

## Online Live Instructor-led Digital Marketing Crash Courses

Practical Home Assignments included	Fundamental Certification [FDMOC] (with access to class notes )			Advanced Certification [ADMOC] (with Lifetime Access to Video walkthrough modules)			Practical Home Assignments included
	Duration: 1 month			Duration: 2 months			
	Fees: Rs 3500/-			Fees: Rs 7000/-			
Core Modules	Topics	Classes	Duration / Live Online Class (hrs)	Topics	Classes	Duration / Live Online Class (hrs)	Online class tools
<b>Digital Marketing Fundamentals</b>							<b>Zoom / Hangout / Skype</b>
	Digital Marketing Fundamentals	1	1	Digital Marketing Fundamentals	1	1	
Digital Marketing Mix	Inbound & outbound marketing concepts			1			1
<b>Digital &amp; Content Marketing Models and Strategies</b>							
	AACRO Model	1	1	AACRO Model	1	1	
	Social Media 70-20-10 Rule			Social Media 70-20-10 Rule			
				POEM	1	1	
			AIDA				
			E3 Model				
			Story telling				
<b>Due Diligence Audit &amp; Lead Funnels</b>							<b>Zoom / Hangout / Skype</b>
	Landing Page Audit & Guidelines	1	1	3 Second litmus test	1	1	
	Competitor Research basics			Landing Page Audit & Guidelines			
	Conversion Rate Optimization techniques			Conversion Rate Optimization techniques			
<b>Inbound / Organic Digital Marketing</b>							<b>Zoom / Hangout / Skype</b>
				POP, POD, FAB, Value Proposition, Useproof	1	1	
				Competitor Research			
			Audit tools (exclusive Rankwatch subscription for 2 months)				
	SEO			SEO & SXO			

<b>Out-bound/Inorganic Digital Marketing</b>	Keyword Research	1	1	Keyword Research	1	1	<b>Zoom / Hangout / Skype</b>
	On -page SEO concept			On -page SEO concept with example WordPress website			
	Off-page SEO concept			Content guidelines			
	Basic Social Media Optimization & content calendar			Off-page SEO concept	1	1	
				Google My Business Listing	1	1	<b>Zoom / Hangout / Skype</b>
				Advanced Social Media Optimization & content calendar			
	Google Ads concept & FB ads overview	1	1	Google Ads concept	1	1	<b>Zoom / Hangout / Skype</b>
				Search, Display & Video ads	1	1	<b>Zoom / Hangout / Skype</b>
				Facebook Ads	1	1	<b>Zoom / Hangout / Skype</b>
<b>Web Analytics (Monitoring KPIs)</b>	Google Analytics	1	1	Google Analytics	1	1	<b>Zoom / Hangout / Skype</b>
	Basic Social Media insights			Google Search Console			
				Other analytics tools	1	1	
				Advanced Social Media insights			
<b>Reporting &amp; Proposal</b>	Reporting formats	1	1	Reporting formats	1	1	<b>Zoom / Hangout / Skype</b>
	Proposal formats			Proposal formats			
<b>Weekly 2 classes</b>	1-1 assistance    WhatsApp    Email    Forum    Group support    Assignments    Placement    Freelance assistance    Payments via Paytm, Gpay, Phone pe, Net Banking , PayU, Ccavenue, Paypal						<b>Weekly 2 classes</b>