



INTEGRATED
DIGITAL MARKETING
PROGRAM

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www.freelancersacademy.com

ONLY

Digital marketing Institute
which has an

IN HOUSE

DIGITAL AGENCY

What we are **Not**

We hate being called an Institute!

We DO NOT create dummy Digital Marketers!

Maintaining manual notes while learning digital marketing?

Much hypocrisy!

We are definitely not the kind of Institute that provides typical professors with same Old teaching Techniques.

We do not have benches, desks, and Stationary.

We are not a traditional Educational institute with a regular Classroom setup.

We are not your Teachers!

What we are! (Things that matter)

We are a Digital Marketing Agency!

We focus on giving you exposure of working on clients we work with.

We provide online access to the training Material that includes interesting Videos and Presentations.

Freelancer's academy has a friendly environment and promotes interactive Learning where your Doubts are always Welcome.

(sad! You can't stick Your chewing gum Under the desk)

We have an Unconventional Set up, suitable for learning and Working.

We are Colleagues!

We are colleagues who Learn, Work and Earn together.

OUR OBJECTIVE

FA believes that **if you want to be the best at something you have to be trained by the best.** We ensure that we get the best of industry trainers to conduct our digital marketing course.

We also stress on providing live project implementation experience so that students can **first learn and then start earning** immediately. We integrate the latest trends in digital marketing training. This passion for providing quality education has made us the best digital marketing institute in Navi Mumbai.

1000+ Customers across the globe
7+ Years of Experience

Get exposure of working on Live Clients

We are not a traditional training setup, we are a digital agency that provides Digital Marketing training. We ensure people get exposure to live dashboards of the clients that we work for. Once people complete their course they are made to work on our live project under the guidance of a project manager.

Freelancer's Academy is the only digital marketing institute in Navi Mumbai to have its own digital marketing agency. **Our digital marketing agency – Anuvaa**, provides you with a platform to apply and understand concepts as you learn. We offer real working experience and practical exposure by giving you opportunities to work with our clients. At our digital marketing agency, we work with a variety of national and international clients ranging from fashion, logistics, designing, tourism, banking to construction industries. Thus, helping you to build a network and enrich your digital marketing certificate.

INDUSTRY RELEVANT SYLLABUS

Learning at **Freelancers Academy** is in sync with global standards as the study material gets enriched through Interaction and collaboration. Our course is fully in tune with the skill set, the industry needs and any update is added to the course in time, you can catch up with them through the updated online study material.

COURSES WE OFFER

**ONLINE
REPUTATION
MANAGEMENT**

**CONTENT
MARKETING**

**EMAIL
MARKETING**

**MOBILE
MARKETING**

**DISPLAY
ADVERTISING**

**SMO
COURSE**

WORDPRESS

**SEO
COURSE**

**SEM
COURSE**

**GOOGLE
ANALYTICS**

WEEKEND BATCHES

»»» SEO COURSE

- Evolution of (seo)
- How search engine works
- Key word research and target audience
- Local SEO
- Mobile SEO
- On page Optimization
- Off page Optimization
- Advanced seo
- Copywriting for seo
- Seo Maintenance

»»» SEM COURSE

- PPC Instruction
- Setting up PPC campaign
- Keyword Research
- Creating Ads
- Creating Ad Groups
- Essentials of Landing Page
- Bidding for Keyword
- Quality Score
- Remarketing & Display Ad
- Campaign Performance

»»» SMO COURSE

- SMO Overview
- Facebook Marketing
- Linked in Marketing
- Twitter Marketing
- Video Marketing
- Blogging

»»» DISPLAY ADVERTISING

- Key digital display concepts
- Benefits and challenges of digital display
- Running effective ads
- Ad format and features

»»» WORDPRESS

- Understanding wordpress
- How to buy a domain and hosting
- Understanding and using wordpress themes and plugins
- Designing dynamic websites.
- A complete wordpress package, after which one can easily design and
- Maintain their own websites without having a techical background.

»»» GOOGLE ANALYTICS

- Introduction to GA
- GA Interface
- Traffic source Setup
- Analyzing GA Reports
- Advanced Techniques
- Other Tracking Software

▶▶▶ ONLINE REPUTATION MANAGEMENT

(ORM) means taking control of the online conversation. Its techniques and strategies ensure that people find the right materials when they look for you on the Internet. In this module, you will understand the role of online reputation management in today's business and media landscape.

Removing negative mentions, monitoring brands image and creating a positive reputation.

▶▶▶ CONTENT MARKETING

Content marketing's purpose is to attract and retain customers by consistently creating and curating relevant and valuable content with the intention of changing or enhancing consumer behavior.

▶▶▶ EMAIL MARKETING

- Understanding E-mail Marketing and its Importance
- Understand how E-mail and Web servers work
- Different types of models to do E-mail Marketing
- Using tools to create E-mailers
- Do's and Don't's of E-mail Marketing
- The expert trainers at Freelancers Academy will share some Best performing email methods and tools which guarantee Best results.

▶▶▶ MOBILE MARKETING

- Mobile marketing consists of ads that appear on mobile, Smartphones, tablets, or other mobile devices.
- Mobile marketing ad formats, customization and styles can vary, as many social media Platforms, website and mobile app. offer their own unique and tailored Mobile ad options.



Overview

- Understanding Google search
- Rule based personalization of marketing at internet scale
- Overview of Google Adwords, Microsoft AdCenter and Yahoo Search Marketing
- PPC Instruction
- Setting up PPC campaign
- Keyword Research
- Creating Ads
- Creating Ad Groups
- Essentials of Landing Page
- Bidding for Keyword
- Quality Score
- Remarketing & Display Ad
- Campaign Performance
- Basics of Paid Search
- In which Scenerios Paid Search is used
- Basics of Targeting
- Setting Up Google Adwords Account
- Understanding Adwords account structure
- Understanding the Bids Understanding
- Types of Keywords
- Optimizing the Adwords Account
- Understand Awords Algorithm
- What is Quality score
- Basics of Google Adwords
- Types of Campaign
- Difference between Search & Display- Campaign
- Ad Group, Ads, Keywords etc- Landing Pages
- Keyword Research and Campaign Structure



Search Engine Optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's unpaid results – often referred to as “natural,” “organic,” or “earned” results. There are various benefits of Search Engine such as increased traffic, cost-effective as compared to PPC, better ROI (return on investment), increased site usability, Increases brand awareness. SEO helps to reach the audience from all over the world whether your business is merely online or needs an online set up. It also helps to improve the search engine rankings of your website.

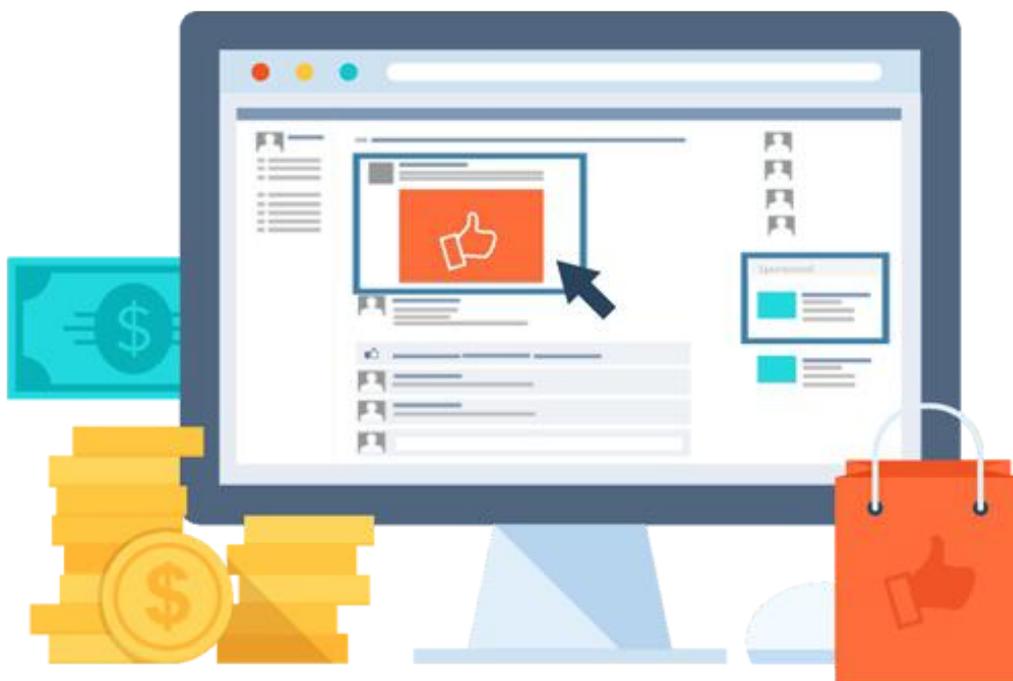
Topics Covered

- Evolution of (seo)
- How search engine works
- Key word research and target audience
- Local SEO
- Mobile SEO
- On page Optimization
- Off page Optimization
- Advanced seo
- Copywriting for seo
- Seo Maintenance
- Keywords Optimization and internal linking
- Meta tag Creation
- Top Seo Tools- What is Link Juice proper url structures
- Sitemap creation and submission
- Optimized titles and descriptions
- Text Formatting (use of h1, h2, bold etc)
- Fast Loading Pages
- What is difference between keywords stuffing & Keywords Placements
- Image Optimization (image size, Proper Image names, use of alt tag)
- Link Building
- Social Media Facebook, Twitter, Linked in etc.
- Social Bookmarking
- Content
- Article Submission
- Video Submission

▶▶▶ DISPLAY ADVERTISING

Our Display & Banner Advertising Training Course enables students to understand in detail the process of Display & Banner Advertising. After the course, freelancers & other students will understand that how Display Advertising usually refers to the banners, images & text ads that appear on websites.

- Key digital display concepts
- Benefits and challenges of digital display
- Running effective ads
- Ad format and features
- Key digital Display Concepts
- Benefits & Challenges of Digital Display
- Running effective ads
- Ad Formats & Features
- Campaign Planning
- Creative Formats
- Targeting & Tracking your Campaign
- Optimising the Campaign
- Campaign Budget



The goal of SMO is to strategically create interesting online content, ranging from well-written text to eye-catching digital photos or video clips that encourages and entices people to engage with a website and then share this content, via its weblink, with their social media contacts and friends.

Measuring SMO

- Corporate Blogging
- How to measure the effectiveness of activity on social media
- Profiling Online reputation Management Activities
- Measuring ROI (Return On Investment)
- Social Media Analytics
- Introduction to Social Media
- What is social media
- How social media was developed?
- What is viral Marketing?

SMO Tools

- Facebook Marketing
- LinkedIn Marketing
- Twitter Marketing
- Video Marketing
- Blogging
- Pinterest
- Google+
- Youtube



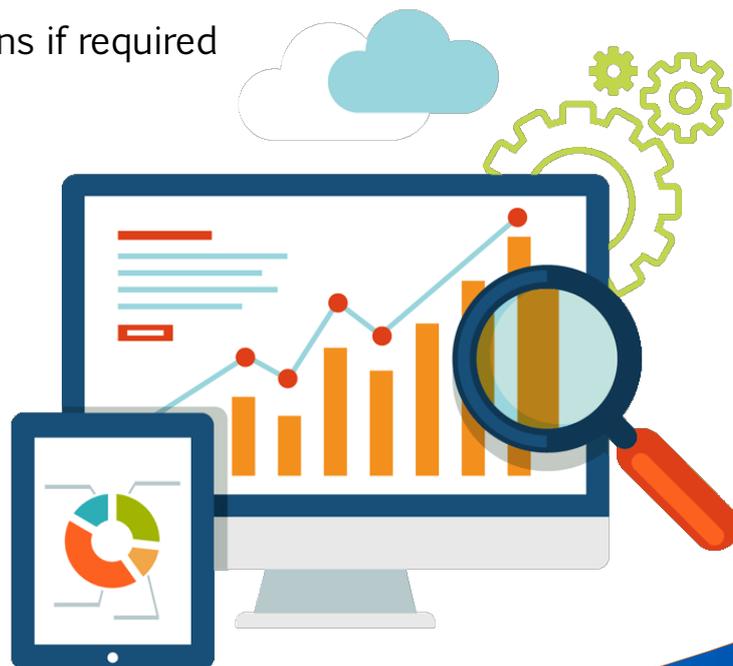
WORDPRESS

The rise in the number of networking sites and forums are the example of this. A new platform called blogs has taken the market by storm. A blog is a personalized space which is your own and you can design and utilize it as per your requirement. WordPress is one such website which allows people to start their own blogs on anything and everything.

- Understanding wordpress
- How to buy a domain and hosting
- Understanding and using wordpress themes and plugins
- Designing dynamic websites.
- A complete wordpress package, after which one can easily design and
- Maintain their own websites without having a technical background.
- Foundation of wordpress based website
- Understand the basics of the wordpress User interface
- Find and use wordpress Plugins
- Work with Wordpress themes
- Understand wordpress Content Management
- Use Wordpress SEO
- Manage Multimedia with wordpress
- Troubleshoot common wordpress Problems
- Blogging
- Adsense
- All About themes
- Finding and using plugins
- Maintaining Wordpress
- Creating and Managing content with wordpress
- Organizing the content on your blog
- Configuring Wordpress to work its best

Google Analytics is a free web analytics service which is available to anyone having a Google account like Gmail, Google plus profile etc. It tracks and reports various factors of the website like website traffic, bounce rate, conversion rate etc. The analytics tools are used for search engine optimization (SEO) and marketing purposes.

- Introduction to GA
- GA Interface
- Traffic source Setup
- Analyzing GA Reports
- Advanced Techniques
- Other Tracking Software
- How Google Analytics works
- How to set up Analytics account
- How to set up Goals- Understanding Google Analytics
- Account Structure- Importance of the website Analytics Function
- Analyzing and interpreting essential website data
- How to Analyze and understand different marketing campaigns
- Recommending website Optimization actions
- How to view customize reports
- Monitoring Traffic Behavior
- Taking corrective actions if required



▶▶▶ ONLINE REPUTATION MANAGEMENT

(ORM) means taking control of the online conversation. Its techniques and strategies ensure that people find the right materials when they look for you on the Internet. In this module, you will understand the role of online reputation management in today's business and media landscape.

Removing negative mentions, monitoring brands image and creating a positive reputation.

- Learn about complete analyzing of clients business
- How to list their online business requisites in the form of keywords
- How to track varied malicious entries.
- Learn about using social media to form online reputation
- How to stop a maltreat conversation to form a major agenda on the internet
- How to form favorable communities in social media.
- How to maintain top ranking of favorable comments and positive reviews in contrary to negative ones.



»»» CONTENT MARKETING

Content marketing's purpose is to attract and retain customers by consistently creating and curating relevant and valuable content with the intention of changing or enhancing consumer behavior.

Content marketing is a form of marketing focused on creating, publishing, and distributing content for a targeted audience online.[1] It is often used by businesses in order to Attract attention and generate leads, Expand their customer base, Generate or increase online sales, Increase brand awareness or credibility, Engage an online community of users. Content marketing attracts prospects and transforms prospects into customers by creating and sharing valuable free content. Content marketing helps companies create sustainable brand loyalty, provides valuable information to consumers, and creates a willingness to purchase products from the company in the future. This relatively new form of marketing does not involve direct sales. Instead, it builds trust and rapport with the audience.

- E-Mail Marketing
- RSS to Email and Autoresponders
- Search Engine Optimization
- Website Analytics
- Social Media- Tumblr, Google Plus, Twitter



EMAIL MARKETING

Email marketing is the highly effective digital marketing strategy of sending emails to prospects and customers. Effective email marketing converts prospects into customers, and turns one-time buyers into loyal, raving fans. Email marketing occurs when a company sends a commercial message to a group of people by use of electronic email.

Most commonly through advertisements, requests for business, or sales or donation solicitation, any email communication is considered email marketing if it helps to build customer loyalty, trust in a product or company or brand recognition. Email marketing is an efficient way to stay connected with your clients while also promoting your business.

- Understanding E-mail Marketing and its Importance
- Understand how E-mail and Web servers work
- Different types of models to do E-mail Marketing
- Using tools to create E-mailers
- Do's and Don't's of E-mail Marketing
- The expert trainers at Freelancers Academy will share some
- Best performing email methods and tools which guarantee
- Best results.
- What is email marketing?
- How email works ·
- Challenges faced in sending bulk emails ·
- How to overcome these challenges ·
- Types of email marketing- Opt-in & bulk emailing ·
- What is opt-in email marketing? ·
- Best platforms to do opt-in email marketing ·
- Setting up lists & web form ·
- Creating a broadcast email ·
- What are auto responders? ·
- Setting up auto responders ·
- How to do bulk emailing? ·
- Best practices to send bulk emails ·
- Tricks to land in inbox instead of spam folder ·
- Top email marketing software's & a glimpse of how to use them ·
- Improving ROI with A/B testing



Mobile marketing is the art of marketing your business to appeal to mobile device users. When done right, mobile marketing provides customers or potential customers using smartphones with personalized, time- and location-sensitive information so that they can get what they need exactly when they need it, even if they're on the go.

Some mobile marketing is similar to advertising delivered over other electronic channels such as text, graphics and voice messages. SMS messaging is currently the most common delivery channel for mobile marketing. Search engine marketing is the second-most common channel, followed by display-based campaigns. The expanding capabilities of mobile devices also enable new types of interactive marketing.

- Mobile marketing consists of ads that appear on mobile, Smartphones, tablets, or other mobile devices.
- Mobile marketing ad formats, customization and styles can vary, as many social media Platforms, website and mobile app. offer their own unique and tailored Mobile ad options.
- Understanding Mobile Devices
- Mobile Marketing and Social Media
- Mobile Marketing Measurement and Analytics
- Fundamentals of mobile marketing
- Key industry terminology
- Creating mobile website through wordpress
- Using tools to create mobile websites
- Using tools to create mobile app
- Advertising on mobile (App & Web)
- Targeting ads on Apps
- Targeting ads via location
- Targeting ads on search engine
- Targeting ads on telecos data
- Content Marketing on mobile
- Mobile strategy-segmentations option targeting and differentiation.
- Mobile marketing mix.
- Sms marketing
- Creating mobile application e Uploading mobile app in android and ios

Our Industry Expert Faculty



Meer Irfan Ali
Digital Analytics @
Cypress Semiconductor



Vishal Gupta
Owner & Founder
@ Fast Web Group



Kedar Kulkarni



Manan



Kaushik Mhadeshwar
Founder and CEO
@ web-stepup



Kiran Hota
Associate
@ Accel Partners



Jaideep Bir
Co Founder
@ Recommend.ly



Sujay Khandge
Founder : Saahass
Adventure Club



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Sudish Balan
Business Director
@ Tonic Media



Hanisha Vaswani
Sr. Account Manager
@ Edelman



Shirish Deshpande
Sr. PPC Specialist @
Darshan Softech Pvt Ltd



Mithila Kulkarni
Sr. Manager - Online
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Samrat Dsouza
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@ NEWCRAFT



Naman Chakraborty
Co-founder
@ 4nought4



Rahul Shrivastava
Manager - Digital
Marketing @ India.com



Anil Kumar Singh
National SEO Director
@ Ogilvy & Mather



Beverly D'souza
Account Director
@ Ogilvy One



Bhupendra Singh
Sr. Manager
@ Group M



Rohit Onkar

Don't Take Our Word For It...

Here's What Others Are Saying

After working for 6 years in BPO industry, I decided to learn Digital Marketing from Freelancers Academy. As I was completely new to this field, Freelancers gave me a detailed overview of the digital marketing course and its benefits for my career. All the faculty members here are well-versed in their subject and also very interactive during classes. They are even available to help you and solve your queries after classes through emails and calls. It has been a good learning experience with freelancers academy

Zeeshan Roy



Good place to start your digital marketing career with learning and also working on platforms. This academy also provides an opportunity for experienced professionals to impart their knowledge to others and build their network

Siddhesh Mude



After a break of almost 3 years, I wanted to start working again and was looking for opportunities to work from home. Freelancers Academy helped me a lot in this regard. Freelancers Academy's integrated digital marketing course, gave me an in-depth knowledge about digital marketing and also provided on-the-job training, which enabled me to start working again. Thanks to the entire faculty for their support and help. Proud to be a part of Freelancers academy

Pragati Jain



Interactive and Practical sessions helped a lot. Information about the ongoing trends in Digital Marketing also helped a lot to understand. Faculty members are best. Freelancers also gives the opportunity of Learn and Earn which is the best part. It's a great feeling to be a part of Freelancers Academy.

Jinal Ranka

As far as my personal experience is concerned, I would say it's been a great fun and a good learning experience at Freelancers Academy. I had enrolled in various courses viz. SEO, SMO, SMM, Word Press, Google Analytics, Email Marketing. After learning all these courses in just 2 months and working on live projects after the course completion I feel very confident as a Digital Marketing professional

Rashmi Jadhav



Experienced faculty with in depth teaching about digital marketing, I like the Freelancer Academy, it's good to learn from experienced faculty their experience, how to get more traffic from different medium, social media etc. I would recommend who is going for digital marketing class, go for Freelancer Academy

Roji Rajan

Here is a list of few of our previous attendee's Organizations & Institutions:

LIVE A LIFE OF A FREELANCER!



Schedule a Free SEO Session NOW!

www.freelancersacademy.com

