



ADVANCED DIGITAL MARKETING COURSE

Advanced Digital Marketing Course with **JOB GUARANTEE!**

Best Digital Marketing Certification for your
bright future.

PROGRAM HIGHLIGHTS



**100% Job
Assurance**



Growth



Live Project



**Big Brand
Case Studies**



**Experience
Certificate**



**3 Months
Training**



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Overview of Program

The Advanced Digital Marketing course covers 270+ hours of learning within different facets of the Digital Marketing landscape. Our Digital Marketing Post Graduate course is an extension of our Prodegree, to give you an extensive and detailed coverage of Digital Marketing concepts in a more practical way. The post graduate program adapts a very collaborative approach which focuses more on multiple capstone projects, job ready skills and guaranteed placements. This course prepares you end to end to start or upgrade your career into the Digital Marketing segment.



1

270 HOURS OF DIGITAL MARKETING TRAINING

Your gateway to the world of Digital Marketing training begins with this application based, job skill oriented training of 270 hours. The detailed curriculum that covers one of its kind learning materials is designed to help you become a Digital Marketer, not just theoretically but in every practical sense. Get hands-on experience and deep dive into every facet of Digital Marketing including Search, Social, Content, Performance, Email, Analytics, ORM and even media planning & buying.

2

WORK WITH LARGE BRAND CASE STUDIES

Case studies give you a sneak peek into the marketing strategies being used by large brands to retain their competitive advantage. We have partnered with industrial stalwarts to understand their decision-making process and the resulting impact of their marketing strategies.

3

SIMULATED PROJECTS

Equip yourself with a knowledge of marketing concepts such as SEO, Content, Social, Paid Media and ORM. Apply the theory learned during the program to practical real-life marketing challenges. Work on a simulated journey that has been uniquely built just for you and will help you apply your conceptual knowledge in a practical environment.

4

FOUR REAL WEBSITE CAPSTONE PROJECT

Your gateway to the world of Digital Marketing training begins with this application based, job skill oriented training of 360 hours. The detailed curriculum that covers its kind of learning materials is designed to help you become a Digital Marketer, not just theoretically but in every practical sense. Get hands-on experience and deep dive into every facet of Digital Marketing including Search, Social, Content, Performance, Email, Analytics, ORM and even media planning & buying.

CURRICULUM

Module 1

INTRODUCTION TO MARKETING & DIGITAL MARKETING

INTRODUCTION TO MARKETING

MARKETING BASICS

Marketing Basics | Purpose of Marketing | Segmentation Targeting Positioning
4Ps of Marketing | Market Size evaluation

OVERVIEW OF MARKETING OPPORTUNITIES IN INDIA

Types of Media - Mainline, Digital, ATL, BTL | Role of Marketing in the
Organization Trends in Marketing Medium in India

BASICS OF MEDIA PLANNING

Terminology, Introduction to Target Audience - SEC, GRPs, Media Minutes Brief-
>Research->Media Plan

INTRODUCTION TO DIGITAL MARKETING

DIGITAL MARKETING BASICS

Introduction to Marketing & Digital Marketing | Digital Marketing in India - Roles,
Opportunity, Trends | Different Digital Marketing Models - B2C, B2B, B2B2C,
Marketplace

DIGITAL MARKETING PLATFORMS & CHANNELS

Terminology - PPC, SEM, SEO, Metrics (CPC, CPM, Reach, Frequency) | Digital
Channels, Features, Advantages & Limitations | Types of Digital advertising
Formats - Search, Display, Video, Content

DIGITAL MARKETING INTRODUCTION

Consumers/Audiences/Behaviours | Introduction to websites, blogs and content
management | User Journey and Audience Persona | SWOT Analysis
Competitive Analysis | Paid owned and earned media; branding and online
consumer behavior

INTRODUCTION TO SEARCH ENGINE OPTIMIZATION

WHAT IS SEARCH ENGINE OPTIMIZATION

Types of Search Engines | Roles in the SEO Team | Search Engine Results Page
Walkthrough | Organic & Paid, Maps, Knowledge Box, Local Results |
Terminology: Search Engine Rankings, CTR, Sitelinks, Title, Meta, Google
Algorithm | Understanding Keyword Volume, Search Trends, Keyword
Categorization, Search Volume Market Potential | Exercise: Measuring Potential
clicks from keyword research & Rank-clicks

SEO METHODS & BEST PRACTICES

Examples of Indian companies with Good SEO - Learnings | Diversifying Traffic
Sources - Search Engines, GMB, Referral websites, Content websites | Local SEO -
GMB Setup, NAP standardization, Events | New Practices - Schemas, Structured
Data, FAQs, Page Layout & Design

Module 2

SEARCH ENGINE OPTIMIZATION - SEO

CURRICULUM

Module 2

SEARCH ENGINE OPTIMIZATION - SEO

TECHNICAL SEO

WEBSITE STRUCTURE

Informational Architecture of a website | Sitemap, Robots.txt, Interlinking, Page Hierarchy, Header, Footer | Methods to Create a website - HTML, XML, Javascript Terminology - Crawling, Indexing, Caching, Error Codes | Page Speed Insights - Analysis, Impact on Usability | SEO Basic Audit

TOOLS & TECHNOLOGIES

Google Search Console | Setup, walkthrough, Alerts, Hygiene checks, Fixes, Analysis Google Analytics | Introduction - Audience, Channel, Source, Medium, Events, Behaviour | SEMRush, Ahrefs, Screaming Frog, Similarweb

GOOGLE ALGORITHM, CONTENT DESIGN, LINKBUILDING, OWNED PROPERTIES

Google Algorithm- Purpose, Updates, Monitoring, Content Quality+Quantity, Structure evaluation | Onpage content design - Topic research, Categorization, Interlinking, Content Amplification | Linkbuilding Basics - Do's & Don'ts, Methods, Metric-evaluation, Competition evaluation

Exercise: Website Structure Design

Case Study: Case Study on Search Engine Optimization

Module 3

CONTENT MARKETING

INTRODUCTION TO CONTENT MARKETING

PURPOSE & TYPES OF CONTENT GENERATION

Types of Content: Informational, Navigational, Transactional, Entertainment, Engagement | Content as a Product/Explainer/Traffic Source - The chase of Views & Clicks | Terminology - Onpage, Blog, Offpage, Whitepaper, Infographic, User Generated Content | Content Method - Text, Display, Animation, Video, Infographics, Interactive Content, AR/VR

CONTENT CREATION: COPYWRITING, VISUALIZATION, BLOG WRITING

Adwords, Facebook, Instagram, LinkedIn, Display Ads - CTR, CTA, Keyword Usage Title, Meta, Onpage Content exercise - Keyword usage | Storyboarding for a video ad - From Brief to Concept

CONTENT PLANNING

How to build a Content Marketing Calendar | Roles & Responsibility in a Content Team | Identifying Topics, Themes, Trends | Chasing Virality - Moment Marketing, Topical Marketing, Campaign Ideation | Content Measurement - Analytics, ROI evaluation, Metric-Tracking

Case Study: Case Study on Content Marketing

CURRICULUM

Module 4

SOCIAL MEDIA MARKETING

INTRODUCTION TO SOCIAL MEDIA MARKETING

CHANNEL LANDSCAPE, MANAGING SOCIAL PRESENCE

Popular Social Channels in India | TG, Usecase, Engagement Behavior | Roles in the Social Media team | How to build your Brand's Social Presence | Terminology - Likes, Shares, RTs, Reach, Organic Share, Followers, Influencers | Social Media Activity Calendar - Content Creation, Amplification, Engagement | Types of Content - Informational, Contests, Topical Series, Brand Education, Hashtag, Explainers, Blog post | Posting & Reacting Strategy to maximize views, engagement, shares

ADVANCED SOCIAL MEDIA MARKETING

GROWING & SUSTAINING YOUR BRAND'S SOCIAL PRESENCE

Understanding Brand Guidelines and the Brand's Purpose | Aligning the TG, the message, the Best practices for the Brand | Social Media Analytics | To Meme or to not to Meme - and if Yes, how to do Moment Marketing well | Mastering the Post types - Newsfeed, Story, Video, Thumbstoppers, Hashtags, Subverting known formats | Influencers Partnerships | Content Repurposing, Seasonality trends, Collaborations | Usage of Mixed-Media

Case Study: Case Study on Social Media Management - SMM

Module 5

PAID MEDIA MARKETING

PURPOSE OF PAID MARKETING

TYPES OF MARKETING OUTCOMES

Terminology - Awareness, Engagement, Acquisition, Advocacy, Retention | Roles in the Paid Marketing Team | What kind of channels/activities influence these kind of outcomes | Examples of Marketing campaigns that show these in isolation & integrated | KPIs and Measurement for Performance & Branding Campaigns

INTRODUCTION TO ADWORDS

How does Adwords work? - Introduction to Auction model, Bids, Keywords, Search Ads | Account structure - Campaign, Adgroups, Keywords, Themes, KPIs, Adcopies | Terminology - CTR, SIS, CPC, Conversion Rate, CPA, CPL | Campaign design exercise

ADVANCED ADWORDS

Campaign optimization - Metrics evaluation, Calculating bids, Automated algorithms, Optimization | Advanced Ads - Responsive Search Ads, Dynamic Keyword Insertion, Smart PLAs, Responsive Display Ads, Parametric Ads | Shopping Ads - Product Listing Ads, Feed setup & Management, Bidding, Campaign Optimization | App Install Ads - UAC, Campaign Design, Optimization, Event tracking & Measurement

CURRICULUM

Module 5

PAID MEDIA MARKETING

FACEBOOK & INSTAGRAM MARKETING

FACEBOOK & INSTAGRAM MARKETING

Types of Campaign Objectives from Facebook - Leads, Clicks, Sales, Engagement, Views | Terminology - Types of Facebook Ads, Placement, Audiences, Interests, Bids, CPA, Events, Reach | Types of Campaign Objectives from Instagram- Leads, Views, Clicks, Sales, Engagement | Understanding Facebook & Instagram Algorithm - Campaign Structure, Learning Phase, Bidding algorithms | Facebook & Instagram Creatives | Best Practices, Benchmarks, Creative Refresh | Campaign Measurement & Optimization

OTHER CHANNELS

LINKEDIN, AFFILIATE MARKETING

Types of LinkedIn Ads, Campaign Design, Audience selection, Campaign Optimization Affiliate Marketing - Description, Use cases, Methods employed, Scaling potential, Quality evaluation

ADWORDS SIMULATOR

ADWORDS SIMULATION EXERCISE

Walkthrough of a Demo Adwords account of a typical e-commerce brand | Do the keyword research, campaign structure, adcopy, conversion events | Set up the campaigns | Campaign to be run for the duration of a week - 1 hr per day to be utilized | Creating daily, weekly reports, and identifying bids & budgets Create monthly plan using dummy data + extrapolations | Identifying anomalies, outliers, trends using the account | Creating dashboards for specific KPIs | Analysis of Audience, search terms, bids, negative keywords, adcopies, Conversion performance

Case Study: Case Study on Performance Marketing - SEM

Module 6

E-COMMERCE, EMAIL MARKETING

E-COMMERCE

E-COMMERCE

Dynamics of a E-commerce advertising | E-commerce Business models | E-commerce Platforms | Metrics in E-commerce | Basics of inbound marketing and lead generation | Understanding differences in B2B, B2C lead generation CRO- Conversion Rate Optimization

EMAIL MARKETING

EMAIL MARKETING

Types of Email Marketing campaigns | Email marketing Tools - Mail chimp

LANDING PAGES

LANDING PAGES

Types of Landing pages | CTA-Call to action

CURRICULUM

Module 7

ANALYTICS, MEASUREMENT

INTRODUCTION TO ANALYTICS

PURPOSE & TYPES OF DIGITAL ANALYTICS

Google Analytics Walkthrough | Audience, Channel, Source, Medium, Events, Behaviour | Understanding Data patterns, Outliers, Trends, Graphing & Visualization Excel Exercise in Data analysis using GA Data | Types of Analytics setup required - GA, Search Console, Appsflyer, Facebook Audience (GA 360, Omniture etc can be considered)

ADVANCED ANALYTICS

ANALYTICS SETUP

Google Analytics Setup | Google Tag Manager - Setup, Events, Triggers, Data Layers (Add a Hands-on exercise) | Analytics Reporting - Linking to other platforms such as Adwords, Search Console | Setting up Dashboards, Templates, Behaviour Flow checks | Terminology - Pixel tracking, Attribution, Sampling, Enhanced Ecommerce Google Data studio Setup - reporting, automatic email setup, Alerts, Outlier/anomaly detection

ADWORDS SIMULATOR

ANALYTICS SIMULATIONS

Creating daily, weekly, and monthly reports, and identifying algorithm updates | Creating dashboards for specific KPIs | Analysis of Behaviour, Audience, Product, Source/Medium data Setting up calculated fields, Pivots, and filters

CANVA

GRAPHICS DESIGNING

Learn basic level canva to create images or designs for social media posts, infographics posts and Website images

WORDPRESS WEBSITE

WORDPRESS WEBSITE

Learn about wordpress website how to use free templates, how to design websites for our business

CAPSTONE PROJECT

ADDITIONAL 3 LIVE CAPSTONE PROJECTS

Learn about live businesses and prepare a practical reports providing them with marketing solutions

JOB ORIENTATION TRAINING & MENTORSHIP

SOFT SKILLS & INTERVIEW READY

Excel | Resume writing | Interview preparation - HR | Interview preparation - domain | Mock interviews - HR & Domain

CAREER SERVICES

The Career Assistance Services (CAS) team works hand in hand with you from the first placement session during the program launch right until the final mock interviews on course completion. We thoroughly prepare you to be interview-ready and ensure you land your dream job.



CERTIFICATION

Upon successfully completing this program, you'll earn a Digital Marketing Certificate will add considerable value to your professional credentials.

Earn the most sought after Digital Marketing Certifications, Internship or Experience Letter



SMART CLASSROOMS

Never Miss a Class!

All your lectures and classes are recorded and archived in our state-of-the-art learning management system. The lectures are then made available to our students to enable them to refer to the lectures and brush up on challenging concepts.

BENEFITS:

- Digitally enhanced learning experience
- High quality HD smart lecture recording system (get access to recorded lectures in HD quality)
- Access recordings anytime anywhere

LEARNING MANAGEMENT SYSTEM

Our postgraduate students receive exclusive access to our hi-tech learning management system (LMS) that ensures a seamless self-paced online learning experience.



KNOWLEDGE REPOSITORY

24/7 access to high-quality self-paced videos curated by industry leaders



SELF-PACED LEARNING

Anytime access to all your recorded lectures, presentations and study material



TRACK YOUR PROGRESS

Track and monitor your learning curve for the duration of the course



HONE YOUR SKILLS

Work on quizzes and assignments to test your knowledge through the LMS



OFFLINE LEARNING

Download all your lectures and study material and learn anytime, anywhere!

FACULTY

Our teaching staff comprises specialists and working professionals from renowned Financial Services and Analytics firms such as JP Morgan, Nomura, Genpact, Accenture, Citibank and Barclays and possess over 150 years of combined domain expertise that ensures your learning is industry-relevant and extremely job-specific.

4.7

Overall Rating

4.6

Experiential Learning
& Practicality

4.8

Presentation Skills
& Delivery

4.7

Enthusiasm for the
Subject

4.7

Course Preparation &
Organisation



Lalit has 8+ Years of professional experience as a Corporate Trainer & Consultant for Digital Marketing. He is currently working as a CMO of First DigiAdd (Digital Marketing Company) and Digital Acharya (Digital Marketing Training Institute).

His key expertise areas are:

Dynamic Digital Marketing Google Ad words & Pay per click Social Media Marketing and viral Marketing Search Engine Optimization - Web Analytics Startup Consulting - Social Media Marketing Online Branding, Lead Generation Campaign, Graphic design.



Student Reviews



Gaurang Mistry



Best trainers with lots of knowlegde and experience to share. Had great time and learnt a lot. I liked how everything was taught practically. Also loved the support they are offering during as well as after the course. Also want to thank Vitthal Sir for great training and also sharing so much knowledge about the field.



Lokesh Patil



I have been learning Digital Marketing Course from Digital Acharya from last two months and it has been a great experience. Mr. Lalit Barhate sir is very thoughtful tutor who puts a lot of thought into how he present the things. His lessons were engaging, useful, and he was very patient with everyone in class always encouraging his students to try. I would highly recommend him to anyone interested in learning Digital Marketing.



Pranjal Singh



Digital Acharya is the best institute for Digital Marketing. I appreciate Lalit sir extra efforts and the teaching strategy he used. He is one the best mentors I have ever encountered. If you're interested in starting a career in Digital Marketing,I wholeheartedly recommend Digital Acharya Training Institute.



Kumar Wagh



I just completed my Digital Marketing course in Digital Acharya. And I must say that the learning experience was amazing. Vitthal sir has supported me through all the journey of this course. Placement support is there. I strongly recommend you to join Digital Acharya to add skills and value to the Digital Marketing industry. Thank you Digital Acharya Institute 🙌👍

Admission

The Advanced Digital Marketing Course is ideal for recent graduates or professionals with 0-2 years of experience seeking a breakthrough in the Digital Marketing Industry.



ELIGIBILITY

Recent Graduate from any stream or professional experience of 0-2 years.

Step 1

BASIC QUALIFICATION
CHECK: Academic certificates

Step 2

PRE-ASSESSMENT:
Online aptitude test

Step 3

IN PERSON INTERVIEW:
Communication, motivation

Advanced Digital Marketing Course

Duration
3 Months / 6 Months

Pune

PCMC

We are providing Advanced Digital Marketing Course at an affordable price. Our main aim is to provide digital marketing skills to students who learn digital marketing. We take both theoretical as well as practical sessions to understand all digital marketing concepts easily.



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