



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

280+
Batches

3500+
Participants

6+
Years of Trust

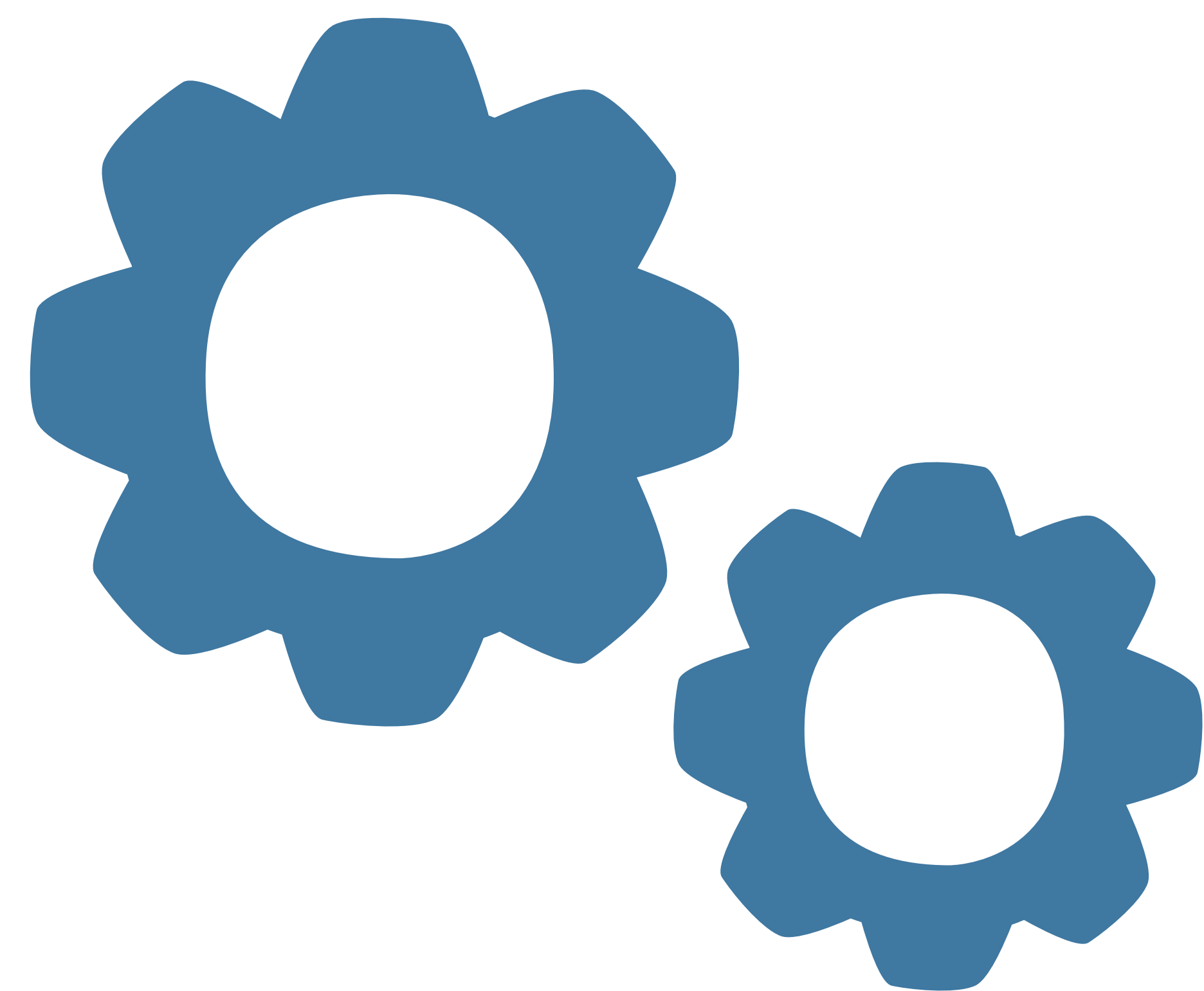


ABOUT OUR COMPANY

At Advert Digital Mantra Marketing Pvt.

Ltd., we have proudly been at the forefront of the digital marketing landscape for over six years. Our journey is marked by collaboration and success with more than **200 prestigious brands** across India, including industry leaders like LODHA, Shapporji Pallonji, Puranik Builders, Kirloskar Solar, and UBER.

Our expertise extends beyond traditional agency work; we also function as a digital marketing academy. This dual role allows us to stay ahead of industry trends and innovations, providing our clients with cutting-edge strategies while fostering the next generation of marketing professionals.



WHY STUDY DIGITAL MARKETING?



**Expand
Your Business**



**Start an
E-Commerce Store**



**Be a
Freelancing Giant**



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



LinkedIn

**LISTED DIGITAL MARKETING
AS ONE OF THE TOP HOTTEST
JOBS IN THE WORLD**

36,000+ Vacancies

Get Assured Job in 3-6 Months

APPROVED



WHO IS THIS PROGRAM FOR?



Marketing Professionals Seeking Career Growth

This course is designed for marketing professionals who want to expand their opportunities, stay ahead of the competition, and navigate the digital landscape effectively.



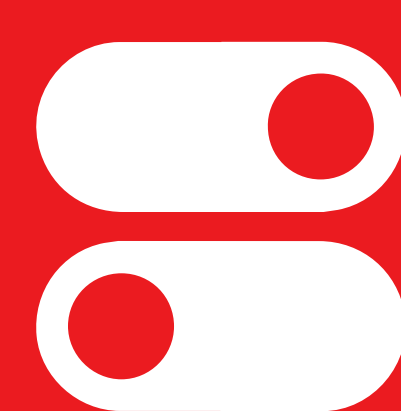
Small Business Owners & Entrepreneurs

This course equips small business owners and entrepreneurs with the knowledge and skills to reach a wider audience, increase brand visibility, and generate leads using various digital marketing strategies.



College Students

This course enables college students to kick start their careers by introducing them to the basics as well as advanced digital marketing subjects required to succeed in this high-demand industry.



Career Switchers

This course is the perfect starting point for career switchers who are eager to dive into the dynamic world of digital marketing. This course is designed to empower a seamless transition into digital marketing, making you industry-ready.

COURSE HIGHLIGHTS



120+ Hours
Classroom & Online
Sessions



100%
Placement Assistance



4+
Industry Certifications



Learning Center
Life-time Access to
Updated Content

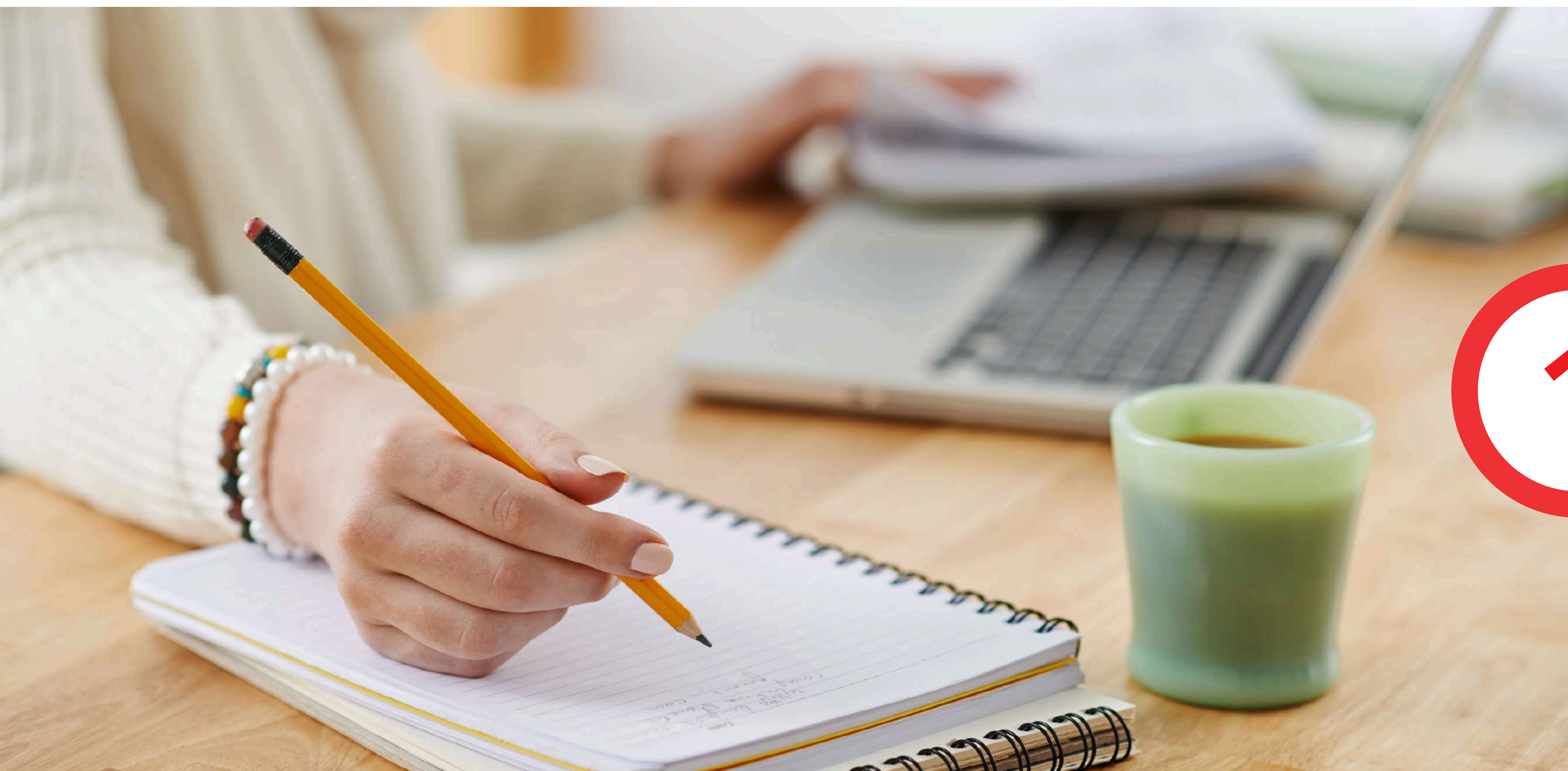


Internship
Do a mandatory 6 - months
internship with mentoring from
industry experts



**1-on-1
Mentorship**
We guide everyone personally

LEARNING METHODOLOGY



1

Attend

Participate in discussions & engaging activities to reinforce practical digital marketing.

Get Mentored

Avail one-on-one mentoring sessions facility to get personalised doubt-resolution.

2



3

Presentation

Test your knowledge with a range of industry-relevant assignments & live projects.

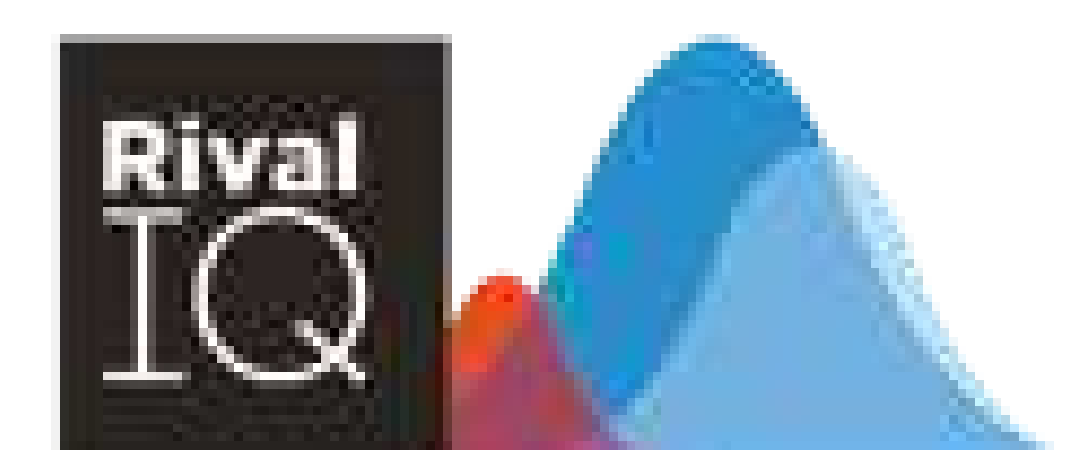
Certification

Get industry authorized certifications as a proof of your expertise

4



TOOLS YOU WILL LEARN



Core Module 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 Module I

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

Website Analytics and Development

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

Whatsapp Marketing

- How to send bulk whatsapp messages
- Automate your message
- How to integrate with meta

Affiliate Marketing

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

Specialization Module

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

Entrepreneurship For Business

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

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 Combination
- Creativity

Video Editing & Marketing

- How to edit professional video
- learn new AI video editing tools
- learn how video marketing works?
- Free vs Paid softwares

Startup Strategy

- How to set new business or
- startup Market Research
- Competitor Analysis
- Whystartups Fails
- Startup Funding
- Improve Business Knowledge

Youtube Marketing

- The benefits of YouTube marketing
- How to set up a YouTube channel in the proper way
- How to create & upload an effective YouTube videos
- How to promote your YouTube videos
- How to measure the success of your YouTube marketing campaigns

How to get & pitch clients ?

- How to find clients?
- Presentation technique
- How to give offer to clients
- Sustain Clients secrets

Soft Skills

- Communication Skills
- Resume writing
- Interview Presentation
- How to crack interview

Funnel Marketing

- Basics of marketing
- How funnel marketing works?
- Learn to lead the customer along the marketing funnel and measuring results of your efforts.

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

OUR STUDENTS WORK AT...

Some of the companies where our students work :



WHY CHOOSE US?

Industry Expert Faculty

Learn from experts who have actually worked in the digital marketing industry.

Live Projects

Industry professionals share their experiences & train you some niche skills.

100% placement assistance

in top companies across the country.

1-on-1 Mentoring Sessions

1-on-1 mentoring by dedicated faculty to solve your doubts.

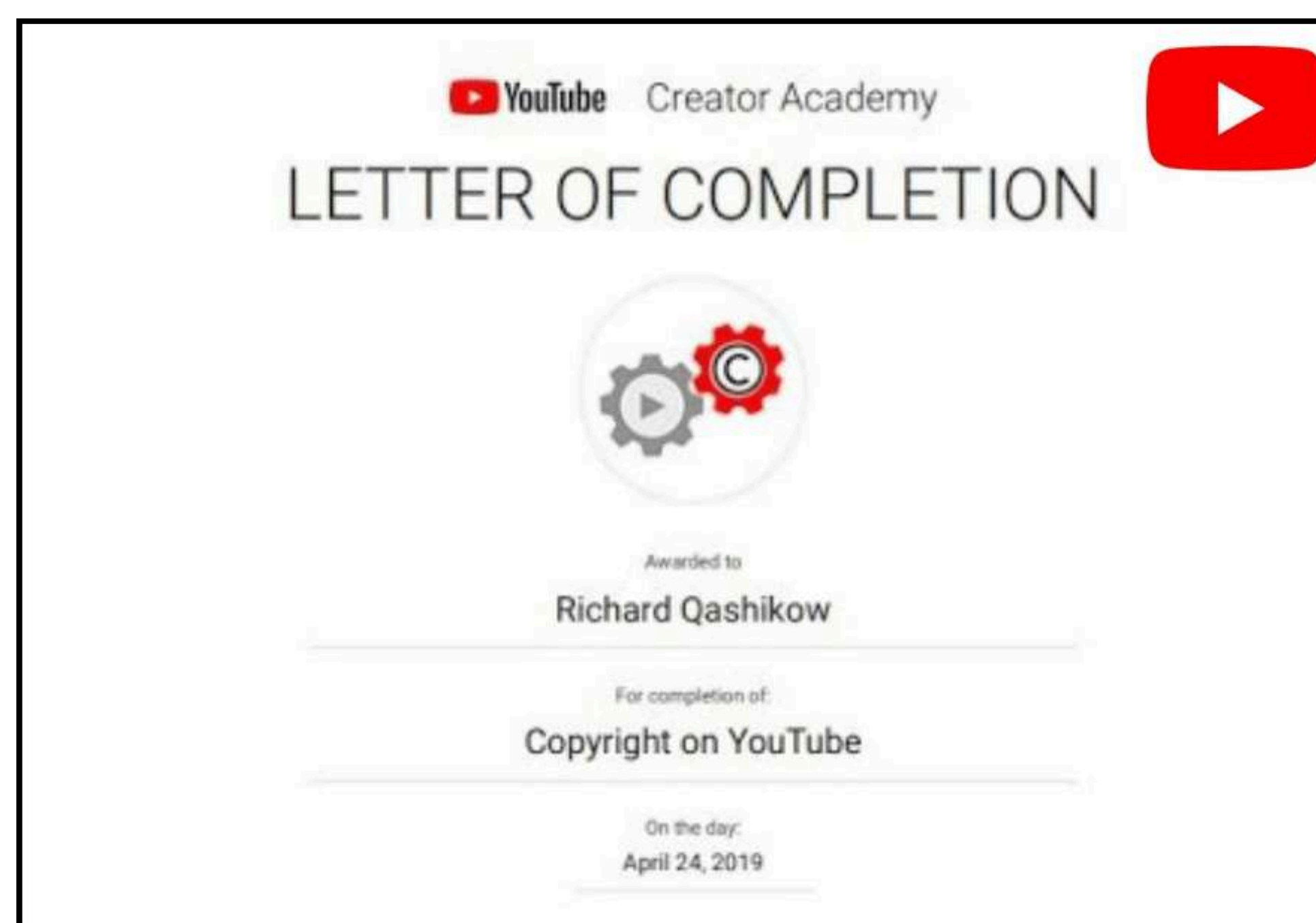
Mock Interviews

Get trained to apply for the best vacancies with mock interviews.

Lifetime Community Access

You will get lifetime access of facebook group and whats up group where you will get latest update

EXAMS AND CERTIFICATIONS



WHAT OUR STUDENTS SAY



I am a digital team lead at Simplyfi. The reason I got on this position is only because of digital mantra, who made my technical skills so strong that I could easily give out answers to the team and give strategies for the digital channels we handled.

Shloka Hatte

Digital team lead



I took up the Digital marketing course from Digital Mantra and all the courses in the program helped me crack an analyst role. I apply the learnings from different modules which are helping me both, personally and professionally, everyday. I am really thankful to Digital Mantra to provide this headstart to my career.

Arundati Jitri

software engineer



WHAT OUR STUDENTS SAY

“



I have learnt Digital Marketing in Solapur and now doing a Job in Dubai.
The trainers' support and guidance were really amazing. Every doubt was solved with the same encouragement. The teaching was highly interactive. Now I am working in Dubai and my digital marketing career start from digital mantra academy.

Ahmed Shaikh

Digital Marketing Specialist



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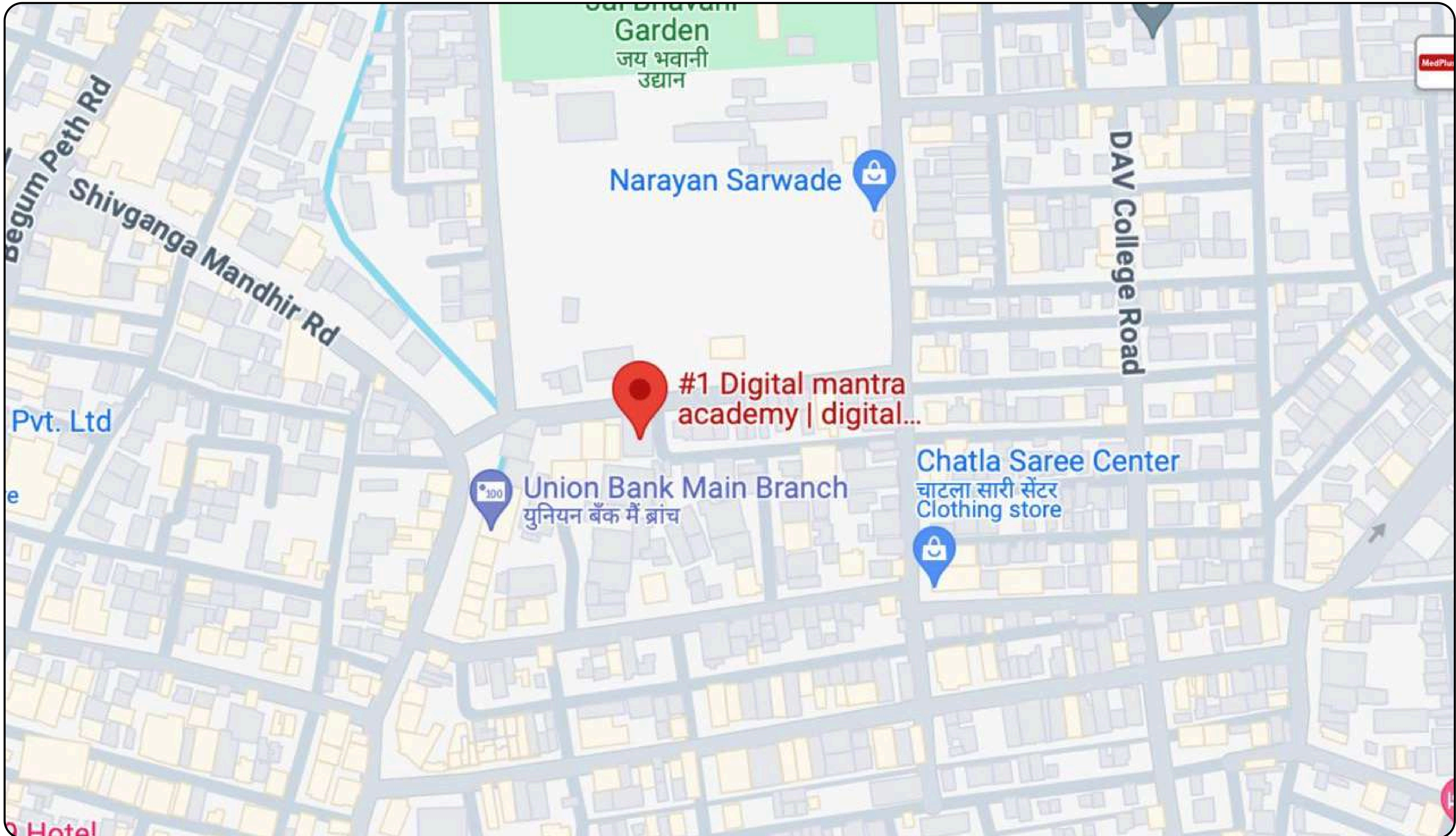
It was really Great learning with Digital Mantra Academy. Being a doctor profession still they taught me from the bottom, because of this class I have grown the YouTube channel very well. I recommend everyone to join Digital Mantra Academy.
Thank You!

Dr. Smita Chakote (Dermatologist)



Smita chakote

LOCATION



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