

2021-2022



CERTIFICATION PROGRAM IN DIGITAL MARKETING

CERTIFICATION & TRAINING PROGRAM BY
Ontutes Education Private Limited

WWW.ONTUTES.COM

ONTUTES.COM THE ED-TECH FIRM

OnTutes.com was founded with a mission to Celebrate Learning, helping professionals, students and learners upgrade their skill sets while evolving in sync with their chosen professional fields. We focus on future and emerging technologies and provide the best Online Live Training for the ones who wish to stay ahead in their chosen professional fields.

UPDATE, UPSKILL AND UPGRADE

at your own convenience without compromising on the quality of learning with all necessary assistance and support from OnTutes.com. We aim at creating a flourishing learning ecosystem for knowledge seekers from diverse fields, enabling them to realize their full potential while being in sync with swift technological evolution at the same time.

The Affordable Education Initiative-which is our goal and we are trying to make sure that latest and future technology education is available at a fair price and it should reach out to masses. And that 's precisely the reason most of the OnTutes courses are available at very less pricing.

We want you to **Learn and Grow** with the rapid pace of changing World and Technology.

Our motto is **Celebrate Learning**.



WHERE & HOW SHOULD I START?

If you are new to Digital Marketing , we always suggest to start with our learning program named- **Digital Marketing Foundations Certification Program.**

WHAT NEXT?

Proceed for **ADVANCED Digital Marketing Certification Program** along with **Internship Opportunity.**

PROGRAM DURATION

Each program is of around 13 sessions of minimum 2 hours each where live classes will be held on **every Saturday and Sunday (or on Weekdays based on the candidates' preferences and availability).**

Additionally, instructors will also provide you various cases studies and reference materials as well for your self study.

WHO ARE THE INSTRUCTORS FOR THIS PROGRAM?

At OnTutes.com , we always strive for quality education and that is why we choose and employ our trainers meticulously. Each of our trainers are highly educated, are experts in their field and have relevant industry exposures.

Also, most of the mentors and advisors associated with OnTutes.com are highly qualified scholars and renowned individuals in the field of education and technology.

ELIGIBILITY CRITERIA FOR THIS PROGRAM

None.

If you are passionate and curious about learning **Digital Marketing** and you want to **make a career** in this field, you can enroll in this program.

In every batch of our program, we have seen learners and enthusiasts from various backgrounds.

IS IT ONLINE OR OFFLINE PROGRAM

This is complete **Live Instructor-led Online program**. And you will have the same experience of offline classes program.

DURATION OF THE PROGRAM

Around 12-13 sessions of min 2 hours each in both programs. In total around **26 hours of Live Training** will be delivered in each program.

HOW LONG IS EACH CLASS/ SESSION

Each session will be approximately of **2 hours** duration.

WHAT IF I MISS ANY CLASS /SESSION

You will get the recording of every class in this program for your reference and revision.

FEES AND FINANCIAL ASSISTANCE

Please speak with the course advisor on the program fee and EMI options.



MAJOR HIGHLIGHTS OF THE PROGRAM

- 01 Program designed for students and professionals
- 02 Weekend (or Weekday) **Instructor led** learning
- 03 Program created and taught in **multiple softwares**
- 04 **Certificate of Completion and Achievement** to be presented
- 05 **Mock Interview Sessions** to prepare you for the industry
- 06 **Resume** Preparation
- 07 **Internship Opportunity & Placement** Assistance
- 08 Industry Oriented **Projects** and Real Time **Case Studies**

The **FOUNDATIONS PROGRAM** includes:

- 1 Live Project
- 5-6 Case Studies
- 10+ Tools to learn and work upon
- Live project demonstration
- DIY assignment to learn by practicing
- Ready to use strategy templates

The **ADVANCED PROGRAM** includes:

- 2 Live Projects
- 15+ exclusive Case Studies
- 20+ Tools to learn and work upon
- Live project demonstration
- DIY assignment to learn by practicing
- Ready to use strategy templates

PROGRAM CURRICULUM FOR **DIGITAL MARKETING FOUNDATIONS CERTIFICATION PROGRAM**

DIGITAL MARKETING INTRODUCTION

- What is a Database
- SQL query Basics
- Functions
- Grouping and Aggregates
- Subqueries
- Working with multiple Tables/Records

SEARCH ENGINE OPTIMIZATION-SEO

- On page SEO
- Off page SEO
- Technical SEO
- Keyword research
- Competitive Analysis,
- Website planning
- Content Optimization
- SEO Auditing

GOOGLE TOOLS

- Analytics
- Search Console
- Google Tag Manager

LOCAL SEO

- Establish local business profiles
- Getting visibility and Business through local SEO

SOCIAL MEDIA MARKETING

- Facebook Marketing
- Twitter Marketing
- LinkedIn Marketing
- Instagram Marketing
- YouTube Video Marketing
- YouTube Channel Creation
- Video strategy
- Gain more engagement
- Social media analytics tracking
- Reporting
- Strategic Planning



PROGRAM BROCHURE

BUSINESS BRANDING

- STP planning
- Brand vision
- Voice and Image Building
- Brand Strategy Implementation

PERSONAL BRANDING

CONTENT MARKETING

- Buyer Persona
- Funnel Visualization
- Blogging

EMAIL MARKETING

- List building
- Segmentation
- Planning email campaign
- Best Techniques

SEARCH ENGINE MARKETING -GOOGLE ADS

- Search Advertising
- Display Advertising
- Video Advertising
- Map Advertising
- Native Ads
- Conversion Rate Optimization
- A/B testing
- Various PPC campaigns planning, budgeting and execution
- Tracking and Measurement

GROWTH HACKING

- How to find more clients
- Generate sales through Growth Hacking



PROGRAM CURRICULUM FOR ADVANCED DIGITAL MARKETING CERTIFICATION PROGRAM

ADVANCED GOOGLE TAG MANAGER TRAINING

- Tag tracking
- Creation, Deployment, Testing
- Custom events and Advanced events
- 3rd party code integration

ADVANCED GOOGLE ANALYTICS TRACKING

- Custom Reporting
- Advanced Goal Tracking
- Implementation

ADVANCED GOOGLE ADS

- In-depth Google Ads campaigns
- Tools and Techniques
- Best practices

ECOMMERCE DIGITAL MARKETING

- SEO
- Paid Campaigns
- Advanced Tracking
- Campaign Planning

MOBILE APP MARKETING

- App Store Marketing
- Increase download
- Paid campaigns



PROGRAM BROCHURE

GOOGLE ADSENSE

- Website Monetization and Earning
- AdSense Best Practices and Hacks

AFFILIATE MARKETING

- Platforms
- Campaigns
- Techniques to earn more through affiliate programs

INFLUENCER MARKETING

- Niche Influencer Research
- Negotiations
- Platforms
- Tools and Techniques

YOUTUBE MARKETING EXPERTISE

- Video creation and editing tools
- Paid Campaigns to drive more traffic and views

MARKETING AUTOMATION

- Email marketing
- Landing Page Creation
- Lead Magnet creation
- Lead Generation
- Automated Emails
- Lead Nurturing
- Lead scoring

ABM

- Account Based Marketing
- Finding Potential Clients through exclusive tools
- Generating Highly Paying Clients



OPTIONAL PROGRAM WORDPRESS AND WIX WEBSITES CREATION FOR YOUR BUSINESS

This is Optional Advanced Level Program and is charged separately. This program is available only on request. Please contact with course advisor on more details for this program.

As part of this program, you will learn to create:

- Ideation- Your upcoming Business
- Designing your website concept
- Choosing and procuring domains
- Fully Functional WordPress based Websites
- Fully Functional Wix Application based Websites
- e-commerce settings for websites
- Important pages for your websites
- Payment Gateway integrations
- How to Automate your websites
- Connecting your website with various service providers
- And many more



PROGRAM
BROCHURE

**ENROLL TODAY AND
TAKE THE
FIRST STEP TO
CHANGE YOUR WORLD.**

**CONNECT WITH US FOR BEST IN CLASS
CORPORATE TRAININGS**

WRITE TO US:
CONNECT@ONTUTES.COM

CALL/ WHATSAPP :
+91-97696 75140

VISIT OUR WEBSITE:
WWW.ONTUTES.COM

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