SkillUP ACADEMY

Beyond Education...

AI DIGITAL MARKETING COURSE

3 Months Course
100% Placement Support
Certified course
Free 3 DEMO Class

skillupacademy.in
+91-821 783 9305
Kalidasa Road, Mysore

About Us

Skill Up Academy is a leading skill-based training institute in Mysore with 8+ years of experience in training and skill development. We are the first academy to start the Digital Marketing course in Mysore, focusing on practical learning and industry-oriented training. So far, 10,000+ students have been trained, with 8,000+ placements and 2,000+ students completing internships through our programs. We are also MSME registered and recognized by the Government of Karnataka, ensuring trusted and quality education.

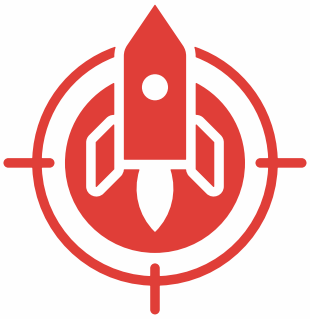


OUR VISION

To be a transformative force in education, empowering students to master skills that inspire lifelong learning and enable them to thrive in an ever - evolving world.

OUR MISSION

To offer practical, industry-relevant training institute in Mysore that builds confidence and expertise, enabling students to achieve their professional goals and contribute positively to society.





OUR VALUES

We are driven by a commitment to integrity, excellence, innovation, and passion, aiming to empower every student to reach their full potential and make a meaningful impact.

Proud to be Patners with

Ministry of MSME, Govt. of India

Why Choose Us?

- Over 8+ years of experience
- 10000+ Students Trained
- Live Projects
- Mentoring Support
- Internship Opportunity
- 100% Placement Support
- Industrial Expert Trainers
- Course Completion Certificate



Why Choose Digital Marketing with AI

- High-demand career
- Work from home opportunities
- Freelancing
- Start your own business
- 9-5 Job opportunities
- High income potential
- AI + Automation opportunities

Who can do this course?

- Students
- Job Seekers
- Business Owners
- Homemakers
- Freelancers
- Working Professionals



Course Outline

Digital Marketing Fundamentals

- Basics of Marketing
- Market, Sales & Business Concepts
- Introduction to Digital Marketing
- Traditional vs Digital Marketing
- Growth of Digital Marketing
- Digital Marketing Channels
- 4Ps of Marketing

Content Creation & Design Tools

- Canva Exploration
- Logo Design Basics
- Static Post Design
- Carousel Post Creation
- Video Creation Basics
- Voiceover Tools
- Copywriting Basics
- Landing Page Design
- Tool Exploration Day

Website & WordPress Setup

- Introduction to Websites
- Domain & Hosting
- Browsers and Search Engines
- URL Structure
- Website Planning & Wireframe
- Color Psychology for Websites
- WordPress Installation
- WordPress Settings
- Pages, Menus & Elementor Basics
- Columns & Sections in Elementor
- Using Elementor Templates
- Creating Responsive Pages
- Header & Footer Creation
- Forms & Image Integration
- Popups and Landing Pages
- Backup & Restore

Course Outline

Social Media Marketing

- Social Media Marketing Basics
- Facebook, Instagram & LinkedIn Marketing
- X (Twitter) Marketing
- Audience Persona Creation
- Content Calendar Planning
- Organic Growth Strategies
- YouTube Marketing Basics
- WhatsApp Marketing
- Affiliate & Influencer Marketing

Meta ADs & Google ADs

- Meta ADs
- Google ADs
- Google Analytics
- Setting Campaign

Content writing

- Niche
- Keyword research
- Search Engine
- Types of SE
- EEAT
- Keywords
- AIDA
- Keyword Research
- Content writing theory

Search Engine Optimisation (SEO)

- Intorduction
- On-page SEO
- Technical SEO
- Off Page
- Audit
- Page Speed Insight
- Screaming frog
- Search Console

“The Internet makes money for you when you build something that is real and when it matters to people!”

– Darren Rowse

Tools you will Learn

- WordPress
- ahrefs
- Google Ads
- RankMath
- IIElevenLabs
- Google Trends
- Microsoft Designer
- Canva
- Meta
- Site Kit
- Google Search Console
- UpdraftPlus
- Google PageSpeed
- envato
- perplexity
- Google Analytics
- flaticon
- Google Keyword Planner
- SEMRUSH
- elementor
- QuillBot
- ChatGPT
- Adobe Express
- ASTRA
- Meta Business Suite
- Screamingfrog
- lumen5
- Napkin
- Essential Addons
- Clipchamp

Course Highlights

- 100% Practical Training
- Live Projects
- 60+ AI Tools Training
- Certification
- Placement Assistance
- Internship Opportunity
- Small Batch Size
- Periodic assignments & Case Studies
- Industry-relevant curriculum

“Every Expert was once a Beginner”

Training Details

- 3 Months / 90 Days
- Offline Classes
- Study Materials
- Practise LAB Access
- Flexible Timings

Success Stories Of Our Students



Hamsa

Ipopi

Digital Marketing Specialist

Shashank

Thriving Minds

Digital Media Analyst





Janika Bheemaiah

Dubai, Dishaa

Digital Marketing Executive

Aishwarya

Novel Tissue

Digital Marketing Executive





Chandru

Ayur Bramha Wellness

Hinkal, Mysore

Success Stories Of Our Students



Darshan K V

Digital Marketer

Freelancer

Gayathri

Mumbai Chai Adda

Hebbal, Mysore





Puneeth

Elegant Touch

Freelancer, Business person

Lakshman K C

Digital Marketer

Freelancer





Sowmya

Star Tours & Travels

Business person

Placement Support

- Resume Building
- Interview Preparation
- Mock Interviews
- Job Referrals
- Internship Assistance

Certification

Course Completion Certificate
Internship Certificate



SkillUP ACADEMY

Beyond Education...

OUR RATINGS

EXCELLENT

★★★★½

Based on 125 reviews

Google

skillupacademy.in

91-821789305

#2687/2, 5th cross,
kalidasa road,
Mysore - 570002

Scan to Visit Our Website

Scan to Visit Our Instagram

Scan to Locate Us

