



DIGITAL  
ELLANKY

# ADVANCED DIGITAL MARKETING TRAINING PROGRAM

COZ THEORY IS NOT ENOUGH IN THIS DYNAMIC PRACTICAL WORLD



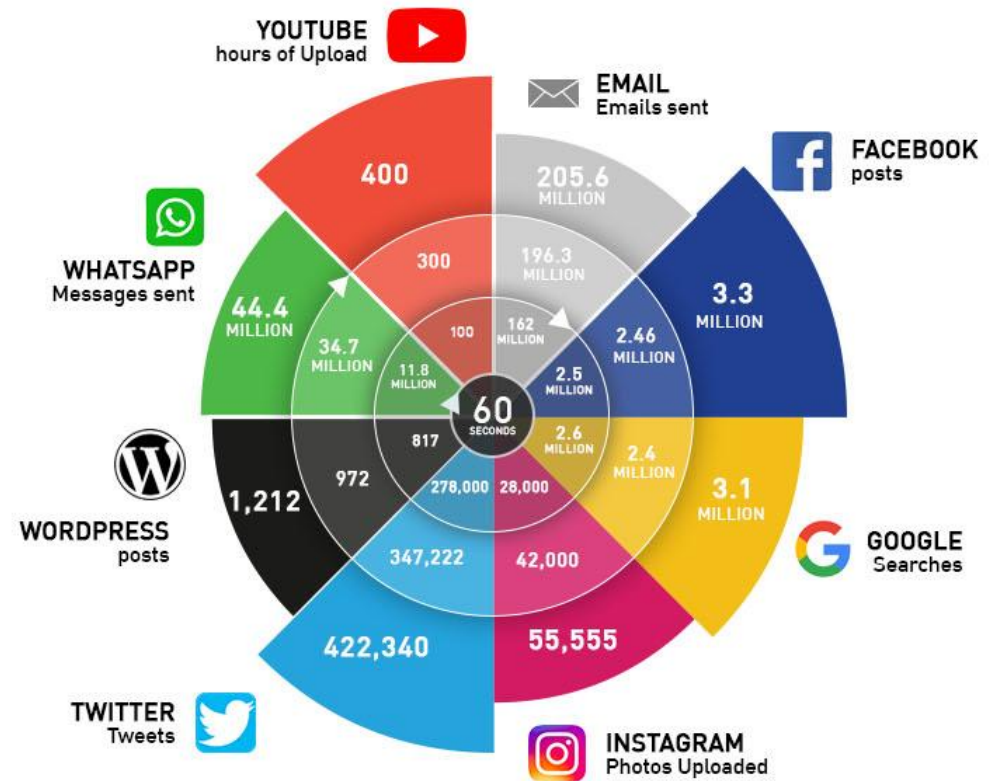
## What Happens Online in 60 Secs?

# Why Digital Marketing ?

In today's business scenario, people are shifting more and more from the use of traditional to digital media. People are using different mediums such as laptops, mobile phones and desktops to read contents. It is playing a major role in marketing at present, it is likely to replace other forms of marketing in the future.

### Digital Marketing is Highly Affordable

Compared to traditional marketing, digital marketing is far more affordable. An email or Social media will cost you far less than a TV or print ad to a wider target audience. One major plus point of digital marketing is that you can easily track and monitor the results. Therefore, rather than performing consumer research which is more costly, you can quickly view the customer response rates for measuring your marketing campaign's success rate. This will let you plan in an effective manner for future. One of the major reasons for incorporating digital marketing within your marketing process is that digital media is becoming the primary mode for information consumption.





# CAREER IN DIGITAL MARKETING

In today's business scenario, people are shifting more and more from the use of traditional to digital media. People are using different mediums such as laptops, mobile phones and desktops to read contents. It is playing a major role in marketing at present, it is likely to replace other forms of marketing in the future.

## NATIONAL SALARY AVERAGES BASED ON JOB TITLE KEYWORDS

SEO	\$102,000
Google Analytics	\$82,000
Content Marketing	\$74,000
Digital marketing & Inbound Marketing	\$71,000
PPC	\$62,000
Social Media Marketing	\$51,000

# COURSE DETAILS



## COURSE DURATION

2 Months which includes practical sessions



## ELIGIBILITY

10th to PG, Graduation(placements)



## CERTIFICATIONS

6 Google Ads Certifications, 1 Google Analytics Certification  
1 Hub spot Certificaton, 1 Google Digital Unlocked Certification,  
2 Industry recognized Digital Ellanky Certification



## ROLES

Digital Marketing Lead, Digital Marketing Analyst, Digital Marketing Executive, Social Media Marketing Manager, Social Media Marketing Head, Digital Marketing Manager, PPC Analyst, Copy Writer , Content Writer, Blogging Specialist, Email Marketing Lead, SEO Specialist, Lead Generation Expert, SEO Analyst,



## PACKAGES

2-5 Lakh p.a. (Fresher) | 5-15 Lakh p.a. (Experienced)

# SPECIALLY DESIGNED TRAINING PROCESS

## WEBSITE BUILDING

- Domain buying & Hosting.
- Choosing their choice of **Business Domain**.

1

## SEO

- Apply all the SEO techniques learned from sessions on **Business Domain**.

2

## GOOGLE ADWORDS

- GoogleAdwords Credits will be provided.
- Apply all the techniques on **Business Domain**.

3

## SMM

- Facebook credits will be provided.
- Apply all the techniques on **Business Domain**.

4

## Making Candidate Ready

- Mockup Interviews, Creative Resume Preparation.
- Session on how to handle projects by your own (Freelancing).

5

# SESSIONS

CURRICULUM

**APPROVED  
BY INDUSTRY  
EXPERTS**

**25+**  
Sessions

**18+**  
Practicals

**15+**  
Assignments

## SESSION-01 Digital Marketing & Its ways

### Business & Target Audience

- Types of Niches
- Marketing department importance
- Sales & marketing
- Practical business decisions
- Understanding the types of audience
- Types of content & usage

### Intelligence Act in Digital Marketing

- Intelligence move!!
- Process for every step

## SESSION-02 Website Planning & Creation

### Detailed web planning

- Conceptualizing a website
- Booking & importance of a domain
- Website creation
- Page importance in DM
- Intelligent act move!!

**\*Assignment:** Practical session on booking & hosting a domain on each name

## Building website using wordpress

- Website objective identification
- Decision on pages required
- Planning for engagement options
- Intelligent act move!!

**\*Assignment:** Practical session on a complete portfolio website/landing page

## SESSION-03 Search Engine Optimization

### Evolution, ways, & terminology

- Search Engines Evolution & Growth
- How Google Works
- Basics & Terminology (50 Terms)
- SEO types

**\*Assignment:** Practical session on 50 terms

## SESSION-04 Keyword Research

### Keyword finalization importance

- Competitor analysis
- Keyword Planner tools
- Google suggestions, MOZ Planner & forums
- Mapping Keywords to website Pages
- Intelligent Act Move!!

**\*Assignment:** Practical session keyword research

## SESSION-05 Website Designing Optimization

### Business perspective in SEO

- Goals & Strategies
- Website Hierarchy Planning
- Content creation Importance
- Site Schema & Architecture
- Intelligent Act Move!!

## SESSION-06 On-Page SEO

### On-Page

- Basics of HTML
- URL, Meta Tags, Title, H1, Images
- Crawling: XML & HTML Sitemaps, Robots.txt
- Tools: Google Search Console, Google Analytics
- Intelligent Act Move!!

**\*Assignment:** Practical session on on-page

### Technical website optimization

- URL Architecture
- Page Speed Analysis
- Broken Links Canonicalization
- 301 Redirects
- Custom 404 Error Pages
- Intelligent Act Move!!

## SESSION-07 Off-Page SEO

### Off-Page logic

- Understanding Google's Logic
- Importance of Content Marketing

### Ways Of Black linking

- Directory Submissions
- Local Listings
- Niche Back linking via Influencers
- Press Release Optimization
- Broken Link concept
- Wikipedia Way
- Moving Man Method
- Testimonial/Review technique
- Intelligent Act Move!!

**\*Assignment:** Practical session on ways of black linking

### Social, Local, Mobile (SoLoMo)

- Social Media Backlinking
- Online Reputation Management & Influencer Outreach
- Local SEO
- Mobile SEO best practices
- Intelligent Act Move!!

## SESSION-08 SEO Site Audit

### On-Page & Off-Page Audit

- Tools: Screaming Frog, Moz, SEO Profiler, Domain Tools Audit Report
- Intelligent Act Move!!

### Algorithm Updates

- Search Algorithm Overview Panda
- Penguin
- Hummingbird
- Keeping Track of Algorithm Updates
- Intelligent Act Move!!

### Keyword finalization importance

- Pre-SEO learning & SEO basics
- Practice
- Specializations in SEO
- Intelligent Act Move!!

**\*Assignment:** Practical session on wordpress setup



## SESSION-09 Search Engine Marketing (ad-words)

### SEM, Terminology

- Understanding inorganic search results
- Introduction to Google AdWords
- Understanding The AdWords Terminology
- Intelligent Act Move
- Understanding Adworld algorithm
- Account UI & Navigation
- Intelligent Act Move!!

## SESSION-10 Search Campaign

- Types of search campaigns
- All features
- Creating our 1st search campaign
- Doing campaign level settings
- Understanding location targeting
- Types of location targeting
- Bidding strategy
- Intelligent Act Move!!

## SESSION-11 Display Advertising

- Mapping Objectives to Targeting Methods
- Display Ad Formats & Tools
- Additional Advanced Targeting Options
- Remarketing & Four Types of Remarketing
- Targeting Methods to Marketing Objectives
- Advanced Targeting Methods
- Intelligent Act Move!!

## SESSION-12 Video & Shopping Advertising

### Ad Formats

- AdWords for Video
- Google Shopping Ads/Product Listing Ads
- Retailers Need– New Advertising Technologies
- Google Shopping
- Features of Google Shopping
- PLA's & their Path Ads Merchant
- Centre Steps
- Shopping Campaign on Google AdWords
- Performance & Optimize the Campaigns
- All features
- Creating our 1st search campaign
- Intelligent Act Move!!

## SESSION-13 Conversion Tracking

- About Conversion Tracking
- Measuring Campaign Performance
- Reporting & Optimizing Campaigns
- Intelligent Act Move!!

## SESSION-14 Lead Generation for Business

- Understanding lead generation
- Understanding landing pages
- Understanding thank-you page
- Landing page vs website
- Practices to create a landing page
- Practices to create a thank-you page
- Practical exercise
- Types of landing pages
- Reviewing landing pages
- A/B testing & its method
- Selecting landing pages after A/B testing
- Converting leads into sales
- Creating a lead nurturing strategy
- Understanding lead funnel
- Steps in leads nurturing
- Intelligent Act Move!!

## SESSION-15 Social media marketing

- Each platform business motto
- Demographics, Behaviors & geographics
- Hashtags, Profile Targeting
- Intelligent Act Move!!

## SESSION-16 Facebook & Instagram Marketing

- FB business terms & insights
- Practical Ad Making class
- Targeting Scenarios & levels
- FB pixel/Exchange
- Scheduling tools usage
- Facebook Best Practices
- Intelligent Act Move!!

## SESSION-17 LinkedIn Marketing

- About LinkedIn Marketing
- Personal Branding marketing method
- Brand Marketing
- LinkedIn Ad Process
- LinkedIn Campaigns Case Studies
- Understanding LinkedIn Best Practices
- Intelligent Act Move!!

## SESSION-18 Twitter & Pinterest Marketing

- Understanding Twitter & Pinterest
- Brand building with Content Strategy
- Driving Engagement method
- Optimizing Profile &
- Best Practices Influencer Marketing
- Intelligent Act Move !!

**\*Assignment:** Practical session on SMM

## SESSION-19 Content creation, Management

- 18 types of content
- Effective compelling content
- Keyword research for content ideas
- Optimizing content for search engines
- Steps to develop authority blog
- Ways to monetizing authority blog
- Content marketing
- Importance of second customer
- Increasing second customer
- Understanding online influencers
- Ways to connect with online influencers
- Tools used

## SESSION-20 Online reputation management

- Google Reviews
- Flag concept
- Negotiation Ways
- Counter competitor approach Understanding the slow process of ORM



## SESSION-21 Email Marketing

- About email marketing
- Overcoming bulk emails challenges
- Setting up a marketing account
- Best platforms to do opt-in email marketing
- Email Service Providers
- Manual Email Campaigns
- Practical Email campaign
- Automated Campaign with strategy
- Personalizing an Email
- Improving ROI with A/B Testing
- Intelligent Act!!

\***Assignment:** Practical session on Email Marketing

## SESSION-22 Google analytics, webmaster tool

- Setting up accounts
- Understanding the insights
- 3 levels of analysis
- Understanding the UI of Tools
- Sample report study
- Intelligent Act!!

\***Assignment:** Practical session on Digital Marketing strategy

## SESSION-23 Integrated digital marketing

- Integrated digital marketing & strategy
- Ways To Integrate the platforms
- Creating an Unescaped Loop
- Practical Linkage & Case study
- OMNI Presence Technique
- Intelligent Act!!

## SESSION-24 Specialized topics

- The process to Freelancer In Digital Marketing
- Earning Through Google AdSense
- How to become an youtuber
- About Affiliate Marketing
- Creating An Infographic Resume

## SESSION-25 Practicals & Assignments

- Practical sessions (18)
- Assignments & case study exercise (11)



Digital Ellanky is  
**MOST TRUSTED**

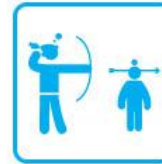
Digital Marketing  
Training Institute in South India



**Personalised Training.**  
One - One Interaction



**Free Tools Access**  
Worth Rs. 60K Subscription



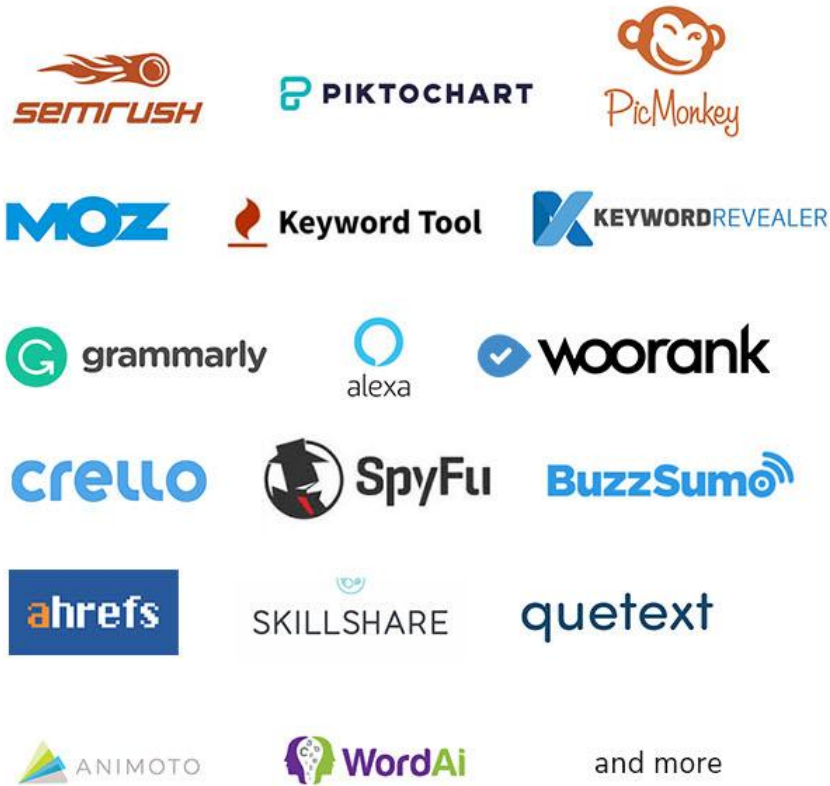
Training from  
**Industry Best Practitioners**



Total of  
**11 certifications\***

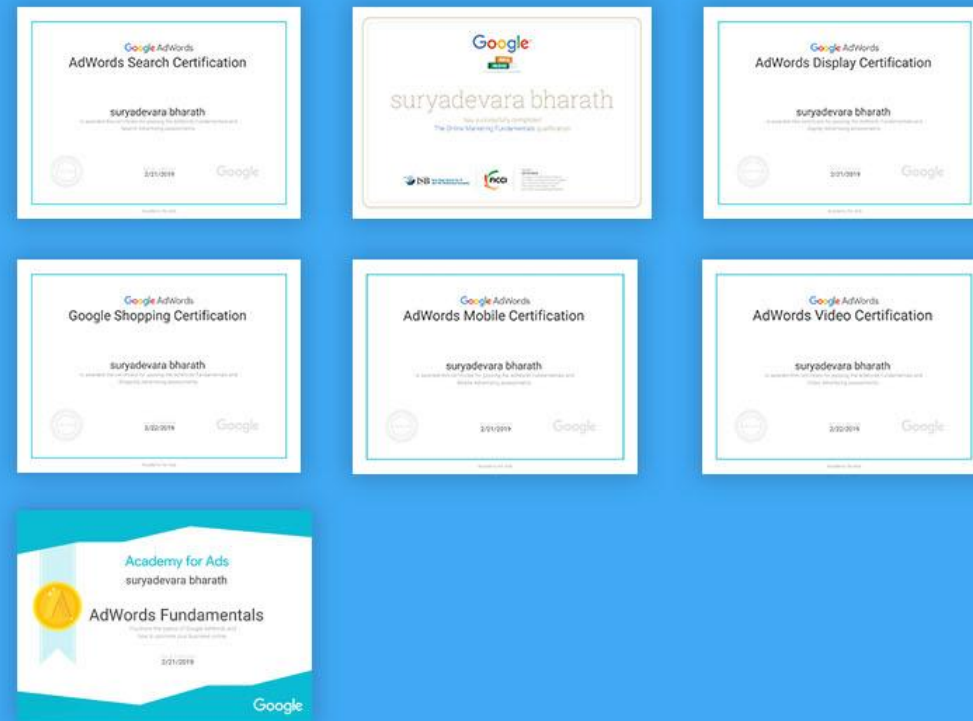
# Free access to Premium Tools

1 month of free subscription to all the industry loved tools to our trainees



# Certified Digital Marketer

1 month of free subscription to all the industry loved tools to our trainees





## About the Trainer

# VARUN ELLANKY

South India's Google Digital Unlocked Trainer, Entrepreneur, DM Consultant & Strategist, Corporate Trainer & speaker. ... View Varun ellanky's full profile. ... Possessing a proven ability to contribute to Digital Marketing Niche.

**121**

Google Sessions  
across India

**256**

Professionals  
certified

**56**

Placements  
recommended



# Our Happy Trainees

Personalised training by India's top Digital Consultant



I had a wonderful learning experience with various digital marketing concepts. The training was comprehensive, and the module helped me to understand the topics very easily. Thanks to Digital Ellanky for the wonderful Training. Now I am able to explore the world of digital marketing with ease.



**Vinod Kumar**  
APPMJIX



To pursue the course in Digital Marketing at Digital Ellanky is the stepping stone if you want to start something related to Digital Marketing. I got to learn the skills of Digital Marketing from the supportive mentors and industry experts like Varun Ellanky. He also helps in every possible way during the internship.



**Naresh**  
INSTARAMA



Varun is an exception. He is the right mix of brain and heart. His subject matter expertise amazed me. His insight and his knowledge about digital marketing strategy made me look up to Varun. His transparency, his maturity, make me strongly recommend Varun



**Kavitha**  
FREELANCE CONSULTANT

SO MANY OF MANY CLIENTS WE SERVE





# Book free demo NOW

Call us on  
+91 9110 530 525 | 040 2376 1237

Mail us at  
demo@digitalelanky.com

### Address

Ellanky Digital Private Limited  
501, Level 5, Siri Towers, Beside Hollistic Hospitals  
Landmark : Vasan Dental Care building  
KPHB, Road #1, Kukatpally, Hyderabad  
Telangana - 500018

Thank you

OR JUST SCAN THIS CODE ON  
YOUR PHONE

