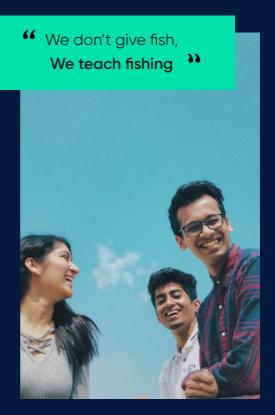


DIGITAL MARKETING



About Arise

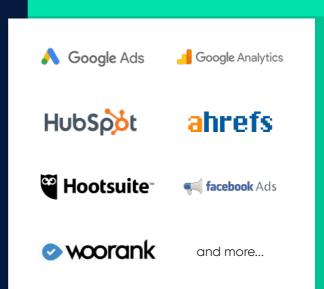
Merging the latest technology, pedagogy, and services, Arise creates a prodigious learning experience. Arise aroused in 2020 with the conviction that in an ever-changing industry, professionals need to continuously up skill themselves in order to stay relevant; hence we focus on building a great learning experience by collaborating with the right faculty and industry partners. We then steadily built a strong support system around our learners.



Course Overview

The creation of Arise came about with the intention of addressing the skills gap in the industry. We strive to create skill full people that seamlessly integrate into the role assigned to them.

The curriculum is on par with global standards of digital marketing professionals. We create the perfect blend of classroom learning and on the job training to ensure our students are industry ready from day one after course completion. Arise is where learners come to learn the skills they need, to land the jobs they want, to build the lives they deserve.



Rise with Arise



Live project & Case studies



Experienced Professional mentors



Best industry practices





Portfolio Preparation



International Certifications

Marketing Fundamentals

Intro to Digital Marketing Digital Marketing Framework Marketing Plan. Business Models

102 Integrated Marketing Strategy

"What" you are marketing.

Articulate a business model

Stages of the customer journey.

Marketing channels & metrics

Marketing Objectives & KPIs Marketing Preparations

○ Content Strategy

Plan Your Content Strategy
Create Content
Distribute & Promote Content

05 Website Creation & Optimization

Optimize Website & Landing Pages Measure Impact



Social Media Channels
Social Media Content
Implement & Monitor Campaigns
Measuring Impact & Analytics
Marketing Content

Intro to Social Media Advertising
Choose the Right Platforms
Facebook - Getting Started
Facebook - Create Ad Sets
Facebook - Create & Manage Ads
Create a Facebook Campaign
Optimizing a Facebook Campaign

Search Engine Optimization (SEO)

How Search Works
Keywords
Tags and Site Structure
Link-Building
SEO Audit and the Future of SEO
Learn to create an SEO audit



Search Engine Marketing (SEM)

Intro to SEM

Keywords

Text Ads

Ad Rank and Maximum CPC bid

Introduction to AdWords

Metrics and Optimization

Create AdWords Campaign

10

Display Advertising

How Do Display Ads Work?

Display Ads and Targeting

Display Advertising Sales Models

Display Advertising with AdWords

Video Advertising - Youtube

Evaluate a Display Ad Campaign

11

Email Marketing

Fmail List Generation

Create an Effective Email Campaign

Create an Email Marketing Plan

Metrics & Results

Market with Email

Measure & Optimize with Google Analytics

Introduction to Google Analytics
Understand Your Audience
Understand Behaviour
Evaluate Conversion

TS Case Study & Portfolio creation

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Tips to Build Your Personal Brand LinkedIn Profile Review Job Search Strategies Ace Your Interview

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