



THE ULTIMATE

**DIGITAL
MARKETING
COURSE**

ABOUT US

One Impact is a Digital Marketing Agency based in Mumbai, working with over **30+ brands** across India.



Bloomberg | Quint

Sweet Bengal

BAWEJA STUDIOS



Bélora
PARIS



INDIALENS



DSP MUTUAL FUND

and many more.....



WHY WE STARTED ONE IMPACT ACADEMY?

We started One Impact Academy because we saw most Interns and Freshers are unable to cope up with the pressure of performing in the real marketing world even after attending various courses, as they don't have an idea of what is ACTUALLY relevant in the industry.

We are here to provide a **unique learning experience** that allows the student to understand the basics of the Digital Marketing world, under the guidance of professionals, by focusing on **building technical and professional communication skills real time, by applying what they learnt in lectures in their internships.**

With over 20+ instructors, we are set to make you Industry ready.

one
impact
academy

COURSE DURATION

This is a 5 Months Digital Marketing Course

- **3 months of Online Training & Learning.**
- **2 months of Internship**

In this course, you will work on:

- Live Projects
- Group Assignments
- Individual Work Samples
- Brand Assignments

You will be get:

- Course Certificate
- Job Assistance
- Course Materials
- Doubt Solving Sessions
- Mentorship
- Google Certificate
- Hubspot Certificate
- LinkedIn Certificate

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COURSE CURRICULUM

01

Introduction to Digital
Marketing

02

Consumer Journey
& Branding

03

Social Channels
Deep Dive

04

Digital Marketing
Specialized Skills

05

Deep Dive into Tools

06

Marketing for Small
Businesses

07

Agency Structure

08

Hacks, Tips, Practical
Approaches

01

Introduction to Digital Marketing

- Marketing Overview
- Current Scenario
- Platforms and types of channels
- Paid/unpaid
- Trends in digital (Assignment)
- Roles you can take up in a digital agency or in Brands

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02

Consumer Journey & Branding

- Funnels
- AIDA Model and its application in digital
- Brand key
- User Journey, Buyer Persona
- Research - Product/Brand/Audience
- Studying Competitors (on digital)
- How to research when you have access to limited/No/free tools
- Places/Portals where you can look for reports/insights

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03

Social Channels Deep Dive

Managing & Growing Social Media channels

- Instagram
- LinkedIn
- Twitter
- YouTube
- Whatsapp
- Pinterest
- Facebook

Overview of more social media channels

- Telegram
- Snapchat
- Discord
- Reddit
- Quora

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04

Digital Marketing Specialized Skills

- Search Engine Optimisation (SEO)
- Paid Media Marketing & SEM
- Digital PR Overview
- Influencer Marketing
- Basics of Website/Apps
- Basics of Design
- Planning
- Strategy (Brand, Copy & Content)
- Cost-effective, high performing Content Creation & Production
- Reports

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05

Deep Dive into Tools

- Google Analytics
- Buffer
- Facebook Ads
- Google Ads
- Hootsuite
- Minter.io
- Shopify
- Socialbakers
- Twitter Ads
- Wordpress
- ChatGPT
- App Annie
- Canva
- Google Keyword Planner
- Grammarly
- LinkedIn Ads
- SEMRush
- Slack
- SimilarWeb
- Wix
- Google Search Console
- Bard

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06

Marketing for Small Businesses

- App marketing
- Email marketing
- SMS marketing
- Podcast marketing
- Webinars marketing

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07

Agency Structure

- **Types of Agencies** (Independent, network, etc)
- **Hierarchy** (Where you may fit in and your growth mapping)
- **Business Development**
- **Pricing Models**
- **Types of Pitches**
- **Drafting Proposals**
- **Client Servicing**
- **Pitch Presentation**

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08

Hacks, Tips, Practical Approaches

(Bonus Modules)

- AI tools
- Reaching more people through reels
- Building a community/getting subscribers to your blog
- Making high performing reels
- Building a landing page
- Twitter Banters
- Moment marketing
- Finding trends
- How to reach out to brands for collaborations
- Hashtag Strategies

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Kajol Chavan
Co-Founder & COO



Pooja Patil
Co-Founder & CEO

OUR FOUNDERS & MENTORS

Click to Apply to The Ultimate Digital Marketing Course!

APPLY NOW

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