

DIGITAL MARKETING



Synergy[®]

SCHOOL OF BUSINESS SKILLS



Skill Loan Partner



To know more about the courses, call

044 - 45918923

DIGITAL MARKETING OPPORTUNITY

Did you know that number of internet users across the globe in 2019, has reached to 4.39 billion? The number of internet users in India by the end of 2019 is predicted to reach over 627 million (A whopping 9% increase). According to the latest report by We are Social and Hootsuite, shows we're spending on an average of 6 hours and 42 minutes online each day. Half of that is spent on mobile devices.

How many hours do you spend?

Do you know why digital marketing is the most trending skill in India?

Imagine what it was like to buy a product before internet exist?

Back then, buyers really needed sales people in order to make a buying decision.

And Salesman held all the cards with answers to questions like

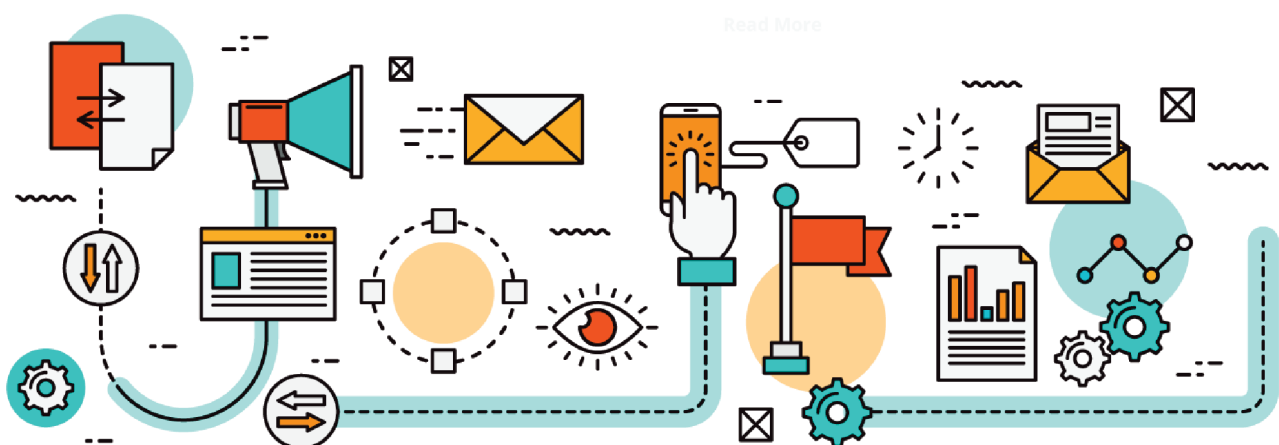
- What's included in your offering?
- How much does it cost?
- How is it different from other products?
- Who else is using it and Do they like it?

Internet has changed the buyer-seller relationship, Now, the information buyers use to make a purchase decision is just a click away...Buyers are using internet to research about the products and the company associated with it. Buyers are also using social media to research about product and services.

Have you adapted to the change yet?

If you haven't adapted to the change yet, then it's the right time for you be aware of the latest digital trends and how you can make the most out of it by becoming a skilled digital marketer.

Digital marketing spending is growing every year. Small businesses, Entrepreneurs, and Corporates will be spending money on digital channels. And they need digital marketers to handle this spend!



WHO SHOULD ATTEND?

If you are one of the following who is looking to develop Digital Marketing Skills for personal or organizational growth, then this course fulfills your requirement,

- ✦ Entrepreneurs
- ✦ Business Owners (Big or Small)
- ✦ Authors, Coaches, Consultants
- ✦ Marketing Professionals
- ✦ Sales Professionals
- ✦ IT professionals
- ✦ Students (Any Background)



SALIENT FEATURES



340 Hours of Smart Learning Module, blended with Classroom & E-Learning Modules



100+ hours of Self-Paced Video Learning modules



180+ Hours of Hands on Assignments



15+ Industry Certifications (inc Google, Facebook, Hootsuite, Hubspot, SemRush, Stukent)



Free Digital Marketing Tools worth INR 75000



Lifetime Access to latest contents.



24 x 7 Support through Discussion Forum



Live Internship Opportunities.



Placement Assistance for Freshers & Professionals.



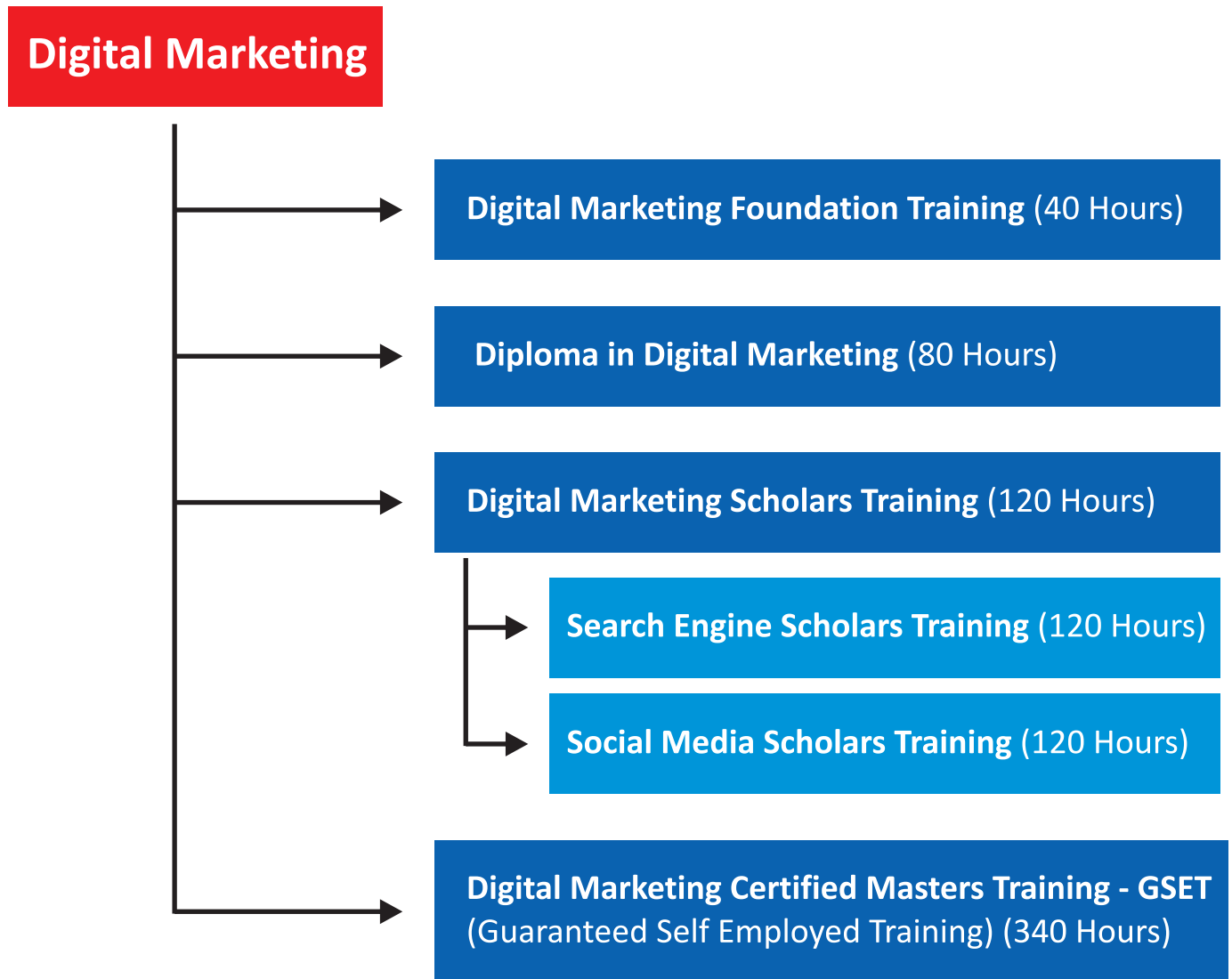
90-Days Action plan after the completion of certification.

JOB ROLES AND DESIGNATIONS

Job Profile	Job Description	Remuneration (Salary P/A)
Digital Marketing Executive/ Social Media Executive	Creating brand, product or service awareness on various digital platforms, drive sales by reaching out to right target market.	2,00,000 - 3,00,000
SEO Expert	Working closely with website developers and content writers to optimize the website presence on search engines and enhance the Search engine results page ranking.	1,80,000 - 3,00,000
Digital Marketing Strategist	Creating END - END marketing strategies and integrating Offline marketing activities with Online marketing activities	3,00,000 - 6,00,000
Digital Accounts Managers	Managing client relations, seeing end to end execution of brands digital performance	2,25,000 - 3,50,000
Content Writers	Writing, Editing, Proofreading, Optimizing Content, Blogging, Vlogging, and Marketing Content	2,50,000 - 5,00,000
Media Planners	Identifying the right digital media platform for best outreach. Generating leads for a brand to help increase sales online/offline.	3,00,000 - 5,00,000
Digital Marketing Manager	<p>Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns Design, build and maintain our social media presence</p> <p>will be responsible for developing and driving the Digital Marketing strategy for our executive education and online courses.</p> <p>will lead the development and delivery of our brand's digital presence, marketing campaigns social media, web content, SEM/SEO and other digital avenues (both existing and emerging platforms and technologies) & ORM.</p> <p>Work with the marketing team to develop content strategies to attract and engage our target consumers and business.</p> <p>Generate content concepts and calendars for social campaigns to provide a 360- degree approach surrounding the customer and create a brand message that drives customer engagement.</p>	6,00,000 - 10,00,000

CORE MODULES

To make it easier for you to decide and have multiple career opportunities, Synergy School of Business Skills® have designed and developed three levels of blended hands on experiential training program to choose from



INDUSTRY ASSOCIATIONS



COURSE CURRICULUM

Digital Marketing Foundation Program:

Training hours in Core Modules: (40 Hours)

This course is specially designed for students, freshers, sales and marketing amateurs, working professionals and Business Owners, who like to get an understanding about Digital Marketing, Benefits and Advantages of practicing Digital Marketing.

MARKETING FUNDAMENTALS

- ✦ What is Marketing?
- ✦ Why is marketing important?
- ✦ Internal & External components for the marketing environment
- ✦ 4 P's of Marketing
- ✦ Need for Marketing for any business
- ✦ Marketing methods

FUNDAMENTAL OF SALES

- ✦ Selling methodology
- ✦ Difference between sales & marketing
- ✦ Selling Equation
- ✦ Image & Sales Process
- ✦ Psychology behind sales
- ✦ Buying & Selling Process

INTRODUCTION TO DM

- ✦ Introduction to digital marketing
- ✦ Digital vs Traditional marketing
- ✦ Effectiveness of digital marketing
- ✦ Various verticals of digital marketing
- ✦ Scope & Opportunities for digital marketing
- ✦ Job Roles & Designations

INTRODUCTION TO DIGITAL PLATFORMS

- ✦ Search Engines
- ✦ Social Media Platforms
- ✦ Email Marketing

LEARNING DIGITAL MARKETING WITH WEBSITE

- ✦ Introduction to Search Engines
- ✦ Indexing & Crawling Basics
- ✦ Website vs Web-pages
- ✦ Wireframe
- ✦ Introduction to SEO
- ✦ Introduction to Search Console
- ✦ Introduction to Google Analytics

ADVANCED DIGITAL MARKETING

- ✦ DMCA (Digital Marketing Copyrights Act)
- ✦ Google Algorithm Updates
- ✦ Step by Step Guide to Keyword Research
- ✦ SEO Best Practices
- ✦ How to do Website Audit
- ✦ How to build your brand on Facebook
- ✦ Conversion Rate Optimisation
- ✦ Experience with Google Tag Manager
- ✦ Publishing your first BLOG

EMAIL MARKETING

- ✦ Introduction to Email-Marketing
- ✦ Setting up an Email Marketing Machine
- ✦ Creating an Email List
- ✦ Create your first email marketing campaign
- ✦ Strategies to build an email list

PAID ADVERTISING

- ✦ SEM vs SEO
- ✦ Why do Paid Advertising
- ✦ Structure of Google Ads Account
- ✦ Create your first google ads campaign
- ✦ SMO vs SMM
- ✦ How facebook advertising works
- ✦ Running an effective lead generation campaign on Facebook
- ✦ Understanding Facebook Insights
- ✦ Facebook CHATBOT automation
- ✦ Brand case studies

- ✦ LinkedIn for personal branding
- ✦ LinkedIn company pages
- ✦ LinkedIn Advanced Search

OTHER MODULES

- ✦ Case Studies.
- ✦ Assignments on Case Studies.
- ✦ Google Digital Ads Fundamentals training + certification
- ✦ Google Digital Garage training + certification

ALONG WITH THE COURSE, THE PARTICIPANTS WILL ALSO GET

- ✦ Domain Valid for 1year Worth INR 1500
- ✦ Hosting Service Valid for 1year Worth INR 7500
- ✦ Text Books Worth INR 3000
- ✦ Subscription to Social Community with Lifetime Support worth INR 10,000
- ✦ Question and Answers Forum with Lifetime Support worth INR 10,000
- ✦ Live online AMAs (Ask Me Anything) worth INR 25,000
- ✦ E-Book on Top 25 Digital Marketing Interview Questions worth INR 2000

LEARNING OUTCOME:

By the end of this program, the participant will have an in-depth knowledge on digital marketing, various digital platforms that can be used for creating awareness or promoting brand, product or services and also hands on experience in using basic marketing automation tools. The participant can also position himself/herself as "T-Marketer" and join any organization as a fresher or even start making money using their own Website.



COURSE CURRICULUM

Diploma in Digital Marketing

Training hours in Core Modules: (80 Hours)

This course is specially designed for students, freshers, sales and marketing amateurs, working professionals and Business Owners, who like to get an understanding about Digital Marketing, Benefits and Advantages of practicing Digital Marketing.

MARKETING FUNDAMENTALS

- ✦ What is Marketing?
- ✦ 4 P's of Marketing
- ✦ Why is marketing important?
- ✦ Need for Marketing for any business.
- ✦ Marketing methods.
- ✦ Internal & External components for the marketing environment

SALES FUNDAMENTALS

- ✦ Selling methodology
- ✦ Difference between sales & marketing
Selling Equation
- ✦ Image & Sales Process
- ✦ Psychology behind sales
- ✦ Buying & Selling Process

INTRODUCTION TO DM

- ✦ Introduction to digital marketing
- ✦ Digital vs Traditional marketing
- ✦ Effectiveness of digital marketing
- ✦ Various verticals of digital marketing
- ✦ Scope & Opportunities for digital marketing
- ✦ Job Roles & Designations

WEBSITE PLANNING & CREATION

- ✦ Understanding website elements

- ✦ Domain and Hosting
- ✦ Learning Wordpress
- ✦ Wordpress Dashboard Walkthrough
- ✦ Theme Selection
- ✦ Create your first webpage
- ✦ Adding content to your site
- ✦ Working with plugins Fundamentals and Nuances of designing

SEARCH ENGINE OPTIMIZATION

- ✦ SEO Introduction
- ✦ Search Engine Ranking Factors
- ✦ Search Results
- ✦ Keyword Research Basics
- ✦ Content Optimization

GOOGLE SEARCH CONSOLE WALKTHROUGH

- ✦ Adding a Website Inside Search Console
- ✦ Setting Up the Preferred Website Version
Fetch as Google for Quick Indexing
- ✦ Security and Malware Prevention for Good SEO
- ✦ Search Analytics and Keyword Analysis
- ✦ Crawl Data, Sitemaps and URL Parameters

ON-PAGE SEO

- ✦ HTML Tags for SEO
- ✦ Optimizing your Title, H1 & Meta Tags

- ✦ Page Speed Analysis
- ✦ Mobile Friendliness
- ✦ Keyword Usage
- ✦ Crawling, XML,HTML Sitemaps Robots.txt
- ✦ URL Architecture
- ✦ Ideal Content-Length for Good SEO LSI Keywords (Latent Semantic Index)
- ✦ Plagiarism check
- ✦ Page Redirects
- ✦ Schema & Markups

OFF-PAGE SEO

- ✦ Understanding Off-Page Optimization
- ✦ DoFollow and NoFollow Links
- ✦ High-Quality Backlinks with Guest Posting
- ✦ What are Backlinks and their significance?
- ✦ Link Quality & Link Juice/Equity Anchor Text and its types
- ✦ Anchor Text Diversity
- ✦ How to Build Backlinks

LOCAL SEO

- ✦ How to Add a Listing on Google My Business
- ✦ How to set up Schema Markup for Local Businesses (NAP)
- ✦ How to find and get citations
- ✦ How to get reviews and social signals
- ✦ How to get social signals

GOOGLE ADS

- ✦ Creating a new Ad words account
- ✦ Major types of Campaign
- ✦ YouTube Video Ad Campaigns
- ✦ Lead Generation with Google Ads

SOCIAL MEDIA

- ✦ Introduction to Social Media Mastery
- ✦ Understanding Your Business Goals and Tying Them to Social Media Goals
- ✦ Understanding & Creating Your Buyer's Persona
- ✦ Social Media Competitor Analysis
- ✦ Choosing the Right Social Media Platform for Your Business
- ✦ Providing Customer Service on Social Media

GROWING SOCIAL MEDIA PRESENCE AND ANALYSIS

- ✦ FaceBook Marketing Best Practices And WalkThrough
- ✦ FaceBook Page Insights Walkthrough
- ✦ LinkedIn Company Page Analytics Walkthrough
- ✦ Social Media Metrics You Must Measure
- ✦ LinkedIn Marketing Best Practices and Examples
- ✦ Twitter Analytics Walkthrough
- ✦ Pinterest Marketing - Best Practices & WalkThrough
- ✦ Twitter Marketing - Best Practices & Examples
- ✦ YouTube Marketing
- ✦ YouTube Analytics Walkthrough
- ✦ Must Have Social Media Tools

GOOGLE ANALYTICS

- ✦ Introduction to analytics
- ✦ How google analytics works
- ✦ Accounts, profiles, user navigation
- ✦ How to connect google analytics with website
- ✦ Basic metrics
- ✦ Traffic sources
- ✦ Direct , Referring and search traffic
- ✦ Understanding bounce rate, uniques v, sessions
- ✦ Geographic and language information Reports

ONLINE REPUTATION MANAGEMENT

- ✦ Implement online reputation management tactics to improve the online reputation of a brand.

EMAIL MARKETING

- ✦ Introduction to Email-Marketing
- ✦ Setting up an Email Marketing Machine
- ✦ Creating an Email List
- ✦ Create your first email marketing campaign
- ✦ Strategies to build an email list

LEARNING OUTCOME

By the end of this program, the participant will have an in-depth knowledge on digital marketing, various digital platforms that can be used for creating awareness or promoting brand, product or services and also hands on experience in using basic marketing automation tools. The participant can also position himself/herself as "T-Marketer" and join any organization as a fresher or even start making money using their own Website.



COURSE CURRICULUM

Search Engine Marketing Scholars Program(SEO/SEM)

Training hours in Core Modules: (120 Hours)

This course is specially designed for students, freshers, sales and marketing amateurs, working professionals and Business Owners, who aspire to become marketing masters in search engine implementing organic as well as paid advertising strategies and understanding about Digital Marketing, Benefits and Advantages of practicing Digital Marketing and optimization of Web-pages or Websites in Search Engines to increase popularity, trust and ranking on SERP's.

MARKETING FUNDAMENTALS

- ✦ What is Marketing?
- ✦ 4 P's of Marketing
- ✦ Why is marketing important?
- ✦ Need for Marketing for any business.
- ✦ Marketing methods.
- ✦ Internal & External components for the marketing environment

FUNDAMENTAL OF SALES

- ✦ Selling methodology
- ✦ Difference between sales & marketing
- ✦ Selling Equation
- ✦ Image & Sales Process
- ✦ Psychology behind sales
- ✦ Buying & Selling Process

INTRODUCTION TO DM

- ✦ Introduction to digital marketing
- ✦ Digital vs Traditional marketing
- ✦ Effectiveness of digital marketing
- ✦ Various verticals of digital marketing
- ✦ Scope & Opportunities for digital marketing
- ✦ Job Roles & Designations

INTRODUCTION TO SEARCH ENGINES

- ✦ What are Search Engines?

- ✦ What is a Web Browser?
- ✦ Search Engine workflow
- ✦ Evolution of Search Engines
- ✦ SEO Vs SEM Overview

WEBSITE PLANNING & CREATION

- ✦ Understanding website elements
- ✦ Domain and Hosting
- ✦ Learning Wordpress
- ✦ Wordpress Dashboard Walkthrough
- ✦ Theme Selection
- ✦ Create your first webpage
- ✦ Adding content to your site
- ✦ Working with plugins
- ✦ Fundamentals and Nuances of designing

SEARCH ENGINE OPTIMIZATION

- ✦ SEO Introduction
- ✦ Search Engine Ranking Factors
- ✦ Anatomy of Search Results
- ✦ Keyword Research Basics
- ✦ Optimize your content
- ✦ Checking SEO Traffic in Google Analytics

GOOGLE SEARCH CONSOLE WALKTHROUGH

- ✦ Adding a Website Inside Search Console
- ✦ Setting Up the Preferred Website Version
- ✦ Fetch as Google for Quick Indexing

- ✦ Security and Malware Prevention for Good SEO
- ✦ Search Analytics and Keyword Analysis
- ✦ Crawl Data, Sitemaps and URL Parameters
- ✦ Other Resources in Search Console

ON-PAGE SEO

- ✦ Webpage Basics - HTML, JavaScript, CSS
- ✦ Publishing your first BLOG
- ✦ HTML Tags for SEO
- ✦ Optimizing your Title, H1 & Meta Tags
- ✦ Page Speed Analysis
- ✦ Mobile Friendliness
- ✦ Keyword Usage
- ✦ Crawling, XML,HTML Sitemaps
- ✦ Robots.txt
- ✦ URL Architecture
- ✦ Ideal Content-Length for Good SEO
- ✦ LSI Keywords (Latent Semantic Index)
- ✦ Plagiarism check
- ✦ Page Redirects
- ✦ Schema & Markups
- ✦ Negative On-page SEO's to avoid
- ✦ Keyword Stuffing is a disease!
- ✦ On-page SEO best practices

OFF-PAGE SEO

- ✦ Understanding Off-Page Optimization
- ✦ DoFollow and NoFollow Links
- ✦ High-Quality Backlinks with Guest Posting
- ✦ What are Backlinks and their significance?
- ✦ Link Quality & Link Juice/Equity
- ✦ Dofollow vs Nofollow links
- ✦ Anchor Text and its types
- ✦ Anchor Text Diversity
- ✦ How to Build Backlinks
- ✦ What are the different platforms for blogging?

- ✦ How to find blogs for commenting using "footprints"
- ✦ How to find if they are dofollow or nofollow.
- ✦ How to craft comments to get accepted and approved.

LOCAL SEO

- ✦ How to Add a Listing on Google My Business
- ✦ How to set up Schema Markup for Local Businesses (NAP)
- ✦ How to find and get citations
- ✦ How to get reviews and social signals
- ✦ How to get social signals
- ✦ Scaling Search Traffic with Long Tail Keywords

SEARCH ENGINE MARKETING

- ✦ Understand the mechanics of paid search ranking.
- ✦ How does SEM Auction works?
- ✦ Create a search engine marketing campaign and evaluate its effectiveness.
- ✦ Recommend changes that will improve the campaign's conversion rates.

ONLINE ADVERTISING

- ✦ Understand the various methods of online display advertising.
- ✦ Create an online display ad campaign and measures its ROAS (return on ad spend).

REPUTATION MANAGEMENT

- ✦ Implement online reputation management tactics to improve the online reputation of a brand.

CONTENT MARKETING

- ✦ Forming a Mission Statement
- ✦ Deciding How You'll Use Content Marketing
- ✦ Selecting a Niche
- ✦ Identifying Your Unique Propositions

- ✦ Identifying a Target Audience
- ✦ Getting your message into the media
- ✦ Forming a Core Message and Secondary Messages
- ✦ Creating and Using an Editorial Calendar
- ✦ Establishing an Online Footprint, Starting with a Blog
- ✦ Writing for the Web
- ✦ Performing a Competitive Analysis
- ✦ Understanding the Importance of Images, Audio, and Video
- ✦ Collecting Content Ideas
- ✦ Setting Up Google Alerts
- ✦ Generation of content ideas using social media, newsjacking, brainstorming and mind mapping, and keyword search
- ✦ Building Your Brand
- ✦ Client Management
- ✦ Content writing assignments

GOOGLE ANALYTICS

- ✦ Introduction to analytics
- ✦ How google analytics works
- ✦ Accounts, profiles, user navigation
- ✦ How to connect google analytics with website
- ✦ Basic metrics
- ✦ Traffic sources

LEARNING OUTCOME:

By the end of this program, the participants will have an in-depth knowledge of search engine marketing & will be proficient in SEO & Google Ads and Bing Ads. He/She will be able to plan, design and execute a successful Google ads campaigns and will be able to optimize a website to generate more website traffic through organic resources. The participant can also position himself/herself as "SEO/Google Ads expert/specialist" and join any organization or even start his career as a Google ads consultant. He/She will be well-versed with all the tools namely SEMrush, Google Analytics etc that are currently used by top digital marketing agencies. He will be well versed with all the tools that are currently used by top digital marketing agencies. He will be able to spend \$50000 ad credits for Google & \$100 ad credits for Bing advertising platform during the course which will help him to become an expert on this respective field.

- ✦ Direct, Referring and search traffic
- ✦ Understanding bounce rate, uniques visitors, sessions
- ✦ Geographic and language information
- ✦ Reports

CERTIFICATIONS

- ✦ Stukent Mimic Pro training + certification
- ✦ Hubspot Inbound Marketing training + Certification
- ✦ Google Adwords Training + Certification
- ✦ Google Analytics Training + Certification
- ✦ SEMrush Training SEO Toolkit Exam + Training

VALUE ADDITION TO STUDENTS

- ✦ Domain Valid for 1year Worth INR 1500
- ✦ Hosting Service Valid for 1year Worth INR 7500
- ✦ Virtual Ad credit worth \$50000
- ✦ Bing Ads Credit worth \$100
- ✦ Text Books Worth INR 3000
- ✦ Subscription to Social Community with Lifetime Support worth INR 10,000
- ✦ Question and Answers Forum with Lifetime Support worth INR 10,000
- ✦ Live online AMAs (Ask Me Anything) worth INR 25,000
- ✦ E-Book on Top 25 Digital Marketing Interview Questions worth INR 2000

COURSE CURRICULUM

Social Media Marketing Scholars Program

Training hours in Core Modules: (120 Hours)

This course is specially designed for students, freshers, sales and marketing amateurs, working professionals and Business Owners, who aspire to become marketing masters in social media platforms like Facebook, LinkedIn, Twitter, Instagram, Pinterest and YouTube implementing organic as well as paid advertising strategies and understanding about Digital Marketing, Benefits and Advantages of practicing Digital Marketing and optimization of social media handles, business pages and personal profiles for increasing brand awareness and generate demand for products and services.

MARKETING FUNDAMENTALS

- ✦ What is Marketing?
- ✦ 4 P's of Marketing
- ✦ Why is marketing important?
- ✦ Need for Marketing for any business.
- ✦ Marketing methods.
- ✦ Internal & External components for the marketing environment

FUNDAMENTAL OF SALES

- ✦ Selling methodology
- ✦ Difference between sales & marketing
- ✦ Selling Equation
- ✦ Image & Sales Process
- ✦ Psychology behind sales
- ✦ Buying & Selling Process

INTRODUCTION TO DM

- ✦ Introduction to digital marketing
- ✦ Digital vs Traditional marketing
- ✦ Effectiveness of digital marketing
- ✦ Various verticals of digital marketing
- ✦ Scope & Opportunities for digital marketing
- ✦ Job Roles & Designations

INTRODUCTION TO SOCIAL MEDIA

- ✦ What is social media

- ✦ Effectiveness of social media on any business
- ✦ Various verticals of social media
- ✦ Content as a foundation of social media
- ✦ Psychology of social sharing
- ✦ Building shareable content
- ✦ Creating a successful social media strategy

FACEBOOK MARKETING

- ✦ Introduction to Facebook
- ✦ Why marketing on Facebook
- ✦ Facebook terminologies
- ✦ Facebook AIDA concept
- ✦ Profiles vs Pages vs Groups
- ✦ KPI's to measure success
- ✦ Connect with your Facebook audience

FACEBOOK PAGES

- ✦ Why Facebook page?
- ✦ Setting up your first business page
- ✦ 7 ways to get likes
- ✦ Manage roles in your Facebook Page
- ✦ Understanding Publishing tools
- ✦ Create your first Facebook post
- ✦ Right ways to use hashtags
- ✦ Instant Articles
- ✦ Walkthrough the Facebook Page settings
- ✦ Best practices to optimize your Facebook

FACEBOOK ADS MANAGER

- ✧ Understanding Ads Manager
- ✧ Create your first Facebook Ad
- ✧ Different types of ads
- ✧ Understanding split testing
- ✧ Significance of campaign budget optimization
- ✧ Deep dive into custom & look-a-like audience
- ✧ Understanding Facebook Pixel
- ✧ Understanding Location & Demographics
- ✧ Target the audience with the right interest & behavior
- ✧ Facebook Ads placement
- ✧ Targeting Instagram through Facebook Ads Manager
- ✧ Budgeting & Scheduling
- ✧ Write ads that sell
- ✧ Create a Lead generation ad
- ✧ Different types of ad formats and their significance
- ✧ Understanding Facebook Insights

FACEBOOK MESSENGER MARKETING

- ✧ ChatBot Creation
- ✧ Creation of Chat Flows
- ✧ Collecting Leads
- ✧ Integrating With Email Marketing tools

INSTAGRAM MARKETING

- ✧ Instagram Marketing Overview
- ✧ Types of Instagram Account
- ✧ Setting up your Instagram business account
- ✧ Navigating through the settings
- ✧ Optimizing your Instagram business profile
- ✧ How to write the right Bio
- ✧ Crafting an Instagram content strategy
- ✧ Significance of hashtags

- ✧ Influencer marketing on Instagram
- ✧ Instagram Ads
- ✧ Analytics & Measurement

LINKEDIN MARKETING

- ✧ Understanding LinkedIn
- ✧ Overview of the B2B sector
- ✧ Sales navigation through LinkedIn
- ✧ LinkedIn for personal branding
- ✧ Brand marketing on LinkedIn
- ✧ LinkedIn company pages
- ✧ Build a brand presence on LinkedIn
- ✧ LinkedIn Ads
- ✧ LinkedIn Insights

PINTEREST MARKETING

- ✧ Why use Pinterest
- ✧ Pinterest for business
- ✧ Pinterest terminologies
- ✧ Create a Design - boards, pin
- ✧ Leveraging rich pins
- ✧ Create a business profile
- ✧ Model influencers
- ✧ Pinterest Profile SEO
- ✧ Claim your website through Pinterest
- ✧ Why Pinterest ads work
- ✧ Pinterest marketing best practices
- ✧ Analytics & Measurement

TWITTER MARKETING

- ✧ Why Twitter and its usefulness
- ✧ Understanding Twitter terminologies
- ✧ Twitter marketing for brand awareness
- ✧ Twitter marketing for influencers
- ✧ Microblogging with twitter
- ✧ A business account in Twitter
- ✧ Significance of hashtags
- ✧ How to get followers on twitter

- ✦ Share your tweets
- ✦ Get more retweets
- ✦ Twitter ads campaign fundamentals
- ✦ Measure your success through analytics

YOUTUBE MARKETING

- ✦ Fundamentals of Youtube Marketing
- ✦ Setting up a channel
- ✦ Subscribers hack
- ✦ Drive traffic to your channel
- ✦ Find keywords for your videos
- ✦ How to verify your account
- ✦ Youtube terminologies, cards, end screen

- ✦ Youtube broadcasting
- ✦ Monetize your videos
- ✦ Analytics & Reports

CERTIFICATIONS

- ✦ Hootsuite Social media certification training
- ✦ Hootsuite Platform Training
- ✦ Stukent Social Mimic Pro
- ✦ Hubspot Social Media Training + Certification
- ✦ SEMrush Social Media Training + Certification
- ✦ Facebook Blueprint Training + certification (under student's discretion)

ALONG WITH THE COURSE, THE STUDENTS WILL GET

- ✦ Domain Valid for 1year Worth INR 1500
- ✦ Hosting Service Valid for 1year Worth INR 7500
- ✦ Virtual Ad credits worth \$50000
- ✦ Text Books Worth INR 3000
- ✦ Subscription to Social Community with Lifetime Support worth INR 10,000
- ✦ Question and Answers Forum with Lifetime Support worth INR 10,000
- ✦ Live online AMAs (Ask Me Anything) worth INR 25,000
- ✦ E-Book on Top 25 Digital Marketing Interview Questions worth INR 2000
- ✦ Hootsuite Platform Certificate and Marketing Certificate Coupon worth \$300

LEARNING OUTCOME:

By the end of this program, the participants will have an in depth knowledge on all social media platforms & will be proficient in maintaining a company's online presence across these channels. He/She will be able to run successful ad campaigns on all social media platforms and will be able to create engaging content. The participant can also position himself/herself as "social media expert/specialist" and join any organisation or even start a social media marketing agency. He/She will be well-versed with all the tools namely Hubspot CRM, Hootsuite, etc that are currently used by top digital marketing agencies. During the course the participants will be spending \$50000 ad credits across the social media platforms.



COURSE CURRICULUM

Digital Marketing Certified Masters Program - GSET (Guaranteed Self Employment Training)

Training hours in Core Modules: (340 Hours)

This course is specially designed for students, freshers, sales and marketing amateurs, working professionals and Business Owners, who aspire to become marketing masters in social media platforms like Facebook, LinkedIn, Twitter, Instagram, Pinterest and YouTube implementing organic as well as paid advertising strategies and understanding about Digital Marketing, Benefits and Advantages of practicing Digital Marketing and optimization of social media handles, business pages and personal profiles for increasing brand awareness and generate demand for products and services.

Marketing fundamentals

- ✦ What is Marketing?
- ✦ 4 P's of Marketing
- ✦ Why is marketing important?
- ✦ Need for Marketing for any business.
- ✦ Marketing methods.
- ✦ Internal & External components for the marketing environment

FUNDAMENTAL OF SALES

- ✦ Selling methodology
- ✦ Difference between sales & marketing
- ✦ Selling Equation
- ✦ Image & Sales Process
- ✦ Psychology behind sales
- ✦ Buying & Selling Process

INTRODUCTION TO DM

- ✦ Introduction to digital marketing
- ✦ Digital vs Traditional marketing
- ✦ Effectiveness of digital marketing
- ✦ Various verticals of digital marketing
- ✦ Scope & Opportunities for digital marketing
- ✦ Job Roles & Designations

INTRODUCTION TO DIGITAL PLATFORMS

- ✦ Search Engines
- ✦ Social Media Platforms
- ✦ Email Marketing

INTRODUCTION TO SEARCH ENGINES

- ✦ What are Search Engines?
- ✦ What is a Web Browser?
- ✦ Search Engine workflow
- ✦ Evolution of Search Engines
- ✦ SEO Vs SEM Overview

WEBSITE PLANNING & CREATION

- ✦ Understanding website elements
- ✦ Domain and Hosting
- ✦ Learning Wordpress
- ✦ Wordpress Dashboard Walkthrough
- ✦ Theme Selection
- ✦ Create your first webpage
- ✦ Adding content to your site
- ✦ Working with plugins
- ✦ Fundamentals and Nuances of designing

SEARCH ENGINE OPTIMIZATION

- ✦ SEO Introduction
- ✦ Search Engine Ranking Factors
- ✦ Anatomy of Search Results
- ✦ Keyword Research Basics
- ✦ Optimize your content
- ✦ Checking SEO Traffic in Google Analytics

GOOGLE SEARCH CONSOLE WALKTHROUGH

- ✦ Adding a Website Inside Search Console
- ✦ Setting Up the Preferred Website Version
- ✦ Fetch as Google for Quick Indexing
- ✦ Security and Malware Prevention for Good SEO
- ✦ Search Analytics and Keyword Analysis
- ✦ Crawl Data, Sitemaps and URL Parameters
- ✦ Other Resources in Search Console

GOOGLE ANALYTICS

- ✦ Introduction to analytics
- ✦ How google analytics works
- ✦ Accounts, profiles, user navigation
- ✦ How to connect google analytics with website
- ✦ Basic metrics
- ✦ Traffic sources
- ✦ Direct , Referring and search traffic
- ✦ Understanding bounce rate, uniques visitors, sessions
- ✦ Geographic and language information
- ✦ Reports

ON-PAGE SEO

- ✦ Webpage Basics - HTML, JavaScript, CSS
- ✦ Publishing your first BLOG
- ✦ HTML Tags for SEO
- ✦ Optimizing your Title, H1 & Meta Tags
- ✦ Page Speed Analysis

- ✦ Mobile Friendliness
- ✦ Keyword Usage
- ✦ Crawling, XML,HTML Sitemaps
- ✦ Robots.txt
- ✦ URL Architecture
- ✦ Ideal Content-Length for Good SEO
- ✦ LSI Keywords (Latent Semantic Index)
- ✦ Plagiarism check
- ✦ Page Redirects
- ✦ Schema & Markups
- ✦ Negative On-page SEO's to avoid
- ✦ Keyword Stuffing is a disease!
- ✦ On-page SEO best practices

OFF-PAGE SEO

- ✦ Understanding Off-Page Optimization
- ✦ DoFollow and NoFollow Links
- ✦ High-Quality Backlinks with Guest Posting
- ✦ What are Backlinks and their significance?
- ✦ Link Quality & Link Juice/Equity
- ✦ Dofollow vs Nofollow links
- ✦ Anchor Text and its types
- ✦ Anchor Text Diversity
- ✦ How to Build Backlinks
- ✦ What are the different platforms for blogging?
- ✦ How to find blogs for commenting using "footprints"
- ✦ How to find if they are dofollow or nofollow.
- ✦ How to craft comments to get accepted and approved.

LOCAL SEO

- ✦ How to Add a Listing on Google My Business
- ✦ How to set up Schema Markup for Local Businesses (NAP)
- ✦ How to find and get citations
- ✦ How to get reviews and social signals

- ✦ How to get social signals
- ✦ Scaling Search Traffic with Long Tail Keywords

SEARCH ENGINE MARKETING

- ✦ Understand the mechanics of paid search ranking.
- ✦ How does SEM Auction works?
- ✦ Create a search engine marketing campaign and evaluate its effectiveness.
- ✦ Recommend changes that will improve the campaign's conversion rates.

ONLINE ADVERTISING

- ✦ Understand the various methods of online display advertising.
- ✦ Create an online display ad campaign and measures its ROAS (return on ad spend).

ONLINE REPUTATION MANAGEMENT

- ✦ Implement online reputation management tactics to improve the online reputation of a brand.

INTRODUCTION TO SOCIAL MEDIA

- ✦ What is social media
- ✦ Effectiveness of social media on any business
- ✦ Various verticals of social media
- ✦ Content as a foundation of social media
- ✦ Psychology of social sharing
- ✦ Building shareable content
- ✦ Creating a successful social media strategy
- ✦ Introduction to Social Media
- ✦ What is social media
- ✦ Effectiveness of social media on any business
- ✦ Various verticals of social media
- ✦ Content as a foundation of social media

- ✦ Psychology of social sharing
- ✦ Building shareable content
- ✦ Creating a successful social media strategy

FACEBOOK MARKETING

- ✦ Introduction to Facebook
- ✦ Why marketing on Facebook
- ✦ Facebook terminologies
- ✦ Facebook AIDA concept
- ✦ Profiles vs Pages vs Groups
- ✦ KPI's to measure success
- ✦ Connect with your Facebook audience

FACEBOOK PAGES

- ✦ Why Facebook page?
- ✦ Setting up your first business page
- ✦ 7 ways to get likes
- ✦ Manage roles in your Facebook Page
- ✦ Understanding Publishing tools
- ✦ Create your first Facebook post
- ✦ Right ways to use hashtags
- ✦ Instant Articles
- ✦ Walkthrough the Facebook Page settings
- ✦ Best practices to optimize your Facebook Page

FACEBOOK ADS MANAGER

- ✦ Understanding Ads Manager
- ✦ Create your first Facebook Ad
- ✦ Different types of ads
- ✦ Understanding split testing
- ✦ Significance of campaign budget optimization
- ✦ Deep dive into custom & look-a-like audience
- ✦ Understanding Facebook Pixel
- ✦ Understanding Location & Demographics
- ✦ Target the audience with the right interest & behavior

- ✦ Facebook Ads placement
- ✦ Targeting Instagram through Facebook Ads Manager
- ✦ Budgeting & Scheduling
- ✦ Write ads that sell
- ✦ Create a Lead generation ad
- ✦ Different types of ad formats and their significance
- ✦ Understanding Facebook Insights

FACEBOOK MESSENGER MARKETING

- ✦ ChatBot Creation
- ✦ Creation of Chat Flows
- ✦ Collecting Leads
- ✦ Integrating With Email Marketing tools

INSTAGRAM MARKETING

- ✦ Instagram Marketing Overview
- ✦ Types of Instagram Account
- ✦ Setting up your Instagram business account
- ✦ Navigating through the settings
- ✦ Optimizing your Instagram business profile
- ✦ How to write the right Bio
- ✦ Crafting an Instagram content strategy
- ✦ Significance of hashtags
- ✦ Influencer marketing on Instagram
- ✦ Instagram Ads
- ✦ Analytics & Measurement

LINKEDIN MARKETING

- ✦ Understanding LinkedIn
- ✦ Overview of the B2B sector
- ✦ Sales navigation through LinkedIn
- ✦ LinkedIn for personal branding
- ✦ Brand marketing on LinkedIn
- ✦ LinkedIn company pages
- ✦ Build a brand presence on LinkedIn

- ✦ LinkedIn Ads
- ✦ LinkedIn Insights

PINTEREST MARKETING

- ✦ Why use Pinterest
- ✦ Pinterest for business
- ✦ Pinterest terminologies
- ✦ Create a Design - boards, pin
- ✦ Leveraging rich pins
- ✦ Create a business profile
- ✦ Model influencers
- ✦ Pinterest Profile SEO
- ✦ Claim your website through Pinterest
- ✦ Why Pinterest ads work
- ✦ Pinterest marketing best practices
- ✦ Analytics & Measurement

TWITTER MARKETING

- ✦ Why Twitter and its usefulness
- ✦ Understanding Twitter terminologies
- ✦ Twitter marketing for brand awareness
- ✦ Twitter marketing for influencers
- ✦ Microblogging with twitter
- ✦ A business account in Twitter
- ✦ Significance of hashtags
- ✦ How to get followers on twitter
- ✦ Share your tweets
- ✦ Get more retweets
- ✦ Twitter ads campaign fundamentals
- ✦ Measure your success through analytics

YOUTUBE MARKETING

- ✦ Fundamentals of Youtube Marketing
- ✦ Setting up a channel
- ✦ Subscribers hack
- ✦ Drive traffic to your channel
- ✦ Find keywords for your videos
- ✦ How to verify your account

- ✧ Youtube terminologies, cards, end screen
- ✧ Youtube broadcasting
- ✧ Monetize your videos
- ✧ Analytics & Reports

EMAIL MARKETING

- ✧ Introduction to Email-Marketing
- ✧ Setting up an Email Marketing Machine
- ✧ Types of Emails
- ✧ Setting up an account on MailChimp & GetResponse
- ✧ Email contact strategy template
- ✧ Email Template Model
- ✧ Creating an Email List
- ✧ Route-map to grow your email list
- ✧ Email Marketing best practices
- ✧ Event triggered emails
- ✧ Create your first email marketing campaign
- ✧ Report analysis and campaign's success measurement
- ✧ Email automation overview & benefits
- ✧ How email automation works?
- ✧ Choose the right automation platform
- ✧ What are workflows & how to create workflow
- ✧ Simple automation function with mailchimp

AFFILIATE MARKETING

- ✧ Affiliate marketing & its purpose
- ✧ The affiliate business model
- ✧ Market vs Target market vs Niche market
- ✧ How affiliate marketing is beneficial for a business & individual
- ✧ How to Find Buyers & Get Buyer Traffic
- ✧ Physical Products - Proven Framework to Find Profitable Affiliate Products
- ✧ Digital Products - Proven Framework to Find Profitable Affiliate Products

- ✧ How to Get Approved by Any Affiliate Network
- ✧ Affiliate Marketing Tools for Super Affiliates
- ✧ Reviews & Comparisons Strategy To Get Buyer Traffic
- ✧ Video Affiliate Marketing on YouTube
- ✧ Powerful and Proven Email Marketing Strategies
- ✧ Build High Converting Email Captures
- ✧ Inside Commission Junction (CJ.com)
- ✧ Inside Amazon Affiliate Marketing System
- ✧ How to Prevent Getting Banned from Amazon Associates Programs
- ✧ Understanding the right methodology to do affiliate marketing
- ✧ Business offering affiliate marketing
- ✧ Resources required to become an affiliate
- ✧ Finding related keywords
- ✧ CPS vs CPA
- ✧ Top affiliate marketers in the market
- ✧ Route-map to do become a successful affiliate
- ✧ Segregation of affiliate marketing, mobile & web
- ✧ Affiliate marketing channels & content
- ✧ Relationship & List building
- ✧ Increase Conversion
- ✧ Lead Magnets
- ✧ How to generate leads in affiliate marketing
- ✧ What is pillar content and cluster content
- ✧ What is profit content and non profit content.
- ✧ How to interlink content to get the best SEO results.
- ✧ Content types ideal for niche affiliate websites.
- ✧ How to get quality content written and promote it
- ✧ Scaling For Profit
- ✧ The Facebook Ad Method to Build an Email List at Low Cost

- ✦ Promoting Affiliate Links via Google AdWords
- ✦ The ₹10,000 per month Challenge
- ✦ Introduction to the ₹10,000/month Challenge
- ✦ How to Create User Friendly Affiliate Links
- ✦ 10 Niche Affiliate Site Principles To Live By
- ✦ 10K Per Month Challenge - Winning Content Strategies for Niche Affiliate Websites

CONTENT MARKETING

- ✦ Forming a Mission Statement
- ✦ Deciding How You'll Use Content Marketing
- ✦ Selecting a Niche
- ✦ Identifying Your Unique Propositions
- ✦ Identifying a Target Audience
- ✦ Getting your message into the media
- ✦ Forming a Core Message and Secondary Messages
- ✦ Creating and Using an Editorial Calendar
- ✦ Establishing an Online Footprint, Starting with a Blog
- ✦ Writing for the Web
- ✦ Performing a Competitive Analysis

- ✦ Understanding the Importance of Images, Audio, and Video
- ✦ Collecting Content Ideas
- ✦ Setting Up Google Alerts
- ✦ Generation of content ideas using social media, newsjacking, brainstorming and mind mapping, and keyword search
- ✦ Building Your Brand

CONTENT PROMOTION

- ✦ Mapping Your Customer Journey
- ✦ Different Variations of Content
- ✦ Different Formats of Content
- ✦ Content Repurposing

- ✦ Content Distribution - Search Engine Optimization
- ✦ Content Distribution - Facebook
- ✦ Content Distribution - LinkedIn
- ✦ Content Distribution - Quora
- ✦ Content Distribution - Twitter
- ✦ Content Distribution - Pinterest
- ✦ Content Distribution - Youtube
- ✦ Content Distribution - Guest Posting
- ✦ Content Distribution - Comment Marketing
- ✦ Content Distribution - Email Marketing
- ✦ Measuring Effectiveness of your Content Marketing
- ✦ How to Create a Content Calendar
- ✦ Content Marketing Career Prospects

CERTIFICATIONS

- ✦ Student Mimic Pro & Social Mimic Simulation module
- ✦ Hootsuite Platform training + certification
- ✦ Hootsuite Social Media Training + certification
- ✦ Hubspot Inbound marketing Training + certification
- ✦ Hubspot Email Marketing Training + certification
- ✦ Hubspot CRM Marketing training + certification
- ✦ SEMrush Social Media Training + Certification
- ✦ Facebook Blueprint Training + certification (under student's discretion)
- ✦ Google Adwords Training + Certification
- ✦ Google Analytics Training + Certification
- ✦ Youtube Certification training
- ✦ SEMrush Training SEO Toolkit Exam + Training
- ✦ Amazon Trained E-Commerce Specialist (under student's discretion) should have completed college to avail this course.

VALUE ADDITION TO STUDENTS

- ❖ Domain Valid for 1year Worth INR 1500
- ❖ Hosting Service Valid for 1year Worth INR 7500
- ❖ Virtual Search Engine Ad credits worth \$50000 (Should be utilized in Stukent simulator)
- ❖ Virtual Social Media Ad credits worth \$50000 (Should be utilized in Stukent simulator)
- ❖ Bing Ads Credit worth upto \$100
- ❖ Text Books Worth INR 3000
- ❖ Subscription to Social Community with Lifetime Support worth INR 10,000
- ❖ Question and Answers Forum with Lifetime Support worth INR 10,000
- ❖ Live online AMAs (Ask Me Anything) worth INR 25,000
- ❖ E-Book on Top 25 Digital Marketing Interview Questions worth INR 2000
- ❖ Hootsuite Platform Certificate and Marketing Certificate Coupon worth \$300

LEARNING OUTCOME:

By the end of this program, the participants will be equipped with all digital platforms. He/She will be able to run successful Google ads campaigns and will be able to optimise a website to generate more website traffic through organic resources as well as maintain online presence across all social media platforms. The participant can also position himself/herself as "Digital Marketing executive/expert/specialist" and join any organisation or even start his career as a Digital Marketing consultant. The course carefully named as "Guaranteed Self Employment Training" empowers participants to start his/her own digital marketing agency right after the completion of the course. He/She will be well-versed with all the tools namely SEMrush, Google Analytics, Google Ads, Google Tag Manager, Hubspot CRM, Hootsuite, etc that are currently used by top digital marketing agencies. During the course the participants will be spending \$50000 ad credits across the social media platforms, \$50000 ad credits for Google & \$100 ad credits for Bing advertising platform which will help him to become an expert on this respective field.



SAMPLE CERTIFICATES

Google Digital Workshop

Subash Nagaraj

is hereby awarded this certificate of achievement for the successful completion of **The Fundamentals of Digital Marketing** certification exam on 31/07/2018

Maat Böttic
President - Google EMEA

Toussaint Emelo Achan
CEO - IAB Europe

Certificate ID: DTS 28V VV0 Verify the authenticity of this certificate at: [HTTPS://GOO.GL/Wy2k64](https://goo.gl/Wy2k64)

SEMrush Certification
Digital Marketing

SEMURSH ACADEMY
DIGITAL MARKETING EDUCATION & CERTIFICATION

Daive Ciambelli

is awarded this certificate of achievement for the successful completion of the **SEMrush SEO Toolkit Exam**

Certificate expires **22 Aug 2019**

Certificate of completion #3aa4805a115b06
Certification exam ID:6

CERTIFICATE OF COMPLETION

TITLE : _____

AWARDED TO : _____

AT : _____

STUDENT ID No. : _____

START DATE : _____ END DATE : _____

This is a computer generated certificate. For more details, please verify at <http://synergysbs.com/certVerification.php>

MANAGING DIRECTOR _____ CENTRE HEAD _____ DATE OF ISSUE _____

Synergy SCHOOL OF BUSINESS SKILLS

CADD CENTRE TRAINING SERVICES PRIVATE LIMITED

Synergy School training is available through a wide network of training centres. The courses offered are comprehensive and of high quality. The participants are trained by well experienced instructors in the latest technology.

SEMrush Certification
Digital Marketing

SEMURSH ACADEMY
DIGITAL MARKETING EDUCATION & CERTIFICATION

Steve Weber

is awarded this certificate of achievement for the successful completion of the **SEMrush Site Audit Exam**

Certificate expires **03 Aug 2020**

Certificate of completion #a55d8a3c4e1d9
Certification exam ID:2

CADD CENTRE

STUDENT NAME: _____ STUDENT ID No. : _____

Synergy SCHOOL OF BUSINESS SKILLS

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Project **ORACLE** **Oracle** **Project** **Management** **Software** **asta** **SCRUMstudy** **KAIZEN** **INSTITUTE** **Team** **Academy**

CADD Centre uses legal software from the above software developers. CADD Centre students are employed in many reputed companies and universities in several countries worldwide. www.caddcentre.com

This is a computer generated certificate. For more details, please verify at: <http://synergysbs.com/certVerification.php>

SEMrush Certification
Digital Marketing

SEMURSH ACADEMY
DIGITAL MARKETING EDUCATION & CERTIFICATION

Tyler Ofori

is awarded this certificate of achievement for the successful completion of the **SEMrush Certification for SEOs**

Certificate expires **10 Feb 2019**

Certificate of completion #01920961233c6
Certification exam ID:6

Congratulations!
Your Name Here

Completed

Google Ads Video Certification
on February 7, 2019

Completion ID: 27388781 Expires: February 7, 2020

You know how TrueView ads work and how to set up a Google Ads video campaign.

Google

SEMrush Certification
Digital Marketing

SEMURSH ACADEMY
DIGITAL MARKETING EDUCATION & CERTIFICATION

Web Online Solution


is awarded this certificate of achievement for the successful completion of the **SEMrush Social Media Toolkit Exam**

Certificate expires **03 May 2020**

Certificate of completion #7dca9ab239de14
Certification exam ID:13

SAMPLE CERTIFICATES

Congratulations!
Subash N




Completed
Google Ads Search Certification
on November 20, 2018


Completion ID: 24764427 Expires: November 20, 2019

...

You know how Google Ads Search works and how to setup your Google Ads Search campaign.



Congratulations!
Subash N




Completed
Google Ads Mobile
on November 27, 2018


Completion ID: 25048963 Expires: November 27, 2019

...

You know how Google Ads can help you reach customers on mobile devices in the moments that matter.



Congratulations!
Subash N




Completed
Google Ads Mobile Certification
on November 27, 2018


Completion ID: 25048937 Expires: November 27, 2019

...

You know how Google Ads can help you reach customers on mobile devices in the moments that matter.



Congratulations!
Subash N




Completed
Google Ads Fundamentals
on November 20, 2018


Completion ID: 18938253 Expires: November 20, 2019

...

You know the basics of Google Ads and how to promote your business online.



Congratulations!
Subash N




Completed
Google Ads Search
on November 20, 2018

Completion ID: 24764431 Expires: November 20, 2019

...

You know how Google Ads Search works and how to setup your Google Ads Search campaign.



Congratulations!
Subash N



Completed
Digital Sales Certification
on November 20, 2018


Completion ID: 23815048 Expires: November 20, 2020

...

You know how to sell digital marketing services and products.



Congratulations!
Subash N




Completed
Google Analytics Individual Qualification
on November 27, 2018

Completion ID: 25049895 Expires: November 27, 2019

...

You understand advanced Google Analytics concepts.



SAMPLE CERTIFICATES

Hootsuite academy August 27, 2017

CERTIFICATE OF ACHIEVEMENT

Dominic Persichitte
has successfully completed:

Hootsuite Platform Certification



Hootsuite academy November 19, 2016

CERTIFICATE OF ACHIEVEMENT

Caitrin Dolan
has successfully completed:

Social Marketing Certification



Google AdWords
AdWords Display Certification

Safiya Collymore
is awarded this certificate for passing the AdWords Fundamentals and Display Advertising assessments.



VALID THROUGH 3/24/2019

Google

Academy for Ads

Google AdWords
Google Shopping Certification

George Kitsos
is awarded this certificate for passing the AdWords Fundamentals and Shopping Advertising assessments.



VALID THROUGH 6/25/2018

Google

Academy for Ads

Evan Pogue



Mimic Pro
Certificate of Completion
Completed: June 14th, 2019

Congratulations! This certifies that Evan Pogue has completed Stukent's Mimic Pro digital marketing simulation. Students that use Mimic Pro get hands-on experience doing digital marketing. Throughout the simulation they manage an online ad campaign of roughly \$50,000. The end goal is to drive the highest revenues and profits. Round by round, students have reports so that they can analyze the data, and make data driven decisions about how to proceed. Without the effects of spending real money, they are able to test and try different strategies, and they're more prepared to work with real ad dollars than students without experience managing tens of thousands of ad dollars. They also have the chance to write and create email campaigns for targeted audiences.

When all is said and done, students that use Stukent's Mimic Pro simulation have gained significant experience doing:

- Keyword Research
- Data Analysis
- Writing Content
- Running A/B Ad Tests
- Creating Landing Page Wireframes
- Doing Basic On-site Search Engine Optimization
- Creating and Launching Successful Email Marketing Campaigns

This is a big achievement! Be sure to share this on LinkedIn and other social media! It could be the ticket to the rocket that launches your career.



Stuart Draper, CEO
Stukent, Inc.

stukent



Mimic Social
Certificate of Completion
Completed: June 7th, 2019

PRESENTED TO

Evan Pogue

For successfully creating and managing simulated social media marketing campaigns for Facebook, Instagram, YouTube, Twitter, LinkedIn, and Pinterest. The following skills and activities were completed as Evan gained hands-on experience in earning this certification.

- Launched paid social ad campaigns
- Analyzed data, metrics, and results
- Wrote content for social media posts
- Optimized campaigns for conversions
- Selected valuable pre-created content
- Drove platform engagement
- Planned and scheduled posts
- Responded to customers
- Managed multiple \$5,000 weekly content creation and promotion budgets
- Targeted different market segments



Stuart Draper, CEO
Stukent, Inc.

Tools

- ✧ Ubersuggest
- ✧ Google Keyword Planner
- ✧ Google Trends
- ✧ Google Analytics
- ✧ Google Tag Manager
- ✧ Google WebMaster
- ✧ Buzzsumo
- ✧ Spyfu
- ✧ Similarweb
- ✧ KnowEm
- ✧ Amex tool
- ✧ Who is your registrar?
- ✧ Portent title maker
- ✧ Moz
- ✧ Yoast
- ✧ Grammarly
- ✧ DMCA
- ✧ Plagiarism checker
- ✧ Hubspot
- ✧ Stukent Mimic Pro
- ✧ Stukent Social Mimic
- ✧ SEMrush
- ✧ Hootsuite
- ✧ Gmetrix
- ✧ Moz Cast
- ✧ SEOlyzer
- ✧ Canva
- ✧ Buffer
- ✧ Grammarly
- ✧ Hashtag.org
- ✧ DMCA
- ✧ Hootsuite
- ✧ Buffer
- ✧ Later
- ✧ TweetDeck
- ✧ Followerwonk
- ✧ SumAll
- ✧ Askthepublic.com

COURSE COMPARISON CHART

Sl.No	Features	Foundation	Scholars		Masters
			Search Engine	Social Media	
1	Duration	40	120	120	340
2	Hosting	6 Months	6 Months	6 Months	1 year
3	Domain	1	1	1	1
4	Certifications	3	10	10	15
5	DMCA	Basic	Advanced	Advanced	Advanced
6	Email Marketing	Basic	Advanced	Advanced	Advanced
7	Search Engine Marketing	Basic	Google & Bing	Advanced	All Platforms
8	Online Advertizing	Basic	Advanced	Advanced	Advanced
9	Reputation Management	Basic	Advanced	Advanced	Advanced
10	Content Marketing	Basic	Advanced	Advanced	Advanced
11	Google Analytics	Basic	Advanced	Advanced	Advanced
12	On Page SEO	Basic	Advanced	Advanced	Advanced
13	Off Page SEO	Basic	Advanced	Advanced	Advanced
14	Content Promotion		Advanced	Advanced	Advanced
15	Case Studies	2	5	5	8
16	Live Classroom Training	✓	✓	✓	✓
17	Marketing Fundamentals	✓	✓	✓	✓
18	Fundamental of Sales	✓	✓	✓	✓
19	Introduction to DM	✓	✓	✓	✓
20	Website Creation	✓	✓	✓	✓
21	SEO Fundamentals	✓	✓	✓	✓
22	Search Console	✓	✓	✓	✓
23	Local SEO	✓	✓	✓	✓
24	E-Book on Top 25 Digital Marketing Interview Questions	✓	✓	✓	✓
25	Placement Guidance	✓	✓	✓	✓
26	Self Paced Learning Modules	✓	✓	✓	✓
27	Google Ads Academy Certification	Ads Fundamentals	✓	✓	✓
28	Live Internships		✓	✓	✓
29	Bing Ad credits(\$100)		✓		✓
30	SemRush		✓		✓
31	Virtual Ad Credits(SEM)(\$50,000)		✓		✓
32	Stukent's Mimic Pro		✓		✓
33	Stukent's Social Mimic		✓		✓
34	Virtual Ad Credits(SMM)(\$90,000)		✓		✓

COURSE COMPARISON CHART

35	Hotsuite Certifications(\$300)			✓	✓
36	Hubspot Platform Training			✓	✓
37	Hootsuite Platform Training			✓	✓
38	Facebook Marketing			✓	✓
39	Facebook Pages			✓	✓
40	Facebook Ads Manager			✓	✓
41	Messenger Marketing			✓	✓
42	Instagram Marketing			✓	✓
43	Linkedin Marketing			✓	✓
44	Pinterest Marketing			✓	✓
45	Twitter Marketing			✓	✓
46	Youtube Marketing			✓	✓
47	Advanced Email Marketing				✓
48	Affiliate Marketing				✓
49	₹10,000 per month Challenge				✓
50	Hubspot Certification				✓
51	GSET				✓
52	Access to Mentor				✓
53	Live Coaching Call				✓

Join us to make a Better World:



Synergy- School-Of-Business-Skills



Synergy School of Business Skills



Synergysbspmp



Synergysbs



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