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EVOLUTION OF DIGITAL LEARNING

An initiative by Techiegigs and GoDaddy Academy.



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**YOU ARE USING INTERNET OR
INTERNET IS USING YOU.**



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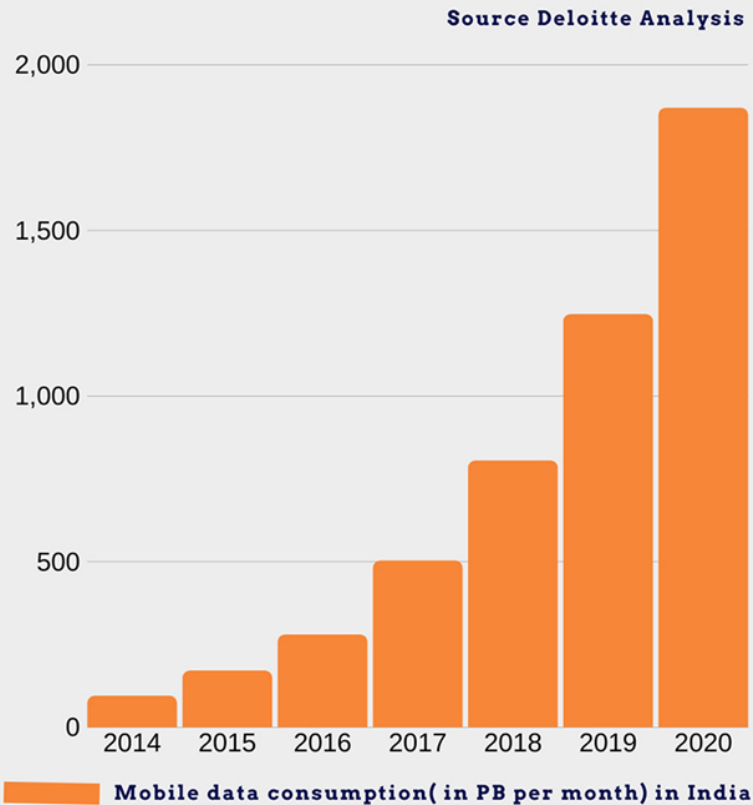


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INDIA IS BOOMING ONLINE

ARE YOU READY DIGITALLY ?



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JAN
2020

DIGITAL AROUND THE WORLD IN 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL
POPULATION



7.75
BILLION

URBANISATION:
55%

UNIQUE MOBILE
PHONE USERS



5.19
BILLION

PENETRATION:
67%

INTERNET
USERS



4.54
BILLION

PENETRATION:
59%

ACTIVE SOCIAL
MEDIA USERS



3.80
BILLION

PENETRATION:
49%

8

SOURCES: POPULATION: UNITED NATIONS, LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITC, GLOBALWEBINDEX, GSMA INTELLIGENCE, LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APRIL KEPIOS ANALYSIS; SOCIAL MEDIA PLATFORMS: SELF-SERVICE ADVERTISING TOOLS, COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CATEBAZAM, KEPIOS ANALYSIS. ALL LATEST AVAILABLE DATA IN JANUARY 2020. **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

we are social  **Hootsuite**

PC : HOOTSUITE.

WHY TO GO DIGITAL?

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 **Techiegigs**
Simplifying IT Solutions



Fasten Your Career Growth Become an expert

India is world's 2nd biggest internet population and As per Govt. of India and McKinsey joint report India will be \$1 Trillion Digital economy by 2025. About 80% of 10 Crore SME's will get digital in the next few years and at least 60 Millions of opportunities will be created to support the digital economy by 2025.

Be connected with the digital world!

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Want to start your career early? Are you frustrated from JOB?
Fedup of tradional style of marketing?
Want to be entrepreneur? Want be your own BOSS?
Want to start your own startup? Want to make change in education style?
Looking for part time work? Want to EARN in \$\$?
Want to be Certified?



Write your own answers!

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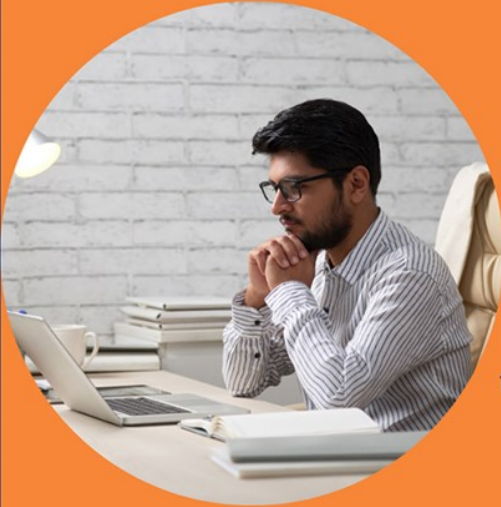


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80%

Population of the world want to follow the systems of the society and kill their dreams.

20%

Population of the world want to follow their dreams and bring the change in society .

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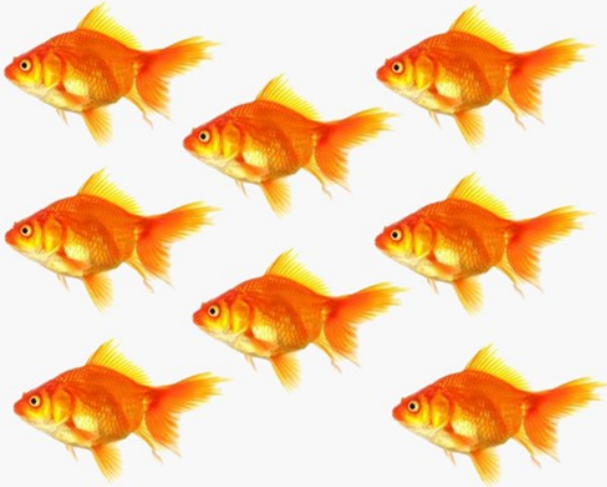
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We Help You To Stand Out Of Crowd



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Learn Digital Marketing

**Become GoDaddy Certified
Digital Marketing Professional**



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WHO ARE YOU ?



STUDENTS & JOBSEEKER

Get a job in a digital world or start your career as a fresher.



DIGITAL MARKETING PROFESSIONALS

Enhance your existing skills & knowledge.
Become GoDaddyCertified.



HOUSEWIVES & FREELANCERS

Make an additional income while sitting at home.



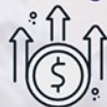
MARKETING & SALES PROFESSIONALS

Skills and certification to get better salary & career opportunities.



PROFESSIONALS IN DIFFERENT JOB ROLES

Enhance your skills/career shift/additional income through Freelancing.



BUSINESS OWNERS & ENTREPRENEURS

Grow your brand & to boost your revenue.

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What you will learn in this course

- Digital Marketing Essentials
- Design Optimisations
- Learning Basic Tools
- Working with Wordpress
- Understanding Websites
- Advanced Digital Marketing
- Sales Essentials
- Expert Digital Marketing
- Project Work covering all Modules

50 Hours | Unlimited Access



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Modules of Learning

01

DIGITAL MARKETING ESSENTIALS

- Introduction to Digital Marketing concepts
- SEO basics
- Basics Of Google AdWords
- Optimizing The AdWords Account
- Content writing skills
- Setting up email campaigns using CM / HTML 5
- Email marketing using GoDaddy

02

DESIGN OPTIMISATIONS

- Introduction
- Visual and Aesthetics
- Content Optimization
- Compatibility
- Usability
- Backend Optimization
- Speed Optimization
- Creating Responsive apps & websites

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Modules of Learning

03

Learning Basic Tools

- Adobe illustrator basics
- Adobe photoshop basics
- Online themes, plugins and Widgets
- Wordpress templates

04

Working with Wordpress

- Creating posts and pages
- Formatting text
- Publishing and scheduling posts
- Adding images, audio, and video
- Bulk editing posts and pages
- Customizing themes and menus
- Using widgets
- Extending WordPress with plugins
- Editing users profiles
- Configuring settings
- Getting new readers
- Keeping WordPress up to date and secure
- Managed Word Press

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05

Understanding Websites

- Understanding website optimization
- Understanding how browsers render content
- Measuring performance
- Optimizing images
- Optimizing code
- Minifying HTML, CSS, and JavaScript
- Compressing data with GZIP
- Optimizing file caching & Leveraging CDNs

06

Advanced Digital Marketing

- Digital Marketing
- Google Analytics & its application
- Social Media marketing tools
- Campaign Management
- Inventory Management

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Modules of Learning



Sales Essentials

- Website types & terminologies
- Understanding Hosting Market
- The Art of Pitching
- Product Positioning
- Pricing Models
- Negotiation techniques

Expert Digital Marketing

- Digital Marketing Advance concepts
- Integrated Campaign Thinking And Planning
- Online Reputation Management
- Monetizing the inventory
- Content Development

Project Work covering all Modules

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Programme Highlights



GREAT LEARNING SYSTEM &
SPECIALLY DESIGNED CONTENT



PRACTICE WHAT
YOU LEARN



LEARN FROM THE
INDUSTRY EXPERTS



LEARN ANYWHERE, ANYTIME
AT YOUR COMFORT.



LIVE PROJECT AND
ASSESSMENT



CERTIFICATION BY
GODADDY ACADEMY

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Become GoDaddy Certified Digital Marketing Professional Exclusively with us.



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What's Happening Next



→ **01**
**Make yourself Digital
Ready**

→ **02**
**Planning to Start your own
Business?**

→ **03**
**Earn extra with your
existing Job Unleash your
Creativity & become a
Freelancer.**

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Career in Digital Marketing in India

- **ENTREPRENEUR**
- **SEO MANAGER**
- **ADS CAMPAIGN MANAGER**
- **PPC MANAGER**
- **SOCIAL MEDIA EXPERT**
- **FREELANCER**
- **PROFESSIONAL BLOGGER**

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WHY US ?

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EXCLUSIVELY DESIGNED COURSE

This course is specially designed to provide in-depth knowledge and help individuals with high-quality & advanced content to enhance their careers in the digital world. The simplicity of our course makes it exclusive.



YEARS OF TRUST IN THE INDUSTRY

We have trained 1,57,328 professionals in the last few years. We have a record of creating some exceptional creative bloggers and digital marketers making them industry ready.



TOOL BASED LEARNING

Get exposed to 100+ Live Tools which are used by industry experts and agencies to speed up your learning & output. Practical knowledge is what we believe in and that makes us unique.



DEDICATED LMS FOR LEARNING

Learn through interactive LMS with PPTs, Videos, Assignments, Case Studies & Quizzes along with a progress tracker. Our mentoring and your dedication will definitely result in SUCCESS.

WHY US ?

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CREDIBLE ACCREDITATION

Our digital marketing course is accredited with a well-reckoned global brand, that is, GoDaddy. This will make you a recognized digital marketer.



CAREER ASSISTANCE

With this course, we are extending our knowledge and experience to aspiring individuals by providing job assistance and business opportunities. What else is needed?



ADDING VALUE AT AFFORDABLE PRICES

Our course is available at unbelievable cost which makes it accessible to all; turning our dream of providing digital education at affordable prices into reality.



24X7* PROFICIENT SUPPORT

With an exceptional and dedicated support team, we are able to solve queries quickly and efficiently. 99% of online training institutes lack in providing this exemplary facility.

WHY US ?

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Course Fee

Master the art of digital marketing to help your business stay competitive and grow online.



~~17,699 INR~~

EARLY BIRD
OFFER

13,000 INR
+ GST

BUY NOW

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Let's do it together !

~~SOMEDAY~~

TODAY

~~TOMORROW~~



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For more info, Contact us!

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