NS3 CAREER: DIGITAL MARKETING

NS3EDU.
Learn Today $ Earn Tomorrow

WELCOME TO NS3GROUP

FOUNDERS

NS3EDU.
Learn Today $ Earn Tomorrow

Mr.Aseem Midha

Mr.Ishu Goyal

Ms.Pallavi Sood

VISION

"To maximize fresher employability by bridging education with real-world opportunities through innovation and mentorship."

PROGRAM OVERVIEW : DIGITAL MARKETING

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Traditional marketing is about shouting. Modern marketing is about listening, targeting, and converting. At **NS3EDU**, we teach you how to master the digital ecosystem using our **Industry Based Curriculum (IBC)**. From AI-assisted SEO to high-conversion Meta Ads, we provide the blueprint for the 2026 marketing landscape.

The NS3EDU Difference: **"While others teach tools, we teach strategy. Our students learn to bridge the gap between creative content and data-driven results."**

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THE 360° DIGITAL CURRICULUM

Phase 1: Search Engine Dominance (SEO & AEO)

- **Traditional SEO:** Keyword research, On-page optimization (Meta tags, Headers), and Technical SEO (Site speed, XML Sitemaps).
- **AI-Assisted SEO:** Using tools like **Semrush** and **SurferSEO** to outrank competitors.
- **The New Frontier:** Optimizing for **AEO (Answer Engine Optimization)** and Voice Search (Siri/Alexa).
- **Local SEO:** Mastering **Google My Business (GMB)** to dominate local market searches.

Phase 2: Performance Marketing (Paid Ads/SEM)

- **Google Ads (PPC):** Search, Display, Video, and **Performance Max** campaigns.
- **Social Media Advertising:** Deep dive into **Meta Ads Manager** (Facebook & Instagram), LinkedIn Ads, and Twitter/X Marketing.
- **Retargeting & Remarketing:** Capturing "lost" audiences using Pixel tracking and custom audiences.
- **Budget Optimization:** Learning bidding strategies to maximize **ROAS (Return on Ad Spend)**.

Phase 3: Social Media & Content Ecosystem

- **Organic Strategy:** Building community on LinkedIn, Instagram, and YouTube.
- **Influencer Marketing:** Negotiating, tracking, and scaling creator partnerships.
- **Video Commerce:** Leveraging Reels, Shorts, and TikTok-style content for brand storytelling.
- **Online Reputation Management (ORM):** Handling reviews and brand sentiment in the digital space.

AI & Automation

The Marketing Automation Suite

- **Generative AI for Content:** Mastering **ChatGPT**, **Jasper**, and **Copy.ai** for ad copies and blogs.

- **AI Visual Design:** Creating professional graphics and video prompts with **Canva AI** and **Leonardo.AI**.

- **Email Automation:** Setting up drip campaigns and lead nurturing sequences using **HubSpot** and **Mailchimp**.

- **CRM Mastery:** Managing the customer lifecycle through **Zoho** or **Salesforce** integration.

Industry Project Lab (IPL)

Students don't just "study"—they execute. During our **45-day simulated internship**, you will manage a **live budget** for projects such as:

- **Lead Gen Campaign:** Generating 500+ B2B leads for a SaaS client.
- **E-commerce Scaling:** Driving sales for a D2C brand using Shopify and Meta Ads.
- **SEO Audit:** Performing a full technical audit and content strategy for a national news portal.