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Digital Marketing Course in Chennai

Build your digital marketing career with Whalecourse, Chennai's leading online and offline training institute. Learn SEO, Social Media Marketing, Google Ads, Analytics, and gain real project experience to become job-ready. Whether you're starting out or upskilling, Whalecourse gives you practical learning and strong career support to succeed in the digital world.

Want No Coding IT Jobs in 90 Days ?

Want No Coding IT Jobs in 90 Days ?

Join Now

Get Started



3 Month Duration

No Coding

Any Degree

100% Placement

No IT Experience

High Paid Job

Any Graduation Year



About the Digital Marketing Course

This industry-ready digital marketing course empowers you with essential skills in SEO, Ads, Social Media, and Analytics through practical, real-world training. Designed for rapid career growth, it helps you become a confident digital marketer with expert guidance from WhaleCourse.

Student Enrollment Overview

61

Students Enrolled

31

Placed Student

0+

Years of Experience

0.2 LPA

Average Starting Salary

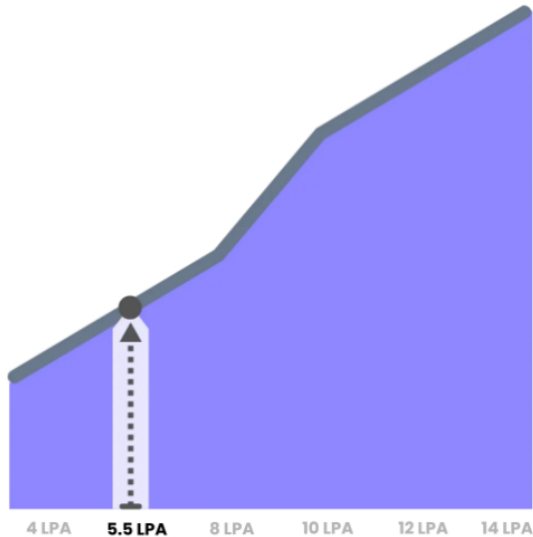
Digital Marketing Course: Why Are They in High Demand?

Digital Marketing course is in **high demand** as businesses rapidly shift toward online brand presence, performance marketing, and data-driven strategies. These programs equip learners with skills in SEO, SEM, Social Media, Content, Analytics, and Automation—making them highly competitive in today's digital-first economy.

Average Digital Marketing Specialist Salary (India)

₹5.5 LPA

Source: Payscale



Rapid Market Growth in Digital Marketing

17.6%

Statista projects India's digital ad market to grow from ₹551B (2024) to ₹1,000B+ (2029), driven by social media, mobile-first users, and performance marketing.



Cross-Industry Hiring & GCC Expansion

48%

AmbitionBox hiring trends show a ~48% rise in Digital Marketing roles, driven by IT, e-commerce, retail, fintech, education, and D2C brands expanding their online presence.



Target Students

Who is this for ?

Our Digital Marketing course is designed for students, fresh graduates, and professionals looking to build in-demand skills and launch a successful career. Whether you're starting from scratch or upskilling, you'll gain practical knowledge and hands-on experience to excel in the digital marketing industry.

Fresh Graduates

Job Seekers

Marketing Professionals

Career Switchers

Business Owners

Freelance Consultants

Content Creators

Internship Aspirants

Online Earners

Placement Support

Job Roles in Digital Marketing

At Whalecourse, we guide you to launch a successful career in digital marketing by equipping you with skills for high-demand roles across SEO, social media, content, ads, and analytics. Gain hands-on experience and expert mentorship to confidently step into real-world digital marketing opportunities.

Digital Marketing Executive

SEO Analyst

Social Media Executive

PPC / Google Ads Specialist

Content Marketing Executive

Email Marketing Executive

Performance Marketer

Digital Marketing Strategist

Web Analytics Executive

Our Students in Leading Companies



Essential Digital Marketing Tools

Master the **essential digital marketing tools** used by top professionals to plan, execute, and optimize high-performing campaigns. Gain hands-on experience with tools like **Google Analytics, Google Ads, Meta Ads Manager, Canva, SEMrush, Ahrefs, Mailchimp, and WordPress** to build strong, job-ready expertise in the digital marketing field.

Digital Marketing



Structured Course

Digital Marketing Course Content

Our Digital Marketing course is designed to give you a complete understanding of SEO, ads, social media, content, and analytics, equipping you with practical skills to excel in real-world marketing projects.

1. Digital Marketing – Foundation to Advanced

- ✓ Introduction to Marketing Essentials
- ✓ Understanding Digital Marketing & Its Scope
- ✓ Key Roles in the Digital Marketing Ecosystem
- ✓ Basics of Search Engine Optimization (SEO)
- ✓ Fundamentals of Search Engine Marketing (SEM)
- ✓ Social Media Marketing Concepts

2. Content Writing – Strategy & Execution

- ✓ Introduction to Content Writing
- ✓ SEO-Focused Content Creation
- ✓ Keyword Concepts, Types & Usage
- ✓ Keyword Density & Best Practices
- ✓ How to Perform Keyword Research
- ✓ Crafting Unique, High-Quality Content

✓ Social Media Optimization Techniques

✓ Creating Organic Social Media Content

[Download Syllabus](#)

3. Graphic Designing – Creative Skills with Canva

- ✓ Basics of Design Principles
- ✓ Developing Creative Design Ideas
- ✓ Design Standards & Quality Checklist
- ✓ Common Mistakes to Avoid in Design
- ✓ Hands-On Designing with Canva
- ✓ Creating Social Media Posts, Stories, Reels

[Download Syllabus](#)

4. WordPress Development – Website Creation

- ✓ Understanding Domains & Their Importance
- ✓ Choosing the Right Domain Name
- ✓ Introduction to WordPress Themes
- ✓ Overview of Essential Plugins
- ✓ Working with Elementor
- ✓ Yoast SEO Plugin Setup
- ✓ Backup & Restore with UpdraftPlus
- ✓ Forms Creation with Contact Form 7

5. Social Media Management & Optimization

- ✓ Deep Dive into Social Media Optimization
- ✓ Social Media Audit Templates
- ✓ Understanding Hashtags & Strategy
- ✓ Creating High-Quality Social Content
- ✓ Reels vs Stories – What Works Best
- ✓ YouTube SEO Essentials
- ✓ LinkedIn Marketing & Personal Branding

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6. Social Media Marketing – Paid Campaigns

- ✓ Meaning and Importance of SMM
- ✓ Building a Strong Social Media Strategy
- ✓ Best Platforms for Promotion
- ✓ Meta (Facebook & Instagram) Marketing
- ✓ Using Meta Ads Manager
- ✓ Structure of Meta Ad Campaigns
- ✓ Choosing the Right Campaign Objective
- ✓ Traffic Campaign Strategies
- ✓ Placement Options in Meta Ads
- ✓ Targeting Methods & Audience Types
- ✓ Pixel Setup & Integration
- ✓ Lookalike & Custom Audience Creation
- ✓ Running Meta Ads Step-by-Step
- ✓ Targeting for Multiple Industries
- ✓ Live Paid Campaign Execution

7. Search Engine Marketing – Google Ads

- ✓ Overview of SEM Concepts
- ✓ Introduction to Google Ads
- ✓ Google Ads Terminologies Explained
- ✓ Structure of a Google Ads Account
- ✓ Selecting Campaign Objectives
- ✓ Campaign Types & Their Uses
- ✓ A/B Split Testing in Ads
- ✓ ROAS & CPA Fundamentals
- ✓ Creating a Google Ads Account from Scratch
- ✓ Conversion Tracking Setup
- ✓ Walkthrough: Creating Live Campaigns
- ✓ Improving Quality Score
- ✓ YouTube Ads Basics
- ✓ Live Paid Campaign Setup & Execution

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8. Search Engine Optimization – Complete SEO

- ✓ What is SEO & Why It Matters
- ✓ Types of SEO
- ✓ Understanding Search Engines
- ✓ Top Search Engines Worldwide
- ✓ How Google Ranking Works
- ✓ On-Page SEO Techniques
- ✓ Key On-Page Factors
- ✓ Mobile-Friendly Test
- ✓ User Experience (UX) Factors
- ✓ Crafting Meta Titles & Descriptions
- ✓ Importance of SSL Security
- ✓ Using Yoast for On-Page SEO
- ✓ SEO Audit Tools
- ✓ Off-Page SEO Strategies
- ✓ Backlinks & Referring Domains
- ✓ Types of Backlinks
- ✓ Competitor Backlink Analysis

- ✓ Competitor Backlink Analysis
- ✓ Backlink Variety List
- ✓ Technical SEO Basics
- ✓ Search Console Integration
- ✓ Sitemap Creation
- ✓ robots.txt Configuration

9. Analytics – Tracking & Reporting

- ✓ Google Analytics – Setup & Usage
- ✓ Google Search Console Insights
- ✓ Facebook Ads Analytics
- ✓ Google Ads Performance Analytics
- ✓ Corporate-Style Reporting Templates

[Download Syllabus](#)

10. Placement Training & Career Skilling

- ✓ Soft Skills & Communication Development
- ✓ Mock Interview Sessions
- ✓ Resume Writing & Templates
- ✓ Interview Preparation Workshops
- ✓ Resume Review & Feedback
- ✓ Naukri Profile Optimization
- ✓ LinkedIn Profile Enhancement

Launch Your Career with Our 100% Placement Support

100% Placement Support



Build a Winning Resume



Mock Interviews



Industry Networking



Personalized Mentorship



Expert Trainers with Industry Experience

Learn from our expert digital marketing trainers who bring real-world industry experience and practical insights to every session. Their guidance ensures you gain hands-on skills, campaign expertise, and the confidence to succeed in the fast-growing digital marketing industry.



Completely Beginner-Friendly Digital Marketing Course

No Prior Knowledge is Required







NO PRIOR KNOWLEDGE IS REQUIRED

This course is perfect for absolute beginners in Digital Marketing! No prior experience is required—just a curiosity and eagerness to learn. Our structured, step-by-step training will help you understand SEO, social media, ads, content, and analytics, giving you the confidence to manage real-world digital marketing campaigns.

[Access Combo Course](#)

Job-Ready Digital Marketing Program

Our Job-Ready Digital Marketing Program equips you with the skills and knowledge demanded by top employers. Learn to plan, execute, and optimize campaigns effectively, gaining the confidence to excel in the fast-growing digital marketing industry.

-  Career Guidance
-  Flexible Timing
-  Realtime Projects
-  Placement Support
-  Expert Trainers
-  Live Classes

Highly Practical

What You'll Learn ?

- ✓ Plan, execute, and optimize SEO strategies to boost website visibility and organic traffic.
- ✓ Create, manage, and scale social media campaigns across Facebook, Instagram, LinkedIn, and YouTube.
- ✓ Run high-converting Google Ads and PPC campaigns to drive targeted traffic.
- ✓ Develop content marketing strategies that attract, engage, and retain audiences.
- ✓ Implement email marketing campaigns and automation to nurture leads and increase ROI.
- ✓ Analyze campaign performance with Google Analytics, Search Console, and other reporting tools.
- ✓ Master marketing automation, audience segmentation, and lead generation techniques.
- ✓ Gain hands-on experience with real-world projects to become job-ready for in-demand digital marketing roles.



Student Success Stories

At Whalecourse, I gained hands-on experience with live marketing campaigns. The trainers' support and guidance gave me the confidence to kickstart my career in a leading marketing role.

The course at whalecourse was practical and aligned with industry needs. Their placement assistance and mock interviews helped me secure my first job in digital marketing successfully.

Whalecourse taught me essential skills in SEO, social media, and analytics. Real-world projects and expert mentoring prepared me to excel in competitive digital marketing roles.

Kavitha
Student

Prakash
Student

Amit Reddy
Digital Marketing Analyst

Master In-Demand Job Guarantee IT Courses

Gain hands-on skills in the latest IT tools and techniques to become job-ready and advance your career.



Data Analytics

POWER BI + TABLEAU + PYTHON + SQL + POWER APPS + POWER AUTOMATE + EXCEL

60+ Hours + Placement Training

Online, Offline

English, Tamil

Dive In



AWS

EC2 + S3 + IAM + VPC + EFS + EBS + SQS & SNS + CODE DEPLOY & CODE PIPELINE

120+ Hours + Placement Training

Online, Offline

English, Tamil

Dive In



Testing

JAVA + SQL + SELENIUM + BASIC FRAME WORK + ADVANCED FRAME WORK + MANUAL TESTING + API TESTS + MOBILE TESTING + IPT

90+ Hours + Placement Training

Online, Offline

English, Tamil

Dive In



Digital Marketing

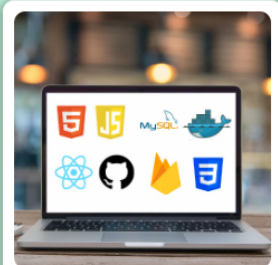
SEO + SEM + SMM + SMO + WORDPRESS + CANVA + CONTENT WRITING + PPC

60+ Hours + Placement Training

Online, Offline

English, Tamil

Dive In



Full Stack Dev

HTML + CSS + JAVA SCRIPT + ANGULAR JS + REACT JS + CORE JAVA + ADVANCED JAVA + J2EE + SPRING BOOT + MYSQL + MONGO DB + DEVOPS TOOLS

90+ Hours + Placement Training

Online, Offline

English, Tamil

Dive In

Why Whale is the Smarter Choice

Whales

English, Hindi, Telugu & தமிழ்

Mail, Chat & Call - 24/7



Others

English, Hindi, Telugu & தமிழ்

Mail, Chat & Call - 24/7



Languages

Support 1:1

Support Until Placement

Mock Interview

Real Time Projects

Lifetime Access Recordings

Lifetime Access Materials



Interview Questions



Working Professionals as Trainers



Whale Courses Certification: Key Benefits



Global Recognition

Earn a certification that is recognized worldwide, enhancing your credibility and career opportunities.



Stand Out From

Showcase your skills and distinguish yourself from the competition in the data analytics industry.



Competition with Whalescourse

Gain an edge over peers by showcasing your Whalescourse certification and industry-relevant skills.



EMI

One Time

₹15,000

+ GST

Per month • For 2 months

Features

- 20 Sessions & 4 Tools
- 60-Hour Live Classes
- English, Tamil
- Lifetime Access to Recordings
- 5 Final Projects
- Placement Support



Frequently Asked Questions

Does Whalecourse provide placement support for Digital Marketing learners? –

Yes! Whalecourse offers dedicated placement assistance, including resume building, interview preparation, and expert guidance to help you launch a successful digital marketing career.

Will I get hands-on experience to strengthen my resume? +

Do I need prior experience in Digital Marketing to get placed? +

Are remote and freelance opportunities available? +

Company

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Our Location

No 6, OMR Road, Nehru Nagar, Perungudi, Chennai, Tamilnadu – 600 096, Land mark : (Next to Shree Gupta Bhavan)

[View on Map](#)

Mail: whalecoursetechnologies@gmail.com

Phone No: 89 3995 5993

We are conveniently located in Chennai. If you are staying or looking training in any of these areas, Please connect with our career advisors to discover your closest branch.

Our Service Location: Velachery, Adyar, Tambaram, Anna Nagar, T.Nagar, OMR, Porur, Thiruvanimiyur, Siruseri, Madipakkam, Medavakkam, Guindy, Kodambakkam, West Mambalam, Mylapore, Saidapet, Chromepet, Pallavaram, Ashok Nagar, Vadapalani, Perungudi, Thoraipakkam, Sholinganallur, Ambattur, Avadi, Poonamallee, Mount Road, Egmore, Nungambakkam, Kilpauk, Purasaiwalkam, George Town, Royapettah, Alwarpet, Besant Nagar, Kotturpuram, Nandanam, Virugambakkam, Valasaravakkam, Porur, Ramapuram, Manapakkam, Mugalivakkam, Maduravoyal, Vanagaram, Ayapakkam, Mogappair, Anna Nagar West, Thirumangalam, Kolathur, Villivakkam, Perambur, Vyasarpadi, Tondiarpet, Tiruvottiyur, Ennore, Minjur, Red Hills, Puzhal, Madhavaram.

Tamil Nadu Districts & Cities We Serve: Tirupur, Nagapattinam, Coimbatore, Sivagangai, Hosur, Theni, Villupuram, Kumbakonam, Karur, Perambalur, Tirunelveli, Dharmapuri, Madurai, Tenkasi, Cuddalore, Avinashi, Tiruchirappalli (Trichy), Krishnagiri, Nilgiris (Ooty), Ramanathapuram, Vellore, Kanchipuram, Dindigul, Ranipet, Tiruvannamalai, Sivakasi, Namakkal, Pollachi, Thanjavur, Pudukottai, Virudhunagar, Mayiladuthurai, Tirupattur, Ariyalur, Erode, Salem, Mettupalayam, Nagercoil (Kanyakumari), Thoothukudi (Tuticorin), Kallakurichi, Palani & all major towns across Tamil Nadu.

We assure you that traveling an additional 10-15 minutes will lead you to the "The Best Training Institute" which is worthy of your investment and career.

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