



# AVERIXIS SOLUTIONS

# DIGITAL MARKETING

MENTORSHIP PROGRAM WITH INTEGRATED LCNC

Certification Partner



OUR EXPERT MENTOR PANEL FROM



Starting Point For Your Career Path

# Our Mission & Vision

We help undergrad and post grad students struggling to get industrial experience with our Industry Grade Mentorship programs which help them to become corporate-ready individuals and possess the skillset to take on any challenges without any self-doubt.



## Mission

To transform the way people learn and develop their skills by providing a dynamic and immersive upskilling platform that delivers hands-on learning and practical industry experience, empowering learners to achieve their full potential and thrive in the rapidly changing world of work.



## Vision

To be the leading provider of hands-on upskilling solutions that connect students with the best industry experts and provide them with real-world industry projects to prepare them for success in their chosen careers.

# Why Averixis Adopted LCNC(Low Code No Code)

Freshers, college students and the people with no coding knowledge can now build apps, websites on their own with the help of LCNC. This feature helps you discover the uncovered areas and boost your confidence even if you don't have any coding knowledge.

Feed your creativity hunger and come up with a faster and the most effective project completion ways with

## India's No.1 LCNC integrated curriculum.

### Why Startups are Betting Big on Low-Code/No-Code

BY: SAQIB JAN on february 2, 2024

It is exhaustive — from infrastructure to app delivery, from data to applications — to modernize your practices, processes and providers to ensure you have the underlying foundation to take advantage of whatever comes next.

Two or three years ago, apps created through low-code/no-code platforms were not usually as detailed under the surface as software developed from scratch, yet they sufficed for certain purposes. There was even a clear distinction between software developers and everyone else out of necessity because software development was incredibly difficult to master.

But now, as we head towards more advanced AI, the SaaS-based low-code/no-code (LCNC) platforms empower businesses to create software exponentially faster and cheaper than a code-based approach.

PUBLISHED IN



### Building No- and Low-Code Tools into Your Workflow

BY: Nick Kolakowski on Jun 6, 2024

The idea of “citizen developers” with little coding experience using no- and low-code platforms to build apps isn’t a new concept; for many years, companies like Microsoft have released tools designed to empower pretty much anyone to produce mobile apps, games, and more.

While the idea of democratizing app-building is appealing to many, IT specialists and cybersecurity experts have long feared the not-so-controlled chaos that no- and low-code platforms could unleash within an organization with no guardrails in place.

The advent of generative AI may only heighten these fears, especially if employees rely on AI tools from outside their company’s sanctioned tech stack to build things (a trend cheekily known as ‘Bring Your Own Artificial Intelligence,’ or BYOAI).

But the fact is, no- and low-code tools will likely become more powerful in the years ahead, and

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# MONTH 01

## WEEK 01

DAY  
01

- ◆ Introduction to Digital Marketing
- ◆ Overview of digital marketing landscape
- ◆ Key concepts and channels

DAY  
02

- ◆ Market Research and Audience Segmentation
- ◆ Identifying target audience
- ◆ Conducting market research

**DAY  
03**

- ◆ Content Marketing Basics
- ◆ Importance of content marketing
- ◆ Types of content (blogs, videos, infographics)

**DAY  
04**

- ◆ SEO Fundamentals
- ◆ On-page and off-page SEO
- ◆ Keyword research and optimization

**DAY  
05**

- ◆ Social Media Marketing
  - ◆ Overview of social media platforms
  - ◆ Creating a social media strategy
- 
- **Live Project 1: Conducting Market Research and Audience Segmentation**

## WEEK 02

DAY  
06

- Email Marketing Basics ◆
- Building an email list ◆
- Crafting effective email campaigns ◆

DAY  
07

- PPC Advertising ◆
- Introduction to pay-per-click advertising ◆
- Setting up and managing PPC campaigns ◆

**DAY  
08**

- Content Creation and Copywriting ◆
- Writing compelling content ◆
- Best practices for copywriting ◆

**DAY  
09**

- Analytics and Data-Driven Marketing ◆
- Importance of analytics in marketing ◆
- Tools for tracking and analyzing marketing data ◆

**DAY  
10**

- Video Marketing ◆
- Creating and optimizing video content ◆
- Platforms for video marketing ◆

**Live Project 2: Crafting an Email Marketing Campaign** •

## WEEK 03

DAY

11

- ◆ Influencer Marketing
- ◆ Identifying and partnering with influencers
- ◆ Measuring influencer marketing ROI

DAY

12

- ◆ Conversion Rate Optimization (CRO)
- ◆ Principles of CRO
- ◆ Techniques for improving conversion rates

## DAY

13

- ◆ Mobile Marketing
- ◆ Strategies for mobile marketing
- ◆ Mobile SEO and app marketing

## DAY

14

- ◆ Affiliate Marketing
- ◆ Overview of affiliate marketing
- ◆ Setting up an affiliate program



## DAY

15

- ◆ Online Reputation Management
- ◆ Importance of managing online reputation
- ◆ Techniques for monitoring and improving online reputation
- Live Project 3: Setting Up and Managing a PPC Campaign

## WEEK 04

DAY  
16

- Introduction to Generative AI in Digital Marketing ◆
- Overview of generative AI concepts ◆
- Applications of generative AI in digital marketing ◆

DAY  
17

- Using AI for Content Creation ◆
- AI tools for generating content ◆
- Best practices for using AI-generated content ◆

**DAY**  
**18**

- Personalization with AI ◆
- AI-driven personalization strategies ◆
- Implementing personalized marketing campaigns ◆

**DAY**  
**19**

- AI for Predictive Analytics ◆
- Using AI for forecasting and predictive analytics ◆
- Tools and techniques for predictive modeling ◆

**DAY**  
**20**

- Outcome-Driven Project with Generative AI ◆
- Developing a complete project using generative AI ◆
- Showcasing the final project ◆

**Live Project 4: AI-Powered Content Creation and Personalization** ●

# MONTH 02

## WEEK 05

DAY

21

- ◆ Introduction to No-Code Tools for Digital Marketing
- ◆ Overview of no-code platforms
- ◆ Benefits of using no-code tools

DAY

22

- ◆ Building Automated Workflows with No-Code Tools
- ◆ Creating automation workflows for marketing tasks
- ◆ Integrating various marketing tools and platforms

**DAY  
23**

- ◆ Customizing No-Code Marketing Solutions
- ◆ Adding custom functionality
- ◆ Configuring marketing automations

**DAY  
24**

- ◆ Deploying No-Code Marketing Solutions
- ◆ Preparing your no-code solution for deployment
- ◆ Monitoring and managing deployed solutions



**DAY  
25**

- ◆ Outcome-Driven Project with No-Code Tools
  - ◆ Developing a complete marketing automation solution using no-code tools
  - ◆ Showcasing the final project
- 
- **Live Project 5: No-Code Marketing Automation Project**

## WEEK 06

DAY  
26

- Introduction to Analytics and Reporting ◆
- Overview of marketing analytics ◆
- Tools for generating marketing reports ◆

DAY  
27

- Using Google Analytics ◆
- Setting up Google Analytics ◆
- Analyzing website traffic and user behavior ◆

**DAY**  
**28**

- Social Media Analytics ◆
- Tracking social media metrics ◆
- Tools for social media analytics ◆

**DAY**  
**29**

- Email Marketing Analytics ◆
- Measuring email campaign performance ◆
- Tools for email marketing analytics ◆

**DAY**  
**30**

- Outcome-Driven Project with Analytics Tools ◆
- Developing a complete analytics project ◆
- Showcasing the final project ◆

**Live Project 6: Comprehensive Marketing  
Analytics and Reporting** •

## WEEK 07

DAY  
31

- ◆ Introduction to Conversion Rate Optimization (CRO)
- ◆ Overview of CRO principles
- ◆ Tools for conducting CRO

DAY  
32

- ◆ A/B Testing and Experimentation
- ◆ Setting up A/B tests
- ◆ Analyzing test results

## DAY 33

- ◆ User Experience (UX) Optimization
- ◆ Principles of UX design
- ◆ Techniques for improving UX

## DAY 34

- ◆ Landing Page Optimization
- ◆ Best practices for landing page design
- ◆ Tools for optimizing landing pages



## DAY 35

- ◆ Outcome-Driven Project with CRO Techniques
  - ◆ Developing a complete CRO project
  - ◆ Showcasing the final project
- 
- **Live Project 7: A/B Testing and Landing Page Optimization**

## WEEK 08

DAY  
36

- Introduction to Marketing Automation ◆
- Overview of marketing automation tools ◆
- Benefits of marketing automation ◆

DAY  
37

- Building Automated Email Campaigns ◆
- Creating email automation workflows ◆
- Integrating email marketing tools ◆

DAY  
38

- Automating Social Media Marketing ◆
- Scheduling and automating social media posts ◆
- Tools for social media automation ◆

**DAY  
39**

- Automating Customer Journeys
- Designing automated customer journey maps
- Tools for customer journey automation

**DAY  
40**

- Outcome-Driven Project with Marketing Automation Tools
- Developing a complete marketing automation project
- Showcasing the final project

**Live Project 8: Comprehensive Marketing Automation Project**

# Our Alumni Work At

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Get a personal instructor who is dedicated to you in each and every step of your project.

Stuck at a point?

Doubts?

Need assistance?



We have got you covered.

Teachnook's Personal Instructors are here to help.

# SUPPLEMENTARY PERKS

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Resume Building Session



Our Courses Give You Hands On Experience With  
Mock Interviews

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