, Screaming Frog, XML Sitemap Generator

Module 22: Quora Marketing

Topics Covered

- ✧ Quora Profile Creation
- ✧ Answer Optimization
- ✧ Analytics & Link Building

Tools Used: Quora Business, Google Alerts



Certifications

HUBSPOT



- ⊗ Digital Marketing Certification Course: Get Certified in Digital Marketing
- ⊗ LinkedIn Marketing Course
- ⊗ Social Media Marketing Certification Course
- ⊗ Email Marketing
- ⊗ SEO Certification course
- ⊗ Content Marketing Certification Course
- ⊗ Digital Advertising Certification: Develop a Winning Online Advertising Strategy

SKILLSHOP



- ⊗ Google Analytics Certifications
- ⊗ Google Ads Creative Certification
- ⊗ AI powered Shopping Ads Certifications
- ⊗ AI Powered Performance Ads Certifications.
- ⊗ Google Ads Creative Certification
- ⊗ Google Ads App Certification
- ⊗ Google Ads Display Certifications
- ⊗ Google Ads Search Certification





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