

Attend a FREE DEMO SESSION on this weekend. Call 9082006765/ 022-65369888 to book your seat now!

Weekend batches.

Get free access to our online digital marketing videos.

- » A Unique Learning Experience With Our Online Courses, Taught By World Class Digital Marketing Professionals
- » Videos are professionally recorded and edited.
- » Each video is just 15 to 20 mins.
- » All topics are covered.
- » Just go online and access the course material from our official website [www.freelancersacademy.com](http://www.freelancersacademy.com)

The pre-recorded lectures, videos, PPTs, notes and tips are available 24\*7 and you can access them on your desktop, laptop, tablet or mobile; it is your choice.

Industry Relevant Syllabus

Learning at Freelancers Academy is in sync with global standards as the study material constantly 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.

Backed By Assistance For Freelancing And Placement Support

When it comes to placements, it is your choice and decision regarding the mode of work. You can opt for a full time job or choose the freelancing option. You will be assisted for both the working modes with 100% placement assistance.



## What You Learn in our Integrated Digital Marketing Program



### Seo course

- Evolution Of (SEO)
- How Search Engine Works
- Keyword Research and Target Audience
- Local SEO
- Mobile SEO
- Onpage Optimization
- Offpage Optimization
- Advanced SEO
- Copywriting For SEO
- Seo Maintainence



### Sem course

- PPC Introduction
- 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



### Google Analytics

- Introduction to GA
- GA Interface
- Traffic Source setup
- Analysing GA reports
- Advanced techniques
- Other Tracking Softwares



### Smo course

- Smo Overview
- Facebook Marketing
- Linkdin 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 WordpressThemes and Plugins
  - Designing Dynamic Websites.
- A complete word press package, after which one can easily design and maintain their own websites without having a technical background.



### Content Marketing

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



### 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, websites, and mobile apps offer their own unique and tailored mobile ad options.



### Email Marketing

- Understanding Email Marketing and its importance.
- Understand how email and webservers work
- Different types of models to do email marketing
- Using tools to create emailers
- Dos and Donts of email marketing
- The Expert trainers at Freelancers Academy will share some best performing email methods and tools which guarantee best results.



### Online Reputation Management

- 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.

Corporate professionals who have attended the program:

DDB<sup>®</sup> mudragroup

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## OUR INDUSTRY EXPERT FACULTIES



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



Mohd Altaf  
Digital Marketing  
@ Traffika Asia



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  
Marketing @ FirstCry.com



Samrat Dsouza  
Web Analyst  
@ 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

Our Centers Contact us today

Call us

022-65369888 / +91-9819607019  
9082006765

E-mail us

info@freelancersacademy.com

Mumbai Address

602, 6th floor, Devavrata Bldg.  
Plot no. 23, near HDFC Bank,  
above Babubhai Jagjivandas,  
Sector 17, Vashi.  
Navi Mumbai 400703.

Pune Address

Old Canal Road 93/4/a/10, Near  
Kamla Nehru Park, Off  
Bhandarkar Road, Deccan  
Gymkhana,  
Pune 411004

# FREELANCERS ACADEMY



## LEARN & EARN

[www.freelancersacademy.com](http://www.freelancersacademy.com)

## Why Freelancers Academy?

1

**2 MONTH CLASSROOM  
HANDS-ON + 2 MONTH  
ONLINE PROJECT + 2  
MONTH INTERNSHIP**

All rolled into one. Others give lip service to experience, we have a full fledged platform at [www.web-stepup.com](http://www.web-stepup.com) to help you with your project experience. Also our placement team is constantly in touch with the industry and will provide you with a 2 month internship.

2

**OLDEST NAME IN  
DIGITAL MARKETING  
EDUCATION +  
AWESOME FACULTY**

We are a five-year-old brand with the best faculty in the business. Don't believe us? Have a look at our faculty page. Also have a look at the previous company executives who have attended our training.

3

**THE BEST  
PLACEMENTS  
IN DIGITAL**

You require a specialist to facilitate with placements in the digital world; we have the right experience and the right relationships to help you with it this. Have a look at our past placements.