



# Digital Marketing Training Institute

**3-6 Months**  
Live Online Classes

# FOUNDER'S NOTE

## AADARSH YADAV

### FOUNDER

#### Founder's Journey

Every successful journey begins with curiosity, and mine started in 2018. I entered the world of online marketing as an Affiliate Marketer, promoting digital products through ClickBank. Earning my first income in dollars introduced me to the endless opportunities available in the digital world and inspired me to build a career in online marketing.

As I learned more about the industry, I realized that Digital Marketing was becoming one of the most in-demand skills. Determined to build my expertise, I completed professional training and started working on freelance projects, helping businesses with website development, Google Ads, Meta Ads, and SEO.

Later, I worked with Mettle Kettle, a brand owned by celebrity chef Pankaj Bhadouria, where I managed digital marketing campaigns and website development. I then joined an HT Media partnered Digital Marketing Institute as a Digital Marketing Trainer, training students who are now building successful careers in the industry.

While teaching, I realized that many institutes were still following outdated curricula, while the few offering practical, industry-focused training charged very high fees. This inspired me to start my own online Digital Marketing Institute.

My mission is simple—to make quality digital marketing education practical, industry-ready, and affordable. Through hands-on training, real-world projects, and the latest marketing strategies, I aim to help students, freshers, freelancers, professionals, and business owners build successful careers in the digital world. I believe that quality education should be accessible to everyone. If I could build my career through digital marketing, I believe you can too—and I'm here to help you make it happen.

**A BUSINESS WITHOUT DIGITAL MARKETING IS LIKE A SHOP WITHOUT A SIGNBOARD—NO MATTER HOW GOOD IT IS, PEOPLE WON'T KNOW IT EXISTS**



# VISION AND MISSION OF Success Forge



## VISION

Our vision is to become the most trusted learning platform, where people can gain valuable skills and build a successful career through our courses and programs.

## Our Mission

## MISSION

To empower 1 million digital marketers to build successful careers and earn at least ₹1 lakh per month by 2030 through practical, industry-ready education.



# Digital Marketing Essential Program

## Foundation Course in Digital Marketing



### Module 1 – Graphic Designing

- Canva
- Social Media Post Design
- Banner Design
- Thumbnail Design
- Logo Basics
- Basic Photoshop Introduction



### Module 2 – Video Marketing

- Mobile Video Editing
- VN



### Module 3 – YouTube Marketing

- Channel Setup
- SEO Basics
- Thumbnail
- Upload Strategy
- Monetization Basics



### Module 4 – Social Media Optimization

- **Instagram**
  - Profile Optimization
  - Content Planning
  - Reels Strategy
  - Hashtags
- **Facebook**
  - Page Setup
  - Content Strategy
- **LinkedIn**
  - Profile Optimization
  - Professional Branding



### Module 5 – Introduction to SEO

- Keyword Research
- On Page SEO
- Google Search Console Introduction

# Digital Marketing Professional Program

## Foundation Course in Digital Marketing



### Module 1 – Graphic Designing

- Canva
- Social Media Post Design
- Banner Design
- Thumbnail Design
- Logo



### Module 2 – Video Marketing

- Mobile Video Editing
- VN



### Module 3 – YouTube Marketing

- Channel Setup, SEO Basics, Thumbnail
- Upload Strategy



### Module 4 – Social Media Optimization

- Instagram (Profile Optimization, Content Planning, Reels Strategy, Hashtags)
- Facebook (Page Setup, Content Strategy)
- LinkedIn (Profile Optimization, Professional Branding)



### Module 5 – Meta Ads

- Business Manager Pixel Lead Campaign Traffic Campaign
- Sales Campaign Custom Audience Lookalike Audience
- Retargeting A/B Testing



### Module 6 – Website Creation

- WordPress Hosting Domain Elementor Landing Pages
- Business Website Contact Forms Plugins
- Responsive Design WooCommerce Basics



### Module 7 – Google Ads

- Search Campaign Display Campaign Video Campaign
- Keyword Planner Conversion Tracking



### Module 8 – SEO Advanced

- Complete On Page SEO Off Page SEO Technical SEO
- Google Analytics Search Console Local SEO Backlinks

# Digital Marketing Mastery Program

## Foundation Course in Digital Marketing



### Module 1 – Graphic Designing

- Canva Complete
- Social Media Post Design
- Banner Design
- Thumbnail Design
- Logo Basics
- Brand Kit
- Basic Photoshop Introduction



### Module 2 – Video Marketing

- Mobile Video Editing
- VN



### Module 3 – YouTube Marketing

- Channel Setup
- SEO Basics
- Thumbnail
- Upload Strategy
- Monetization Basics



### Module 4 – Social Media Optimization

- Instagram
- Profile Optimization
- Content Planning
- Reels Strategy
- Hashtags
- Facebook
- Page Setup
- Content Strategy
- LinkedIn
- Profile Optimization
- Professional Branding



### Module 5 – Meta Ads

- Business Manager Pixel
- Traffic Campaign
- Social Campaign
- Custom Audience
- Lookalike Audience
- Retarget A&B Testing



### Module 6 – Website Creation

- Wordpress Hosting
- Domain Elementor
- Business Website
- Contact Forms Plugins
- Responsive Design
- WooCommerce Basics



### Module 7 – Google Ads

- Search Campaign
- Display Campaign
- Video Campaign
- Keyword Planner
- Conversion Tracking



### Module 8 – SEO Advanced

- Complete On Page SEO
- Paging on Social SEO
- Google Analytics Search
- Local SEO Backlinks



### Module 9 – Facebook Remarketing

- Pixel Advanced
- Custom Audiences
- Dynamic Remarketing
- Sales Funnel



### Module 10 – Complete Sales Funnel

- Landing Page Funnel
- Lead Magnet Funnel
- Email Funnel
- WhatsApp Funnel
- Automation



### Module 11 – Advanced Website Development

- WooCommerce Advanced
- Payment Gateway
- Custom Forms
- Security
- Website Migration
- Advanced Elementor

# Ai Digital Marketing for Modern Marketers

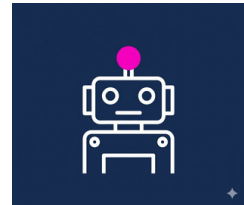


## Ai based Digital Marketing

With recent advancements, artificial intelligence has become a key player across all industries, including digital marketing. In today's AI-driven world, our program transcends theoretical concepts by providing a practical approach to AI tools, equipping you to excel in the constantly changing landscape of work and innovation.



ChatGPT



BANANA PROMPTS



Flow



# DIGITAL MARKETING TOOLS



Google Ads



ChatGPT

**ahrefs**

**Yoast**



Google Tag  
Manager

**Ubersuggest**



**Meta  
Business Suite**

*Canva*

**Woo** **COMMERCE**



# IF NOT NOW WHEN?



[successforge.in](https://successforge.in)



[info@successforge.in](mailto:info@successforge.in)



+91 - 8887959791

