

FRAGMENTREE
Digital Campus

DIGITAL MARKETING

MORE THAN JUST ADVERTISING!



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**YOU'RE CROSSING INTO
TOMORROW'S
REALM**

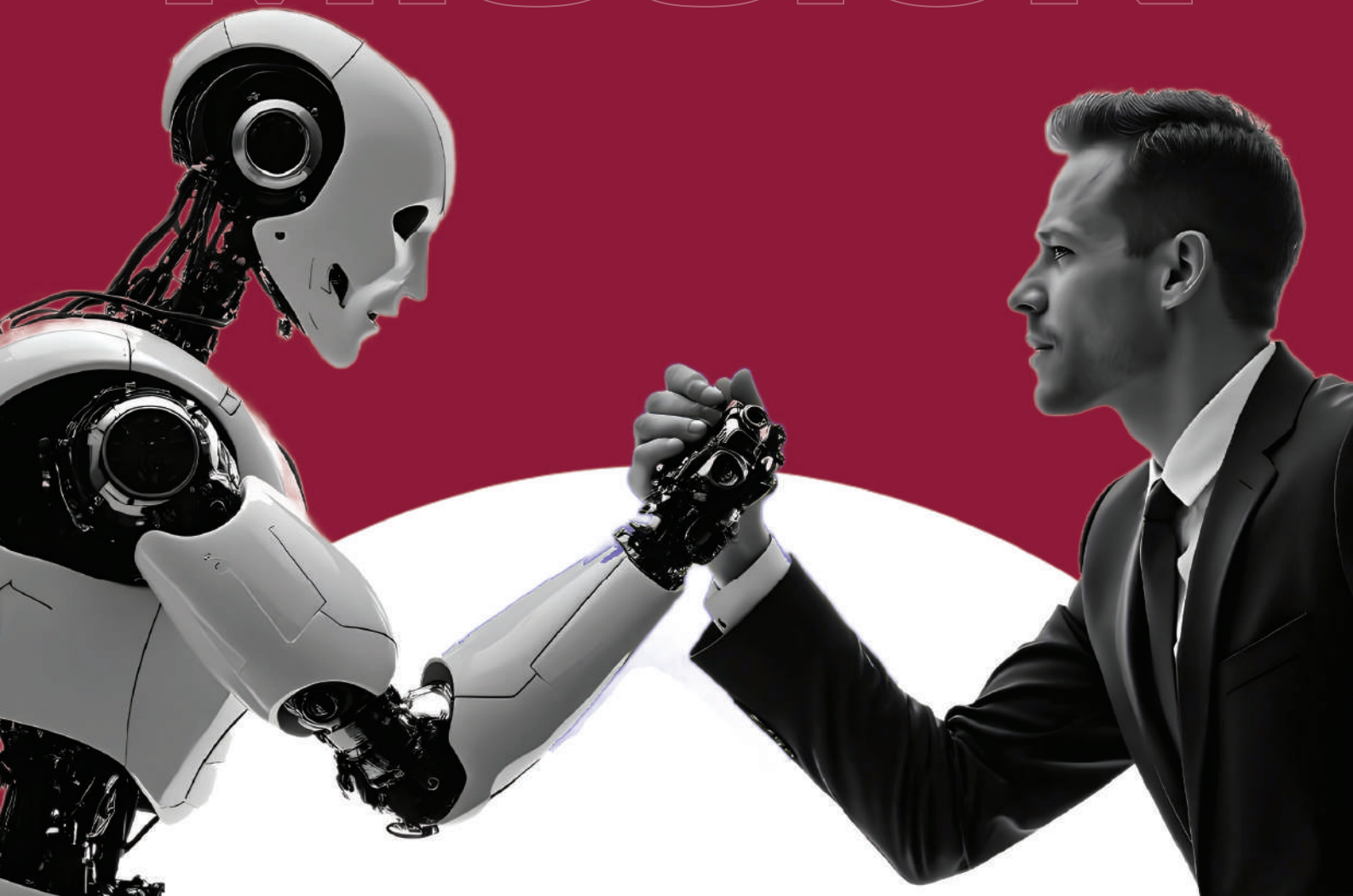
WHO WE ARE?

Fragmentree Technologies is an 8-year-old creative digital marketing agency working with 30+ premium clients. We build standout brands through AI-integrated strategies, design, and storytelling. Our Fragmentree Digital Campus offers a 6-month, agency-based learning program combining expert sessions and real internships to shape future-ready digital marketing professionals.

MISSION

Our mission is to build a digitally skilled workforce through a future-focused, high-quality, and industry-aligned digital marketing curriculum. We strive to empower individuals with practical skills to excel in the evolving digital world, provide mentorship and career growth opportunities, and foster a community of innovative, future-ready digital professionals.

MISSION



WHO IS THIS COURSE FOR?

01

Students



02

Working
Professionals



03

Digital Marketing
Inthusiast



04

Career Switchers
& Job Seekers



05

Business Owners
& Entrepreneurs



06

Upskillers



AFTER LEARNING DIGITAL MARKETING — YOU CAN BECOME —



**Digital Marketing
Executive**



**Tech
Entrepreneur**



**Remote Marketing
Freelancer**



**Digital Marketing
Trainer & Educator**



**Affiliate
Marketer**



**Blogging
Professional**



**Digital Marketing
Manager**



**SEO
Specialist**



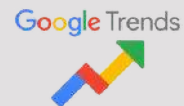
**Performance
Marketer**



Copy Writer



DIGITAL MARKETING TOOLS



Ubersuggest



WooCommerce



amazon



Canva



ahrefs





PageSpeed Insights

yoast

RankMath

MOZ

FREEDIK

GLIMPSE

SmallSEOTools

wati



Site Kit

SURFER

HubSpot

AISEO



elementor

QuillBot

SimilarWeb

ANSWER
THE PUBLIC

Trello



Bing

COURSE OVERVIEW

6 MONTH

3 Months Class + 3 Months Internship
80% Practical & 20% Theoretical sessions

MODULES

01

CORE FOUNDATIONS

- › Fundamentals of Digital Marketing
- › Introduction & Digital Marketing Eco-system
- › Digital vs Traditional Marketing
- › Marketing Funnels & Flywheel

02

CONTENT CREATION

- › Content strategy (blogs, video, social posts)
- › Storytelling & Brand voice
- › AI in content creation (ChatGPT, Canva AI)
- › Scripting and Reels Planning
- › Filming and Production Fundamentals
- › Editing and Platform Preparation
- › Content Execution & Presentation

03

SOCIAL MEDIA MARKETING

- › Organic & Paid Social Media Fundamentals
- › Platform Setup (Facebook, Instagram, LinkedIn, YouTube)
- › Meta Ads Manager: Awareness, Traffic, Leads
- › Re-targeting Campaigns & Audience Segment
- › Business Manager Setup & Ad Accounts
- › Performance Analysis: CTR, CPC, ROAS
- › Website Retargeting (Pixel & Events)
- › Marketing Automation Tools
- › Strategy Building & Client Reporting
- › Final Assessment: Theory + Practical

04

WEBSITE DEVELOPMENT

- › Domain Purchase & Hosting Basics
- › Wireframing and Project Setup
- › WordPress Setup and Plugins
- › Page Design with Elementor
- › Navigation, Forms, and Theme Customisation

05

SEARCH ENGINE OPTIMISATION

- › SEO Foundations & Google's Algorithm
- › Keyword Research (Manual & AI-driven)
- › Content Structuring & E-E-A-T Principles
- › On-Page SEO Implementation
- › SERP Features & Schema Integration
- › Technical SEO & Core Web Vitals
- › Off-Page SEO & Link Building Strategies
- › Local SEO, Social SEO
- › AI in SEO: Tools, Risks, Blog Calendars
- › AEO, VEO, GEO
- › Final Project: Audit + Strategy + Dashboard

06

GOOGLE ADS

- › Ecosystem, Auction, and Ad Rank
- › Campaign Structures & Goal Mapping
- › Keyword Match Types & Intent Funnels
- › Search, Display, Video, Shopping Campaigns
- › Performance Max & Demand Gen
- › Copywriting, A/B Testing, and Experiments
- › Conversion Tracking via GTM & GA4
- › Attribution Models & Reporting Dashboards
- › Retargeting & Scaling Campaigns
- › Final Capstone: Strategy, Setup, Presentation

07

E-COMMERCE

- › E-commerce Models: B2B, B2C, D2C
- › WhatsApp & Instagram Commerce Tools
- › Store Setup (Store.link, Shopify)
- › Product/Collection Optimisation
- › CRO, AOV and other key terms

08

EMAIL MARKETING

- › Campaign Types and Email List Management
- › Email Tools Overview (e.g., Mailchimp)
- › Campaign Design, Segmentation, and Analysis

CERTIFICATES

HubSpot


SEMRUSH

Google
Digital Garage

Linked in



WORK ON LIVE CLIENT PROJECTS

Galaxy★



SAMCO
Restaurant | Banquets



MOZON®
GROUP OF RESTAURANTS

TARBOUCHE
Med : Street

SINCE 2018
**arabian
majlis**
ARABIC BUT
WITH A TWIST



**PREETHI
SILKS**
സൗന്ദര്യത്തിന്റെ വലിയ ലോകം



APEX INTERNATIONAL SCHOOL
(Affiliated to CBSE Delhi No:930963)

VEDHIKA
WEDDING CENTRE



AURA
ELECTRIC

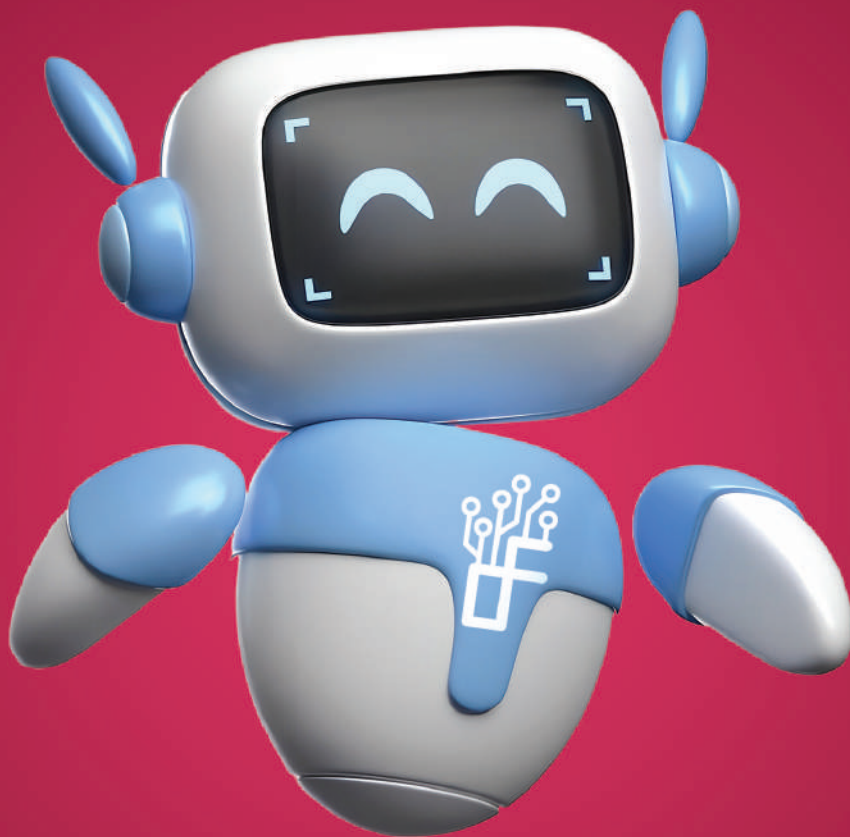


CHEF LEBANON
RESTAURANT

**Amy's
Kitchen**
The flavor of passion!

FRAGMENTREE

Digital Campus



**FUTURE READY
LEARNING STARTS HERE**



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