



**Anion Institute
Of Digital Marketing**

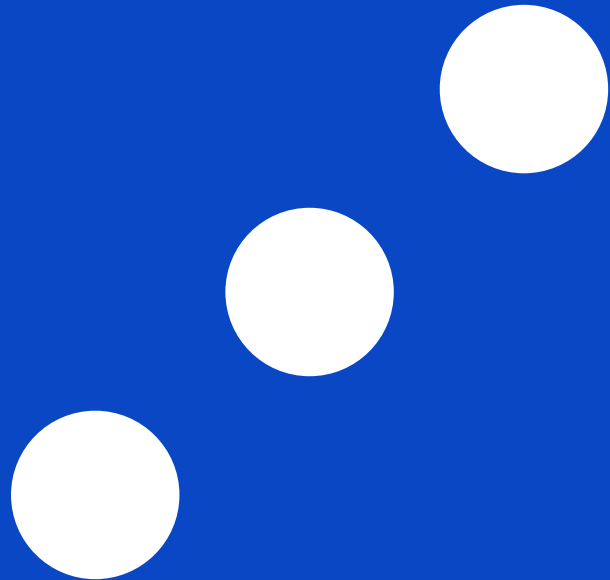
A Google Partner

Raipur Biggest
Digital Marketing
Training Institute



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1 - Introduction



**Anion Institute
Of Digital Marketing**

A Google Partner



VAIBHAV SURYAWANSHI

Vaibhav Suryawanshi is Founder and Head Digital Marketing Trainer at Anion Institute Of Digital Marketing (1st Agency Based Institute)Specialist in SEO, SMM, ORM,Google Adwords,Affiliate Marketing, Leads Generation & E-commerce,etc.

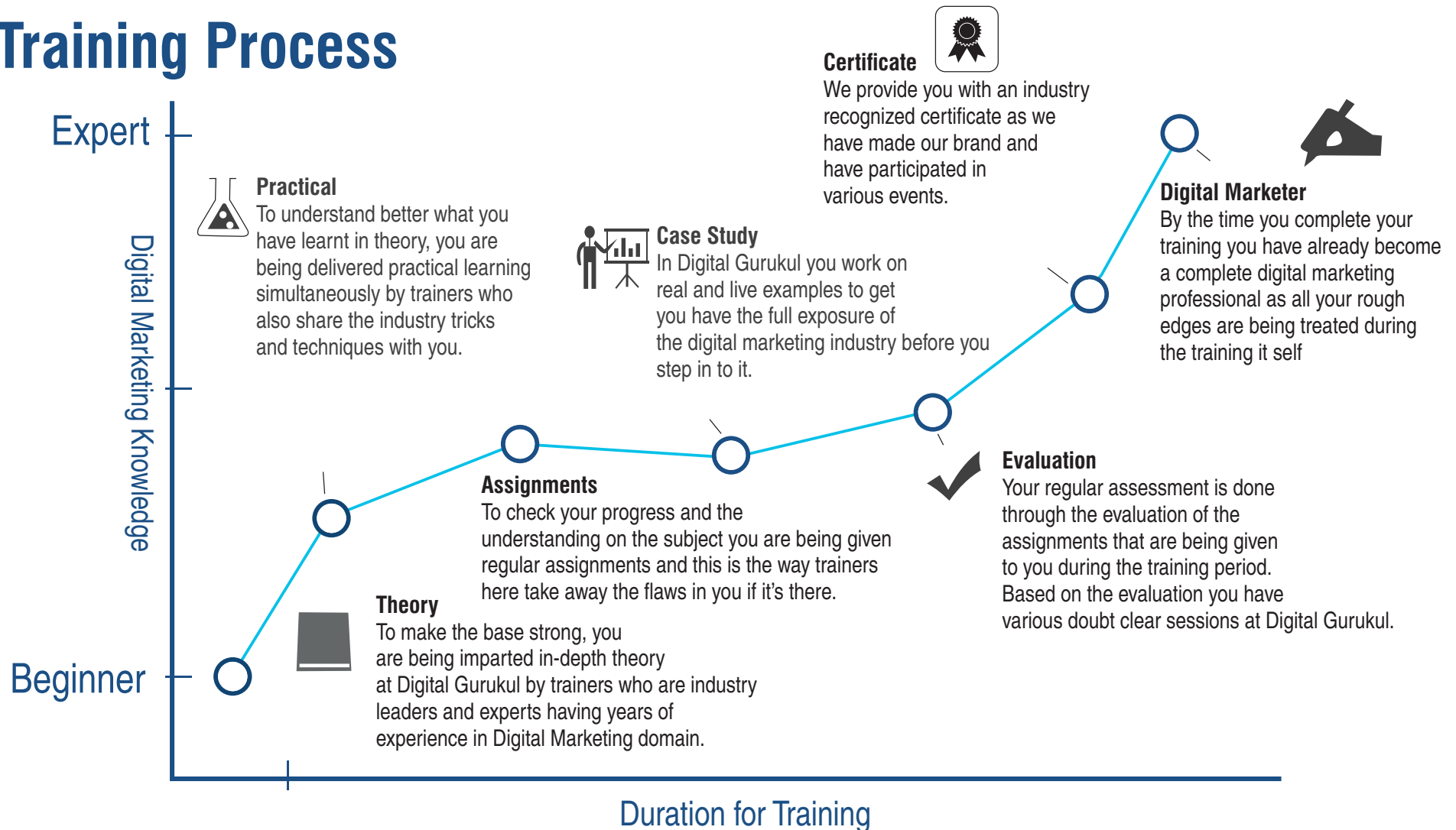
- He has 10 + Year Experience in Branding & Marketing
(Ex Companies : Big Bazaar ,Wal-Mart, OPPO)
- Founder Of Digital Marketing Agency named Digital Sumo
- Google Adword Certified
- Google Adsense Certified
- Facebook Blueprint Certified

"Founder & Digital Marketing Trainer"

Digital Sumo
Concept | Creation | Strategy

Training Methodology

Training Process



Programs Offered by Anion

- 1) Diploma Program in Digital Marketing Management (60-180 Hours)
- 2) 1-1 Certification Program in 15+ Modules of Digital Marketing (40 Hours)
- 3) Crash Course in Digital Marketing (30 Hours)

1 - Diploma Programs in Digital Marketing Management

- 1) Basic Diploma Program in Digital Marketing Management
9 modules, 25+ Topics, 30+ Tools, 60 hours
- 2) Masters Diploma Program in Digital Marketing Management
18 Modules, 40+ Topics, 50+ Tools, 160 hours

Basic Diploma Program in Digital Marketing Management (9 Modules)

- 1 Fundamentals of Marketing/Sales/Inbound Marketing
- 2 Blogging/Content Writing (Casestudy of Shraddha Sharma from Yourstory added)
- 3 Graphic Designing (Updated - Stories, Instagram Reels making)
- 4 Professional Website Creation
- 5 Search Engine Optimization (SEO)
- 6 Email Marketing
- 7 Verification(Blue tick) on Social Media & its process (As per updated rules on June 2020)
- 8 Copywriting
- 9 Digital Political Campaign Management (Updated - 2019 Lok Sabha Digital Campaign by PM Narendra Modi)

01

Fundamentals of Marketing/Sales/Inbound Marketing

- What is Marketing?
- What is STP & 4 Ps of Marketing
- Understanding Marketing Processes
- Difference between Traditional Marketing, Internet Marketing & Significance of Digital Branding.
- Inbound and Outbound Marketing
- What is Digital Marketing?
- Understanding Digital Marketing processes
 - Increase Visibility
 - Visitors Engagement
 - Bringing Targeted Traffic
 - Lead Conversion
 - Retention
 - Performance Evaluation
- Digital Marketing Trends to look out for

02

Blogging/Content Writing

- What is Content Marketing
- Importance of Content Marketing
- Objective of Content Marketing
- Various types of Content with practical examples
- Content Marketing strategy building process
- How to write Great Compelling Content
- Keyword research for Content ideas
- Content Optimization for Search Engines
- How to market your Content
- Magnetic Headlines
- 25 unique ways to write Magnetic Headlines
- 51 examples of Magnetic Headlines
- How to increase opt-in Email list with Content Marketing with examples
- Case study on Content Marketing

03

Graphic Designing (Updated - Stories, Instagram Reels making)

- Basics of graphic designing
- Fundamentals of Structure, layout, colours, templates
- Animation/GIF
- Graphics Content strategies
- Meme designing
- Tools for Graphic Designing
- Getting your 1st client for graphic designing (Proposal, pricing etc.)
- Graphics designing Assignments for India's leading brands
- FAQ

04

Professional Website Creation (LIVE Practical)

- What is Website & its Importance
- Understanding Brief history of Website Management & its Components
- Website Creation & Consumer Behavior (A Practical Analysis)
- Creation of Wordpress Website
- Planning & Conceptualizing Website (On Wordpress) in our Class & Research Center
- Website Planning Process
- Website Development Cycle

05

SEO

(Search Engine Optimization)

- What is Searching & how Search Engine works?
- Major functions of Search Engine
- What are Keywords
- Different types of Keywords
- Tools for Keyword planning
- Understanding Keywords mix
- Google Webmaster : Google Search Engine Consol (GSEC)
- On Page Optimization
- Off Page Optimization
- Local SEO
- Top tools for SEO
- Monitoring SEO process
- Preparing SEO process
 - Keyword stuffing
 - White, Black & Grey hat SEO
- Track, measure & analyze SEO

06

Email Marketing

- What is Email Marketing?
- How Email Works?
- Types of Email Marketing
- Email Marketing & your Business
- Sending the right Messages with Life-cycle Marketing in Email Marketing
- Contact management & segmentation in Email Marketing
- Components of high performing Email
- Email design & Functionality
- The essential of Email Deliverability
- Developing relationships with Lead Nurturing
- Measuring success with Email Analytics
- Email Optimization & Testing
- Top Email Marketing tools and How to use them.

07

Verification (Blue tick) on Social Media & its process (As per updated rules on June 2020)

- Myths about Social Media Verification
- Why Blue tick is Important for Celebrities/Politicians /Brands/Businesses
- Digital Presence on Social Media, News media & popular websites
- List of documents needed
- Dos/Don'ts for Applying for verification Badge
- List of Popular News Websites/Portals for verification approval

08

Copywriting

- What's the Difference Between Content Marketing and Copywriting?
- Principles for Turning into a Killer (Copywriter)
- The 1-2-3-4 Formula for Persuasive Copy
- Ideas from Dead Copywriters
- 10 Ways to Write Damn Good Copy
- Master This Copywriting Formula to Dominate Any Social Media Platform
- Things the Great Copywriters Wish You Knew
- Simple Copywriting Techniques to Get Your Customer 'Beyond' the Buy Button

09

Digital Political Campaign Management

- Politics & Digital Media - a brief insight
- Overview of Political campaigns transformation from Traditional to Digital (Global context)
- Digital Content strategies for Politicians in 2020 (IMP)
- Case study of Narendra Modi Digital Campaign for Lok Sabha election
- Getting Political client for your agency (Pitching, services offered, pricing)
- Latest trends (Twitter, LinkedIn, Instagram by Leading Indian Politician)
- Do's & Don'ts for handling Digital Media management of Politicians

Masters Diploma
Program in Digital
Marketing
Management
(18 Modules)

**All The Topics Covered In
Basic Diploma Program (9 Modules)**



- 10 Social Media Marketing (Updated-Snapchat & Spotify Marketing)
- 11 Google Adwords/SEM
- 12 Youtuber/Vlogger/Influencer
- 13 Video Editing/Marketing
- 14 Freelancing
- 15 Funnel & Automation (Updated July 2020 - Whatsapp Business added)
- 16 Artificial Intelligence with Chatbot creation (Facebook & Whatsapp)
- 17 Online lead generation for your new startup & growth strategies
- 18 Integrated Digital Campaign Management (LIVE Project)

10

Social Media Marketing (Updated Snapchat & Spotify Marketing)

- Social Media Marketing Overview?
- Understanding connections of Social Media
- How Social Media Change world with Case- studies in 2020
- How Social Media is Different mode of Marketing?
 - Facebook Marketing
 - Twitter Marketing
 - Instagram Marketing
 - Linkedin Marketing
 - Pinterest Marketing
 - Snapchat Marketing
 - Spotify Marketing
 - Quora Marketing
- Practical tools to understand all the Social Platforms Mentioned above
- Understanding linking of all Social Media & Re-Marketing
- Platforms for Marketing purpose
- Social Media Management Tools
- Case studies of Various Campaigns on Social Media Platforms

11

Google Adwords/SEM

- Google AdWords Overview
- Understanding AdWords account structure
- Overview of Various Ad Centers ie. Bing, Google
- How to Create Search Campaigns on Tools mentioned above
- Analysis of AdWords Algorithm
- Understanding different types of Bid Strategy
- Types of Ad Extensions
- Understanding Keywords & Finding relevant Ad groups options
- Creating Ads on Google AdWords
- Creating & Optimizing Search Campaign
- Creating & Optimizing Display Campaign
- Tracking Performance/ Conversion
- How to use Re-marketing on Google AdWords?
- Latest trends in Google Ad Campaigns

12

Youtuber/ Vlogger/ Influencer Mastery

- Evolution of Influnecer/Youtuber/Vlogger
- Myths about becoming Influencer/Youtuber/Vlogger
- Process to identify niche/passion/interest areas
- Process of Digital Identity creation
- Strategies to create B2C/B2B Connect to increase followers
- Tools/Equipments needed
- Importance of Social work/PR/Community to take your Digital brand to next level
- Strategies to Monetize your Digital Properties/Brand
- Case study of Popular Influencer/Youtuber/Vloggers across Asia

13

Video Editing/Marketing

- Introduction to Video Marketing
- Reasons Why Video Marketing gained much importance over other platforms?
- How to create a Video : Introduction
- Video Marketing Strategies
- YouTube Marketing
- Video SEO
- Social Video
- E-Commerce Video
- Video Marketing Platforms
- Video Marketing Case studies

14

Freelancing Mastery

- How to get Freelancing Projects?
- Various Online Platforms to get Freelancing Projects
- Important Guide on how to Approach the Client & get the Project by beating your Competitor
- Freelancing & Personal Branding

15

Funnel & Automation

(Updated July 2020 -
Whatsapp Business added)

- Foundation to build profitable Funnel
- Types & stages of funnel
- Strategies to organise & manage leads entering into funnel
- Funnel triggers
- Key Metrics for Successful funnel
- Implementation & Automation
- Strategies for Customer retention
- Automation tools & softwares
- Case-studies of successful Funnel & Automation by leading brands across the world

16

Artificial Intelligence with Chatbot creation (Facebook & Whatsapp)

- Introduction to AI, ML & Deep learning
- Application of AI in Digital Marketing
(Content generation, speech recognition etc.)
- Building AI Chatbot
- AI Capstone Project

17

Online lead generation for your new startup & growth strategies

- Understanding Lead Generation for Business
- Why Lead Generation is important?
- Understanding Landing Pages
- Understanding Thank-you Page
- Landing pages vs Websites
- Best practice to create Landing Page and Thank You Page
- Practical Exercise for creation of Landing Page
- Types of Landing Pages
- Reviewing Landing Pages created by Trainees
- What is A/B testing
- How to do A/B testing
- Selecting Landing Pages after A/B testing
- Converting Leads into Sales
- Creating Lead Nurturing Strategy
- Understand Ultimate strategy to Generate Leads
- Integrating various Online Marketing Efforts
- Intense practice on Conversion Chain
CTA - Landing page- Thank you page
- Creating LIVE Lead Generation Campaign & Analysis

18

Integrated Digital Campaign Management (LIVE Project)

- Offline vs Online Marketing
- Why Integrated Marketing is necessary?
- Best Practices of Integrated Marketing
- Steps to build Perfect Integrated Marketing Strategies
- Case studies of Integrated Digital Marketing Campaigns
 - Airtel, OLA, Amazon etc.

Features of Live Online Diploma Programs in Digital Marketing

Digital Marketing Designed and Delivered By Industry Experts with the Practical Approach.

- 01 LIVE Classes (2 times in a day)
- 02 Monday-Friday regularly
- 03 For doubts/queries - 24*7 Mentors availability to resolve any queries in realtime.
- 04 Mentoring of Asia's leading Digital Professionals & Celebrities across the industries
- 05 For session missed/revision - Backup session is available
- 06 Lectures in Hindi/English
- 07 Regular Assignments/Case studies/Presentation to keep students engaged in the program
- 08 Dedicated Placement cell to help students get Internship/Placement across India
- 09 Regular Parents Interaction session with our Mentors to keep improving performance of students.
- 10 To improve the students soft skills - dedicated session on improving communication, team work, resume building, Organization personality, Writing, Problem solving, decision making & Leadership to make student a Perfect 360 Professional in Post Corona environment.

2 - Individual Certification Program (One on One Training) - 40 hours

- 01 - Certified SEO Program (Advanced updated to July 2020)**
- 02 - Certified Google Adwords Program**
- 03 - Certified Social Media marketing Program(Updated platform Snapchat Marketing, Spotify Marketing)**
- 04 - Certified Content/Blogging Program (TRENDING)**
- 05 - Certified Graphics Designing Program**
- 06 - Certified Website Creation Program (TRENDING)**
- 07 - Certified E-Commerce Program**
- 08 - Certified Google Analytics Program**
- 09 - Certified Affiliate Marketing Program**
- 10 - Certified Influencer Program**
- 11 - Certified Digital Political Campaign Program (TRENDING)**
- 12 - Certified Video Editing Program**
- 13 - Certified Online lead Generation Program (Advanced techniques)**
- 14 - Certified Online Reputation Management Program**
- 15 - Certified Freelancing Program (Updated July 2020) - (TRENDING)**

Features of LIVE Online Individual Certified Program

- 01 1-1 Session
- 02 LIVE Classes
- 03 Time Flexibility available
- 04 Personalised training solution after understanding the core requirements
- 05 For doubts/queries - 24*7 Mentors availability to resolve any queries in realtime.
- 06 For session missed/revision - Backup session is available
- 07 Lectures in Hindi/English
- 08 Real time implementation of learnings into their startup/business to see the result.
- 09 Lifetime support available after the course completion (Yes and we mean it)

3 - Crash Course in Digital Marketing Management (30 Hours)

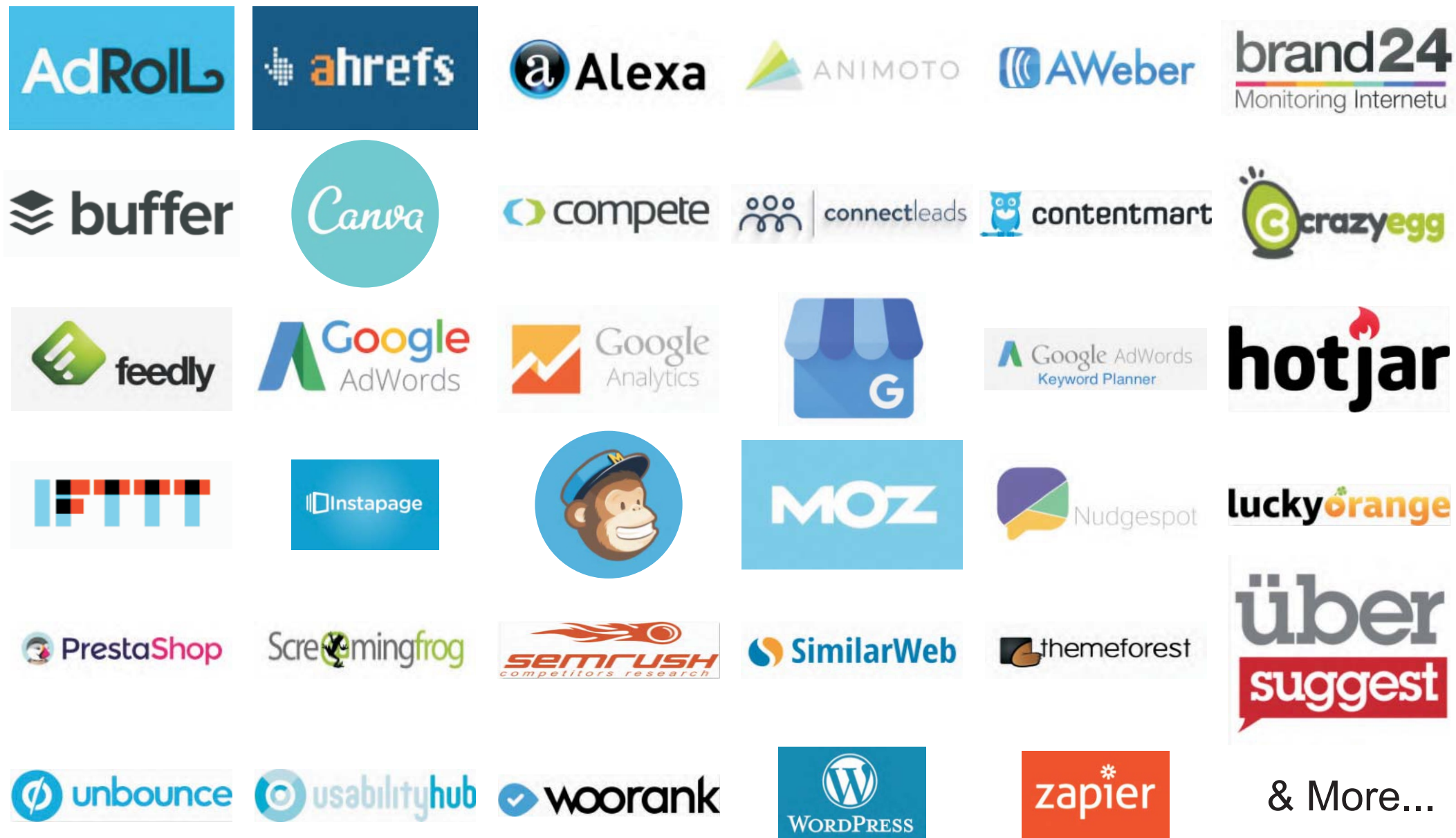
Topics Covered

- 1 Internet Marketing/Branding/Sales**
- 2 Inbound Marketing**
- 3 Graphics Designing**
- 4 Blogging/Content Writing**
- 5 Facebook Marketing**
- 6 Instagram Marketing**

AIDM B2B Programs

- 1 B2B Corporate Training programs in Digital Marketing for Startups, SMEs, Businesses & Educational Institutes.**
- 2 Digital Marketing consultancy Programs
(24*7 doubts query resolution within 6 hours)**

International Tools That We will be Covering



Students Eligible For Following Certifications



Analytics Certification

VAIBHAV SURYAWANSHI

is hereby awarded this certificate of achievement for the successful completion of the Google Analytics certification exam.



VALID THROUGH
20 OCTOBER 2019



GOOGLE.COM/PARTNERS



Accredited Professional | Bing ads

This certificate is awarded to
Vaibhav Suryawanshi
of
Digital Sumo
in recognition of your
Bing Ads Accredited Professional status.
November 21, 2019



INBOUND CERTIFIED

Vaibhav Suryawanshi

The bearer of this certificate is hereby deemed fully capable and skilled in Inbound Methodology. He/she has been tested on best practices and is capable of applying them to attract strangers, to convert visitors, to close leads and to delight customers.

Certified: 6/2016 - Expires: 9/2017



Brian Halligan
CEO Brian Halligan

AdWords Shopping Certification

VAIBHAV SURYAWANSHI

is awarded this certificate for passing the AdWords Fundamentals and Shopping Advertising exams.



VALID THROUGH
20 OCTOBER 2019



GOOGLE.COM/PARTNERS



Vaibhav Suryawanshi
has completed
A/B Testing
as part of the Blueprint eLearning
program on
August 27, 2017



EMAIL MARKETING CERTIFIED

Vaibhav Suryawanshi

The bearer of this certificate is hereby deemed knowledgeable of using email marketing as a sustainable channel to close leads and delight customers. He/she has been tested on best practices that focus on anti-spam compliance, high-converting email sends, mobile optimization and using established metrics to test, optimize, and improve their email marketing.

Certified: 8/2016 - Expires: 10/2017



Brian Halligan
CEO Brian Halligan

Contact us –

**1st Floor, Housing Board Commercial Complex
Maulshri Vihar, Near VIP Road, Raipur (C.G.)**

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Call/Whatsapp -78060-28620**

website - www.anionstech.com

Social Media –

**Facebook – www.facebook.com/Anioninstituteofdigitalmarketing
Instagram – www.instagram.com/anioninstituteofdigitalmarketing**

Digital is the Future
&

We care for your Future. .