

Empower Excel Elevant

10 Weeks Program in
DIGITAL MARKETING
Integrated with Top experts from MNCs

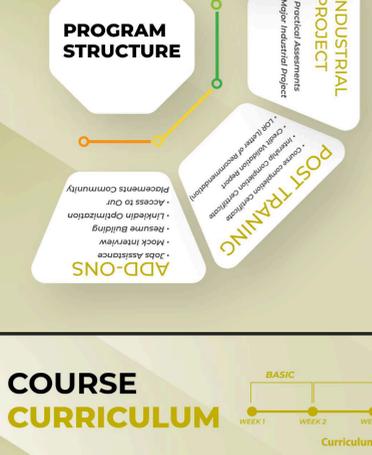
ABOUT COMPANY

An Idea of learning and upskilling every single day for the hope of a better tomorrow.

LearnFlu is nothing but an Idea. An Idea of learning and upskilling every single day for the hope of a better tomorrow. LearnFlu is also a disease, which every being alive wishes to have. A disease of learning something new and interesting for the growth they desire



WE OFFER



PROGRAM HIGHLIGHTS

WHY THIS PROGRAM IS YOUR BEST CHOICE

- 01 LIVE INTERACTIVE SESSIONS WITH INDUSTRY EXPERTS
- 02 MENTOR-DRIVEN SPRINT-BASED REAL-WORLD TEAM PROJECTS
- 03 LIVE MENTORSHIP
- 04 PERSONALISED MENTORSHIP AND CAREER GUIDANCE
- 05 CAREER ASSISTANCE
- 06 DOUBLE CERTIFICATION & CREDIT REPORT
- 07 PLACEMENT ASSISTANCE

COURSE CURRICULUM

Curriculum Summary: > Total Modules: 8 > Total Chapters: 24 > Total Hours: 36 hours

This Digital Marketing Curriculum provides a comprehensive understanding of the core components of digital marketing, from SEO and social media marketing to advanced PPC strategies and Google Analytics. By the end of the course, learners will be able to develop and implement digital marketing campaigns and measure their effectiveness using modern digital marketing tools and techniques.

Module 1: Introduction to Digital Marketing

- Chapter 1: Overview of Digital Marketing**
 - What is digital marketing?
 - Difference between traditional and digital marketing
 - Key benefits and importance of digital marketing for businesses
- Chapter 2: Types of Digital Marketing**
 - Overview of digital marketing types: SEO, SEM, Social Media, Content, Email, Affiliate, and PPC
 - Understanding the digital marketing funnel
 - How to select the right type of digital marketing for business objectives
- Chapter 3: Key Trends in Digital Marketing**
 - Emerging trends in digital marketing: influencer marketing, AI, automation, video marketing
 - The role of mobile marketing and omnichannel strategies
 - Future of digital marketing: personalization, chatbots, and voice search

Module 2: Search Engine Optimization (SEO)

- Chapter 1: Basics of SEO**
 - What is SEO? Introduction to search engines and their functioning
 - On-page and off-page SEO
 - Importance of keywords in SEO
- Chapter 2: On-Page Optimization Techniques**
 - Key elements of on-page SEO: title tags, meta descriptions, headers, content optimization
 - Internal linking, image alt tags, and URL structure
 - Best practices for optimizing content for search engines
- Chapter 3: Off-Page SEO and Link Building**
 - Understanding off-page SEO and its importance
 - Link building strategies: guest blogging, directory submissions, social bookmarking
 - How to measure SEO success: backlinks, domain authority, page authority

Module 3: Social Media Marketing (SMM)

- Chapter 1: Introduction to Social Media Marketing**
 - What is social media marketing?
 - Key social media platforms: Facebook, Instagram, Twitter, LinkedIn, YouTube, TikTok
 - Benefits of social media for brand awareness and engagement
- Chapter 2: Social Media Strategy Development**
 - How to create an effective social media strategy
 - Understanding audience demographics and creating buyer personas
 - Crafting engaging content for different platforms
- Chapter 3: Social Media Analytics and Tools**
 - How to measure social media performance: engagement, reach, impressions, and conversions
 - Introduction to social media tools: Hootsuite, Buffer, Sprout Social
 - Monitoring trends and adapting social media strategies

Module 4: Pay-Per-Click (PPC) Advertising and Google Ads

- Chapter 1: Introduction to Google Ads**
 - What is PPC and how does it work?
 - Overview of Google Ads: search ads, display ads, shopping ads, video ads
 - Key terms: CPC, CTR, conversion rate, ad rank, and quality score
- Chapter 2: Creating Effective Google Ad Campaigns**
 - Techniques to improve conversion rates on websites and landing pages
 - Keyword research and selection for paid campaigns
 - Writing compelling ad copy and selecting the right landing pages
- Chapter 3: Optimizing and Measuring PPC Campaigns**
 - How to monitor and optimize Google Ads campaigns: budget allocation, bid adjustments, and A/B testing
 - Key metrics to track: ROI, ROAS, conversions, and CPA
 - Tools to improve PPC performance: Google Keyword Planner, SEMrush, and Ubersuggest

Module 5: Google Analytics and Universal Analytics

- Chapter 1: Introduction to Google Analytics**
 - Overview of Google Analytics and its importance in digital marketing
 - Key terms and concepts: sessions, users, bounce rate, conversion rate
 - Setting up a Google Analytics account and installing tracking code
- Chapter 2: Analysing Website Traffic and User Behavior**
 - How to analyse website traffic: sources, medium, and channels
 - Understanding user behaviour: page views, time on site, bounce rate
 - Analysing user flow and engagement patterns
- Chapter 3: Universal Analytics vs. GA4**
 - Key differences between Universal Analytics and Google Analytics 4 (GA4)
 - Transitioning from Universal Analytics to GA4
 - Benefits of GA4: event-based tracking, cross-platform data, and improved user journey analysis

Module 7: Advanced Digital Marketing Strategies

- Chapter 1: Advanced SEO Techniques**
 - SEO for mobile: optimising for mobile-first indexing
 - Structured data and schema markup for rich snippets
 - Voice search optimization and its growing importance
- Chapter 2: Conversion Rate Optimization (CRO)**
 - What is CRO and why is it important?
 - Techniques to improve conversion rates on websites and landing pages
 - A/B testing and multivariate testing to boost conversions
- Chapter 3: Retargeting and Remarketing Strategies**
 - Difference between retargeting and remarketing
 - Setting up retargeting campaigns on Google and social media platforms
 - Best practices for remarketing: ad frequency, personalization, and timing

Module 6: Content Marketing and Email Marketing

- Chapter 1: Introduction to Content Marketing**
 - Importance of content marketing in digital strategies
 - Types of content: blog posts, videos, infographics, podcasts, case studies
 - How to create and distribute engaging content
- Chapter 2: Email Marketing Essentials**
 - What is email marketing and its role in digital marketing?
 - Key components of successful email campaigns: subject lines, body content, CTAs
 - How to build and manage an email subscriber list
- Chapter 3: Email Campaign Tools: Mailchimp, Analytics Contact, HubSpot**
 - Introduction to email marketing tools: Mailchimp, Analytics Contact, HubSpot
 - A/B testing in email marketing campaigns
 - Measuring email campaign performance: open rates, click-through rates, and conversions

Module 8: Capstone Project and Benefits of Digital Marketing

- Chapter 1: Capstone Project: Developing a Digital Marketing Strategy**
 - Students will design a comprehensive digital marketing strategy for a business
 - Combining SEO, PPC, social media, and content marketing techniques
 - Presenting strategies for brand awareness, lead generation, and conversions
- Chapter 2: Measuring Digital Marketing ROI and KPIs**
 - Key metrics to measure the success of digital marketing campaigns: ROI, ROAS, cost per acquisition
 - Tools for tracking marketing performance: Google Analytics, SEMrush, Moz
 - Using KPIs to refine digital marketing strategies
- Chapter 3: Future Trends and Benefits of Digital Marketing**
 - Benefits of digital marketing over traditional methods
 - Future trends: AI, machine learning, chatbots, and automation in digital marketing
 - Preparing for changes in privacy regulations and data protection (GDPR, CCPA)

2 Weeks Major Projects

JOBS YOU CAN APPLY

◆ Digital Marketing Executive, ₹3 – 6 LPA

◆ SEO Specialist, ₹4 – 8 LPA

◆ Social Media Manager, ₹4 – 10 LPA

◆ PPC/SEM Specialist, ₹5 – 12 LPA

◆ Content Marketing Manager, ₹6 – 14 LPA

◆ Email Marketing Specialist, ₹5 – 10 LPA.

PROJECTS

◆ Immersive Meta-Marketing by Wise Innovation Studios

◆ AI-Driven Personalization by Slim Chickens

◆ Festival Marketing Evolution

TOOL BOX



MEET YOUR MENTOR



Digital marketing is the backbone of this generation, and at Learnflu, we understand its pivotal role. Vikram our seasoned mentor with 8+ years in digital marketing, has successfully trained 1000+ individuals, providing them with comprehensive knowledge and hands-on experience in SEO, Google Ads, traffic management, and more. Learnflu not only imparts theoretical insights but emphasizes practical applications, ensuring our learners are well-equipped for the dynamic digital landscape. In an era where online presence is paramount, Vikram expertise empowers individuals to navigate and contribute to India's digital evolution. Join Learnflu to gain invaluable skills that transcend boundaries, empowering you to thrive in the digital realm and play a significant role in the progressive narrative of our growing nation.

PLACEMENT SERVICES

REACH YOUR DREAM JOB :

AT LEARNFLU, WE ARE DEEPLY COMMITTED TO YOUR LEARNING JOURNEY AND DEDICATED TO YOUR CAREER SUCCESS. OUR COMPREHENSIVE PLACEMENT SERVICES ARE TAILORED TO EQUIP YOU WITH THE SKILLS, CONFIDENCE, AND CONNECTIONS NECESSARY TO SECURE YOUR DREAM TECH JOB

RESUME PREPARATION :

CRAFT A STANDOUT RESUME WITH EXPERT GUIDANCE TO EFFECTIVELY HIGHLIGHT YOUR SKILLS AND EXPERIENCE, ENSURING YOU CATCH THE ATTENTION OF RECRUITERS.

SOFT SKILL PREPARATION :

ELEVATE YOUR COMMUNICATION, TEAMWORK, AND LEADERSHIP ABILITIES WITH ENGAGING LIVE SESSIONS AND CUSTOMIZED FEEDBACK, DESIGNED TO HELP YOU EXCEL IN ANY PROFESSIONAL SETTING.

HIRING PARTNERS & CAREER PORTAL :

GAIN ACCESS TO LEADING TECH COMPANIES THROUGH OUR EXTENSIVE NETWORK OF HIRING PARTNERS AND OUR EXCLUSIVE CAREER PORTAL, DESIGNED TO CONNECT YOU WITH YOUR IDEAL JOB OPPORTUNITIES.

MENTORSHIP

GAIN HANDS-ON EXPERIENCE THROUGH INTERNSHIPS AND MENTORED PROJECTS, EARNING AN INDUSTRY CERTIFICATE

ADDITIONAL SERVICES

LinkedIn optimization

Optimizing your LinkedIn profile can greatly enhance your professional online presence and increase your

Career Guidance and Advice

Career guidance plays a vital role in helping individuals navigate the complex and often challenging world of work.

Career Opportunities

Career opportunities are essential as they provide pathways for personal and professional growth, financial stability, and the fulfillment of individual potential and aspirations.

Hands-on experience

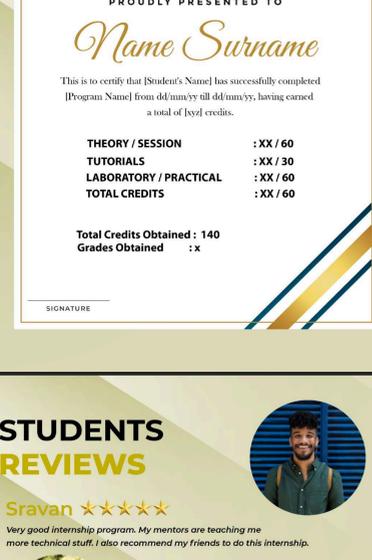
The importance of hands-on experience, especially in the context of professional development and education, is very substantial to land your first job.

Personality Development

Personality development is crucial as it enhances overall personal growth, fosters confidence, and improves interpersonal skills, leading to success in both personal and professional life.



CREDIT VALIDATION REPORT



COURSE COMPLETION CERTIFICATE



INTERNSHIP COMPLETION CERTIFICATE



STUDENTS REVIEWS

Sravan ★★★★★
Very good Internship program. My mentors are teaching me more technical stuff. I also recommend my friends to do this internship.

Vasavi ★★★★★
This is the best internship provider with major projects with best experienced mentors.

Sarvani ★★★★★
This is the best internship and training provider company with 100% job assistance

Raghu Roy ★★★★★
This is the best internship provider with major projects with best experienced mentors.

Aradhana ★★★★★
Learnflu seamlessly merges education and technology, offering a dynamic platform for immersive learning experiences. With innovative tools and engaging content, Learnflu elevates the educational landscape."

Kashish ★★★★★
Very good Internship program. My mentors are teaching me more technical stuff. I also recommend my friends to do this internship.

Dinakaran ★★★★★
Thank you so much learnflu for giving this wonderful opportunity and developed my knowledge.

Aju Koshan ★★★★★
I enrolled for web Data Analysis Program for April batch and yesterday was my induction session and session was so good and the mentor Syed Aleem have given very insightful information about this Internship and Training Programme and I am very much excited regarding the program

Priya ★★★★★
This is a very good learning platform which offers students training and internship program

OUR ALUMNI WORKS AT



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