PROFOUND
Edutech Private Limited
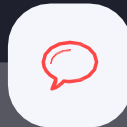
Digital Marketing Course

www.profoundedutech.com

About Our Company

At Profound, we are passionate about **digital marketing**. *In our heart we believe that there's a change coming, one that's long overdue, in the way that India looks at Digital Transformation. We are here to help bring about that change. To challenge the status quo.*

1000+
Learners impacted

12-15 week
Programme

100%
Placement Assistance

Program Highlights

Experienced Case Studies & Projects

- Certificate from DigiProf
- Solve case studies from Star Sports, Zivame, and more
- Solve industry projects including live projects on Facebook, Google Search & Display Ads

Who is this program for?

Whether you want to move into digital marketing or drive growth for your business through digital platforms, this program is customised for you. Individuals who will find this program useful are:

- Freshers
- Traditional Marketers
- Entrepreneurs
- Brand and Communication professionals
- Sales Professional

How does this program work?

Apply to our Digital Marketing masterclass program

When you apply, we'll reach out to you to begin the onboarding process and kickstart your journey

12-15 Weeks LIVE training

- Understanding Digital Marketing
- Email Marketing
- Social Media Marketing
- Social Media Advertisement
- SEO, SEM etc.

Get Invited for Interviews

Companies will review your performance in the cases and invite the top performers to interviews

Program Curriculum

Module 1:
Fundamentals of Marketing

- Get introduced to the basics of Marketing
- Understand different digital marketing channels

Module 2:
Customer Centricity

- Understand the importance of being a customer centric brand
- Understand the motivations of the customer in the buying process

Module 3:
Digital Marketing channels and metrics

- Identify the digital marketing channels, their capabilities and the customer journey through the purchase funnel, along with key metrics at each stage

Module 4:
Designing and building web presence

- Understand the visual elements of a website
- Create better landing pages to bring in more conversions
- Getting started with Wordpress

Module 5:
Social Media Marketing

- Collect customer data and analyse interactions and visits, plus uses this information to create comprehensive reports and improve future marketing strategies and campaigns
- Meta, Google, Whatsapp. Twitter. Quora, LinkedIn etc.

Module 6:
Search Engine Optimization

- Perform an SEO audit for a website to identify the gaps
- Suggest improvement strategies to fill the identified gaps

Program Curriculum

Module 7:
Search Engine Marketing

- Identify the different elements of an SEM campaign and how auction works
- Facebook Ads, Google Ads, LinkedIn Ads etc.

Module 8:
Display Advertising

- Understand the Programmatic Ad Buying Process
- Learn to run and interpret results of a display ad campaign
- Google Display Ads

Module 9:
User Nurturing: Email, Remarketing, Lead Qualification

- Analyse leads based on the lead scores and grade
- Design and run an Email Marketing Campaign.
- Mailchimp

Module 10:
Web Analytics

- Choose relevant metrics and design custom metrics
- Build custom dashboards for executive reporting and take decisions based on insights
- Google Analytics, Google Data Studio

Module 11:
Case Study and Tools

- Apply the learnings from the program and build an end-to-end strategy for a brand campaign

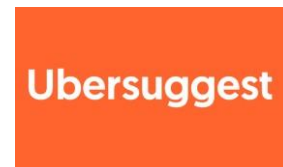## Module 12:
Get Started with Job in Digital Marketing

- Career Counselling
- Resume Feedback
- Interview preparation

OUR SOCIAL MEDIA

Program Curriculum – For Specialization

Branding & Communication

- Fundamentals of branding

- Curating brand engagement strategy

- Integration of Marketing communication

- International branding and case studies

Marketing Analytics

- Collection and identification of marketing data

- Marketing analytics and visualisation of data

- Case Study and Tools

- Decision Making and Predictive Analytics Framework

Social Media & content marketing

- Social media content planning

- Developing creative copy and collaterals

- Paid Advertising on social media

- Community Management

Marketing Communications

- Fundamentals of Branding

- Brand Engagement Strategy

- Branding for International Markets

- Marketing Communications

∞

OUR SOCIAL MEDIA

Pricing

Lite

₹20,000

12-15 Weeks

Digital Marketing Base Program

1 Specialization

Buy Now

Pro

₹25,000

16-18 Weeks

Digital Marketing Base Program

2 Specializations

Buy Now

Master

₹30,000

20-25 Weeks

Digital Marketing Base Program

4 Specialization

Buy Now

THANKS FOR WATCHING

OUR SOCIAL MEDIA