

Master the Art of Online Brand Building



About Us



Anix Skillup Around The World

With over a decade of successful experience in skill development, Anix has established itself as a symbol of quality and commitment for clients, youth, and partners. Collaborating with government bodies, universities, and educational institutions.

Anix is dedicated to train India's youth. As an edtech platform, it focuses on industry-ready development and provides placement support. Anix Skillup Pvt. Ltd.,

powered by a team of passionate professionals, aims to instigate positive changes in human behavior and values for inclusive growth and prosperity.

The core objective is to enhance the competencies of fresh graduates, ensuring they become industry-ready professionals for human prosperity and wellness. The company is known for delivering quality services ethically.



Competitive Cost

This approach is crucial for attracting price-sensitive customers and gaining a competitive edge in the market. Companies often achieve competitive costs through cost-efficient operations, economies of scale, or innovative production methods.



End-to-End Support

End-to-end learning support refers to a comprehensive educational approach that guides learners through every stage of their learning journey, from initial introduction to mastery of a subject.



Job Assurance

Job assurance refers to the commitment or guarantee provided by an organization, institution, or program to help individuals secure employment after completing a course, training, or educational program.

Course Overview



Digital Marketing Program

This course prepares students to excel in roles like social media manager, SEO (Search Engine Optimization) specialist, content marketer, and digital

strategist. By the end, students will have the skills to create, execute, and measure the success of digital campaigns.

Key Highlights



Core Digital Skills

SEO & SEM:

Learn strategies for optimizing search engine rankings and paid search advertising.

Social Media Marketing:

Master platforms like Facebook, Instagram, LinkedIn, and Twitter to grow brand visibility..

Content Marketing & Strategy:

Develop engaging content and learn effective content distribution tactics.



Hands-On Projects

Campaign Building:

Design real-time digital campaigns using Ads, email marketing, and social media ads.

Capstone Project:

Plan and execute a full-scale digital marketing strategy for a chosen brand..

Analytical Tools:

Learn Google Analytics, Facebook Insights, and other tools to measure campaign success..



Career Opportunities

High-Demand Roles:

Prepare for roles such as Digital Marketing Specialist, SEO Analyst, Content Manager, and PPC Manager..

Placement Support:

Guidance to enhance employability and secure jobs in advertising, e-commerce, and corporate marketing..

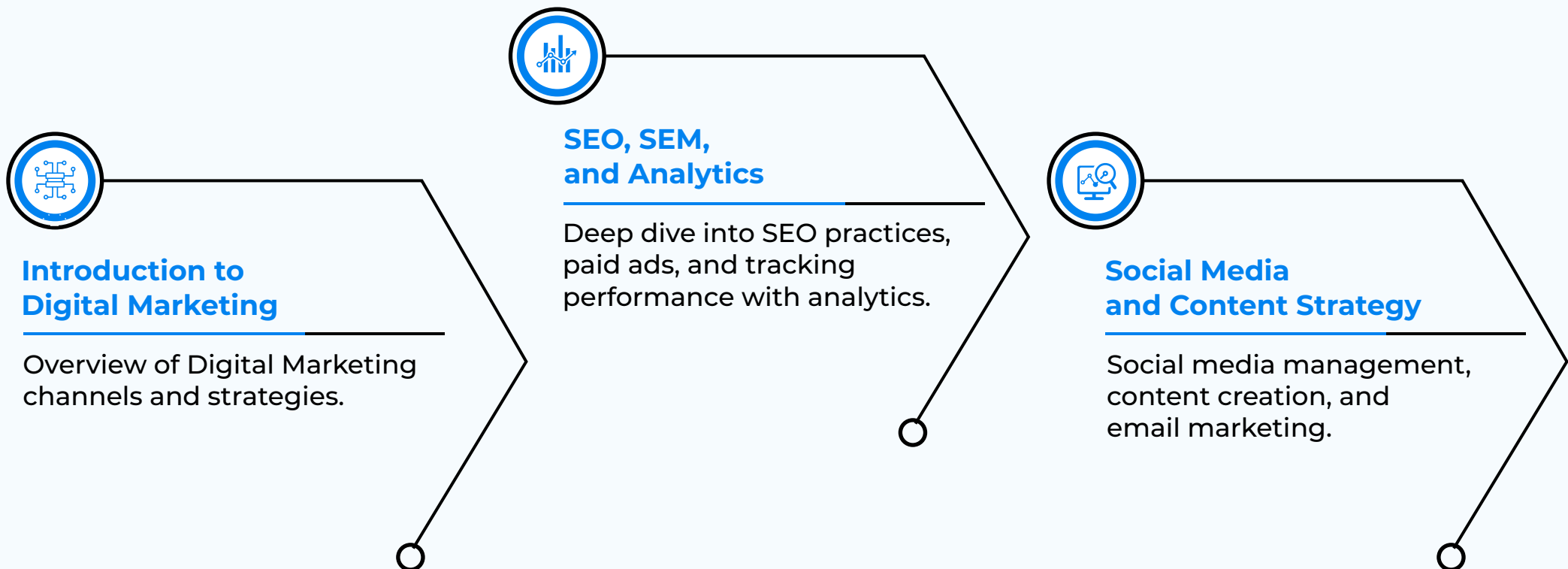
Course Structure



Digital Marketing Program

A Digital Marketing program covers SEO, content marketing, social media, email marketing, PPC advertising, web analytics, and tools like Google Ads and

Meta Ads. It emphasizes strategy development, campaign management, audience targeting, and hands-on projects for practical industry application.



Training Benefits



Why Choose the Digital Marketing Program at AnixSkillUp?

Real-World Skills:

Practical knowledge of modern digital marketing practices.

Experienced Mentors:

Industry veterans offer insights and mentorship.

Job Placement Assistance:

Career support to enter high-demand digital marketing roles.

Tools Covered



Ask your queries to our experts!



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