

Online **Digital Marketing Classes**



Trusted by
500+STUDENTS

100% Practical Training

Placement Support

Live Projects

Certification

Learn *AI-Powered
Digital Marketing* Now!

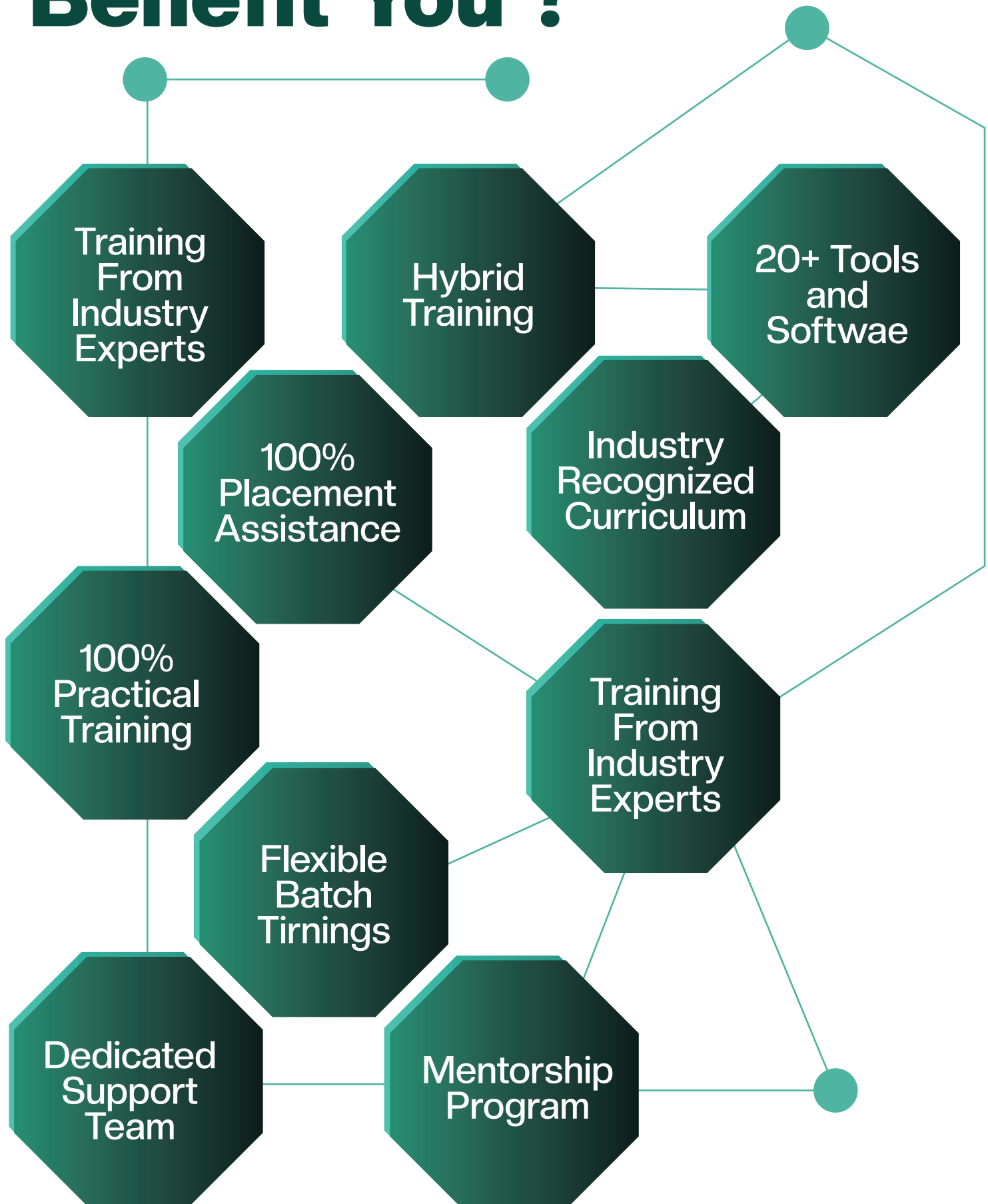
Enroll Now



Why Choose TrendVibe Academy?

- 25+ In-Demand Modules
- Learn Under Industry Professionals
- Business Strategies & Real-World Frameworks
- Live Case Studies & Practical Projects
- Industry-Recognized Certification
- Doubt-Clearing Sessions
- Under Agency-Level Guidance
- Dedicated Student Support
- AI (Artificial Intelligence) in Marketing
- Prompt Engineering
- 100% Internship / Job Assistance
- 1 on 1 Support During Classes
- Access to Essential Tools (Optional)
- Direct Mentorship with Founder – Rupesh Singh

How will TrendVibe Benefit You ?



Career Options For You

After Completing our Digital Marketing Training

- Online Reputation Manager
- Online Entrepreneur
- Online Lead Manager
- Digital Account Manager
- Marketplace Manager
- E-Commerce Specialist
- Social Media Manager
- Adwords Specialist
- SEO Executive
- SEO Analyst / Head
- SEO Manager / Head
- Digital Marketing Executive
- Digital Marketing Analyst
- Digital Marketing Head
- Digital Marketing Manager
- Sr. SEO Executive
- Associate - Digital Marketing
- Digital Campaign Planner

Effective questioning brings insight,
which fuels curiosity,
which cultivates wisdom.

Tools Covered

Canva

Google Analytics

Google Tag Manager

Google Search Console

Meta Business Suite

AI Tools

SEO Tools

Automation Tools

& Many More

The Canva logo is written in a stylized, cursive font. The letters 'Canva' are in a light blue color, while the letter 'v' is in a darker blue.

Google Analytics

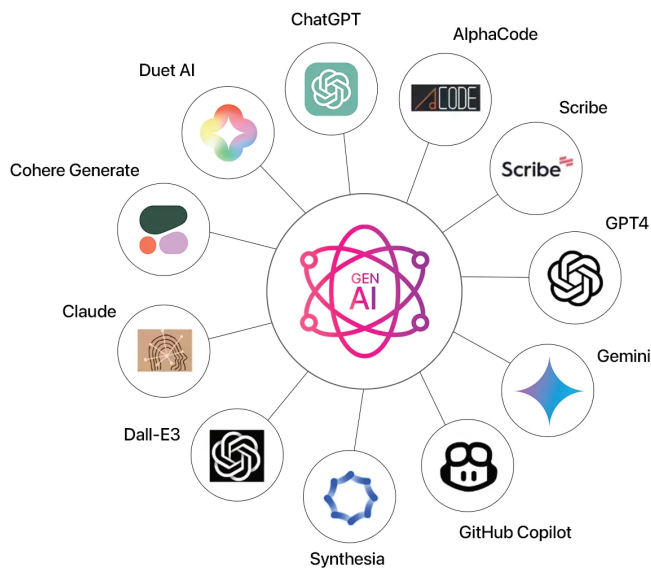


Google Tag Manager

The Google logo is the multi-colored wordmark 'Google' in its standard font.

Search Console





Meet Our Founder

Mr. Rupesh Rajkumar Singh

Mr. Rupesh Rajkumar Singh is the Founder of TrendVibe Academy. With a strong passion for digital business and online opportunities, he started the academy with a mission to make digital education practical and accessible. He believes that digital marketing is one of the most powerful skills in today's world, and through TrendVibe Academy he aims to help individuals build successful careers and businesses in the digital economy.



Course Structure

Module - 01

Introduction to Digital Marketing

- What is Digital Marketing
- Scope of Digital Marketing

Module - 02

Marketing Fundamentals & Concepts

- What is Marketing •
- Types of Marketing Activities •
- Core Marketing Concepts •
- Holistic Marketing •
- Business Strategy Planning Process •

Module - 03

WordPress

- What is Domain & Hosting
- Basics of WordPress
- Blog Website Design in WordPress
- Business Website Design in WordPress

Module - 04

WooCommerce Web Design on WordPress

- Introduction to WooCommerce ●
- Payment Gateway Setup ●
- E-Commerce Header Design ●
- Login & Sign-Up Page ●
- My Account Page ●
- Wishlist Page ●
- Product Attributes ●



Module - 05

On-Page SEO & Technical SEO

- What is SEO
- Types of SEO Activities
- Keyword Research
- On-Page SEO (Meta Title, Meta Description, etc.)
- What is Schema
- Canonical Tags

Module - 06

Off-Page SEO & Link Building

- What is Off-Page SEO & How to Use It ●
- Account Setup ●
- Google My Business ●
- Search Engine Submission Techniques ●

Module - 07

Google Search Console

- What is Google Search Console
- How to Use Google Search Console
- Using GSC for SEO Growth

Module - 08

Google Analytics (GA4)

- What is Google Analytics
- Account Creation & Tracking Setup
- GA4 Reports Overview
- Creating Events in GA4
- Setting Up Conversions
- Metrics, Dimensions & Debug View
- Custom Reports

Module - 09

Google Tag Manager

- What is Google Tag Manager
- GTM Account Setup
- Events, Variables, Tags & Triggers

Module - 10

Google Ads

- What is Google Ads •
- Account Creation •
- Types of Google Ads •
- Campaign Creation •
- PPC Search Ads, Video Ads, Display Ads, •
- Discovery Ads •

Module - 11

YouTube Ads

- What is Google Tag Manager
- GTM Account Setup
- Events, Variables, Tags & Triggers

Module - 12

Social Media Optimization (Organic Growth)

- Facebook, Instagram, LinkedIn, Twitter (X) & •
- YouTube Account Creation •
- Social Media Profile Setup •
- Growing Your Social Media •
- Content Calendar & Best Posting Time •
- Ideal Post Sizes & Dimensions •

Module - 13

Facebook Ads

- What is Facebook Ads
- Business Manager Account Setup
- Ad Account Creation
- Pixel Setup
- Event Setup
- Event Management
- Billing Setup
- GST Details
- Facebook Ad Dimensions & Creatives
- Offline Event Tracking
- Campaign Objectives
- Audience Creation
- Remarketing Strategies

Module - 14

Instagram Ads

- Professional Account Setup ●
- GST & Billing Setup ●
- Audience Creation ●
- Campaign Objectives (Profile Visits, Messages, ●
Website Traffic) ●

Module - 15

LinkedIn Ads

- Ad Account Creation
- Pixel Setup
- Audience Creation
- GST & Billing Setup

Module - 16

Twitter (X) Ads

- Ad Account Creation •
- Audience Types •
- Pixel Setup •
- Billing Setup •
- Audience Creation •
- Remarketing Ads •

Module - 17

Email Marketing

- What is Email Marketing
- Email Marketing Platforms & Tools
- Building Your Subscriber List
- Email Software Account Setup
- Using Email Marketing Software
- Creating Email Templates
- Improving Email Open Rates

Module - 18

Affiliate Marketing & E-Commerce

- What is Affiliate Marketing •
- Starting as a Merchant •
- Starting as an Affiliate •
- Affiliate Programs •
- Affiliate Software •
- Joining Affiliate Networks •
- Business Growth via Affiliate Marketing •
- Earning Through Affiliate Marketing •
- Affiliate Networks & Shopify •
- Creating a Shopify Store •

Module - 19

Google AdSense

- What is Google AdSense
- Overview
- Getting AdSense Approval

Module - 20

Sales Funnel

- Lead Magnet Funnels •
- Magnetic Funnels •
- Marketing Funnel •

Module - 21

Content Marketing

- What is Content Marketing
- Content Creation Process
- Content Marketing Strategy
- CMS & Content Distribution

Module - 22

Freelancing

- Earning as a Freelancer
- Top Freelancing Platforms
- Building a Freelancing Profile
- Live Walkthrough: Winning Projects
- Pricing Your Services

Module - 23

Online Reputation Management (ORM)

- About ORM •
- Writing Reviews for Business •
- Benefits & Importance of Reviews •
- Negative to Neutral Reviews •
- Best Ways to Publish Reviews •

Module - 24

Mastery in AI

- Creating AI Content (ChatGPT)
- AI Image Creation (Leonardo AI)
- AI Video Creation (Kling AI)

Module - 25

Prompt Engineering

- Writing Effective Prompts •
- Using Prompts in Coding •
- Image Prompts for Business & Social Media •

Training Methodology (TrendVibe Academy)

How We Train You

At TrendVibe Academy, learning goes beyond theory. Every session is designed to help you gain real-world skills through practical implementation and industry focused guidance.

Our 6-Step Learning Process

- Learn - Live Interactive Classes
- Practice - Hands-on Assignments
- Apply - Real Client Projects
- Build - Portfolio & Case Studies
- Improve - 1-on-1 Feedback Sessions
- Launch - Internship & Job Assistance

Get in Touch Now!

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- AI Image Creation (Leonardo AI)
- AI Video Creation (Kling AI)

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