

Career[↗].club

DIGITAL MARKETING

Certification Program





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CareerX.club

An Ed-tech firm that operates to upskill students and bridge the gap between students and the corporate entities by providing potential resources to both the systems.

A **100% job Assistance program** where you will be trained from scratch to competitive programming and stand out with huge Opportunities in **Top product-based companies.**



careerx.club | 04

A hand is shown reaching out from the bottom right towards a cluster of various digital transformation icons. The icons include a shopping cart, a cloud with an upload arrow, a fingerprint, a padlock, a magnifying glass, a cloud with a download arrow, a bar chart, a mail envelope, a robotic arm, a globe, a bank building, a pie chart, a Wi-Fi signal, a house with arrows, and a cloud with a download arrow. The central icon is a rounded rectangle with the text "DIGITAL TRANSFORMATION". The background is dark with bokeh light effects.



Key Features

Enabling the transformation with 100+ Hours



Career Assistance

Career support from the team, career Assessments, 1:1 career counseling from the experts. access to job opportunities, internships.



Self- paced flexible learning schedule

Learn in your own space and flexible timings. Personalized Mentorship with Doubt resolution sessions and Personalized mentorship for live monitoring.



Guest Lectures with Industry Invades

Get access to Guest lectures, level-up sessions from Industry experts, and tips from the Active contributors.



Experimental Learning

Learn the concepts from experts and apply them to Industry-aligned live projects, case studies, HandsOn Experience.



Dedicated Support and Placement

Intense Training sessions for technical Interviews, Pre-placement Offer, Five-figured Stipend, Guaranteed placements.



Profile optimization

Showcase your skills and expertise to the Top Companies and Potential employers with your Profile. Real-time suggestions to improve and build your CV.



Learning Path Visualization

We'll teach you a 5-step framework designed to train you with much-needed skills, where you can apply them to multiple scenarios.

1



Research and Insights

Analyze customer preferences and develop a strategy that will deliver on goals and resonate with the target market.

2



Customer Segmentation

Leverage analytics to prioritize and determine optimal spending for each market segment.

3



Activate Channels

Formulate campaigns to reach target markets, activate programs across relevant channels, and measure performance by segment.

4



Optimize and Report

Use performance data to measure campaign penetration and generate insights that inform future decisions.

5



Maximize Spend

Make smart decisions with your marketing budgets based on your strategy, priorities, and industry benchmarks.

Curriculum

Week 1 - Introduction

1. Introduction to Digital Marketing and Career Prospects
2. Basics of Digital Marketing (Performance and Branding Marketing)
3. Excel Basics
4. Excel Advanced
5. Digital Marketing Metrics used in Industry
6. Assignment
7. Week 1 – Test
8. Introduction to Google Ads Dashboard

Week 2 – Search Campaigns and Display Campaigns

Module 1: Search Campaigns

1. Understanding Search Campaigns and Basics of SEO
2. Setting up Search Campaigns on Google Ads
3. Assignment
4. Test – Search Campaigns
5. Using Google Ads editor

Module 2: Display Campaigns

1. Understanding Display Campaigns
2. Setting up Display Campaigns on Google Ads
3. Assignment
4. Test – Display Campaigns

Week 3 – Discovery & UAC campaigns

Module 3: Discovery Campaigns

1. Understanding Discovery Campaigns
2. Setting up Discovery Campaigns

Module 4: UAC+ UACe Campaigns

1. Understanding UAC and UACe Campaigns

3. Assignment
4. Test – Discovery Campaigns

2. Understanding Audience Manager
3. Setting up UAC and UACe Campaigns on Google Ads
4. Assignment
5. Test –UAC and ACE Campaigns

Week 4 – YTFA campaigns and Strategy

Module 5: YouTube for Action Campaigns

1. Understanding YouTube for Action Campaigns*
2. Setting up YouTube for Action Campaigns on Google Ads
3. Assignment
4. Test – YTFA Campaigns

Week 5 - Social Media Ads and other Marketing Platforms

1. Introduction to Facebook Ads Manager
2. Introduction to SnapChat Ads Manager
3. Introduction to Apple Search Ads
4. Introduction to Twitter Marketing
5. Introduction to Programmatic Advertising
6. Planning Media Mix for optimum ROI for Clients

Week 6 – Analysis and Planning Strategy for Clients

Module 6: Reporting and Analysis

1. Reporting and Analysis
2. Planning and Strategy
3. Case Study
4. Miscellaneous
5. Interview preparation(Q/A), resources and other certifications

Your Instructor



Sai Avinash

Performance marketer at ZEE5

- Experienced Google Marketing Platform (GMP) certified Digital Marketer.
- Performance Campaign Manager at ZEE5
- Worked as Digital marketing- Assistant Manager at ARHA MEDIA & BROADCASTING PRIVATE LIMITED.
- Worked at Merkle Sokrati as a Senior Business Analyst

Certifications

Validate your skills and stand out from the crowd with our certifications that help you get raises and promotions at work by demonstrating your expertise.



Enrollment Process

STEP

1

Apply for the program

Fill In the required credentials to make your candidature in the CareerX.club program.

STEP

2

Scholarship Test

Take the assessment to check eligibility for scholarships.

STEP

3

Join the program

Join the limited seat Program and be a part of the amazing and happening training program.



Pricing and Payments



Up to

100%

**Scholarship
available!**

₹ 9999 + GST



Success Stories



Revanth Arukala

"Placed in Catalog (Ren Labs)"

"The whole team motivated and enabled me to pursue more and adapt to the frequent changes." CareerX.club gave me constant support and Guidance until I got placed. Their centralized placement gives a good possibility with the right placement assistance.



Manish

"Placed in Contenterra"

CareerX.club played a great role in shaping my career. It helped me to establish my Time management skills, Leadership skills, technical skills and also been able to advance them to a new level. It was this CareerX.club that enabled me to take my baby steps in the industry and helped me to solve the critical challenges in the industry. The placement division assisted me in getting an internship opportunity in my dream company.



Mohan Saraswathi

"Placed in Felix.ai"

"When you lose your way, CareerX.club surely knows what to do". I appreciate the guidance and support they gave throughout my journey that helped me to get placed. With a team that helps you grow and provides timely and constructive feedback; CareerX.club is a great choice.



Nagaraju upputuri

"Placed in Infinity Learn"

"The entire team works in pursuit of candidates and chips in to achieve their goal". CareerXclub helped me to raise the professional excellence that would help me cope with the industry challenges. Their motivation and support helped me to get placed.



Hiring Partners



Many More...

FAQ?

■ Who can take this course?

Anyone interested in starting their career as a Digital Marketing Specialist applies for this course.

■ What are the pre-requisites for this course?

No, pre-requisites are required for this course.

■ How are my doubts going to be resolved in this Online program?

There will be regular sessions exclusively for all your doubts to be cleared up on a real-time basis.

■ Will I get placement support in this course?

Yes, we provide you with different sessions that aim to improve your Profile and competitive programming skills that are required to crack your interviews. We provide you with 100% placement assistance and conduct regular mock exams and interviews.

■ Will I get a job after completing this course?

This is a 100% Job Guaranteed program wherein you'll acquire the industry-requested skillset and HandsOn experience in the live projects by the end of the course, which is the most important qualifying factor for any aspirant.

■ Can the course fee be paid in Instalments?

Yes, we have banking partners who offer different EMI options to help you manage your finances and take the course. We also provide Up to 100% scholarships based on the Scholarship test we conduct.

■ What is the refund policy?

A refund can be made only one week before the start date.

■ Can we shift to a different batch or course?

Yes, you can shift to a different batch. The money paid is not transferable to another person.

Queries?

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Limited Seats!

Hurry Up! Book your slots now at www.careerx.club