DIGITAL मंत्रा
ACADEMY

Digital Mantra is 1st Practical Digital Marketing Academy. We Completely Focusing On Practical Implementation & Execution.

100+
Batches

1200+
Participants

3
Years of Trust

www.digitalmantraacademy.com

We Work On : facebook | Google | Linked in | WORDPRESS | YouTube | #startupindia

WHY STUDY **DIGITAL MARKETING?**

Digital Marketing is a obvious pathway to make massive money. Whether you're a student, a job aspirant, a professional, a housewife, or an ambitious dreamer, Digital Marketing will pave a way for you to make your dreams turn into reality.

**Expand
Your Business**

**Start an
e-Commerce Store**

**Be a
Freelancing Giant**

**Set up a Website for
Regular Passive Income**

www.digitalmantraacademy.com

DIGITAL MARKETING

Linked **in**

Listed Digital Marketing
One of the Top Hottest Jobs
in the world

7000+ Vacancies

Make Yourself Job Ready in 3-6 Months

**Plan to Start /
Run Your Own Business?**

Learn
Growth Marketing Hacks
With the Course

WHO SHOULD TAKE THIS COURSE & WHY?

Students

Fresher with "0" Industry Experience
Start your Career in top MNCs

Professionals

Unsatisfied with Monotonous Work
UpSkill your Profile and Growth

Business Owners

Not Enough Growth in $
Grow your Money by 10X
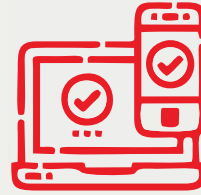
Course Highlights

110+ Hours
Classroom &
Online Sessions

100%
Placement
Assistance

4+
Industry
Certifications

Learning Center
1 Year Access to
Updated Content

Core
Module

Practical
Sessions

Start

01 02 03 04 05

Online Presence

Advanced
Modules

Specialization
Modules

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Core Modules I Course - 1

Search Engine Optimization
- How Search Engines Work
- Use Wikipedia, Forums for Keyword Research
- Creating Content Clusters for Content Marketing
- App Store Optimization
- Google Hacks to Improve Your Search Ranking
- Optimizing for Voice Research : Crack Google's latest Algorithms 2019
- How to do Backlink Audit & find potential forums for posting with competitor research

Search Engine Marketing
- Understand & Create Customer Journey
- Keyword Research & Planning
- Remarketing, RLSA & Dynamic Targeting
- Shopping PLA Ads & Smart Display Campaigns
- YouTube Advertising
- Quora Advertising

Social Media Marketing
- Facebook Marketing
- Instagram Marketing
- Twitter Marketing
- LinkedIn Marketing
- Pinterest Marketing
- Using Hootsuite, Buffer, Sproutsocial for Social Media
- How to make Industry specific Social Media Strategy

Email Marketing
- How to write effective content
- How to increase leads through nurturing
- Email Marketing Strategies for B2B & B2C businesses
- Drip Email Campaigns
- Best Email Templates for Communication
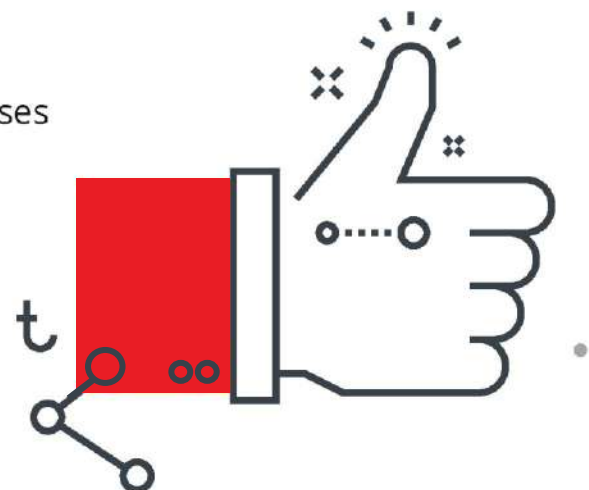
Advanced Modules I Course-2

Inbound Marketing
- Understand and implement the concept of funnel marketing
- Strategize the plans for attracting a relevant audience using cost effective methods
- Learn to use automation tools such as HubSpot, Push Engage & landing page builders
- Start to strategically analyze your campaigns and tactically improve them

Web Analytics
- Understanding Google Analytics (Top Rated tool in Industry)
- Website tracking through Google Tag Manager
- Understanding User Flow & how to create Industry wide reports

Affiliate Marketing Master Class I Course-3

- Find profitable offers
- Spy on other affiliates
- Run profitable campaigns
- Scale successful campaigns to multiply earnings
- Tools used by super-affiliates

Specialization Modules I course-4

E-Commerce Listing & Marketplace Listing
- Explore how the billion-dollar online market industry
- How do we be a part of the new age e-tail?
- The pros and cons of listing on marketplace and own website
- Set up your own store
- Drive marketing campaigns for conversions and sales

Facebook Marketing in association with Facebook
- Facebook Pages and Post Best Practices
- Facebook Ads - Optimization and Reporting
- Facebook Messenger, Shop, Pixel
- Building Brand Awareness
- Driving Online Sales/Leads

Content Marketing in association with LinkedIn
- Identifying & creating "Good" Content
- Framework to begin a content marketing program
- How to show ROI for content programs
- About key resources and tools to create and curate content

Media Buying & Planning
- Setting up the objectives
- Understand the key tasks to draft an "awesome" digital media plan
- Segmentation & targeting of the audience
- Best practice to execute the campaigns
- Multiple formats & appropriate for our targeted digital platforms

Programmatic Marketing
- Real-time bidding
- How Programmatic Advertising Works
- Types of Programmatic Advertising
- Advantages and Challenges

How to become a Freelancer in Digital Marketing
- Brand's Necessity To utilize Digital Marketing Services
- How The Brand Is Currently Reaching Out To Customers?
- Generating Custom Reports & Automated Reports
- Evaluating Other Digital Marketing Services Providers
- Creating Customized Presentations and Proposal
- Setting Expectations and metrics to track performance

Graphics Designing
- Design Alignment
- Logo Designing
- Color Combinatione
- Creativity

Entrepreneurship For Business
- Business Fundamentals
- Marketing Strategy
- Why businesses fails ?
- Stages Of business life cycle

Startup Strategy
- How to set new business or startup
- Market Research
- Competitor Analysis
- Why startups Fails
- Startup Funding
- Imporve Business Knowledge

Case Study Exercises

Digital Mantra has identified top Digital Marketing campaigns in recent times. We have worked with the implementation team of each of these campaigns and designed 10 hrs of case studies exercises. You will create a Business Case Solution in each individual exercise.

SMM Case Study Exercise: Cadbury Dairy Milk

Learning Outcomes

- Generate a perfect idea to create a rewarding social media marketing campaign.
- Learn to connect your social media marketing campaign with a special event to ensure maximum attention from the audience.
- Identify the best ways to get user-generated content.
- Choose the most relevant social media channels for your campaign to ensure better results with minimal effort.

SEO Case Study Exercise: Amazon

Learning Outcomes

- Gain competency in improving search engine ranking of your website content and blogs.
- Implement and learn to get your content indexed in the search engines frequently.
- Learn to analyze which web pages are working well and which need improvement.
- Research and shortlist best keywords to make your content searchable.

Tools you will Learn

- Google Analytics
- Google Keyword Planner
- Google Search Console

SEM Case Study Exercise: Carwale

Learning Outcomes

- Create an effective search engine marketing campaign to target relevant people.
- Learn to set appropriate budget to get the most out of your campaigns.
- Analyze the performance of your campaigns and keep track of the conversions.

Tools you will Learn

- Google Keyword Planner
- Google Ads

Web Analytics Case Study Exercise: Puma

Learning Outcomes
- Discover ways to turn your website into a conversion tool that ensures sales.
- Identify the geographies from where your website traffic is coming from.
- Analyse the interaction of the visitors with your website.
- Assess the points of improvement and update your website to deliver better experience.

Tools you will Learn
- Google Analytics

Inbound Marketing Case Study Exercise: Myntra

Learning Outcomes
- Take the bird's eye view of the Inbound Marketing strategies adopted by big brands.
- Create a next level Inbound Marketing strategy for your business.
- Create an appealing landing page to get targeted people landed on your website or product page.
- Design a landing page

Tools you will Learn
- Unbounce.com Landing Page Builder

TOOLS

Google Ads	Google My Business	Google Search Console	Google Analytics
Google page speed	Google Keyword Planner	Linked in Business Solution	FACEBOOK Ad Manager
SEMRUSH	pingdom	Ads	KMETA
SEOBOOK	MailChimp	Postcron	SpyFu
GTmetrix	woorank	Canva TOOL	Seo Quake
rankwatch	SimilarWeb	SMALL SEO TOOLS	SEOptimer
BACKLINK WATCH!	buffer	Alexa	30+ MORE

IS IT DIFFICULT TO LEARN ?

Absolutely Not. We will teach you through Step-by-Step Process. You just need basic knowledge of Computers and Internet. it will be in Simple Hing-lish Language.

Why Digital Mantra...?

One of Trusted & Leading Academy

Our Students Work At...

Some of the companies where our students work:

social samosa

amura

RBL BANK

POORVIKA

Bareasa ACCHA HAI

SSg Future is bright

AXIS BANK

SRV media

MERKLE SOKRATI

ndian Handicraft ...Kyou rki Yeh Bhartiya Sanskriti Hai.

ZAD BAG WHOLESALE

Godrej | PROPERTIES

LifeForce HOMEOPATHY

MIIGO INNOVATIONS

algorithmics

GANGJI

The world is going digital...

when will you?

Exams and Certifications

Think Out Of The Box

Free Domain & Hosting	Unlimited Future Scope in Digital Marketing	Money Spent in Your Account for Live Campaign Experience
01	02	03

4+ International Certificate

DIGITAL मंत्रा
A Desh Digital Marketing Company

Certificate
of completion

Digital Marketing Training/Workshop

This is to certify that

has successfully completed pratical digital marketing
course offered by Advert digital mantra

SIGNATURE   SIGNATURE   SIGNATURE
Sachin Kadbur   Saeed Waddo   Pratik Khatwate
CEO & Founder   DD Partner   DD Partner

www.Advertdigitalmantra.com

Congratulation!
Your Name

Completed
AdWords Fundamentals Certification

on March 16, 2019

Completion ID : 23154376

• • •

You know the basics of google AdWords and how to promote your business online.

Google

Congratulation!
Your Name

Completed
Google My Business Basics Certification

on March 16, 2019

Completion ID : 23154376

• • •

You know the basics of Google My Business to create listings that stand out
when customers search online

Google

Congratulation!
Your Name

Completed
Google Analytics Certification

on March 16, 2019

Completion ID : 23154376

• • •

You know the basics of Display Advertising and how you can show
ads to your audience via the Google Display Network.

Google

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www.digitalmantraacademy.com

Come & Join

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