



**Digital Marketing
Training Institute**

**2-6 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While teaching, I realized that many institutes were still following outdated curricula, while the few offering practical, industry-focused training charged very high fees.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.



Performance Marketing

Foundation Course in Digital Marketing



Module 1 – Meta Ads

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



Module 2 – Google Ads

- Search Campaign
- Display Campaign
- Video Campaign
- Keyword Planning
- Conversion Tracking
- Google Ads Remarketing
- Google Analytics



Module 3 – SEO

- On Page Seo
- Off Page Seo
- Technical Seo
- Google Analytics
- Search Console
- Local Seo

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

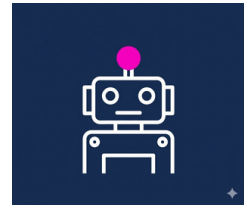


Ai based Digital Marketing

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



DIGITAL MARKETING TOOLS



Google Ads



ChatGPT

ahrefs

Yoast



Google Tag
Manager

Ubersuggest



**Meta
Business Suite**

Canva

Woo **COMMERCE**



IF NOT NOW WHEN?



successforge.in



info@successforge.in



+91 - 8887959791

