

# DIGITAL MARKETING

Learn from industry experts and grow into a confident, industry-ready professional.

On-the-job Training

One-on-One Mentoring

100% Placement Assistance

Near Infopark

# Voleergo Academy – Powered By **Voleergo Solutions LLP**

Our career-oriented curriculum combines internships, mock interviews, soft skills development, and recognized IT certifications, equipping every learner with the skills and confidence needed to excel in top IT companies in Kochi, Kerala.

## Why Choose Voleergo

Short-Term & Long-Term Training (2–6 Months)

Online & Offline Learning Modes

Gen AI–Integrated Curriculum

Direct Support from Our Developers

One-to-One Mentoring with Industry Experts

Lifetime Placement Assistance

Live Project Exposure

Live Online & Regular Offline Classes

Placement Training



**VOLEERGO**  
ACADEMY LLP

# IT Training & Internship Programs

Full Stack Development

Data Analytics

Software Testing

UI/UX Designing

AI & Data Science



# Course Outline



- 01 Introduction to Digital Marketing
- 02 Internet & Website Fundamentals
- 03 Search Engine Optimization (SEO – Basics)
- 04 Google Business Profile & Local SEO
- 05 Social Media Marketing (Organic)
- 06 Introduction to Paid Advertising
- 07 Content Marketing Fundamentals
- 08 Email & WhatsApp Marketing (Basics)
- 09 Analytics & Performance Measurement
- 10 Introduction to AI Tools in Digital Marketing
- 11 Career Orientation & Professional Development



# Tools & Technologies

WordPress

SEO & Keyword Research Tools

Google Ads

Google Analytics

Meta Business Suite

Canva

# Certifications That Build Your Future





# Career Opportunities

**Digital Marketing Executive**

**SEO Analyst**

**Social Media Manager**

**Performance Marketing Specialist**

**Content Marketing Strategist**

# Join Our Team




**Voleergo Academy LLP**

 [www.voleergoacademy.com](http://www.voleergoacademy.com)

**Voleergo Solutions LLP**

 [www.voleergo.com](http://www.voleergo.com)

 **+91 9020 457 594 | 9947 904 061 | 0484-3513749**

 **hr@voleergo.com | academy@voleergo.com**

 **2nd Floor Josh Towers, Civil Line Rd, Padamughal,  
Near Infopark, Kakkanad, Kerala 682030**

 voleergo\_academy | voleergo

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