

COURSE BROCHURE

Digital Marketing Course

A practical program covering SEO, Social Media, Google Ads, Content Marketing & Analytics — designed to make you job-ready through real campaigns and hands-on project work.

✓ 5 Focused Modules

✓ Live Campaign Work

✓ Placement Support

✓ Certificate Included

6-10

WEEKS DURATION

85%

PLACEMENT RATE

500+

STUDENTS TRAINED

₹60K+

SENIOR SALARY / MO

WHAT YOU'LL LEARN

01 SEO

Keyword research, on-page, technical SEO & link building strategies

02 Social Media Marketing

Content strategy, page management & Instagram / Facebook campaigns

03 Google Ads & Performance

Campaign setup, audience targeting & ad optimisation for better ROI

04 Content & Analytics

Blog & social content creation + Google Analytics tracking & reporting

TOOLS YOU'LL USE

 Google Analytics

 Search Console

 Semrush

 Google Ads

 Meta Ads

 Canva

 Buffer

 Notion

TRAINING MODES

 Classroom — Madurai

 Online Live

 Weekend Batch

 Fast-Track

CAREER PATHS AFTER THIS COURSE



SEO Specialist

₹20K – 45K



Social Media Manager

₹18K – 40K



Google Ads / PPC Expert

₹25K – 55K



Content Marketer

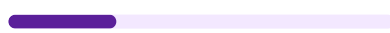
₹15K – 35K



Digital Marketing Manager

₹60K+

SALARY RANGE

 Entry  ₹10K – 20K

 Mid-level  ₹25K – 50K

 Senior  ₹60K+

WHO THIS COURSE IS FOR

- Fresh graduates looking for a first digital job
- Career changers entering marketing
- Business owners growing their online presence
- Freelancers building a service-based career

Training that's built around you

CareerLabs is a career-focused training institute based in Madurai. We were founded on a simple belief — that practical, job-oriented training should be available to anyone willing to learn. We run small-batch programs so every student gets real attention, not just a seat in a classroom. Our courses are designed around what companies actually hire for, not just what looks good on a syllabus. From your first demo class to the day you receive your offer letter, we are with you at every step.

500+

Students Trained

85%

Placement Rate

6

Career-focused Courses

4+

Years in Madurai

What Students Say

Honest feedback from people who went through this program at CareerLabs.

★★★★★

"I came in knowing nothing about SEO. After the course I landed a job within 6 weeks. The live project work made the difference — I had actual campaign results to show in my interview."

Aarathi K.
Now working as SEO Specialist

★★★★★

"The mentors go beyond the slides. Every module had real examples from actual campaigns. I felt confident going into my first role because I had already done the work before."

Suresh M.
Digital Marketing Executive

★★★★★

"What I appreciate most is the structure. SEO, ads, content, analytics — all covered properly. I now run campaigns for three clients and CareerLabs is the reason."

Nithya R.
Freelance Digital Marketer

COURSE FEE

Fee varies by training mode — Classroom, Online, Weekend & Fast-Track are priced differently. Contact us for the current schedule and fee details.

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**Book Your
Seat Today**