



EduBEST
ONLINE LEARNING



BEST
Bharatiya Engineering, Science & Technology
Innovation University
EMPOWERED BY INNOVATION

In Collaboration with



IBM

Microsoft



Become a Digital Marketing Specialist in 7 Months!

With Zero upfront tuition fees, investing in yourself is risk-free!

No prior experience is required! Pay only after you get placed as a digital marketing specialist.



10 Million Learners



1:1 Personalized Mentorship



55% Average Salary Hike

Pay After Placement in Digital Marketing Specialist course!

Our 'Pay After Placement' course in digital marketing offers the requisite skills for becoming a successful marketer. The course has specifically been developed by industry experts to assist graduates and undergraduate students of any degree in landing their dream job! You will receive certification from Intellipaat once the course is finished.

Hottest Job of 21st Century



1.7 Million Job Postings

There is a global estimate of 1.7 million job postings for Digital Marketing roles by 2023



Skill Development

Digital Marketing professionals are equipped with various relevant skills fetching lucrative job offers



Growing Software Engineering Industry

41.5% CAGR in the global Digital Marketing industry



Future oriented Career

Digital Marketing is a budding field; a head start will prove to be beneficial



Popular Degree

41% of Digital Marketing professionals have a master's degree



High Demand

By 2023, India and US will face a demand supply gap of 360,000 Digital Marketing professionals

Our Credentials

10 Million+
Aspiring Active Students

1,000+
Industry-expert Instructors

400+
Hiring Partners

500+
Corporates Upskilled

55%
Average Salary Hike

155+
Countries' Learners

About Program

This 'Pay After Placement' digital marketing course will make you go through intensive training from industry experts for 7 months. This advanced certification course will give participants a thorough knowledge of the sector and the ability to successfully transition their careers to social marketing. The team at Intellipaat has worked diligently to integrate all the cutting-edge abilities you will need. By the end of the course, you will have mastered advanced techniques after having learned the fundamentals.



Learning Format

Online Bootcamp



7 Months

Duration



Pay Only After You

Get a Job

Key Highlights

- | | |
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| <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Pay Tuition Fees only once you get a Software Job <input checked="" type="checkbox"/> 7 Months of Live Classes From Top Industry Experts <input checked="" type="checkbox"/> Career Services Session after every module <input checked="" type="checkbox"/> Multiple Specializations <input checked="" type="checkbox"/> Project-based Live Learning <input checked="" type="checkbox"/> Dedicated Learning Management Team <input checked="" type="checkbox"/> 50+ Industry Projects & Case Studies | <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Internship Opportunities <input checked="" type="checkbox"/> Industry Experts from Top Product Companies & Startups <input checked="" type="checkbox"/> Extra Hand-on Sessions over Weekdays <input checked="" type="checkbox"/> 24/7 Support <input checked="" type="checkbox"/> Soft Skills Training <input checked="" type="checkbox"/> Receive IBM and Microsoft Verified Certification |
|--|--|

Program Pedagogy

Instructor led Training

Get trained by industry experts from Top Product Companies & Startups

Hackathons

Get a sense of how real projects are built

Dedicated Learning Management Team

To help you with your learning needs

Peer Networking and Group Learning

Improve your professional network and learn from peers

Self-paced Videos

Learn at your own pace with world-class content

Gamified Learning

Get involved in group activities to solve real-world problems

Projects and Exercises

Get real-world experience through projects

1:1 Personalized Learning

Hands-on exercises, project work, quizzes, and capstone projects

Who Can Apply for the Course?

- Any undergraduate student looking to become a digital marketing specialist
- Recent graduates who want to pursue a career in digital marketing specialist

Application Process

The application process consists of three simple steps. An offer of admission will be made to selected candidates based on feedback from the admission team. The selected candidates will be notified over email and phone, and they can block their seats by just paying the registration fee. The registration fees will be refunded back to the candidate upon moving to the placement pool after clearing the Placement Readiness Test (PRT).

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- 1** Submit Application
 - 2** Application Review and Admission
 - 3** Pay Refundable Registration Fees and Get Started
 - 4** Placement Pool & Get Refund of your Registration Fees
 - 5** Land into your Dream Job!

Tell us a bit about yourself and why you want to join

Shortlisted candidates will be issued an admission letter for the course.

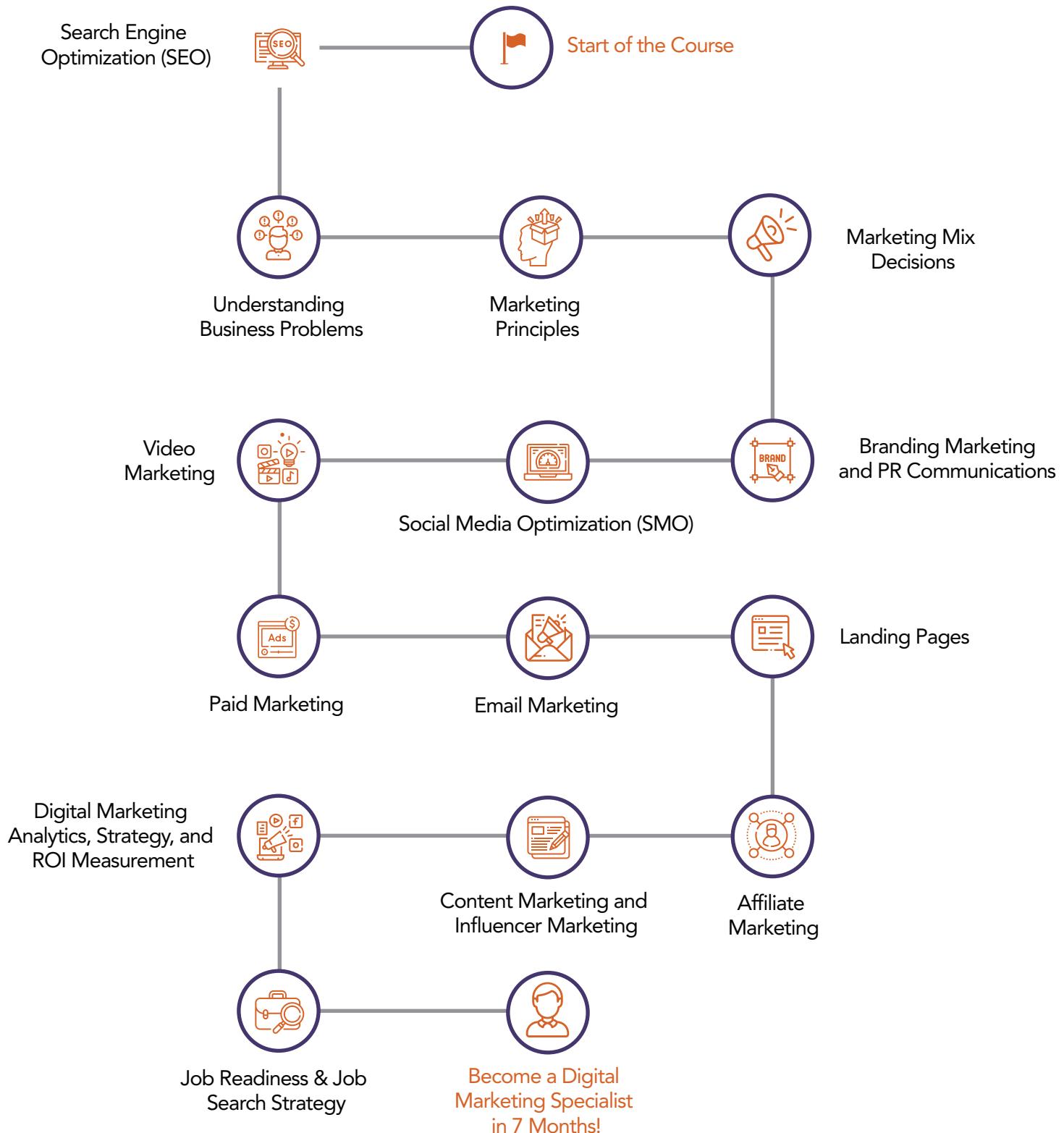
Get started with online live classes with the help of top industry mentors upon payment of the refundable registration fees. Also, sign the income share agreement.

Upon moving into the placement pool after clearing the PRT (Placement Readiness Test), get a refund of your registration fees.

First, land a job as a digital marketing specialist and receive the first month's salary. Start paying after you receive your first salary.

Learning Path

Live Courses



Program Curriculum

Module 1 - Search Engine Optimization (SEO)

- Introduction to Marketing and Advertisements
- Introduction to Digital Marketing and Its Advantages over Traditional Marketing
- Customer Centricity
- What is SEO and how do Search Engines Work?
- Understanding On-page and Of-page SEO In Detail
- Keyword research
- Technical SEO, Mobile SEO, and Schema Markups
- Link building – Blogger Outreach and Other Techniques
- Social SEO, Local SEO, and International SEO
- SEO Audits
- SEO Tools – SEMrush, Ahrefs, etc.
- Algorithm Updates1.13 How to Rank #1 on Google?

Module 2: Understanding Business Problems

- Introduction to Business Problems and Hypotheses Formulation in the following domains :
- Marketing
- Retail

Module 3: Marketing Principles

- Segmentation, Targeting, and Positioning
- Understanding Consumer Behavior
- Influences on Consumer Behavior
- Product Mix Decision
- Branding Decisions

Module 4: Marketing Mix Decisions

- Designing Service Offering
- Understanding Pricing Strategies
- Channel Design Decisions
- Channel Management Decisions
- Developing Advertising Campaigns
- Developing Sales Promotions
- Sponsorship Campaigns
- Managing Public Relations

Module 5: Branding Marketing and PR Communications

- IBrand Positioning
- Engagement Strategy
- PR Activities

Module 6: Social Media Optimization (SMO)

- What is Social Media Optimization?
- Why Social Media Marketing?
- Different Social Media Platforms – Quora, Facebook, Twitter, Instagram, LinkedIn, Pinterest, etc.
- Promotion of Content or Product(s) on these platforms
- Managing and Driving Engagement
- Guidelines and Best Practices
- Social Media Platforms – Case Studies

Module 7: Video Marketing

- Why Video Marketing?
- How to Rank YouTube Videos at #1 Position?
- Different Video Platforms – YouTube, etc.
- Video Marketing for B2C Businesses
- Video Marketing for B2B Businesses
- Live Streaming and Video Uploads
- Generating Leads from Videos
- Optimizing Videos for Ranking

Module 8: Paid Marketing

- Google Ads
- What is Search Engine Marketing.
- Overview of Different Paid Marketing Platforms – Google Ads and Facebook and Instagram Ads
- Keyword Research for Google Ads, Bidding, Search, and
- Search Network Campaigns
- Google Display Campaigns
- Conversion Tracking
- Remarketing
- Mobile Ad Campaigns
- A/B Testing
- Scheduling Ads
- Media Planning
- Reporting and Management
- Google Ads Account Audit
- What is Programmatic Buying.
- Programmatic vs Traditional Media Buying
- Targeting Strategies in Programmatic Buying
- Facebook and Instagram Ads
- Understanding Facebook Marketing

Program Curriculum

- Facebook Ads Manager
- Business Manager
- Facebook Ad Campaign Types and Objectives
- Audience Targeting
- Ad Formatg
- Budgeting and Scheduling
- How to Add Facebook Pixel to a Website?
- Reach and Frequency Buying
- LinkedIn Ads
- Introduction to LinkedIn Advertising
- Different Types of Campaigns
- How to Find the Right Audience?
- Account-based Marketing

Module 9: Email Marketing

- What is Email Marketing?
- Its Objectives
- Tips and Tricks
- Domain Reputation and SPF
- Different Email Providers Mailchimp, etc.
- Campaign Creation HTML and Built-in Editors
- A/B Testing
- Source Tracking, List Management, etc.

Module 10: Landing Pages

- Technical Understanding of Pages
- Conversion Optimizations
- Understanding User Behavior and Taking Actions Accordingly
- Lead Capturing on Pages10.5 A/B Testing of Pages

Module 11: Affiliate Marketing

- What is Affiliate Marketing?
- Its Benefits
- Different Platforms
- Affiliate Tracking on a Website
- How to Handle Affiliates?
- Handling Fraudulent Transactions
- Tips and Tricks

Module 12: Content Marketing and Influencer Marketing

- What is Content Marketing?
- Its Objectives
- Different Types of Content Marketing
- Writing Blogs and Content and Promoting It on Different Platforms
- Creating Engaging Videos and Promoting Them
- What is Influencer Marketing?
- How to Reach Out to Influencers and Engage Them?

Module 13: Digital Marketing Analytics, Strategy, and ROI Measurement

- Understanding Google Analytics and Visitors Traffic Matrices
- Understanding Visitor Behavior Using Multiple Metrics
- Slicing and Dicing Data
- Understanding Growth Patterns
- How to Build a Marketing Strategy by Seeing Traffic Patterns?
- Channel Performance, Setting Goals, and Creating Reports and Dashboards
- Measuring ROI as an Integrated Approach and Strategy Creation

Module: Job Readiness and Job Search Strategy

- Job Search Strategy Sessions
- Career-Oriented Sessions
- Resume Building
- LinkedIn Profile Creation
- Mock interview preparation
- 1 on 1 Career Mentoring Sessions

Skills to Master

- SEO
- Search Engine Marketing
- SERPs
- On-page optimization
- Yoast
- Webpage and blog post optimization
- Real-time analytics
- Web analytics
- Predictive Analytics
- Applied Analytics
- Video Marketing
- Domain and archive tools
- Google Analytics
- Email marketing
- Social media marketing
- Digital marketing strategy
- Mobile marketing
- Content marketing
- Branding
- Marketing Analytics
- Facebook & Instagram Advertisement
- Product Positioning
- Pricing strategy
- Preparing Communication plan

Course Projects

Projects cover the following industries:



Retail



Social Media



Supply Chain



Entrepreneurship



E-commerce



Banking



Healthcare



Insurance

Beginner

Create Social Media Strategies

As the digital marketing executive of an e-commerce organization, you need to effectively create impressive and profit-oriented marketing strategies to reach out to the targeted audience and generate the maximum possible leads.

Improve Customer Satisfaction

Learners are presented with cases where, as a professional in a digital marketing agency, they must come up with unique strategies that will improve customer frequency and increase business productivity and efficiency

Off-Page Optimization – Link Building

In this project, which is based on Off-Page optimization techniques, the learners are required to work on link building, directory submission, social bookmarking, guest blogging, and social media links, among others.

Intermediate

Google Analytics Project

This Google Analytics project requires the learners to successfully navigate to the numerous business reports that are available in Google Analytics. The project has been included to provide practical know how of the tool.

Create Instagram Advertisements

Create, measure, and run various advertisements on Instagram by publishing ads on the platform to generate the maximum possible leads. Further, analyze these ads to understand what works for the organization.

Build a Drawing Application

Optimize Social Media Marketing tactics which are also used in the organization by refreshing and mixing up strategies for various popular social media platforms including the likes of LinkedIn, Instagram, Facebook, etc.

Advance

Develop an E-Mail Marketing Campaign

To develop an E-Mail marketing campaign, use Mailchimp to build a personalized email for the company as part of the business marketing campaign. Also, create an interactive email that catches the attention of users and engages them.

Manage Email Lists

Use email marketing and online marketing techniques to effectively engage and convert the maximum possible number of leads and customers. Also, develop strategic email marketing lists in order to run targeted business campaigns.

Optimization of Mobile Transactions

Learners are presented with cases where, as a marketing intern, you must prepare the web page and emails for mobile users, create an advertisement for mobile phones, and optimizing mobile transactions.

Build a Mobile Marketing Strategy

As a digital marketing professional for an e-commerce organization, create innovative mobile marketing strategies to attract more customers to the organization.

Contact Us



10 Million Learners & 500+ corporates across
155+ countries upskilling on Intellipaat platform

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