







Who Can Take the Course?

-  Students and Graduates
-  Entrepreneurs and Business Owners
-  Website Developers and Designers
-  Content Creators and Writers
-  Professionals Seeking Career Transition
-  Anyone Passionate About Digital Marketing



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A to Z Academy provides an unparalleled learning experience. Learn and develop your digital skills and move your marketing career forward.

Let's Connect

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Practical Digital Marketing

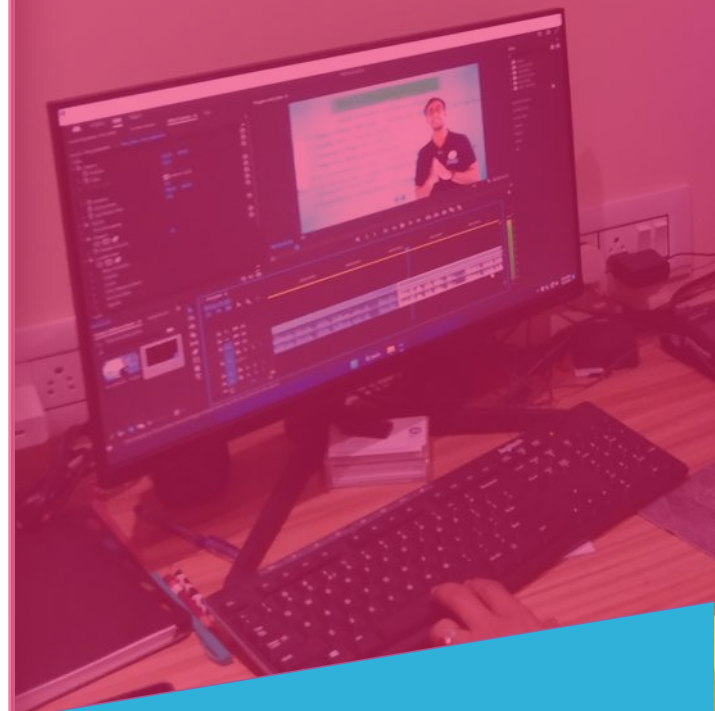


₹23999

Pave the way to earning with India's most accepted practical digital marketing course. Get benefited with our unparalleled and evermore updated teaching. Learn SEO, Google Ads, Social Media Marketing, and more. A to Z Academy now allows you to become a certified digital marketer.



- **Comprehensive Skill Set**
- **Industry-Relevant Curriculum**
- **Harness the power of ChatGPT to elevate your content creation skills**
- **Master both on-page and off-page SEO techniques**
- **Develop expertise in social media marketing**
- **Gain practical, hands-on experience**
- **Learn from experienced industry professionals**
- **Prestigious Certification**



Key Point - 3

How do You Conduct Digital Marketing Research?

Basically here you can focus on your customers' opinions, your employees' insights or your competitors' objectives. Follow the simple formula below for market research.

1. Decide the research purpose
2. Conduct primary research
3. Collect information from other sources
4. Analyze your data
5. Take appropriate action



About A to Z Academy

A to Z Academy was founded in January 2019. After any course, we provide an Indian Government recognized certificate to our students. So don't worry about the certificate, just learn with us and build your dream career. Our 100+ students are performing their jobs successfully after getting training, which is described by their reviews.



Our Location

**27, N, Sengupta Sarani
Milan Park, Manik Pur,
Sapui Para, Rajbari,
Dum Dum, Kolkata,
West Bengal 700079**



Course Modules:

1. **Fundamentals of Internet Marketing**
2. **Website Creation (WordPress)**
3. **Search Engine Optimization (SEO)**
4. **Google Business Profile (Local SEO)**
5. **Search Engine Marketing (SEM)**
6. **Social Media Optimization (SMO)**
7. **Social Media Marketing (SMM)**
8. **Facebook & Instagram Marketing**
9. **Blogging & Content Marketing**
10. **Video & YouTube Marketing**
11. **Online Reputation Management (ORM)**
12. **Lead Generation Program**
13. **Affiliate Marketing Training**
14. **SEO Reporting & Google Tools**
15. **Digital Marketing Jobs & Interview**