

DIPLOMA IN DIGITAL MARKETING

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EVOLUTION OF DIGITAL LEARNING



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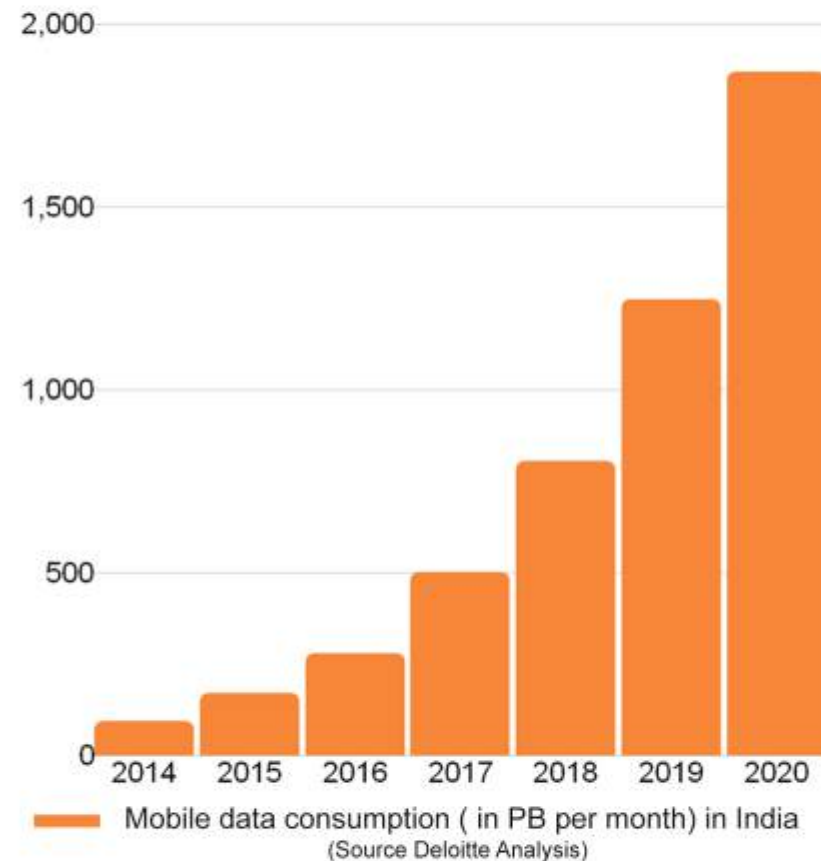
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INDIA IS BOOMING ONLINE

ARE YOU READY DIGITALLY ?



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WHY TO GO DIGITAL?

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 EARNING'S REPORTS, CAFEBAZAAR, KEPIOS ANALYSIS. ALL LATEST AVAILABLE DATA IN JANUARY 2020. • COMPARABILITY ADVISORY: SOURCE AND BASE CHANGES.

**we
are
social**



Hootsuite

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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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WRITE YOUR OWN ANSWERS

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?

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CURRENT SITUATION



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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STAND OUT OF CROWD



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LEARN DIGITAL MARKETING



BECOME 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.



MARKETING & SALES PROFESSIONALS

Skills and certification to get better salary & career opportunities.



DIGITAL MARKETING PROFESSIONALS

Enhance your existing skills & knowledge,
Become GoDaddyCertified.



PROFESSIONALS IN DIFFERENT JOB ROLES

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



HOUSEWIVES & FREELANCERS

Make an additional income while sitting at home.



BUSINESS OWNERS & ENTREPRENEURS

Grow your brand & to boost your revenue.

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WHY CAREER IN DIGITAL MARKETING IS ON DEMAND

Courses	Duration	Avg fees	Probability of Job (Freshers)	Last 3 Years Stats	Avg Salary (Fresher)
MBA	2 Yrs	4-16 Lakhs	55%	35/100	INR 24k - 35k
B.Tech	4 Yrs	8 Lakhs	19%	17/100	INR 13k - 20k
Digital Marketing	3/6/12 Months	50k - 1 Lakh	97%	97/100	INR 21k - 30k

**This is an overall average in India.
Premier B schools of India or discrete cases have not been considered into salary figure.
Source: Payscale.com*

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Things you will learn in this course

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

80 Hours Course | Unlimited Access



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MODULES OF LEARNING

1. Digital Marketing Overview

- Overview of Digital Marketing as an Industry
- Categories of Online Marketing

4. Web Designing

- Online themes, plugins and Widgets
- WordPress templates

2. Content Development

- Basics of Search Engine Optimization (SEO)
- Content Planning (writing skills)
- Content Writing (Development)

5. Design Optimization

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

3. Graphic Designing

- Basics of Adobe illustrator
- Basics of Adobe photoshop

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MODULES OF LEARNING

6. WordPress Development and Management

- 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

7. Website Optimization

- 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

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MODULES OF LEARNING

8. Social Media Marketing

- Fundamentals of Social Media Marketing, Nature of each Social Media Platform, and it's audience characteristics
- Resources and efforts needed by a company
- When should you outsource
- How to measure Social Media Marketing ROI
- Social Media marketing tools
- Campaign Management
- Inventory Management
- Social Media Marketing Execution Strategy: resources and efforts needed by a company, also when should you outsource

9. Facebook Marketing:

- Difference between organic and paid marketing (with respect to what involves in organic and paid marketing)
- How to create a Page? Good practices of profile picture and cover picture.
- Setting up the brand page based on business. Showcasing of about section, CTA button, adding of service section/shop section
- How to post on FB Page. Types of posting options. How to Schedule.
- Best practices of Posting
- How to set auto Reponses in Inbox section?
- Benefits of integrating chatbot in FB messenger
- How to integrate chat bot with FB messenger.

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MODULES OF LEARNING

10. Instagram Marketing:

- Introduction to Instagram and Difference between personal & professional account.
- How to setup Business Account setup.
- Best practices of organic Instagram promotions
- How to check the insights.
- Case study discussion
- How to promote post on Instagram

11. LinkedIn Marketing:

- Introduction to LinkedIn. Difference between paid and organic promotions (involves what are free features and paid features)
- How to create Company Page? How to set up a company page and the best practices.
- How to post on LinkedIn?
- Best practices (involves type of post, type of content and timings etc.)
- Using LinkedIn Sales Navigator for generating clients and better outreach

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MODULES OF LEARNING

12. Influencer Marketing:

- What is Influencer Marketing?
Who is an Influencer?
Types of Influencer and
Types of content they produce
- Steps to start your journey to be an influencer.
Case Study
- How influencer makes money?
- How can business benefit from influencers?
- Best platforms for starting influencer marketing
 - YouTube, Instagram, Twitter, Personal Blog

13. Blogging:

- What is Blogging? Who is it for? Benefits of Blogging
- What do I Blog and Where do I start my Blog?
How to select Blogging Platform
- Wordpress.com as a blogging platform - its pros and cons
- Demonstration of setting up Wordpress.com
account and buying of domain name
- How to create WordPress Post
- How to create page & setup menu
- 5 Step plan to succeed in blogging
- Role of analytics in blogging. And how to check analytics
- Wordpress.com analytics
- How to setup a self-hosted WordPress Blog on
your domain name
- Benefits of self-hosted WordPress blog
- Google Analytics
- Blogging best practices and creating blog calendar
for consistency

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MODULES OF LEARNING

14. Google AdSense:

- Setting up Google AdSense account
- Best practices for maximum returns
- Monitoring and optimizing AdSense account and property associated with it for better returns
- How can you make money from blog?
- Monetizing the inventory

15. Affiliate Marketing

- What is Affiliate Marketing
- Benefits of Affiliate Marketing to Businesses & Individuals
- How to find profitable niche for your affiliate marketing blog
- Amazon Affiliate Program Explanation and Details
- Demonstration of Amazon Affiliate Program Account setup and integration with the site
- Various types of Affiliate Program and how they pay
- How to choose the correct Affiliate Network apart from Amazon like Maxbounty, Adcombo etc. and How to apply for them?
- Explaining Google AdSense
- Demonstration of setting up Google AdSense account and integration with the website
- Steps to start your affiliate marketer Journey
- Best practices and digital marketing hacks for Affiliate Marketing to make money
- Explaining role of social media marketing in affiliate marketing and how to sync social media calendar
- Affiliate Marketing Program creation from business perspective

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MODULES OF LEARNING

16. E- Commerce Marketing:

- What is eCommerce Marketing?
Benefits of eCommerce Marketing.
- Platforms to develop eCommerce Site and how to choose them
- 7 step basic plan to start an eCommerce site.
- Explaining what is Shopify
- How to set up a shopify account
- How to add products to Shopify & create categories
- How to setup theme to the shopify account? & create homepage
- Shopify Payment Gateway Integration
- E Commerce best practices to improve sales in terms of: Trust Badges, Social Media Integration, FAQs, return policies etc.
- What is WooCommerce? Difference between WooCommerce & Shopify
- How to add products on WooCommerce & create categories
- How to setup theme to the WooCommerce account & create homepage
- eCommerce Analytics

17. Facebook Ads:

- How to start FB ads? Different types of FB campaign.
- How to choose the correct marketing objective for a campaign?
- Demo of how-to setup a traffic campaign.
- Demo of how-to setup a Leads campaign.
- Demo of how-to setup a conversion campaign.
- What is FB pixel?
- What are remarketing campaigns? Basics of setting remarketing campaign
- Case study discussion - this should contain the live accounts demonstration

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MODULES OF LEARNING

18. LinkedIn Ads:

- How to set up LinkedIn Ad Account? Types of LinkedIn Campaign
- Demo of LinkedIn ad traffic campaign setup
- Demo of LinkedIn lead ads campaign setup
- Demo of LinkedIn website conversion campaign setup
- How to measure the campaign performance
- Case study discussion

19. Google Ads:

- Basics of Google Ads
- Optimizing the Ads Account

20. Google Analytics

- Google Analytics & its application

21. Sales, Support & Outreach Techniques

- Website types & terminologies
- Understanding Hosting Market
- The Art of Pitching
- Product Positioning
- Pricing Models
- Negotiation techniques
- Structuring Sales proposals
- Customer Service Concepts
- Managing Customer
- Automate Routine Tasks

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MODULES OF LEARNING

22. Email Marketing:

- Setting up email campaigns
- Email marketing using GoDaddy

23. Expert Digital Marketing

- Digital Marketing Advance concepts
- Integrated Campaign Thinking and Planning
- Online Reputation Management
- Monetizing the inventory
- Marketing Automation: When and why to use tools like Zapier?
- List of some Google chrome extensions every digital marketer must have

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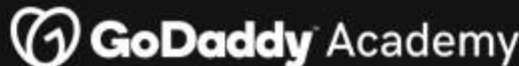
DIGITAL MARKETING AS A CAREER OPTION

- 800% increase in job opportunities in last 5 years. Entrepreneurship is also on big rise. Faster career path and more than 60% better than other career courses.
- 1.8X average salary hike in a year for right candidates. Huge scope for Part-time passive income too. Globally accepted skill.
- Huge Demand – Top MNCs, SMEs & startups have a huge & increasing demand for professionals
Highest Growth – 50% of businesses are planning to introduce a Digital Transformation program & 50% already have. Highest industry growth.
- In a post Covid world businesses do not have an option but to go digital and digital marketing professionals will see a huge surge in employment and entrepreneurship opportunities

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HIGHLIGHTS OF DIPLOMA COURSE

- Hands-on Live Project.
- Live Sessions by Industry Experts.
- Assured one month Internship with Stipend.
- Dual Certification (GoDaddy Academy + GRAS Academy).
- Added Sessions on Interview Skills to enable you to crack interviews.
- Preparation of International certification from Google and facebook.
- Free Sessions on Entrepreneurship Development to equip you to start your own business.
- Experience the Blended Learning – A perfect blend of Self Pace Learning and Live Sessions.

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WHY GODADDY?

GoDaddy powers the world's largest cloud platform dedicated to small, independent ventures, with 519 million customers worldwide and 78M+ domain names under the management.

GoDaddy Academy is aimed at bringing career focused programs that empower individuals to become industry professionals and allow entrepreneurs to add to their skills, from a host of well-selected technology & business programs.

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WHY CHOOSE GODADDY ACADEMY



High-quality, job-relevant online programs designed by GoDaddy in consultation with the industry experts



Excellent mix of 'technical' and 'business' curriculum to make learner a complete professional by the end of the program



Practice while you learn with live projects and assessments, validated by experts



Get listed in the directory of GoDaddy certified web professionals – a platform created for industry professionals to recruit & outsource projects



Best-in-class curriculum and a host of inclusive assessments, projects and listing "all at one place"



Learners to be bestowed with 'certification' from 'GoDaddy' – the industry leader in tech



All programs come with free GoDaddy products to enable hands on training

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WHY GRAS

GRAS Academy ('GRAS') is engaged in providing vocational skills and placements to the youth in order to bridge the huge gap between education and employability in India from the last 10 years.

Founded out of a common vision of IIM Calcutta graduates to create a viable business aimed at social change and advancement at grass root levels.

Strong placement tie-ups with corporates and staffing organizations.

Amongst the first ten funded training partners of
National Skill Development Corporation.

Presence in 59 cities and provided high quality training to more than
75,000 students since its inception.

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WHAT OUR LEARNERS SAY



Prem Raval
CEO - D&C Studios

"I came across GoDaddy Academy & to my surprise, it has prepared me to not just develop Websites but also crack a Business deal in this Industry. Backed by GoDaddy, the other USP is, I can do everything on my own, right from setting up the domain, hosting, Database, email, security & obviously a Branded Website for my client."

Krunal Gediya
Lead Developer - Smart India Hackathon, Hack Asia & others



"GoDaddy Academy has significantly helped me in implementing all my knowledge in several National & International Hackathons that I have been to so far. Proud to be a GoDaddy Academy Web Pro."



Saurabh Soparkar
CTO - D&C Studios

"Theory + Hands-on upgraded me to a Pro in Web. Be it HTML, CSS, Javascript, MongoDB, Bootstrap, WordPress... I am now well versed with all of it. And with my GoDaddy Web Pro Certificate, I have convinced several Corporates & individuals for a business deal & eventually started my Website Consultancy firm."

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OPEN WE STAND @GODADDY

COVID-19 has put extraordinary demands on small businesses. To help you adapt to these challenging times, GoDaddy has pulled together resources to help you stay open, even if your doors are closed.

GODADDY COVID-19 SMALL BUSINESS SUPPORT

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FEES

~~35,000/-~~

25,000/- +GST

To help you in this challenging time,
We have some special rates for you

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