



A large blue and red arrow graphic points from the bottom left towards a portrait of a man in a suit standing in an office with a cityscape view.

**Transform  
YOUR DIGITAL WORLD  
with Us!**



Under Agency  
Guidance



50+ Certificates



Fully Practical



# **Marketing Fundas**

Empowering Digital India

**JOIN US  
TO BE A PART OF  
DIGITAL REVOLUTION!.....**



## **WELCOME MESSAGE**

### **FROM THE FOUNDER**

With great pleasure, I am Hitesh Gupta, Founder of Marketing Fundas Pvt. Ltd.; I welcome you to Marketing Fundas Family and am so glad you are here!

We at Marketing Fundas are on a mission to help you become a skilled Digital Marketer and take your career to a new height. We offer advanced skill-oriented & practical based digital marketing courses that will help you gain the knowledge and experience you need to succeed in the Digital Marketing sector.

At our core, we are dedicated to offering you a valuable educational journey that equips you with the knowledge demands of the digital marketing field. Our instructors possess extensive knowledge in digital marketing, and they will assist you in cultivating the necessary abilities and self-assurance for success.

My team and I look forward to helping you reach your goals and become a successful digital marketer. Also, we are committed to providing you with the best digital marketing training. We wish you all the best & great success in your digital marketing career journey with Marketing Fundas!

Thank you!



## **EXPERIENCE THE “DIGITAL TRANSFORMATION” IN THE AGENCY ENVIRONMENT**

### **ABOUT US**

Welcome to Marketing Fundas Pvt Ltd, a leading digital marketing company in India offering top-notch digital marketing services along with industry-oriented digital marketing training from the last 15 years. At Marketing Fundas, we understand the nature of the fast-changing digital marketing landscape, that's why we focus on providing practical training with hands-on exercises and real-world projects with experienced and expert faculty. We always ensure that learners gain only the practical and relevant skills needed to succeed in today's competitive job market.

### **MISSION**

Our mission is to empower people all over the world with our offline and online digital marketing training programs, enabling them to succeed in the ever-evolving online business landscape.

### **VISION**

Our vision is to be the best digital marketing training provider across India, recognized for delivering industry-oriented training and producing highly skilled professionals who will be fully fledged to drive digital transformation worldwide.



# MF SUCCESS STORIES



**Deepak Chauhan**  
Sr. Video Editor

Marketing Fundas has given a chance to me grow my career as a Video Editor!

**Gurdit Bansal**  
Google Ads Expert

Best Institute to Provide Practical Knowledge!



**Sourabh Sharma**  
Entrepreneur

Marketing Fundas Provided Me the Opportunity to Grow!



# MF SUCCESS STORIES



**Nayan**  
Social Media Manager

MF Providing the Top Notch Training  
in Delhi NCR.

**Vikas Kumar**  
Graphic Designer

Best Place to Grow Your  
Career in Digital Marketing.



**Sana Khan**  
Digital Marketing Specialist

Here Trainers are Very  
Cooperative & Helping

## MAHA BUNDLE COURSE

- ✓ 50+ Most In-Demand Courses with Certification
- ✓ 2000+ Hours of Pre-recorded Lectures
- ✓ Become An Affiliate, Earn FLAT 50%
- ✓ Learn Whenever, Wherever You Want!

## ONLINE COURSE

- ✓ Learn at Your Comfort
- ✓ Live Practical
- ✓ 23+ Modules

## OFFLINE COURSE

- ✓ Learn Under Agency in Real Environment
- ✓ Fully Practical
- ✓ Work on Live Projects

## MAHA BUNDLE COURSE

|   |  |  |  |   |   |
|---|--|--|--|---|---|
| <br>Search Engine Optimization | <br>Adobe Premiere Pro Course | <br>Shopify Full Course         | <br>Kinemaster Full Course  | <br>YouTube Marketing Course | <br>Affiliate Marketing    |
| <br>Marketing Fundamentals     | <br>Google Ads                | <br>Google Analytics 4          | <br>Google Tag Manager      | <br>Google My Business       | <br>Domain Name            |
| <br>Web Hosting                | <br>Microsoft Bing Ads        | <br>Facebook Marketing          | <br>Instagram Marketing     | <br>LinkedIn Marketing       | <br>Twitter Marketing      |
| <br>Blogging Course            | <br>Content Marketing         | <br>Content Writing             | <br>Copy Writing Mastery    | <br>WhatsApp Marketing       | <br>Snapchat               |
| <br>Telegram                 | <br>Quora Course            | <br>Freelancing Course        | <br>Chat GPT              | <br>Zoom Course            | <br>Pinterest Course     |
| <br>Sharechat Course         | <br>Gmail Course            | <br>Social Media Optimization | <br>WordPress Full Course | <br>Elementor Course       | <br>WIX Course           |
| <br>HTML 5 Course            | <br>CSS Course              | <br>Java Script Course        | <br>Drop Shipping Course  | <br>Ahrefs & Semrush       | <br>Photoshop Course     |
| <br>Canva Full Course        | <br>Amazon Seller Course    | <br>Flipkart Seller Course    | <br>E-commerce Course     | <br>MS Word Full Course    | <br>MS Excel Full Course |
|   |  | <br>MS PowerPoint Course      |  | <br>Stock Market Course      |   |



## ONLINE ADVANCE COURSE

23+ Modules

Live Practical

Case Studies

Business Rules

Certification

Internship / Job

Doubt Session

Customer Support





## ADVANCE DIGITAL MARKETING COURSE



23+ Modules



Live Practical



Case Studies



Business Rules



Certification



Internship / Job



Doubt Session



Live Project Insight



Under Agency  
Guidance



Learn Under Working  
Professional



Customer  
support



1-1 Support During  
Classes

## DIGITAL MARKETING MASTERY COURSE

- Everything of the Advance Digital Marketing Course
- Maha Bundle Course
- Video Editing Mastery
- Graphic Designing Mastery
- Ecommerce
- Drop-Shipping
- AI-Artificial Intelligence
- Prompt Engineering
- 100% Internship/Job Assistance
- 1-1 Support During Classes
- Access to All Necessary Tools
- Direct Mentorship with Founder-Hitesh Gupta!

# TOOLS COVERED



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# MODULES

## Module 1

### Introduction of Digital Marketing

1. What is Digital Marketing
2. Scope of Digital Marketing

## Module 2

### Marketing Fundamentals and Concepts

1. What is Marketing
2. Types of Marketing Activities
3. Core Marketing Concepts
4. Holistic Marketing
5. Business Strategy Planning Process

## Module 3

### Word Press

1. What is Domain and Hosting.
2. Basics of Word Press
3. Blog Website Design in Wordpress.
4. Business Website Design in Wordpress

# MODULES

## Module 4

### E-Commerce Web Design on WordPress

1. About WooCommerce
2. Payment Gateway Set Up
3. E-Commerce Header
4. Login Sign-Up Page
5. My Account Page
6. Wishlist Page
7. Product Attribution

## Module 5

### Seo On Page

1. What is SEO
2. Types of SEO activities
3. Keywords Research
4. On Page SEO Activities like Meta Title, Meta Description, etc
5. What is Schema
6. What is Canonical Tags

## Module 6

### Seo Off Page

1. What is SEO Off Page and How to Use it
2. Account Setup
3. What is Google My Business
4. How to do Search Submission Activities

# MODULES

## Module 7

### Google search console

1. Google search console
2. How to Use Google search console?
3. How to use Google search console for SEO?

## Module 8

### Google Algorithm

1. Google 8 Major Algorithm Updates

## Module 9

### Google Ads

1. What is Google Ads
2. How to Create an Account
3. Types of Google Ads
4. How to Create Campaigns
5. How to Create PPC Search Ads, Video Ads, Display Ads, Discovery Ads, etc

# MODULES

## Module 10

### Google Analytics

1. What is Google Analytics
2. How to Create Account and Set Up Tracking
3. Google Analytics Reports Overview
4. How to Create Events in GA4
5. How to Setup Conversion in GA4
6. What are Metrics, Dimensions, Debug View, etc
7. How to Create Custom Reports

## Module 11

### Google Tag Manager

1. What is Google Tag Manager
2. How to Create GTM Account
3. How to Setup Events, Variable, Tags and Triggers

## Module 12

### Social Media Optimization

1. How to Create an Account on Facebook, Instagram, LinkedIn and Twitter
2. How to Setup the Profile of a Social Media Account
3. How to Grow Your Social Media
4. How to Make a Calendar for Your Social Media, What is Right Time to Post on Social Media
5. What are the suitable size and dimensions for different platforms.

# MODULES

## Module 13

### Facebook Ads

1. What is Facebook Ads
2. How to Create a Business Manager Account
3. How to Create an Ad Account
4. How to Set Up Pixel.
5. How to Set Up Events
6. How to Ad Manage Event
7. How to Ad Billing
8. How to Ad GST Details
9. What are the Dimensions for Facebook Ads
10. How to Set Up Offline Events
11. How to Create Ads like Brand Awareness, lead Generation, Traffic, Conversion, etc
12. What are the Objectives
13. How to Create an Audience
14. What is Pixel
15. What is Remarketing

## Module 14

### Instagram Ads

1. How to Make a Professional Account for Ads
2. How to Ad GST and Billing
3. How to Create an Audience
4. What is the Difference Between Profile Visits, More Messages & More Websites

# MODULES

## Module 15

### Linkedin Ads

1. How to Create Ad Account
2. How to Setup Pixel
3. How to Create Audience
4. How to Ad GST and Billing

## Module 16

### Twitter Ads

1. How to Create Ad Account
2. What is Audience
3. How to Create Pixel
4. How to Ad Billing
5. How to Create Audience
6. What is Remarketing Ads

## Module 17

### Email Marketing

1. What is Email Marketing
2. Email Marketing Platforms and Softwares
3. How to Grow Your Email Subscriber List
4. How to Create Your Account on Email Software
5. How to Use Email Marketing Software
6. How to Create Email Marketing Template
7. How to Create Your Email Open Ratio Tips

# MODULES

## Module 18

### Affiliate Marketing

1. What is Affiliate Marketing
2. How to Start with Affiliate Marketing As a Merchant
3. How to Start with Affiliate Marketing as an Affiliate
4. What is Affiliate Programme
5. What is Affiliate Software
6. How to Join an Affiliate Marketing Programme
7. How to Grow Your Business Through Affiliate Marketing
8. How to Earn Through Affiliate Marketing
- "What is Affiliate Network Shopify "
9. What is Shopify? How to Create Shopify Store

## Module 19

### Google AdSense

1. What is Google AdSense
2. Overview
3. How to Get Google AdSense Approval

## Module 20

### Sales Funnel

1. Lead Magnet Funnels
2. Magnetic Funnel
3. Marketing Funnel

# MODULES

## Module 21

### Content Marketing

1. What is Content Marketing
2. Content Creation Process
3. Content Marketing Strategy
4. What is CMS, Content Distribution

## Module 22

### Youtube Marketing

1. How to Create YouTube Channel and Basic Settings
2. Strategy to Grow YouTube Channel
3. YouTube Channel Analytics
4. YouTube Video Creation Tips

## Module 23

### Online Reputation Management

1. About ORM
2. How to Write Reviews for Business
3. Benefits & Importance of Reviews
4. Negative to Neutral Reviews
5. Best Ways to Publish Reviews for Business

# MODULES

## Module 24

### Freelancing

1. Earning as a Freelancer
2. Top Freelancing Platforms
3. Building Freelancing Profile
4. Live Walkthrough: How to Win Projects?
5. How to Set Pricing for Your Services?

## Module 25

### Digital Marketing with AI

1. Understand Your Audience Better with AI
2. Make Effective marketing strategy with AI
3. Learn to Enhance User Experience with AI
4. Increased ROI with the help of AI
5. Make Content That Is Both Predictive and Targeted

## CERTIFICATIONS WE OFFER

We help our students to achieve their goals with our Digital Training Program and prepare them for the all various Google & Bing Certifications. We assist our students so they can crack these certification exams. Also, Our training program will be taught with the help of case studies and general discussions.



## A GLIMPSE OF LAST CONVOCATION



# PLACEMENT COMPANIES



Justdial

Flipkart



Gift Street  
For every need

IQD  
TECHNOLOGIES

indiamart®

P2PCarz  
Agape Media Solutions

AJIO



zepto

M Myntra

OYO

SWIGGY

uc Urban  
Company

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FOR THE KINGS

magicbricks.com

CASHKARO.COM

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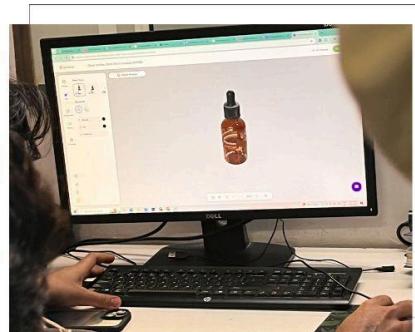
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## LIVE LEARNING ENVIRONMENT



## NOTE

