

Institute

Of

DIGITAL

MARKETING



www.asinfo.in

 91 9868749731

 Shree ram Colony, Near Sarasvatii Vidhya Mandir School,
Meerut Road , Shamli 247776

 info@asinfo.in

Industry-Oriented Training for Students & Professionals



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We are a digital marketing agency with over 20 years of industry experience, not just a training institute. Our programs are specially designed for students, working professionals, entrepreneurs, and business owners who want to develop practical, job-ready skills aligned with current industry standards.

Our curriculum is based on real business requirements and live project experience, ensuring that every learner gains hands-on knowledge of the latest tools, strategies, and technologies used by leading organizations. From SEO, Google Ads, Social Media Marketing, and Website Development to AI-powered marketing solutions, every module is structured to meet the evolving demands of the digital industry.

Whether you are looking to start your career, upgrade your skills, or grow your business, our training prepares you to confidently handle real-world challenges and deliver measurable results.

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Advance Diploma Digital Marketing



DIGITAL MARKETING

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- **Diploma in Search Engine Optimization (SEO)**
- **Diploma Social Media Management**
- **Diploma in Paid Campaigns Management**

**Duration
6 Months**

**Course Fee
Rs.25,000/-**

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Diploma in Search Engine Optimization (SEO)

Module 1: Introduction to SEO

Module 2: Keyword Research & Competitor Analysis

Module 3: On-Page SEO

Module 4: Technical SEO

Module 5: Content SEO

Module 6: Off-Page SEO & Link Building

Module 7: Local SEO

Module 8: E-commerce SEO

Module 9: WordPress SEO

Module 10: SEO Analytics & Reporting

Module 11: AI Tools for SEO

Module 12: Live Projects & Practical Training

Tools Covered :

- ChatGPT
- Google Analytics 4
- Ahrefs
- WordPress SEO -Yoast SEO
- Google Business Profile
- Google Search Console
- PageSpeed Insights
- Screaming Frog SEO Spider
- Google Keyword Planner
- Google Trends
- SEMrush



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**Duration
2 Months**

**Course Fee
Rs.9,000/-**

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Diploma in Social Media Management

Module 1: Introduction to Digital & Social Media Marketing

Module 2: Social Media Platforms Overview

- Facebook Marketing
- Instagram Marketing
- LinkedIn Marketing
- YouTube Marketing
- Twitter (X) Marketing

Module 3: Content Creation & Strategy

Module 4: Graphic Designing for Social Media

Module 5: Video Marketing & Reels Creation

Module 6: Social Media Advertising (Paid Ads)

- Meta Ads (Facebook & Instagram)
- LinkedIn Ads
- YouTube Ads

Module 7: Social Media Analytics & Reporting

Module 8: Influencer & Brand Marketing

Module 9: AI Tools for Social Media Marketing

Module 10: Live Projects & Internship

Tools Covered :

- ChatGPT for Content Creation
- AI Caption Generators
- AI Image Generation Tools
- AI Video Editing Tools
- Automation Tools



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Diploma in Paid Campaigns Management

Module 1: Introduction to Paid Advertising

Module 2: Google Ads Fundamentals

Module 3: Google Search Ads

Module 4: Google Display Ads

Module 5: YouTube Video Advertising

Module 6: Shopping & Performance Max Campaigns

Module 7: Meta Ads (Facebook & Instagram Ads)

Module 8: LinkedIn Advertising

Module 9: Remarketing & Retargeting

Module 10: Landing Page Optimization

Module 11: Analytics & Conversion Tracking

Module 12: Budgeting & Media Planning

Module 13: AI Tools & Automation

Module 14: Live Projects & Practical Training

Tools Covered :

- Google Ads Editor
- Google Keyword Planner
- Google Analytics 4
- Google Tag Manager
- Meta Ads Manager
- Canva
- ChatGPT



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Graphic Designing

Level 1: Basic Module (03 Months)



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1. Introduction to Graphic Design
2. Design Principles (Balance, Contrast, Alignment, Hierarchy)
3. Color Theory & Typography
4. Adobe Photoshop Basics
5. Canva Design Tools
6. Social Media Post & Poster Design
7. Advanced Photoshop Techniques
8. Adobe Illustrator (Vector Design)
9. Brand Identity & Logo Design

**Duration
3 Months**

**Course Fee
Rs.9,000/-**

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Graphic Designing

Level 2: Premium Module



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- Introduction to Graphic Design
- Design Principles (Balance, Contrast, Alignment, Hierarchy)
- Color Theory & Typography
- Adobe Photoshop Basics
- Canva Design Tools
- Social Media Post & Poster Design
- Advanced Photoshop Techniques
- Adobe Illustrator (Vector Design)
- Brand Identity & Logo Design
- Cinematic Poster Design
- Motion Graphics (After Effects Basics)
- UI/UX Design Introduction (Figma)
- Advanced Branding Strategy
- Freelancing & Portfolio Building
- Final Industry Projects
- Packaging & Layout Design
- Marketing Creatives & Campaign Design
- Professional Projects

Duration
8 Months

Course Fee
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Graphic Designing

Level 2: Premium Module



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- Introduction to Graphic Design
- Design Principles (Balance, Contrast, Alignment, Hierarchy)
- Color Theory & Typography
- Adobe Photoshop Basics
- Canva Design Tools
- Social Media Post & Poster Design
- Advanced Photoshop Techniques
- Adobe Illustrator (Vector Design)
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