

7-DAY BOOTCAMP

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About Anfeidrol

Anfeidrol is an education venture of **BoredProgrammers Pvt. Ltd.** It is a leading learn-tech startup platform that provides live and interactive instructor-led online training.

We also cater nationwide to professionals and students who seek offline hands-on knowledge through our workshops and summer/winter training.

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Certificate Partners

Bootcamp certificate will be in association with our Education and Certificate Partners, **Adobe, BoredProgrammers, EC-Council, HPE and Microsoft.**



EC-Council



**Hewlett Packard
Enterprise**



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Perks & Goodies

All participants would be awarded with a verifiable certificate of merit, based on the bootcamp-end exam. You're also eligible for tech and SWAG goodies.

Further, perks of enrolling includes, Internship opportunities with BoredProgrammers and partner companies. Each participant would be provided with 100% Interview and Job Assistance.

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About Bootcamp

7-Day Bootcamp, consisting of 21 hours of project-oriented training on your favourite module. Bootcamp comes with life-time access to the videos and materials used during the course.

We have expert trainers for each module in every particular Bootcamp, which means you'll be getting training from multiple trainers who are skilled and trained in their niche.

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College Partners

Bootcamp certificate will be certified from top colleges and institutions including, **IIT Ropar, IIIT Lucknow, and Assam Engg. College.** It's in association with their respective tech-fests.



START

- Best of Luck for Your Bootcamp
- Start with a Good Vibe



DAY 1.1

- Introduction to the Digital Marketing landscape
- Common early/entry-level digital marketing jobs

1

1st Milestone begin

DAY 1.2

- Marketing Fundamentals
- Customer acquisition funnel
- Buyer personas
- Campaigns vs. Channels

2

DAY 1.3

- Target Customer Analysis
- Positioning

3

2nd Milestone begin

DAY 2.1

- Measurement strategy best practices
- Closing the loop
- Introduction to common marketing metrics

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DAY 2.2

- Content Marketing
- Content types
- Content marketing metrics & technology
- Editorial Calendar

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3rd Milestone begin

6

DAY 3.1

- Search Engine Optimization
- Selecting keywords & On-page SEO
- Link building & Off-page SEO

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4th Milestone begin

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DAY 4.1

- Social Media (Organic reach)
- Identifying your goal for each social channel
- Social media metrics

DAY 3.2

- Search Engine Marketing
- Google Adwords
- Campaign setup & naming conventions
- CPC bidding and optimization

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DAY 4.2

- Social Media Calendar
- Post scheduling
- Growth Hacking

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5th Milestone begin

DAY 5.1

- Social Media (Paid Marketing)
- Paid social advertising platforms
- Audience definition and targeting options

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DAY 5.2

- FB Pixel & Retargeting ads
- AD tracking & Optimization
- Paid social metrics

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6th Milestone begin

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DAY 6

- Google Ads
- Configuring Google Ads
- Tracking & Optimising Ads

DAY 7.1

- Email Marketing
- Writing compelling email copy & subject lines
- Email marketing tracking & metrics

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7th Milestone begin

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DAY 7.2

- Affiliate marketing
- Referral marketing
- Influencer marketing

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END

- Learning Never Ends
- This is the END of Bootcamp Only
- Best of Luck for Your Bootcamp Exam*
- Thank You

DAY 7.3

- Online reputation management
- Polishing your resume and LinkedIn profile