

Relevel

Digital Marketing



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About Relevel

The coming decade is one of immense **opportunity for India** with a majority of our population under the age of 35 and the growing proliferation of global technology.

For a long time, India was known as the land of outsourced opportunities. The past decade however has shown that **Indians can build global products and businesses**. This is expected to grow manifold in the coming years provided we solve for one crucial element - **skilled talent**.

Today, there is a massive divide between aspirants looking for the **right opportunities** on one side, and companies vying for the best talent on the other. Historically exposure to opportunities has been defined by one's college, degree, or who they already knew in the industry. The events over the last year have only made the situation worse.

We believe it is high time that this changes for good! We believe that hiring should depend only on your capabilities and skills, not your college degree.

Being India's **Largest Learning Platform**, democratizing knowledge and access is a core tenet of the **Unacademy Group**. We are now extending that to opportunities through Relevel by leveling the playing field for millions of Indians. We imagine a future where candidates have a transparent path to the **career of their dreams**.

At Relevel, we believe **your history doesn't matter. Your skills do**. Your network doesn't matter. You do!

All the best. We know you can crack it!

Why become a Digital Marketer?

As a digital marketer, you get the opportunity to build traction for any brand and scale businesses across industries from zero to one. It is a career where each day brings unique challenges and new ways of putting your marketing skills to practice for the long-term revenue growth of the organization.

Dynamic Responsibilities and Limitless Opportunities: Digital Marketing is one of the most essential skills, that not only helps you to get a job in the market but also complements you to create your own online venture. It is one of the very few domains that enables you to put your marketing, analytical as well as creative skills into practice. From writing eye-catching ad copies to deep diving into campaign analytics, digital marketing enables you to wear multiple hats and drive the online growth of your business.

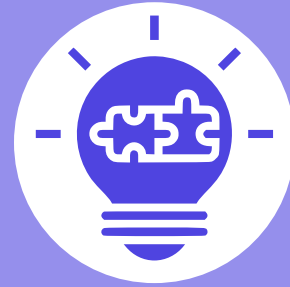
Enormous Demand: The digital marketing job profile is industry agnostic in nature and with the emergence of the app economy, businesses across sectors are moving towards the internet. This has caused a rapid increase in the demand for digital marketers while the supply of such professionals is limited because of a skill gap. Due to this shortage, digital marketers are also paid higher than others.

Growth Potential: The average starting salary of a Digital Marketing Associate in India is INR 3.5 LPA. Moreover, the top 10% earn more than INR 8 LPA.

Why Relevel Courses?



250+ Hours of Live Learning



20+ Live Digital Marketing Cases to be solved



Learn from the Best in the Industry



Placement Mentoring



Periodic tests with Projected Relevel test scores



Merit-based scholarships

Learn: The Relevel Way



Doubt Solving Sessions

Weekly educator-led doubt solving sessions along with Teaching Assistant-led doubt solving sessions 4-5 times a week ensure that your understanding is crystal clear.



Quizzes & Assignments

Real learning happens only when we practice. Specially curated quizzes after each session for a life-long learning experience.



Periodic Proctored Tests

Track how far you have come along in your endeavour to learn through these fortnightly tests.



Dedicated Success Managers

To help you reach that finish line, and anything that comes enroute this journey.



Community Access

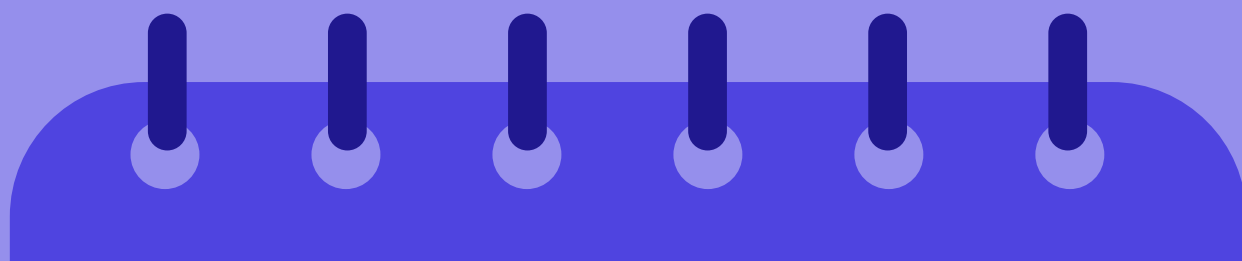
Learning by sharing. Connect with your peers and achieve your goals together.

Is this for You?

If you're looking to start your career as a Digital Marketer, or pick up the necessary skills, you have come to the right place!



Weekly Class Schedule



MON	TUE	WED	THU	FRI	SAT	SUN
7 PM - 8 PM Doubt Clearing Session by Teaching Assistant	Off day for practice	7 PM - 8 PM Doubt Clearing Session by Teaching Assistant	Off day for practice	7 PM - 8 PM Doubt Clearing Session by Teaching Assistant	11 AM - 2 PM* Session by Educator	Guest Lecture/ Event/Doubt Session with educators/ Test
8 PM - 11 PM Session by Educator		8 PM - 11 PM Session by Educator		8 PM - 11 PM Session by Educator	7 PM - 8 PM Doubt Clearing Session by Teaching Assistant	

*Weekend session timings may change depending on the availability of the educator.

Classes by Experts



Yousf Qazi

Head Of Digital Marketing, Super Growth
Digital Ltd.



Sagar Paul

Deputy Marketing Manager - Digital , TVS
Motor Company



Bharat Mohta

CAT Preparation Expert, Feedback App -
FellaFeeds



Charit Anchan

Digital Marketing Manager, Amazon



Eshan Gambhir

Digital Marketing Manager, SuperBottoms



Zahir Hassan

Digital Marketing Manager, HDFC Bank

Learn from Industry Leaders



Saurabhee Gupta

Head Of Digital Marketing,
Lenskart



Wajed SK

Brand and digital marketing lead,
Emami

Curriculum Snippet



Module 1

Principles of Marketing in the Digital Era

2 weeks

- 1 Fundamentals of Marketing- Strategies and Concepts
- 2 Understanding Customer Personas and Effectively Positioning Your Brand
- 3 Building Strong Brands in a highly Competitive Market
- 4 Value Proposition Mapping- Delivering and Communicating Value
- 5 Key Tenets of Digital Marketing and Foundational Knowledge to Become an Outstanding Online Marketer
- 6 Understanding Customer Journey in the Digital Age
- 7 Digital Marketing- Overview of Channels for Acquisition, Engagement and Retention
- 8 Aligning Digital Marketing Practices with Customer Centricity
- 9 Frameworks for Designing Digital Marketing Campaigns
- 10 Emerging Trends in Online Marketing
- 11 In Depth Understanding of the Digital Marketing Glossary & Various Business Models

Module 2

Advanced SEO & Content Strategy 2 weeks

- 1 Introduction to Search Engine Optimization (SEO)- Concept, Strategies and Techniques
- 2 Deep dive into the Technical Aspects of SEO
- 3 Understanding Meta-Tagging and its Impact on SEO Execution
- 4 On-Page SEO
- 5 Keyword Research for Impactful SEO
- 6 Off-Page SEO & Content Creation
- 7 Proven Methodologies to Improve the Ranking of Your Website and Attract Organic Traffic
- 8 Local SEO & Youtube SEO
- 9 Understanding of key SEO tools
- 10 How to Perform an SEO Audit
- 11 Competition Benchmarking and Related SEO Optimizations

Project: Develop an SEO Strategy for a leading D2C personal care brand with an objective of increasing its organic traffic by 10% month-on-month (Mamaearth)

Module 3

Deep Dive into Content Marketing Strategies

1 week

- 1 Fundamentals and Tenets of Content Marketing
- 2 Conducting Content Audit and Creating a Content Marketing Playbook for your Brand
- 3 How to Write Impactful Ad Copies to Generate Exponential Website Traffic
- 4 Mastering the Art of Storytelling to Create Viral Content
- 5 Increasing the Penetration of your Brand using Content Strategies

Project: Ideate a Content Marketing Plan for an E-Commerce Gifting Platform that is currently facing a very high bounce rate (Ferns and Petals/ fnp.com)

Module 4

Mastering Acquisition Channel

2.5 weeks

Deep Understanding of the Google Ads Ecosystem (SEM, UAC, PPC, Display Ads & Youtube)

- 1 Google Adwords: Fundamentals & Best Practices
- 2 Search Engine Marketing using Google Adwords
- 3 Understanding Campaign Budgets, Targeting and Bidding Mechanisms

Module 4 (contd.)

Mastering Acquisition Channel

2.5 weeks

Deep Understanding of the Google Ads Ecosystem (SEM, UAC, PPC, Display Ads & Youtube)

- 4 Develop and Execute Google Adwords Campaigns for Different Target Personas
- 5 Tracking and Optimizing Your Ad Campaigns
- 6 Understand how to Create Visually Engaging Ads on the Google Display Network
- 7 Responsive Display Ads
- 8 Optimize your Display Ads Targeting using Smart Bidding
- 9 Youtube Marketing

Project- Effectively Allocate Performance Marketing Budgets to SEM, Display and Youtube for a leading Travel Commerce Platform in order to run high ROI digital campaigns (MakeMyTrip)

Module 5

Social Media Marketing

2.5 weeks

- 1 Introduction to Social Media Platforms like Facebook, Instagram, Twitter and LinkedIn
- 2 Understanding the Principles of Social Media Marketing and Promotional Strategies
- 3 Organic Traffic Growth using Social Media Platforms
- 4 Creating Ads in Meta/Instagram
- 5 Understanding Ad Targeting and Bidding with respect to Facebook/Instagram, Twitter and LinkedIn
- 6 Establishing a Strong Brand Presence on Social Media Channels
- 7 Facebook/Instagram Ads: Measuring & Optimizing for Campaign Success with the help of Marketing Dashboards
- 8 Setting Objectives, Targeting & Bidding for Facebook and Instagram Ads
- 9 Facebook Shops: Online Shopfront on Facebook and Instagram
- 10 LinkedIn Marketing
- 11 Twitter Marketing

Project: Understand How to Develop an End-to-End Social Media Strategy centred around Acquiring Organic as well as Paid Traffic for a leading Food Delivery Platform (Swiggy)

Module 6

Digital Marketing KPIs Understanding Using Google Analytics

2 weeks

- 1 Introduction to Google Analytics- Glossary with Key Terms and Concepts
- 2 Navigating Google Analytics Dashboard: Audience, Acquisition, Behaviour and Conversion Reports
- 3 Overview of Google Tag Manager

Project: Interpret/analyze Google Analytics sample data for a leading e-commerce startup like Flipkart and identify the critical areas that need immediate attention to enhance the ROI of Ad campaigns

Module 7

Mastering Acquisition Channel: Mobile (App) Marketing

1 week

- 1 Introduction to Mobile (App) Marketing
- 2 App Marketing in Context with Google, Social Media Platforms & Affiliate Channels
- 3 App Store Optimization

Module 8

Influencer and Affiliate Marketing

1 week

- 1 Promotion of Brands on Affiliates
- 2 Affiliate Marketing: Business Models, Conversions & Tracking
- 3 Introduction to Influencer Marketing
- 4 Developing and Scaling Large Scale Influencer Marketing Campaigns

Project: Design an end-to-end Influencer Marketing Campaign for a Fitness Startup like Cult.fit that had to pivot to Online Sessions during the peak months of the pandemic (Cult.fit)

Module 9

Mastering Other Acquisition Channels

1 week

OTT, Programmatic, Marketplace, Third Party Ads & Remarketing

- 1 Programmatic Advertising Basics
- 2 OTT & third party Ads
- 3 Marketplace Advertising- Flipkart and Amazon

Module 9 (contd.)

Mastering Other Acquisition Channels 1 week

OTT, Programmatic, Marketplace, Third Party Ads & Remarketing

- 4 Fundamentals of Remarketing
- 5 Remarketing with respect to Google/FB - Strategies & Execution

Module 10

Mastering Engagement Channel 1 week

Integrated Customer Communications (Email Marketing, SMS, Push, Whatsapp, etc.)

- 1 Email Marketing
- 2 Marketing Automation using SMS & Push Notifications
- 3 Whatsapp Marketing
- 4 Segmentation & Personalization in Integrated Communications
- 5 Overview of a Marketing Automation Tool: Triggered and Promotional Campaigns

Project: Design a CRM Calendar for Executing your Marketing Automation Campaigns with an objective to Activate/Engage Acquired Customers for a Leading Hotel Booking Platform (OYO)

Module 11

Mastering Retention Channel - Demystifying Loyalty Programs

1 week

1 Overview of Retention Marketing

Project: Design a Loyalty Program and Promote it effectively through Digital Channels to Increase Customer Retention by 5x for a Leading E-Pharmacy (Pharmeasy)

Module 12

Capstone Project

2 weeks

Project: Design a Loyalty Program and Promote it effectively through Digital Channels to Increase Customer Retention by 5x for a Leading E-Pharmacy (Pharmeasy)

- Growth of Relevant Traffic on the D2C Website- Both organic and paid
- Conversion of Traffic to Sales
- Building a Strong Brand Presence on Social Channels
- Getting repeat customer in a span of two months
- Ensuring that the CAC to LTV Ratio of your Platform is strong enough to attract Investors

Module 13

Practice Modules

1 week

Capstone Projects

Use your learnings to solve real business problems faced by some major companies.

Marketing Strategy for a New-Age Music Accessories Brand

Determine the marketing mix and positioning strategy for a new age music accessories brand that aims to disrupt the legacy market through its vibrant design and affordable products



Developing Online Presence for a Traditional Shoe Brand to target Millennials

Build a digital marketing strategy to help a traditional shoe brand create online presence and launch its new line of sneakers targeted to millennial customers



SEO Strategy for a leading D2C Brand

Develop an SEO Strategy for a leading D2C personal care brand with an objective of increasing its organic traffic by 10% month-on-month



Acquiring Organic Traffic through Content Marketing for an online Gifting Portal

Ideate a Content Marketing plan for an E-Commerce gifting platform that is currently facing a very high bounce rate



Channel Specific Performance Marketing for a Travel Commerce Company

Effectively allocate Performance Marketing budgets to SEM, Display and Youtube for a leading travel commerce platform in order to run high ROI digital campaigns



Social Media Marketing at a sustainable CAC for a leading Food Delivery platform

Understand how to develop an end-to-end social media strategy centred around acquiring organic as well as paid traffic for a leading food delivery platform



Enhancing ROAS (Return on Advertising Spend) by deeply studying Google Analytics sample data of an e-commerce giant

Interpret/analyze Google Analytics sample data for a leading e-commerce startup like Flipkart and identify the critical areas that need immediate attention to enhance the ROI of Ad campaigns



Executing Influencer Marketing Campaign for a Fitness Startup

Design an end-to-end Influencer Marketing campaign for a fitness startup like Cult.fit that had to pivot to online sessions during the peak months of the pandemic



Marketing Automation for a Leading Hotel Booking Platform

Design a CRM calendar for executing your marketing automation campaigns with an objective to activate/ engage acquired customers for a leading hotel booking platform



Developing and Scaling Loyalty Program for an E-Pharmacy

Design a loyalty program and promote it effectively through digital channels to increase customer retention by 5x for a leading e-pharmacy



Capstone Project

Design a 360 degree digital marketing plan with monthly activities, spends & ROI calculations for your D2C startup that sells toys online. Detail the year-long plan with the aim of achieving the following objectives:

- Growth of relevant traffic on the D2C website- Both organic and paid
- Conversion of Traffic to Sales
- Building a strong brand presence on social channels
- Getting repeat customer in a span of two months
- Ensuring that the CAC to LTV ratio of your platform is strong enough to attract investors

Placement and Career Support

With Relevel, you can now get a job in three simple steps



Qualify the Relevel Digital Marketing Test



Interview with a minimum of 5 companies



Receive an offer within 15 days!

paytm

yatra

CRED

meesho



shaadi.com

upGrad

Groww

GRAPHY

Course Details



Duration of the Course

5 months



Commitment Required

15 hours in a week



Course Fee

INR 50,000/-

What are you waiting for?

[Enroll Now](#)