



Novix Technology

Master the art of digital marketing with industry experts. Join our comprehensive 3-month program designed to transform beginners into certified professionals. Real-time projects, live training, and placement support included.

www.novixtechnology.com



Innovate • Inspire • Evolve

Our mission is to empower aspiring marketers with cutting-edge skills and real-world experience. Join 500+ successful alumni who have transformed their careers through our industry-focused training programs.

Course Highlights

3 Months | ₹25,000 | Real-Time Projects | Live Training | Placement Support | Industry Certification

Digital Marketing Mastery Program

New Batch Starting August 1st, 2026. Enroll now for ₹25,000 only and learn digital marketing with Novix Technology through hands-on training and industry-recognized certification.





Welcome to Novix Technology.

Novix Technology Welcome

At Novix Technology, we believe in transforming ambition into expertise. Our mission is to equip aspiring digital marketers with cutting-edge skills, real-world experience, and the confidence to thrive in today's dynamic digital landscape. Join us to innovate, inspire, and evolve your career.

contact us →

About Novix

A premier technology training institute dedicated to delivering industry-relevant education. Our expert-led programs combine theoretical knowledge with hands-on project work, ensuring every graduate is job-ready from day one.



+91 8796301604



NOIDA SECTOR 64 B-BLOCK 108
GROUND FLOOR



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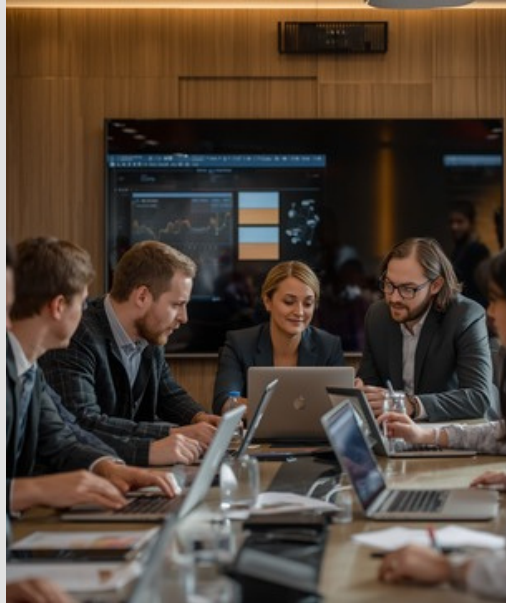
infonovixtech04@gmail.com



Digital Marketing Mastery Program

A comprehensive 3-month training program designed to transform you into a skilled digital marketing professional. Learn from industry experts with hands-on, real-time project experience.

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Duration & Schedule

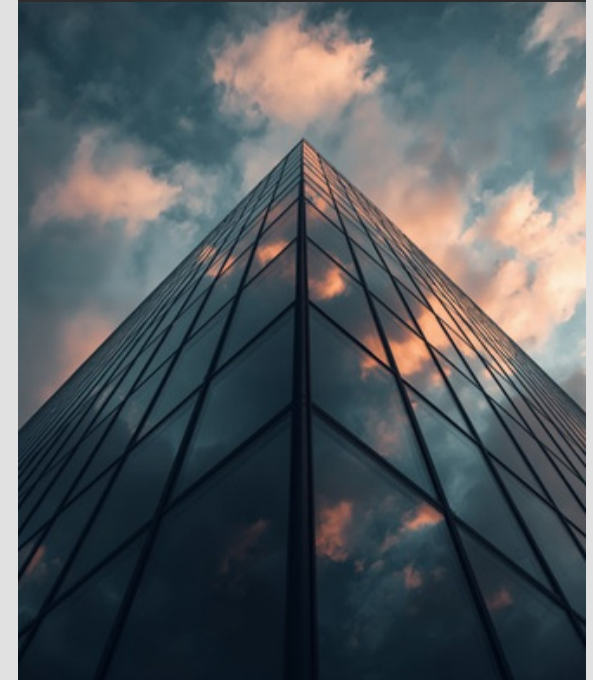
Complete your transformation in just 3 months with flexible weekday and weekend batches. New batches starting August 1st, 2026. Structured curriculum with progressive skill building.

Training Approach

Learn by doing with real-time projects on live campaigns. Work with actual analytics dashboards, ad accounts, and marketing tools. Get mentored by professionals with 10+ years of industry experience.

Key Highlights

- 3-Month Intensive Program •
- Course Fee: ₹25,000 only
- Real-Time Project Work
- Industry Expert Trainers
- Live Interactive Sessions
- Certification on Completion •
- Placement Support
- Batch Starts: Aug 1, 2026



COURSE MODULES



DIGITAL MARKETING

1. Introduction to Digital Marketing
2. AI in Digital Marketing
3. Website Creation (WordPress)
4. Landing Page Design
5. Content Writing with AI
6. Canva Graphic Designing
7. Video Editing (CapCut & Canva)
8. Search Engine Optimization (SEO)
9. Local SEO & Google Business Profile
10. Keyword Research
11. Google Search Console
12. Google Analytics (GA4)
13. Google Tag Manager
14. Google Ads
15. Meta Ads (Facebook & Instagram)
16. YouTube Marketing
17. Social Media Marketing
18. Instagram Growth Strategy
19. LinkedIn Marketing
20. Email Marketing
21. WhatsApp Marketing
22. Lead Generation
23. Conversion Tracking
24. E-commerce Marketing
25. Affiliate Marketing
26. Freelancing
27. Client Handling
28. Live Project Training
29. Reporting & Dashboard
30. Interview Preparation



AI TOOLS TRAINING

31. ChatGPT Mastery
32. Google Gemini
33. Prompt Engineering
34. AI Content Creation
35. AI Image Generation
36. AI Video Creation
37. AI Presentation Tools
38. AI Automation Tools
39. AI Productivity Tools
40. AI for Business Growth



SOFT SKILLS TRAINING

41. Spoken English Basics
42. Communication Skills
43. Personality Development
44. Public Speaking
45. Presentation Skills
46. Email Writing
47. Resume Building
48. Interview Preparation
49. Group Discussion (GD)
50. HR Interview Practice
51. Client Communication
52. Teamwork & Leadership
53. Time Management
54. Workplace Etiquette
55. Confidence Building



COURSE HIGHLIGHTS

- ✓ 3 Months Professional Training
- ✓ 100% Practical Classes
- ✓ Live Projects
- ✓ Industry Expert Trainers
- ✓ Internship Support
- ✓ Resume Building
- ✓ Mock Interview Sessions
- ✓ Career Guidance
- ✓ Freelancing Training
- ✓ Job Assistance
- ✓ Industry Recognized Certificate



BATCH TIMINGS

- 🕒 Morning : 9:00 AM – 11:00 AM
- 🕒 Afternoon : 1:00 PM – 3:00 PM
- 🕒 Evening : 5:00 PM – 7:00 PM



WEEK SCHEDULE

- Weekdays (MWF)
Monday • Wednesday • Friday
- Weekend (TTS)
Tuesday • Thursday • Saturday



SPECIAL OFFER

Now Only
~~₹24,999~~ **₹21,999**

OFFER VALID TILL 15 AUGUST

Digital Marketing Mastery Program

Course Syllabus

What You'll Learn

Master the complete digital marketing ecosystem through our intensive 3-month program. From SEO and paid advertising to AI-powered tools and content strategy, gain hands-on expertise that drives real business results. Build websites, generate leads, and craft campaigns that convert.

enroll now



Program Highlights

3-month comprehensive training • ₹25,000 only • Real-time project work • Live online sessions • Industry expert mentors • Placement support • 8 specialized modules covering SEO, Google Ads, Meta Ads, Social Media, AI Tools, Web Development, Content Marketing, and Lead Generation



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Search Engine Optimization

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Keyword Research

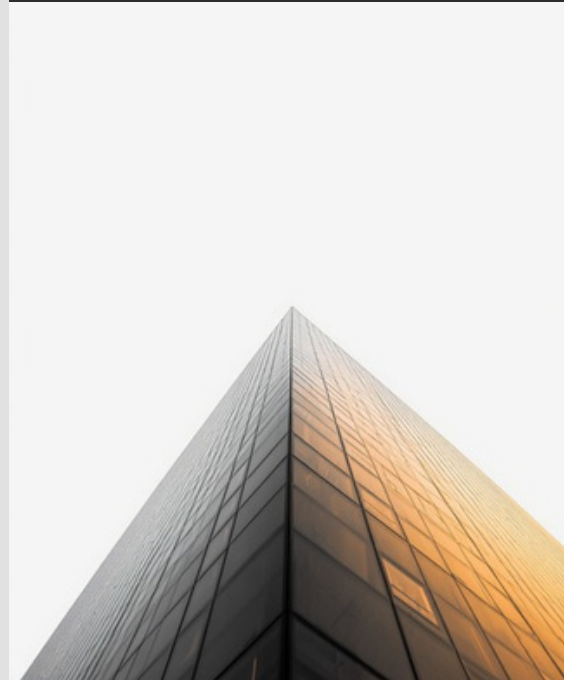
Discover high-value keywords using industry tools like Google Keyword Planner, Ahrefs, and SEMrush. Analyze search intent, competition levels, and long-tail opportunities to build winning content strategies.

Technical SEO

Optimize site structure, URL architecture, XML sitemaps, robots.txt, and page speed. Master mobile-first indexing, schema markup, crawlability, and Core Web Vitals for peak search performance.

Module 1: SEO

Master Search Engine Optimization with comprehensive training in keyword research, on-page and off-page strategies, technical SEO, and analytics. Learn to rank websites on Google and drive organic traffic growth.





Google Ads & PPC

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Campaign Setup

Create structured Google Ads campaigns from scratch. Learn account architecture, campaign types (Search, Display, Shopping, Video), ad group organization, keyword match types, and quality score optimization for maximum relevance.

Bidding & Optimization

Master automated and manual bidding strategies including target CPA, target ROAS, maximize conversions, and enhanced CPC. Implement conversion tracking with Google Tag Manager, set up remarketing audiences, and use A/B testing to continuously improve ad performance.

Module 2

Google Ads & PPC Campaigns

Master pay-per-click advertising with hands-on campaign creation, keyword research, bidding strategies, optimize ad spend and maximize ROI across Search, Display, and Shopping campaigns.

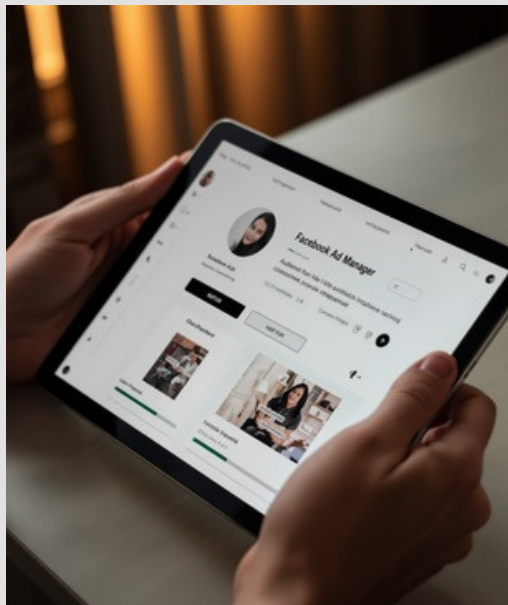




Meta Ads Mastery

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Audience Targeting

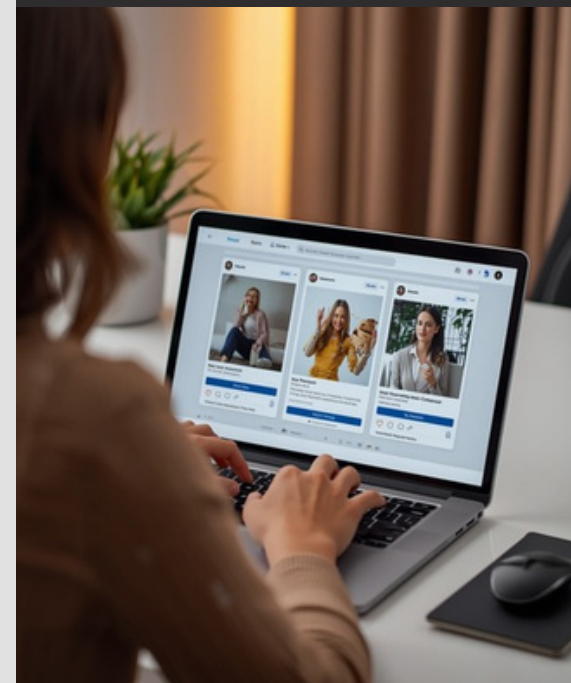
Build precise audience segments using demographics, interests, behaviors, and custom audiences. Learn lookalike audience creation, detailed targeting expansion, and exclusion strategies to reach high-intent users while minimizing wasted ad spend.

Creative & Retargeting

Design compelling ad creatives with platform-specific formats including carousels, stories, reels, and collection ads. Master retargeting funnels, dynamic product ads, and frequency capping to re-engage visitors and maximize return on ad investment.

Module 3

Master Meta Ads for Facebook and Instagram. Learn audience targeting, creative strategies, campaign setup, retargeting techniques, and performance optimization to drive engagement and conversions through paid social advertising.





SOCIAL MEDIA

Social Media Marketing

Master platform-specific strategies for Facebook, Instagram, LinkedIn, Twitter, and YouTube. Build effective content calendars, implement engagement tactics that grow followers organically, and leverage social media analytics to optimize campaign performance and ROI.

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Platform Strategy

Develop tailored strategies for each platform — Facebook community building, Instagram visual storytelling, LinkedIn B2B networking, Twitter real-time engagement, and YouTube video marketing. Understand algorithm behavior and optimize content for maximum organic reach.

Content & Analytics

Learn to design content calendars, create viral-worthy posts, and use scheduling tools. Master engagement tactics including hashtag strategy, influencer collaboration, community management, and social listening. Analyze metrics to refine campaigns and demonstrate measurable business growth.

Module 4

Social Media Marketing — Platform strategies, content planning, community engagement, and performance analytics for building powerful brand presence across all major social channels.





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Master AI-powered marketing tools that automate workflows, generate content, and deliver predictive insights. Learn to leverage ChatGPT for copywriting, AI design platforms for creative assets, and analytics tools that forecast campaign performance with precision.

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AI Content Creation

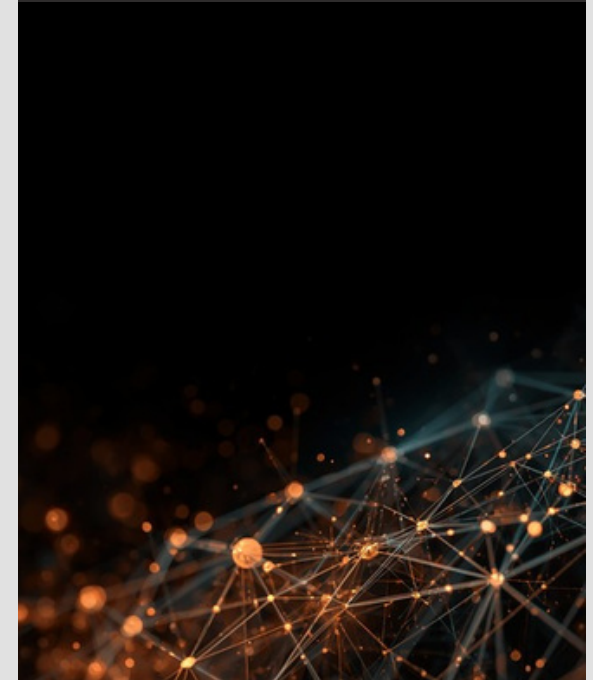
Leverage ChatGPT and Jasper for blog posts, ad copy, and email sequences. Generate SEO-optimized content at scale while maintaining brand voice and audience relevance.

Automation & Analytics

Utilize Midjourney, Canva AI, and DALL-E for visual content. Create compelling graphics, video scripts, and multimedia assets that elevate campaign engagement across platforms.

Module 5

AI Tools for Digital Marketing





Website Development

Master the fundamentals of website creation with WordPress, landing page design, and UX optimization. Build responsive, high-converting websites that drive business growth and enhance user experience.

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WordPress Fundamentals

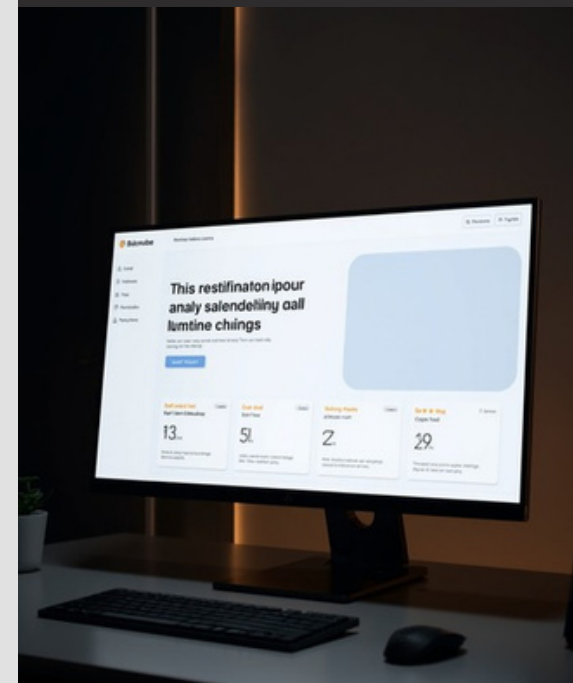
WordPress CMS setup and configuration, theme customization, plugin integration, content management, media library organization, user roles and permissions, security best practices, and website maintenance protocols.

UX & Optimization

Landing page design principles, UX fundamentals and user journey mapping, mobile-first responsive design, page speed optimization techniques, SEO-friendly site architecture, and conversion-focused web design strategies.

Module 6

Website Development Basics - Learn to create professional websites using WordPress CMS, design effective landing pages, and apply core UX principles. Understand site structure, navigation optimization, mobile responsiveness, and page speed essentials for modern digital marketing.

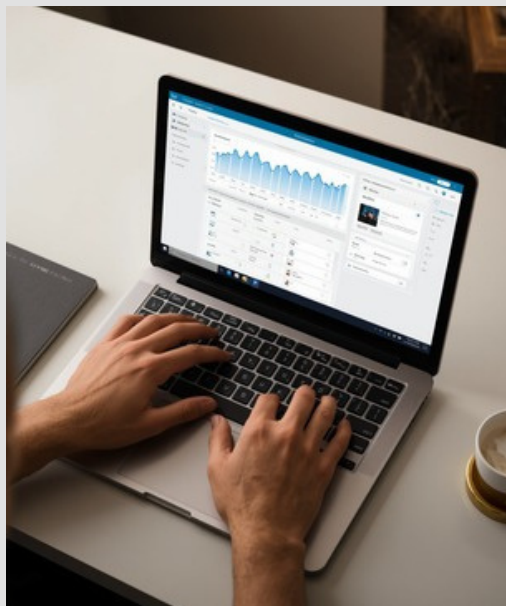




Content Strategy

Master the art of persuasive writing and strategic content creation. Learn to craft compelling narratives that engage audiences, drive conversions, and build lasting brand loyalty across all digital channels.

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SEO Writing

Learn keyword research integration, on-page optimization techniques, and how to write content that ranks. Master meta descriptions, header structures, and readability standards that search engines reward.

Email Marketing

Discover the psychology behind effective email campaigns. Build automated sequences, craft subject lines that open, and design newsletters that nurture leads from first click to final conversion.

Module 07

Content Marketing & Copywriting
Develop expertise in creating high-impact content that resonates with target audiences. From SEO-optimized blog posts to email campaigns that convert, master every format that drives digital success.





Lead Generation & Conversion

Master the art of attracting, nurturing, and converting high-quality leads into loyal customers. Module 8 equips you with proven strategies to build automated funnels, optimize conversion rates, and scale revenue through systematic sales processes.

novixtechnology.com | ₹25,000 | Aug 1, 2026



Funnel Building

Design multi-stage sales funnels that guide prospects from awareness to purchase. Map customer journeys, create lead magnets, implement tripwire offers, and build automated nurture sequences that convert cold traffic into paying customers at scale.

CRO & Sales Systems

Optimize every touchpoint for maximum conversion. Master landing page design principles, form optimization, CRO testing frameworks, email drip campaigns, retargeting strategies, and sales call scripting to systematically improve conversion rates across all channels.

Module 8

Lead Generation & Conversion Strategies – Learn funnel architecture, landing page optimization, email automation sequences, A/B testing methodologies, CRM integration, and sales psychology to maximize ROI and drive sustainable business growth.



Real-Time Project Work.

Course Module 13

Hands-On Training

Apply your skills through live campaigns and real client projects. Build a professional portfolio with practical experience in SEO, PPC, social media, and content marketing under expert mentorship.

project work



What You'll Do

Launch live Google Ads and Meta campaigns with real budgets. Work on client projects to optimize websites, create content strategies, and generate leads. Develop a portfolio that showcases measurable results to future employers.



- 3-MONTH PROGRAM
- ₹25,000 ONLY
- BATCH STARTS AUG 1, 2026
- NOVIX TECHNOLOGY

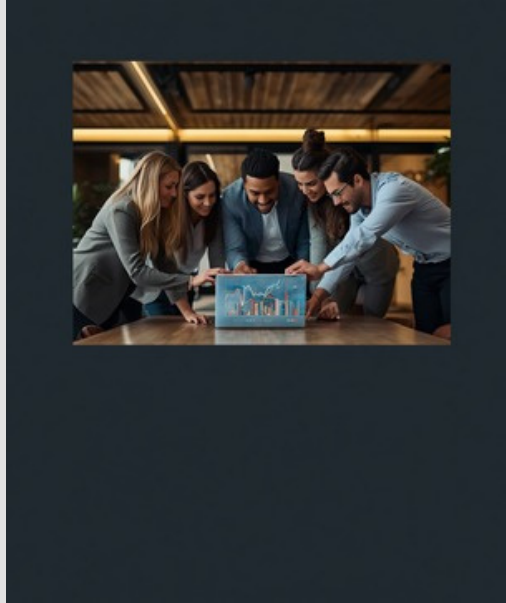




Career Growth

Unlock your potential in digital marketing. Our certification is recognized across the industry, and our dedicated placement team connects you with leading companies seeking skilled professionals.

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Job Roles

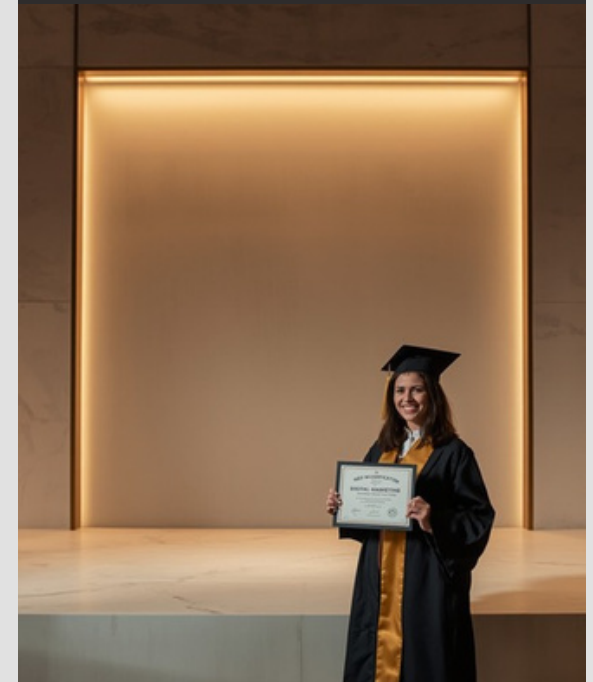
Digital Marketing Specialist, SEO Analyst, PPC Campaign Manager, Social Media Strategist, Content Marketing Manager, Marketing Automation Expert, Growth Hacker, E-commerce Marketing Lead, and Brand Digital Manager.

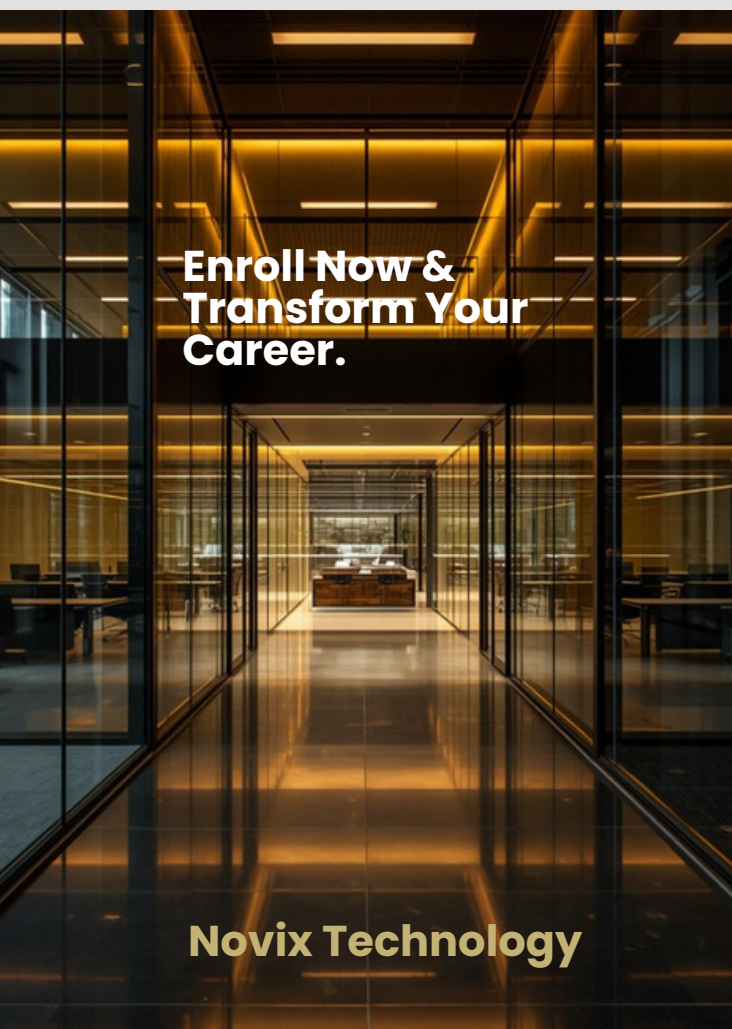
Salary Prospects

Entry-level: ₹3.5 - 5 LPA | Mid-level: ₹6 - 12 LPA | Senior roles: ₹15+ LPA. Freelancers earn ₹50,000 - ₹2,00,000 monthly. Your investment of ₹25,000 can transform into a thriving six-figure career.

Placement Support

Personalized career counseling, resume building workshops, mock interviews with industry experts, and direct referrals to our 200+ hiring partner companies. We support you until you land your dream role.





**Enroll Now &
Transform Your
Career.**

Novix Technology

Secure your spot in the Digital Marketing Mastery Program. New batch starts August 1st, 2026. Comprehensive 3-month training with real-time project work for just ₹25,000.

enroll now



Batch starts August 1st, 2026

Limited seats available for our upcoming Digital Marketing Mastery Program. Join 500+ successful alumni who have transformed their careers. Enroll today and start your journey toward becoming a certified digital marketing professional.

