arise

DIGITAL MARKETING

Learn • Practice • Grow

78158 98054

www.arise.academy

About Arise

> “We don’t give fish,
> **We teach fishing**”

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.

6 Certifications,
10+ Tools

Google Ads
Google Analytics
HubSpot
ahrefs
Hootsuite™
facebook Ads
woorank
and more...

Rise with Arise

Live project &
Case studies

Best industry
practices

Excel with
Mock Interviews

Experienced
Professional mentors

Portfolio
Preparation

International
Certifications

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What will you learn

01 Marketing Fundamentals

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

02 Integrated Marketing Strategy

"What" you are marketing.
Articulate a business model
Stages of the customer journey.

03 Marketing channels & metrics

Marketing Objectives & KPIs
Marketing Preparations

04 Content Strategy

Plan Your Content Strategy
Create Content
Distribute & Promote Content

05 Website Creation & Optimization

Optimize Website & Landing Pages
Measure Impact

What will you learn

06 Social Media Marketing

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

07 Social Media Advertising

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

08 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

What will you learn

09 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

Email List Generation
Create an Effective Email Campaign
Create an Email Marketing Plan
Metrics & Results
Market with Email

What will you learn

12 Measure & Optimize with Google Analytics

Introduction to Google Analytics
Understand Your Audience
Understand Behaviour
Evaluate Conversion

13 Case Study & Portfolio creation

Learn to Create an effective Case study
Build Portfolio
Create Resume - Freshman, Career-change

14 Career Guidance & Mock Interview

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

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