Forsk Coding School
Powered Learning for Future Success

DIGITAL MARKETING / JAIPUR

DIGITAL MARKETING

Understand the audience.
Create the campaign.
Measure what matters.

Meta

Facebook

Instagram



LEARNING WITH PURPOSE

Build the skill.
Put it into practice.

Training at Forsk Coding School. Full-time internship pathway at Forsk Technologies. Interviews, feedback and focused preparation.

THE CHANNEL LANDSCAPE

Different platforms.
Different roles.

Understand where each channel fits before choosing where to invest.

Meta

Advertising ecosystem

Facebook

Community + campaigns

Instagram

Visual content + discovery

Google Ads

Search intent + reach

Snapchat

Platform-fit creative

TikTok

Global platform context

TikTok is shown for global platform awareness; no TikTok training module, local advertising access or fee is included. Platform names and marks identify the subjects discussed; no endorsement is implied.

THE LEARNING JOURNEY

Start with purpose.
Connect the channels.

Build a workflow around a business objective.

01 **Research before activity**

Identify the audience, need, offer and next action. Define a useful outcome before choosing tools or channels.

02 **Connect the experience**

Keep the message consistent from search or social discovery through the landing page and enquiry or purchase.

HOW IT CONNECTS



PRACTICE / WHAT YOU WILL MAKE

Create a one-page brief for a fictional Jaipur business: audience, offer, channels, action and measurement.

SEO / INR 10,000

Understand search.
Plan useful content.

SEO + AI tools + workflow automation form one module.

01 **Research and intent**

Group keywords by the problem they represent. Map relevant topics and questions to useful pages.

02 **On-page quality**

Write clear titles, headings and descriptions. Review accuracy, structure, image context and internal links.

HOW IT CONNECTS

QUESTION → PAGE → ANSWER

PRACTICE / WHAT YOU WILL MAKE

Prepare a keyword-to-page map and rewrite one page brief. Explain why the page answers the searcher.

SEO + AI / CONTINUED

Audit the site.
Improve the workflow.

Connect technical visibility with human editorial review.

01 Technical foundations

Review crawlability, indexing, canonicals, sitemaps and internal links. Prioritise issues by impact and effort.

02 AI with judgment

Use AI to assist briefs, drafts and checklists. Verify sources and factual claims; review technical changes before publishing.

HOW IT CONNECTS

AUDIT → PRIORITISE → REVIEW

PRACTICE / WHAT YOU WILL MAKE

Deliver a baseline audit, prioritised actions and follow-up measurement plan. Rankings are not guaranteed.

META ADS / INR 5,000

Know the audience.
Test the message.

Bring audience hypotheses, creative and conversion planning together.

01 **Plan the campaign**

Define the business objective, offer, audience, campaign structure and landing-page journey.

02 **Create and evaluate**

Develop copy and creative variations. Study events, reporting, attribution limits and budget-control principles.

HOW IT CONNECTS



PRACTICE / WHAT YOU WILL MAKE

Create a Meta campaign brief with two ad concepts, a conversion goal and a focused test plan. Live spend needs approval.

GOOGLE ADS / INR 5,000

Match the intent.
Make the offer clear.

Build a relevant path from keyword to ad to landing page.

01 Search campaign structure

Group keywords, propose negatives and map each group to an appropriate offer and landing page.

02 Measure meaningful actions

Plan conversions, review search terms and compare ad variants. Record budget assumptions and experiment findings.

HOW IT CONNECTS

KEYWORD → AD → PAGE → ACTION

PRACTICE / WHAT YOU WILL MAKE

Prepare keyword groups, two ad variants and a landing-page checklist for one service.

LINKEDIN ADS / INR 5,000

Reach professional audiences thoughtfully.

Adapt campaign planning to a professional decision-making context.

01 Audience and objective

Develop professional audience hypotheses and a suitable campaign objective. Connect the offer with a clear business need.

02 Lead journey and reporting

Plan ad concepts, lead forms or landing pages. Review lead quality, delivery, costs and controlled tests.

HOW IT CONNECTS

ROLE → OFFER → LEAD

PRACTICE / WHAT YOU WILL MAKE

Write a B2B campaign proposal with audience assumptions, ad copy and a lead-quality review plan.

SNAPCHAT ADS / INR 3,000

Design for the viewing experience.

Plan platform-fit vertical creative and conversion journeys.

01 Campaign foundations

Define the goal and audience. Check the destination and the event that would indicate a useful action.

02 Creative and iteration

Brief vertical creative with a clear hook. Compare variations, review delivery and record actions and findings.

HOW IT CONNECTS

HOOK → STORY → ACTION

PRACTICE / WHAT YOU WILL MAKE

Storyboard two vertical creative concepts and describe the conversion event and test variable.

AI ADVERTISING / INR 5,000

Explore new surfaces. Check the actual access.

Separate advertising placements from AI-assisted ad creation.

01 Understand the advertising route

Explore OpenAI, Microsoft and Google routes where officially supported. Review account, region and placement eligibility.

02 Plan with current evidence

Document the access requirements, campaign assumptions and reporting route. Specific placements or platform access are not promised.

HOW IT CONNECTS

VERIFY → PLAN → REVIEW

PRACTICE / WHAT YOU WILL MAKE

Create an eligibility checklist and campaign proposal. Recheck official platform information during course delivery.

SOCIAL + GBP / INR 10,000

Make content worth following.

Social Media and Google Business Profile share one module fee.

01 Build a content system

Identify audience needs, channel roles, themes and calls to action. Plan education, community and relevant offers.

02 Create and engage

Prepare briefs, captions and platform-fit assets. Use approvals and a consistent brand voice for responses.

HOW IT CONNECTS

PLAN → CREATE → ENGAGE

PRACTICE / WHAT YOU WILL MAKE

Create a two-week content calendar with sample captions, visual briefs and one clear goal per post.

SOCIAL + GBP / CONTINUED

Be useful when people search locally.

Turn accurate business information into a usable local presence.

01 Profile accuracy

Review business eligibility, categories, services, hours, contact details, photos and updates using authorised information.

02 Trust and review

Respond appropriately to genuine reviews. Use available profile insights to identify practical improvements.

HOW IT CONNECTS

ACCURACY → TRUST → REVIEW

PRACTICE / WHAT YOU WILL MAKE

Prepare a local-profile improvement checklist and review-response examples. Do not invent reviews or ratings.

E-COMMERCE / INR 10,000

Make the product easy to understand.

Connect product content, acquisition and the shopping journey.

01 Storefront and merchandising

Review navigation, categories, mobile usability, product titles, descriptions, images, variants and availability.

02 Acquisition and retention

Study product-feed concepts, campaign continuity and permission-based follow-up. Map events and funnel steps.

HOW IT CONNECTS

PRODUCT → CART → CHECKOUT

PRACTICE / WHAT YOU WILL MAKE

Build a product-launch brief with page improvements, channel choices and a measurement checklist.

MEASUREMENT / APPLIED PRACTICE

Read the result.
Choose the next test.

Use realistic sample data to practise decision-making.

01 Define the useful action

Distinguish reach, engagement, leads and purchases. Choose a primary goal and record how it would be measured.

02 Interpret with context

Review the time period, audience, budget and attribution limits. Propose one controlled change instead of changing everything.

HOW IT CONNECTS

BASELINE → TEST → LEARN

PRACTICE / WHAT YOU WILL MAKE

Write a short report: what happened, what may explain it, what remains uncertain and what you would test next.

PORTFOLIO / REVIEW

Show the work.
Explain your decisions.

Turn learning into practical evidence you can discuss.

01

Build a connected portfolio

Combine an SEO audit, social calendar, campaign proposal and commerce launch brief for a coherent business scenario.

02

Present the reasoning

Keep the brief, sources, assumptions, creative drafts, measurement plan and reflection. Use authorised or synthetic data.

HOW IT CONNECTS

BRIEF → EVIDENCE → DECISION

PRACTICE / WHAT YOU WILL MAKE

Present your portfolio in five minutes. Explain one difficult choice and how you would judge the result.

APPLIED LEARNING / EXAMPLE

See the idea in action.

Illustrative learning material, not a claim of actual campaign or project results.

FICTIONAL JAIPUR TRAINING CAMPAIGN

Goal: generate relevant course enquiries. Test one message while keeping the audience, budget and landing page consistent.

IMPRESSIONS	CLICKS	LEADS
10,000	200	10

Sample spend: INR 1,000

Click-through rate	200 / 10,000 x 100 = 2%
Click-to-lead conversion	10 / 200 x 100 = 5%
Cost per lead	INR 1,000 / 10 = INR 100

Review lead quality before scaling. These numbers are synthetic and are used only to practise calculations and interpretation.

TRAINING + INDUSTRY

Learn. Practise. Progress.

Clear roles for the training institute and the internship company.

01 Forsk Coding School / Training

Structured learning, guided exercises, reviewed projects and preparation for the skills required in your chosen course.

02 Forsk Technologies / Full-time internship

Progress into practical industry exposure after training. Discuss intake, role, working arrangements and internship terms during counselling.

HOW IT CONNECTS

TRAIN → INTERN → INTERVIEW

PRACTICE / WHAT YOU WILL MAKE

Prepare for company interviews, review feedback, address gaps and practise for the next opportunity. Hiring decisions remain with each company.

FEES / INR

Clear module fees.
Plan your learning.

Fees supplied by Forsk Coding School.

SEO + AI tools + workflow automation	INR 10,000
Meta Ads	INR 5,000
Google Ads	INR 5,000
LinkedIn Ads	INR 5,000
Snapchat Ads	INR 3,000
AI Platform Advertising	INR 5,000
Social Media + Google Business Profile	INR 10,000
E-commerce	INR 10,000

SUM OF MODULES **INR 53,000**

The sum of listed modules is not a package or discount offer. Web Designing is separate. Confirm taxes, ad budgets, tools and admission terms separately.

YOUR NEXT STEP

Make a plan.
Build your future.

Discuss your goals and choose a course that matches your learning needs.

Meta | Facebook | Instagram | Google Ads | Snapchat

Share your goal

Talk about your background, interests and target skills.

Confirm the details

Review prerequisites, syllabus, delivery format and enrolment terms.

Start with clarity

Confirm fees and practical expectations before enrolling.

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