LEARN 2 EARN

LABS

Become a professional

Digital Marketer

with Average Salary Package of INR 5,00,000

Curriculum Brochure

Become a professional Digital Marketer

Digital marketing is a rapidly growing field with endless career opportunities. As more and more businesses are turning towards online platforms to reach their target audience, the demand for digital marketing professionals is only increasing. From search engine optimization (SEO) to social media marketing and email marketing, digital marketing encompasses a variety of skills and strategies that businesses need to succeed in today's digital age.

The career scope in digital marketing is vast and diverse. With the rise of e-commerce, businesses are looking for digital marketing professionals who can help them increase their online visibility, generate leads, and drive sales. Digital marketing professionals can work in various roles, such as digital marketing managers, social media specialists, SEO analysts, content creators, email marketing managers, and many more. Moreover, as digital marketing is a constantly evolving field, there are always new opportunities for professionals to learn and grow in their careers.

To stand out from the crowd and get ahead in your career, it is essential to have professional training in digital marketing. Professional training can provide you with the knowledge and skills needed to excel in digital marketing, including understanding the latest trends, tools, and strategies. It can also help you develop a portfolio of work that demonstrates your expertise and showcases your achievements.

digital marketing is an exciting and ever-evolving field with immense career opportunities so you will have different options to start your career.

Middle Level Career Options

- Social Media Marketer
- Campaign Designer
- SEO Consultant
- Business Development Executive
- Ads Manager
- Website Designer
- Digital Marketer, etc.

Other Career Options

- Freelancing
- Marketing Agency
- Content Designing
- Media & Advertising
- Influence Marketing
- Digital Marketing Consultant
- Business

Almost every company is looking for Professional

Digital Marketer

Practice, Implement & Present

Get real work experience

Our USP is to give students, deep practical knowledge in a specific domain and help them getting their dream jobs & good career.

During training programs, students work on projects to improve their skills & to get the real work experience.
- **Practice**, what you learn
- **Implement**, what you practice
- **Present**, what you implement

Learning & Implementation

Live Training Sessions
To give you practical knowledge and to understand your doubts.

Assignments & Projects
So you can implement your learnings and improve your hands-on experience.

Career Assistance

Consultation Session
Get mentored by our experts and know how to achieve your desired goal

Professional Portfolio
Learn how to design & build a portfolio to showcase your skills and to attract the recruiters.

Interview Preparation
Prepare yourself for interview on the basis of interview questions, professional development training, mock interviews, presentation sessions, etc.

Support & Networking

Job Recommendations
Based upon your performance and exam results your profile would be recommended in our corporate network.

Networking
Build your network with corporate professionals, HR Managers & Recruiters.

Digital Marketing is an interesting area

Anyone can join and develop skills

Digital marketing is a field that is open to anyone who is willing to learn and develop their skills. Unlike some other industries that require specific qualifications or degrees, digital marketing does not have any such requirements.

With a little bit of dedication, anyone can learn the necessary skills and start a career in digital marketing. Moreover, there are various resources available online, including courses, tutorials, and blogs, that provide information on the latest digital marketing trends, techniques, and tools.

Additionally, digital marketing is a highly diverse field that requires skills in various areas, such as content creation, data analysis, and social media management. Therefore, there are always opportunities for people with different backgrounds and skill sets to find their niche in digital marketing. Ultimately, digital marketing is a field that rewards creativity, innovation, and a willingness to learn, making it accessible to everyone who wants to pursue a career in this field.

College / School Students	Entrepreneurs & Businessman	Girls & Housewives	Marketing & Sales Professionals

Training Roadmap
Digital Marketing

Nowadays, businesses are leveraging digital platforms or channels to reach their target audience and the demand of online marketing is increasing hence the scope of digital marketing is continuously growing. Digital Marketers can work with various industries like advertising, e-commerce, digital media, healthcare, education , travelling and many more. From search engine optimization (SEO) to social media marketing and email marketing, digital marketing encompasses a variety of skills and strategies that businesses need to succeed in today's digital age.

Search Engine Optimization	WordPress & Blogging
Social Media Marketing	Google Ads & Analytics
Email & Mobile Marketing	Digital Display Advertising

Available training programs in digital marketing

Program	Duration	Amenities	Work Experience
Digital Marketing Associate	3 Months	Digital Notes, Software Support, Mini Project, Resume Design, Interview Preparation, Job Notifications.	NA
Professional Digital Marketer	6 Months	Digital Notes, Professional Development Training, Dummy Projects, Live Projects, Portfolio & Profile Building, Job Recommendations, Interview Leads, Corporate Connections, Domain & Hosting (1 Year).	3 Months
Digital Marketing & Business Development	1 Year	Digital Notes, Professional Development Training, Dummy Projects, Live Projects, Portfolio & Profile Building, Job Recommendations, Interview Leads, Corporate Connections, Domain & Hosting (1 Year)	6 Months

Benefits / Perks with Learn2Earn Labs Training Program

Hands-On Training

Working Experience

Valid Certification

Corporate Connections

Attractive Portfolio

Video Resume

Professional Development

Interview Preparation

Training Modules

Objectives :

- To provide practical oriented training and prepare the candidate according to the industry requirements.
- To develop various digital marketing strategies by addressing the marketing challenges.
- To articulate the value of integrated marketing campaigns across SEO, paid search, social, mobile, email, display media, and marketing analytics.
- To recognize Key Performance Indicators (KPI) tied to any digital marketing program.
- To Improve the Return on Investment (ROI) for any digital marketing program.
- To launch a career path in digital marketing or to evolve an existing career path.

Program Name : Digital Marketing Associate
Duration   : 3 Months

Module 1 : Introduction to Digital Marketing

Key Concepts of Digital Marketing, Traditional Vs. Digital Marketing, The Opportunity of Digital Marketing, Characteristics of Digital Marketing, Implications of Digital Marketing, Visitor Engagement, Visibility, Inbound Marketing, Importance of Tools, Performance Marketing, Sales Funnel, Conversion Rate Optimization (CRO), Return on Investment (ROI), Key Performance Indicator (KPI), Psychographs.

Module 2 : Search Engine Optimization (or SEO)

Introduction, Introduction to SERP, Search Engines, Search Engines Working, Major Functions of a Search Engine, Crawling & Indexing, Google Search Tips.

On-Page SEO

Introduction, Domain Name, Page Naming {URL Structuring} & Folder Naming, Image Naming, Image Title & Alt Tags Creation, Meta Tags, Meta Description. Keywords, Author Redirection, Tags, Headings Tags {H1 To H6} Content Writing, SEO Friendly Content.

Writing, Anchor Text, Link Title, Internal Linking, Robots.Txt File Use & Creation, Html Sitemap Creation, Xml Site Map Creation, Site Tracking Tools (Google Analytics Tool).

Off-Page SEO

Introduction, Backlinks, Importance of Backlinks, Backlink Earning, Do- Follow Vs No-Follow Backlinks, Google Page Rank, Search Engine Submissions, Directory Submissions,

Article Writing, Press Release Writing & Submissions, Blog Posting & Comment Writing, Business Listing, Social Bookmarking, Social Networking, RSS Feeds, Do's & Don'ts of Link Building, Easy Link Acquisition Techniques, Domain Authority & Page Authority.

Module 3 : Keyword Research

Introduction, Niche, Different Types of Keywords, Google Keyword Planner Tool, Keywords Research, Understanding Keywords Mix, Importance of Keyword Research, Long Tail Keywords, Keyword Stuffing, Keywords in Content, Tools for Keyword Research, Google Suggest, Hashtags.

Module 4 : WordPress Website Designing

Introduction, WordPress Tools, Menus, Post, Page, Media, Appearance, Themes, Widgets, Header, Footer, Plugins, Single Page Website, Pop-Up Maker, Extensions, Elementor page builder.

Module 5 : Google Ads

Introduction to Google Ads, Google Ads Auction, Relevancy & Quality Score, Types Of Ad Campaigns, Selection Of Goal, Keyword Match Type, Structure Of Google Ads, Negative Keyword Match Type, Dashboard Overview, Search Ads Creation, Location Targeting Option, Language Targeting Option, Audience Targeting Option, Budget & Bidding Option, Ad Extensions Uses & Advantage, Conversion Creation, Ad Scheduling & Ad Rotation, Campaign URL Option, Ad Groups, Keyword Research In Google Ads, Bidding Strategies, Well Formatted Search Ads, Introduction Of Display Ads, Display Ad Creation, Content Targeting, Bid Strategy Statuses, Introduction to Video Campaigns & Types, Custom Video Campaign Creation, YouTube Video Ad Sequence Creation, Content Exclusions In Video Ads, How to Calculate Monthly & Daily Budget, Concept Of Shared Budget, App Promotion Campaign, Performance Max Campaign, HTML5 Assets In Google Ads, Automated Rule Setup, Google Ads Script, Drafts & Experiments, Setting Up Ad Variations, Ad Preview & Diagnosis Tool, Copy & Paste Campaigns, Keyword Insertion In Search Ads, Countdown in Text Ads, If Function In Text Ads, Change History, Smart Ad Campaigns, Measure of Performance, Remarketing & Custom Audience Creation, Creation Of Custom Columns, Discovery Campaigns, Fixing of Disapproved Ads, Reach Planner Tool, Campaign Budget Simulator, Performance Planner, SKTA (Single Keyword Targeted Ads), Duplicate Keywords, Landing Pages, Acquisition & Conversion, GCLID (Google Click Identifier), First Page Bid Estimate Option in Google Ads, Google Ads Editor, Google Merchant Center.

Module 6 : Content Marketing

Introduction, Importance, Strategies to Develop Content, Content Marketing Strategy, Mapping of Content, 3-D Model for Content Development, Planning & Promotion, Content Writing, Aida Model, Types of Content: Lists, Interviews, Case Studies, Collection of Links, Infographics, News, Stories Etc., Niche Oriented Content, Paid Content, Engaging Content Writing, Outsourcing Content, Tools.

Module 7 : Blog Writing

How to Write a Blog, Anatomy, Effect on SEO, Personal & Professional Blog, Setup A Blog, Using & Customization of Blog, Blog Promotion, Money Blogging, Copy Write & Ethics.

Module 8 : Social Media Marketing

Key Concepts, Social Media Goals, Setting Goals & Priorities.

Facebook Features, Facebook Newsfeed, Facebook pixel, Facebook Insights, Facebook Business Page, Facebook Advertising, Facebook Business Manager, Business Account, Facebook Insight, Facebook Analytics.

Instagram Features, Video and Images Specifications, Reels, IGTV, Hashtag Research, Profile Optimization.

Twitter Features, Twitter Engagement, Twitter Advertising, Twitter Analytics.

LinkedIn Account Setup & Profile, LinkedIn Features, LinkedIn Groups, LinkedIn Advertising, LinkedIn Analytics.

YouTube Channel Setup, YouTube Insight, YouTube Channels, YouTube Features

Blogging, Content Planning, Scheduling Tools, Pinterest, Instagram, Snapchat, Laws & Guidelines.

Module 9 : Email Marketing

Key Email Marketing Concepts, Campaign Process, Online Data Capture, Offline Data Capture, Segmentation, Email Design, User Behaviour, User Characteristics, Email Copy, Email Structure, Email Delivery, Email Systems, Filtering, Scheduling, Measurement, Key Terms & Metrics, Split Testing, Laws & Guidelines.

Module 10 : Affiliate Marketing

Advertising Model, Amazon Associates, Flipkart Affiliate Program, Other Affiliate Program: Vcommision, Click Bank, Etc., Analytics, Coupon System, Case Study by Using Tool, Referral System.

Module 11 : Projects

During the training, here are some projects to enhance the work experience & knowledge.

Google Ads for Real State Business
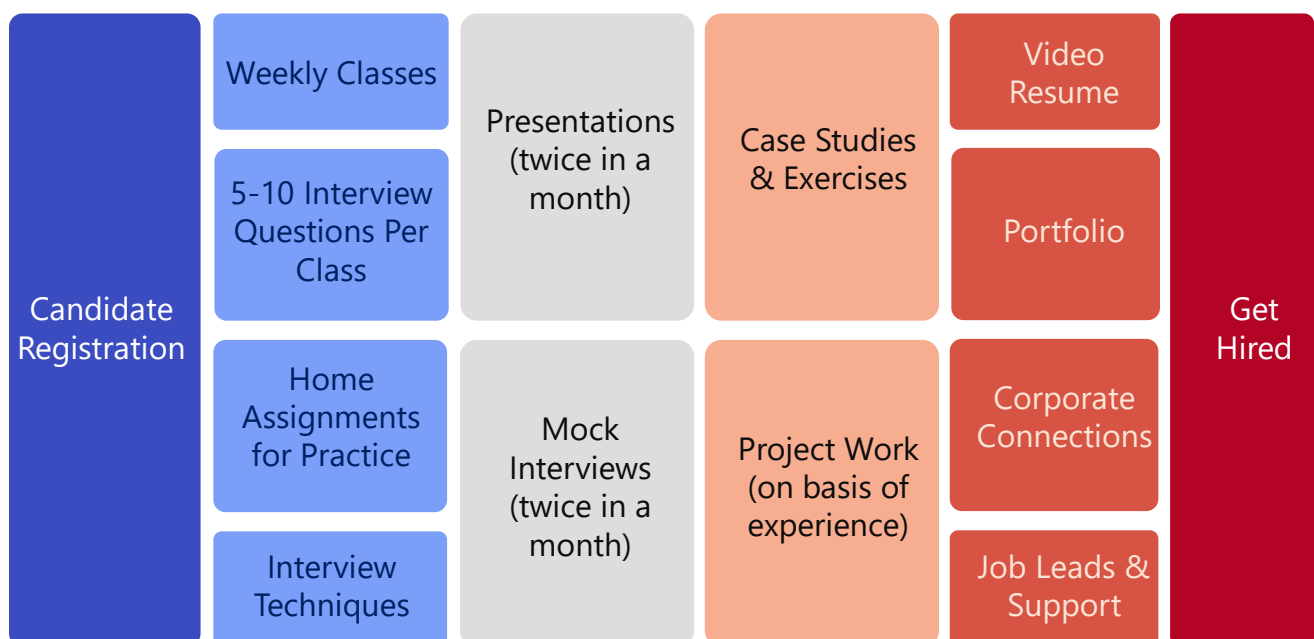

Facebook Ads for Restaurant & Food Outlets

Brand Reputation Building for Local Businesses

We follow a dynamic & vibrant
Job Assistance Execution Path

In present scenario providing job surety is easy, only we need to focus on outcome based learning and practical work enhancement. We know that every candidate is enough capable to understand the concepts and implement those concepts for improving his/her practical knowledge and experience.

Hence we are following a dynamic & vibrant Job Assistance Execution Path while conducting our job guarantee training programs and job assistance training programs. We are proud to say that we prepare candidates who can perform better throughout their professional journey and will always remains unbeatable.

Candidate Registration	Weekly Classes	Presentations (twice in a month)	Case Studies & Exercises	Video Resume	Get Hired
	5-10 Interview Questions Per Class			Portfolio	
	Home Assignments for Practice	Mock Interviews (twice in a month)	Project Work (on basis of experience)	Corporate Connections	
	Interview Techniques			Job Leads & Support	

We also offers
Variety of Job Oriented Training Programs

Java Full Stack
Duration : 4 months | 6 Months

Full Stack Web Development
Duration : 4 months | 6 Months

8 LPA+ Job Guarantee
Full Stack Software Engineer
Duration : 1 Year | 600 Hours

Cloud Computing & DevOps
Duration : 4 months | 6 Months

Data Science & Machine Learning
Duration : 4 months | 6 Months

Design Thinking & UI/UX
Duration : 4 months | 6 Months

Frequently Asked Questions

1. How this training program will help me to get a placement with handsome salary?

Our training program is designed as per the requirements of marketing industry and latest trends. During training you will get a deep practical exposure of digital marketing along with the experience of working on live projects. You will be able to work on any area of digital marketing and can also lead or supervise other people to work on projects. With your experience and abilities, you can get offer from any renowned organization.

2. Why should I choose Digital Marketing as a career option?

Every business needs a digital marketer to promote their product or service digitally. Every organization need to promote their products or service or content by attractive posts, images, videos, campaigns & websites

People are living digital life they interact with each other via social media or internet so digital marketing is in demand.

With digital marketing, you can work with any company to market their product or service or to manage their content over website or mobile app.

3. What kind of jobs, will I get after completing this training?

A professional digital marketer can have a variety of job role and offers. You can get a position of Digital Marketer or Business Development Executive. You can also have different career options like SEO Consultant, Campaign Designer, Ads Manager, Website Designer, Social Media Manager, etc.

After having some working experience, you can start working as freelancer, content designer, website designer, influencer, digital marketing consultant, etc. You can also open your marketing agency, media & advertising business, etc.

4. What would be the salary, I will receive after completing the training?

Digital Marketers are one of the demanding professionals across the world and their demands are increasing every year. After successfully completing the training you would be one of them and can get a salary range of 2.4 LPA to 3 LPA or more.

5. Will you provide me, Job Assurance or Job Guarantee?

Yes, We can give you Job Assurance to have a decent job offer. Only you need to attend all the classes or practical session with at-least 80% attendance, complete the assignments, appear in test series, professional development sessions & mock-interviews, work on dummy projects, etc. You must be holding a valid degree in any area / specialization with at-least 60% marks in each semester.

6. Can I attend demo classes after getting enrolled for the training program?

Yes, You can attend the demo classes. Usually, we provide demo classes (up to 3 classes) for fresher and new candidates so they can understand the overall curriculum, clear their doubts, and make sure that the training would be worthy and useful. After demo classes, you can register yourself for the training program.

7. Why should I join Learn2Earn Labs instead of joining any other institute?

It's always difficult to find a good institute or a mentor. At Learn2Earn Labs, its our responsibility to give you a perfect environment to learn, develop your skills & find your talent. At Learn2Earn Labs, we know that you are enough capable to do anything, only you need a guidance & support to improve your skills and practical knowledge.

Learn2Earn Labs will provide you an additional training in professional development depending upon your requirements, which will help you in getting your dream job.

8. How I can pay for my training? Do you offer part payment facility & any EMI plan?

Other than Pay-In-Cash option, any mode of payment is allowed whether it would be UPI, NEFT, Account Transfer, Cheque or Demand Draft.

Yes, we offer part payment facility (with extra 15% processing fee) to reduce your one-time financial burden.

9. Will I get the refund, In case I don't get any job in the same domain?

Yes, you can get the refund. If you will not get any job in the same domain within 6 months after completing the training, submitting the assignments, & other conditions of job assurance then you can get the amount. We only hold 50% of the total fee in that case, rest amount would get transferred to your registered account number or via UPI.

10. Will you provide me working experience, If I will get enrolled with this training?

Yes, we will provide you working experience of six months so you can apply on those jobs where some experiences are required. We only provide experience letter to those who join our training programs for at-least six months duration and worked on our client's project.

11. What would be the admission criteria? How I can join this training program?

After attending the demo classes, you can ask the concern person/faculty to process your enrolment. Then you need to submit the initial amount along with the registration fee. After that you are required to fill our registration form, submit your academic marksheets & degree (scanned copies) and a declaration from to declare that all your information is correct.

12. Will I get incentives, if I will work on your client's project?

Definitely, nothing is free in this world and we also know it very well. We will provide you incentives and reimbursement depending upon your performance & client reports.

13. Will you provide me notes, case studies & other training material?

Yes, we will provide you digital notes for your better learning & revision, job sheets, assignment samples, project report templates, presentation templates and many more.

14. Will you provide me the course completion certificate?

Yes, we will provide you an industry recognized certificate after successfully completing the "Digital Marketing Associate" training program of three months duration.

Learn2Earn Labs

A training unit of
Ninepages Techsolutions Private Limited, Agra
Email : query@learntoearnlabs.com
Contact No : +91-9837-705-705