A white background with colorful dots and lines

Description automatically generated

About Suresh Babu

Suresh is the Founder and CEO of Web Marketing Academy

(WMA), Bangalore which offers certification courses

in digital marketing. The institute trains students,

professionals & corporate personnel.

An enthusiastic digital marketer, Suresh has been in the field

since 2002. A lot has changed in the last 10-15 years - from

online marketing strategy to tools to measuring ROI - and

he’s had to keep pace as well as anyone.

In this eBook, he shares some of his learning and gives

actionable steps and resources that’ll make you a modern

digital marketer as well.