DevOpsSchool

Course curriculum · November 2026

LEVEL 01 OF 04 · FOUNDATION

Digital Marketing Foundation Training

Explain how digital marketing works, from channels and visitor engagement to converting traffic into leads, and set measurable goals.

LIVE ONLINE **Max 8-10 hours**	CORPORATE (DAY-WISE) **1 day · Day 1**	SELF-PACED VIDEO **1-year LMS access**
BATCH SIZE **Max 10 learners**	NEXT BATCHES **1st of every month · weekends: first Saturday**	CERTIFICATE **Verifiable certificate of completion**

Foundation	Essential	Intermediate	Advanced
1 day · This curriculum	2 days · Next step	3 days · Later	5 days · Later

INSIDE THIS CURRICULUM

What you will achieve	Outcomes and level focus
Who should attend	Audience and prerequisites
Agenda	13 topics · Foundation
Hands-on labs	1 lab
Formats and fees	Live, 1:1, self-paced, corporate
Trainer and reviews	Rajesh Kumar
Enrolment	Batches, payment, contacts

WHY DEVOPSSCHOOL

- Rated 4.6 on Google
- 1,500+ verifiable certificates issued in the public registry
- Trainer Rajesh Kumar: 20 years in industry
- Small batches: max 10 learners, every session recorded

Course page: www.devopsschool.com/courses/digitalmarketing/digital-marketing-foundation-training.html
Talk to us: WhatsApp +91 99057 40781 · +1 (469) 756-6329 · contact@DevOpsSchool.com · reply within 1 hour

OUTCOMES

What you will achieve

By the end of the Digital Marketing course path, you will be able to:

1

Plan a digital funnel

Turn business goals into a channel plan, buyer journey and KPIs that convert visitors into leads.

2

Grow organic search traffic

Use keyword research, on-page, off-page, technical and local SEO to earn rankings and report on them.

3

Run measurable paid campaigns

Run social and Google Ads campaigns and measure their results accurately in Google Analytics 4.

WHAT THE FOUNDATION LEVEL ADDS

Digital marketing concepts, process and tools

Hands-on: Plan a digital marketing funnel. Map the customer journey, persona, channels, conversion points and KPIs for a real or chosen business on a one-page marketing plan.

WHO SHOULD ATTEND

- Beginners and working professionals who are new to Digital Marketing and want a solid, hands-on start.
- Engineers, analysts, testers and students preparing to use Digital Marketing on real work.
- Leads and managers who want first-hand familiarity with Digital Marketing.

BEFORE YOU START

- No prior Digital Marketing experience is needed.
- Basic computer skills and a laptop with a stable internet connection for the live sessions and labs.
- This curriculum includes every earlier level, so it is complete on its own.

AGENDA · FOUNDATION

Digital Marketing Foundation Training agenda

13 topics. Each level builds on the one before it, so this curriculum lists every earlier level in full. Days are for corporate (day-wise) delivery; live online batches cover the same agenda in max 8-10 hours.

DAY 1 — Foundation: Digital marketing concepts, process and tools

New at this level

1. Digital marketing introduction: what it covers, difference from traditional marketing, benefits of digital marketing for a business
2. Digital marketing process: goals, audience, channels, content, measurement and the optimisation loop
3. Visitor engagement: what visitor engagement is, with examples, engagement signals such as scroll depth, clicks and return visits
4. Inbound and outbound marketing: content, search and social vs ads, cold email and outreach, when to use each
5. Converting traffic into leads: types of conversion (macro and micro), the conversion process, landing pages and calls to action
6. Tools of digital marketing: Google Search Console, Google Analytics 4, Google Ads, Meta Business Suite, Canva, Mailchimp
7. Channel overview: SEO, paid search, social, email, content, affiliate and influencer marketing, and how they work together
8. Customer journey: awareness, consideration, conversion and retention stages, mapping touchpoints across the funnel
9. Buyer personas: researching audiences, demographics vs intent, personas that guide channel and message choices
10. Website basics for marketers: domains, hosting, WordPress, mobile-friendly pages, page speed and HTTPS
11. Goals and KPIs: SMART goals, traffic, leads, cost per lead, conversion rate, ROI, writing a simple measurement plan
12. Content basics: blog posts, landing pages, video and social posts, brand voice and an editorial calendar
13. Marketing compliance basics: consent and privacy (GDPR, India DPDP Act 2023), cookie banners, honest advertising claims

PRACTICE

Hands-on labs

You build these yourself during the course, guided by the trainer.

FOUNDATION

Plan a digital marketing funnel

Map the customer journey, persona, channels, conversion points and KPIs for a real or chosen business on a one-page marketing plan.

HOW YOU CAN LEARN

Formats and fees

The same agenda in four formats. Fees are in Indian rupees as of November 2026; the course page shows them in your currency.

FORMAT	DURATION	WHAT YOU GET	FEE
Live & interactive (online)	Max 8-10 hours	Instructor-led public batch of max 10 learners with demos, labs, Q&A and assignment review. Weekday batches start on the 1st of every month, weekend batches on the first Saturday of every month.	**INR 34,999**
1:1 live training (online)	Max 8-10 hours, one-to-one	The same agenda, taught one-to-one by the trainer. Starts immediately, without waiting for the next batch; sessions planned around your working hours, at your pace.	**INR 99,999**
Self-paced video	1-year LMS access	All four Digital Marketing levels, plus 20+ more courses and 50+ tools, at your own pace.	**INR 833/month** billed yearly at INR 9,996
Corporate (day-wise)	1 day for this level	A private batch for your team, on demand. Foundation 1 day, Essential 2, Intermediate 3, Advanced 5 (cumulative).	**Quote on request**

ASSESSMENT AND CERTIFICATE

Your progress is checked through hands-on labs and assignments at every level. On completion you receive a DevOpsSchool certificate of completion with a unique credential ID that anyone can verify at devopsschool.com/certificates.

INCLUDED WITH EVERY LIVE BATCH

- Every live session is recorded and stays in your LMS for a year.
- Can't attend your batch? Move to next month's batch.
- Free demo class before you pay.
- Free 10-15 minute call with an advisor or the trainer to check the course fits you.

YOUR TRAINER

Learn from Rajesh Kumar

Principal Architect, trainer and mentor in DevOps, SRE, DevSecOps and platform engineering, with 20 years across 8+ software MNCs, including Staff DevOps/SRE Engineer for a leading Japanese mobile-payment platform and Principal DevOps Architect and Manager in Europe.

Profile: www.rajeshkumar.xyz · Videos: youtube.com/@TheDevOpsSchool

20 years in industry	**200+** corporate trainings
10,000+ engineers mentored	**70+** organisations coached

REVIEWS

What learners say

Rated 4.6 on Google · more reviews at devopsschool.com/testimonials and in our video testimonials.

> “Rajesh is very good trainer. Rajesh was able to resolve our queries and question effectively. We really liked the hands-on examples covered during this training program.”
>
> Indrayani, India

> “The training was very useful and interactive. Rajesh helped develop the confidence of all.”
>
> Abhinav Gupta, Pune

START YOUR DIGITAL MARKETING TRAINING

Join the next batch

Weekday batches start on the 1st of every month and weekend batches on the first Saturday of every month, with max 10 learners each. 1:1 training can start immediately; corporate batches run on demand. We reply within 1 hour.

Pay by UPI, credit and debit cards, net banking or PayPal. Before you pay, read our refund policy. All levels of this course: www.devopsschool.com/courses/digitalmarketing/

ENROL OR RESERVE A SEAT
Digital Marketing Foundation Training

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Next step after this level: Digital Marketing Essential Training - Research keywords, optimise pages on and off site, fix technical basics and track organic performance in Google Search Console.