iJaipuria

Complete Practical Training Course for

Digital Marketing

100% Placement Assistance

Classes By Digital Marketing Experts

Paid Live Projects

4 Months Course

Guaranteed Paid Internship*

LEAD THE FUTURE

Perfect Time to Get Started in
Digital Marketing

Become an Expert in

18+ Courses in 4 Months

`SEO` `SMM` `SMO` `SMM` `Content Marketing` `Website Development`
`Google Ads` `Facebook Ads` `YouTube` `Email Marketing` `WhatsApp`
`Web Analytics` `Marketing Automation` `Interview Preparation` `and more!`

Digital Marketing: The Most Sought-after Marketing Strategies Employed by Businesses Today

- Digital Marketing Market is Further Expected to Scale With a CAGR of 32.1% by 2028, With a Value of USD 24.1 Billion

- According to Linkedin, the "Digital Marketing Specialist" Role is Among the Top 10 Most In-demand Jobs, With 8,60,000 Job Openings

- The Average Salary of the Digital Marketer in India is Around ₹6.4 Lakh Per Annum

The Road **Ahead**

About **iJaipuria**

iJaipuria is an ed-tech startup:

Focused on Delivering the Best Learning Experiences to Learners of All Ages, From College and Beyond

It Has Been Operational Since 2018 and is Based In Delhi, India

EXPLORE NEW PATHS

LEARN EXCITING SKILLS

CREATE MEANINGFUL CHANGE

The company has a comprehensive range of online courses in multiple disciplines, from Sales and Marketing, Business Analytics and Data Science, Management Skills, Personality Development, and Finance and Investment.

Each course is tailored to the needs of the learners, and they are offered in various formats, including :

Guided

Interactive

Self-paced

2 Why **Digital Marketing?**

In today's competitive digital landscape, studying digital marketing is more important than ever due to its ability to help businesses increase their reach and grow their customer base.

- Increase Sales
- Connect with Customers
- Improve Reach
- Optimize Campaigns
- Generate Leads
- Build Brand Awareness
- Harness Technology
- High-paying Jobs

SUPER CHARGE YOUR SUCCESS

3 About the Programme

iJaipuria's

Complete Practical Training Course for

Digital Marketing

Is your sure shot way to get ahead

This Programme Provides:

- An Interactive and Immersive Way to Learn Digital Marketing
- Allows Attendees to Participate in Hands-on Experiences
- Comprehensive Understanding of the Subject
- Paid Live Projects & Paid Internships*
- 100% Guaranteed Placement Assistance
- Designed, Curated and Delivered by Industry Experts

OUR PROGRAMME HAS SOMETHING FOR EVERYONE!

Instructors

The instructors for this programme are experts in their respective fields, providing the latest knowledge and insights that attendees can immediately apply to their businesses or projects. Additionally, through Q&A sessions, the instructors provide invaluable advice to the attendees and offer feedback.

RUPSHANKER MISHRA
(Digital Marketing Consultant)

He is a Digital Marketing Specialist, Consultant, Content Creator, and Co-founder of Mediaffix

TANMOY KR. DAS
(Ex Google & IIM Kozhikode Alumni)

He has trained over 8000 students in Google Ads & Microsoft Ads & conducts training for senior management & working professionals

MAYANK BATRA
(International trainer & consultant)

With over 13+ years of experience in Sales & Marketing & has been featured in numerous prominent newspapers & magazines

RITIKA JOSHI
(Career Coach)

She has over 14 years of corporate experience with India's leading organizations. She has led over 100 interview seminars & helps people improve their careers

4 Program **Highlights**

This comprehensive four-month course on digital marketing will equip you with the knowledge and skills you need to excel in your career or business.

FORMAT OF THE CLASSES

- Live Classes With 2-way Interaction
- Practical Sessions
- Assignments, Capstone and Paid Projects
- Self-paced Content Prior Every Live Class
- Small Batch Size

COURSE DURATION

- 16 - 17 Weeks
- Live Classes Every Saturday, Specific Sundays

PREREQUISITES

- No Prior Experience is Necessary
- Laptop/phone for Zoom Meetings
- Internet Connection

AT YOUR CONVENIENCE!

PLACEMENT 100% ASSISTANCE

5 Why Join This **Programme?**

100% Practical Course

This course focuses on hands-on training with an emphasis on practical applications. From developing strategies to managing projects to utilizing the right technologies, this course is 100 percent practical

Complete Placement Assistance Support

This course offers specialized professional workshops on creating a resume, creating a LinkedIn profile, and preparing for interviews

Paid Live Projects: A Chance to Stand Out

Aside from working on assignments, you will also have the opportunity to showcase your skills through live projects provided by iJaipuria

Paid Internships*

After completing the course, students will gain the skills and knowledge necessary to excel as digital marketers and obtain an internship in the field. Our network of professionals and employers promises to provide students with access to internships in various sectors, ensuring they get real-world experience with a paid salary

TAKE YOUR CAREER TO THE NEXT LEVEL!

Instructors with Industry Experience

You will learn from experts who create and implement digital marketing campaigns daily. This will be hands-on learning

Live and Interactive Sessions

This course will provide live and interactive sessions with experienced instructors, allowing learners to interact and ask questions in real time

Networking

You will get an opportunity to network with others in your field, allowing learners to broaden their understanding and skill set

Access to Ads On

This course provides access to excellent tools that will equip you with the necessary information to complete the course

18+ Advanced Level Modules

There is a sea of possibilities in Digital Marketing. Each of the 18 modules in our programme is focused on a different, essential part of digital marketing and is designed to allow for further specialization. Learn the steps to success in each section!

6 Certifications

Get Recognized!

You will be certified after the completion of every module and will also receive a Certificate of Completion when you finish our four-month programme.

Certificate of Completion: Prerequisites*

✅ Minimun 80% Attendance

✅ Passing the Final Exam With More Than 60%

✅ Securing Not More Than One F In All the Assignments

✅ Completion of All Assignments & Capstone Projects

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iJaipuria

Certificate
OF COMPLETION

THIS CERTIFICATE IS PROUDLY PRESENTED TO

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FOR SUCCESSFULLY COMPLETING

COMPLETE PRACTICAL TRAINING COURSE FOR DIGITAL MARKETING

ONLINE COURSE ON **15th JANUARY 2023**

RUPSHANKER MISHRA | MAYANK BATRA
RITIKA JOSHI | TANMOY KR. DAS
INSTRUCTORS

CERTIFIED
iJaipuria

13770
CERTIFICATE NUMBER

You will only be eligible for paid internships if you obtain a Certificate of Completion, the conditions for which are outlined above.

7 Course Structure

Building Blocks of Success!

WEEK 1

Fundamentals of Digital Marketing

- Introduction to Digital Marketing
- Importance of Digital Marketing for Businesses Today
- Define & Find the Perfect Customer Avatar
- Digital Marketing & Its Scope

WEEK 3

Content Marketing & Copywriting

- What is Content Marketing?
- Your Content Marketing Plan
- Copywriting Basics
- A.I.D.A

WEEK 2

WordPress Website Development

- What is a Website?
- Domain, Hosting & SSL
- Wordpress.com vs. Wordpress.org
- Setup Your Website
- Different Types of Website Creation
- Free Website Creation

Search Engine Optimization

- An overview of SEO
- Types of SEO- On Page, Off Page & Technical
- What are Keywords and Why are they important?
- Keyword Research Tools
- Optimizing Your WordPress Website
- Search Console & Analytics Basics
- The Importance of Backlinks
- Backlink Creation Process
- Technical SEO

- Local SEO (Google My Business)
- Google Web Stories
- SEO Audit, Checklist and Report Creation

Social Media Optimization

- Introduction to Social Media Marketing
- Understanding Social Media Platforms
- Facebook Marketing
- Instagram Marketing
- Pinterest Marketing
- LinkedIn Marketing
- Social Media Content Creation
- Social Media Management Tools
- Social Media Audit, Checklist & Report Creation

WEEK 6

Facebook & Instagram Ads

- Basic of Facebook & Instagram Ads & How It Works
- Different Types of Ads Objectives of Facebook & Instagram Ads
- Defining Your Target Audience
- Creating Your Ad in the Ads Manager
- Brand Awareness Campaign Setup in the Ads Manager
- Website Visit Campaign Setup in the Ads Manager
- Lead Generation Campaign Setup in the Ads Manager
- What is Facebook Retargeting and Why is Important for You
- Creating a Facebook Pixel & Installation & Retargeting Campaign

WEEK 7

Google Ads

- What is Google Ads, and Why is It Important to You?
- Creating Your Google Ads Account Step by Step
- Setting Up Your Google Ads Account Billing Information
- Types of Google Ads That We Can Create
- 3 Main Elements of Your Campaigns
- Creating a Google Ads Search Campaign
- Creating a Google Ad Display Campaign
- Creating a Google Ad Video Campaign for Youtube
- Google Performance Max Campaigns

WEEK 8

Youtube Masterclass

- Introduction
- Youtube Keyword Research
- YouTube Optimisation

WEEK 9

LinkedIn Ads
Master Class 2023

Ways to Advertise on Linkedin Ads   **Generate More Leads With Linkedin Advertising**

Campaign Optimisation Techniques   **Measure Campaign Performance and ROI**

Highlights

○ Get in-depth Knowledge of Linkedin Ads to Grow Your Online Business

○ Setup Insight Tag to Boost Sales of Your Online Business

○ Target Different Types of Audiences, Demographics to Reach Your Customers

○ Build Remarketing Linkedin Campaigns to Follow Users on the Internet

○ Create LinkedIn Website Visits Campaigns, Lead Generation Campaigns, Direct Sponsored Content Single Image Ad Campaign

WEEK 10

Email Marketing

- What is Email Marketing
- Email Marketing Tools
- Create a Lead Magnet
- Create Email Sequences
- Reporting & Getting Success

WEEK 11

WhatsApp Marketing

- Know the WhatsApp Business inside out
- Set up a Business Profile to influence
- Share the Catalog and Product/Service info in a jiffy
- Becoming more creative
- Broadcast & Groups
- Chat labeling, Chatbots, WordPress Integration

WEEK 12

Marketing Automation

- Learn the Techniques of Marketing Automation
- Learn to Automate Various Marketing Platforms

Placement Success Assistance

- Interview Etiquettes & Stress Interview Questions
- Dos and Don'ts during Interview
- Dress to Impress
- How to Tackle Stressful Situations During Interviews

Affiliate Marketing

- What is Affiliate Marketing
- Different Affiliate Marketing Programs
- Different Traffic Source to Get Sales
- How to Earn Money Through Affiliate Marketing

Placement Success Assistance

- Commonly asked HR questions and mindset behind every question.
- FRAMEWORK to answer the questions

Web Analytics

- What is Analytics? & Origin of Google Analytics
- Terminologies
- How Can Google Analytics Empower a Business/brand?
- Other Competitor Analysis Tools
- Google Analytics - Hands-on

Placement Success Assistance

- Behavioral Questions and Mindset Behind Every Question
- Technique to Answer the Questions

GROW

ENGAGE

MEASURE

Placement Success Assistance

- Basics of Resume Writing
- Components of Resume
- How to Create the Resume From Scratch on Canva
- Dos and Don'ts While Creating Resume.
- Linkedin Profile Optimisation
- How to Engage With Recruiters on Linkedin?
- Why Networking ?
- Different Channels for Networking

8 Learning Path

Creating a Roadmap to Success!

19 Live Sessions

50+ Hours of Self – Paced Content

Assignments

Capstone & Paid Projects

Placement Success Module

Final Evaluation

Closing Session

Declaration Of Outstanding Capstone Projects

Distribution Of Completion Certificates And Grade Sheets

Paid Internship Interviews

9 Programme Outcomes

- Understand Digital Marketing Strategies And How To Use Them Effectively

- Grasp Best Practices In Digital Media Planning, Buying, And Optimization

- Familiarize Yourself With The Principles Of SEO & SEM

- Learn To Track, Measure, And Analyze Digital Media Performance

- Acquire Knowledge Of The Latest Tools And Technologies For Digital Marketing

- Build An Effective Website That Converts Potential Customers Into Buyers

- Leverage The Power Of Social Media To Attract Prospects

- Use Content Marketing To Engage Potential Customers

- Understand Effective Email & WhatsApp Marketing Techniques And Practices

Different Payment Options

We provide the following payment options for our online digital marketing course

Net Banking

Credit/Debit Card

Standard EMI

Total Admission Fees

₹ 75,000* (+Applicable GST)

*Apply Now to Get Offers upto ₹ 35,000

Start Your Digital Marketing Journey With **Just Paying ₹ 5000** CLICK!

And pay the balance in the next 7 Days. **A Few Seats Left!**

Or pay the complete fee now.

Upcoming Batch Details

Course Duration

4 Months

Weekend Batch

Saturday & Sunday

Course Certification

10+ Certificates

Contact Number

+91-7683019950

Course Modules

14+ Modules

Training Mode

Live Online Classes & Self-Paced Videos

Starts From

May 2023

BOOK YOUR SEATS

CLICK!

10 FAQ's

What Is The Course's Duration?
The course lasts four months. The workshops are held on Saturdays and certain Sundays

Will A Recording Be Provided If I Miss A Class?
Yes, the recording will be given the day following each class. You have permanent access to recordings

Who Are The Mentors For This Course?
Your faculty will consist of industry practitioners with a track record of success in their respective areas

What Will The Live Projects Include?
These are the iJaipuria-provided projects in which you will work on actual business problems to obtain practical experience

Who May Enroll In This Course?

This course would benefit all college students (freshers), entrepreneurs and businessmen/women who wish to expand their businesses, mid-level managers, homepreneurs, homemakers, and freelancers in the field who want to increase their marketing skills

Is a Technical Background Required to Learn Digital Marketing?

In class, all technical aspects of digital marketing will be covered. However, students are expected to have only the most fundamental computing skills

May I Receive A Refund?

There is no refund policy in place during the course. A person can, however, withdraw from the course two weeks before it begins. Furthermore, if a student takes the course on EMI/Installment and pays the installment but then decides to discontinue the course, the installment/s paid will not be refunded

Will There Be Assignments? Is There A Test?

There will be assignments following each module and a certified final examination

Will You Also Supply Study Materials?

Yes, students will have access to all study materials through their dashboards

Do You Offer Internships?

Yes, internships will be available to all students who demonstrate academic promise and complete the programme by fulfilling all the requirements

How Many Students Will Comprise A Batch?

Our priority is to provide every student with an equal opportunity to shine. The number of students will maintain the quality of the sessions

What Are The Batch Details?

Please visit our website (www.ijaipuria.com)
for more information

How Can You Qualify For Paid Internships?

You will only be eligible for paid internships if you obtain a Certificate of Completion, the conditions for which are:

- Minimum 80% Attendance
- Completion Of All Assignments & Capstone Projects
- Securing Not More Than One F In All The Assignments
- Passing The Final Exam With More Than 60%

11 Need Assistance?

You Can Reach Out to Us at:

WhatsApp: +91-7683019950

Email: contact@ijaipuria.com

ENROL NOW

GET FOUND • GET NOTICED • GET RESULTS