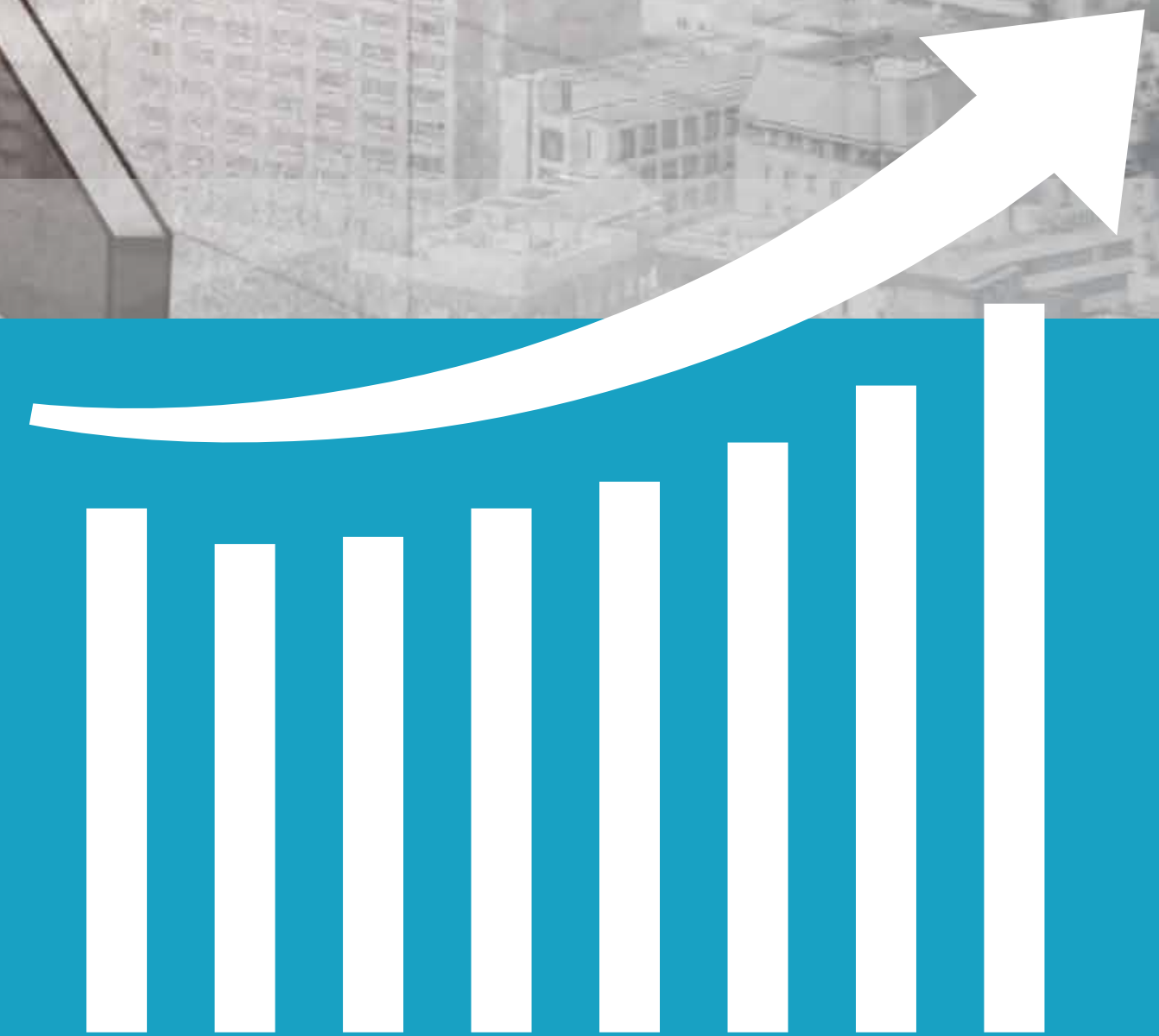


DIGITAL MARKETING SCOPE & FUTURE

GOLDMAN SACHS REPORT, THE ADVANCED ADVERTISING PROFESSION IN INDIA WILL BE WORTH USD 160 BILLION BY 2025, MORE THAN TEN TIMES ITS CURRENT VALUE.





JOB REJECTION

Companies want People
with Experience



A group of four diverse professionals (three women and one man) are gathered around a wooden table, working together. They are looking at laptops and a tablet, smiling and engaged in their work. The setting appears to be a modern office or a cafe with large windows in the background. The image has a blue overlay, and the text 'AGENCY BASED LEARNING DIGITAL MARKETING' is written in white, bold, uppercase letters across the center.

AGENCY BASED LEARNING DIGITAL MARKETING

AWARDED BEST TRAINING COMPANY IN MUMBAI

Freelancers Academy has been awarded "Best Training Company in Mumbai" by Radio City 91.1 Fm.

Best Digital Marketing Institute In Mumbai City Icon Awards (2019)

Here's How Freelancers Academy Is Making Difference In Training





WHY CHOOSE A CAREER IN DIGITAL MARKETING?

With more and more consumers coming online, the companies are also looking to exploit this trend. There are more than 640 million online users in India and it is expected to grow to 635 million in 2021.

This has made it impossible to focus on Marketing Online and Digital Marketing. It is a growing digital marketing industry with vast opportunities and increasing demand.



WHAT IS OUR MISSION?

Work And Learn To Be A Pro

We Need To Wipe The Slate Clean And Begin With Bold, Radical Ideas.

Let's Start By Eliminating The Biggest Barriers To Education: Cost And Accessibility. Put Money, Attention And Resources Where It's Most Effective—in Front Of Students, Not In Administrators, Buildings, Parking Lots Or Monuments. Next, Teach At Scale. Make The Content Accessible To Anyone, At Any Time, Anywhere In The World.

Gather The Most Creative Minds, Technologists, Learning Designers, And Inspirational Professionals To Teach 21st Century Skills Including: Design Thinking, Problem Solving, Entrepreneurship, Strategy, Experience Design, Communication, Media, Content Marketing And Design.

Bring People Together To Form A Vibrant Community And Safe Space To Share, Discuss And Learn. Connect Learners From Different Cultures, Interests, Age Groups And Life Experiences.

That Sounds Modern, Disruptive, And Unlike Any School Out There!





LEARNING METHODOLOGY

01

3 MONTHS OF CLASSROOM TRAINING

The Regular Training Centres Get An “F” For Teaching . Hundreds And Thousands Of Graduates Complete Their Course Without The Practical Skills Needed To Succeed. We Have Filled The Gap By Creating A Course Where People Get An Opportunity To Work On ” Live Clients”. Once People Complete Their Course They Are Made To Work On Our Live Project Under The Guidance Of A Project Manager.

02

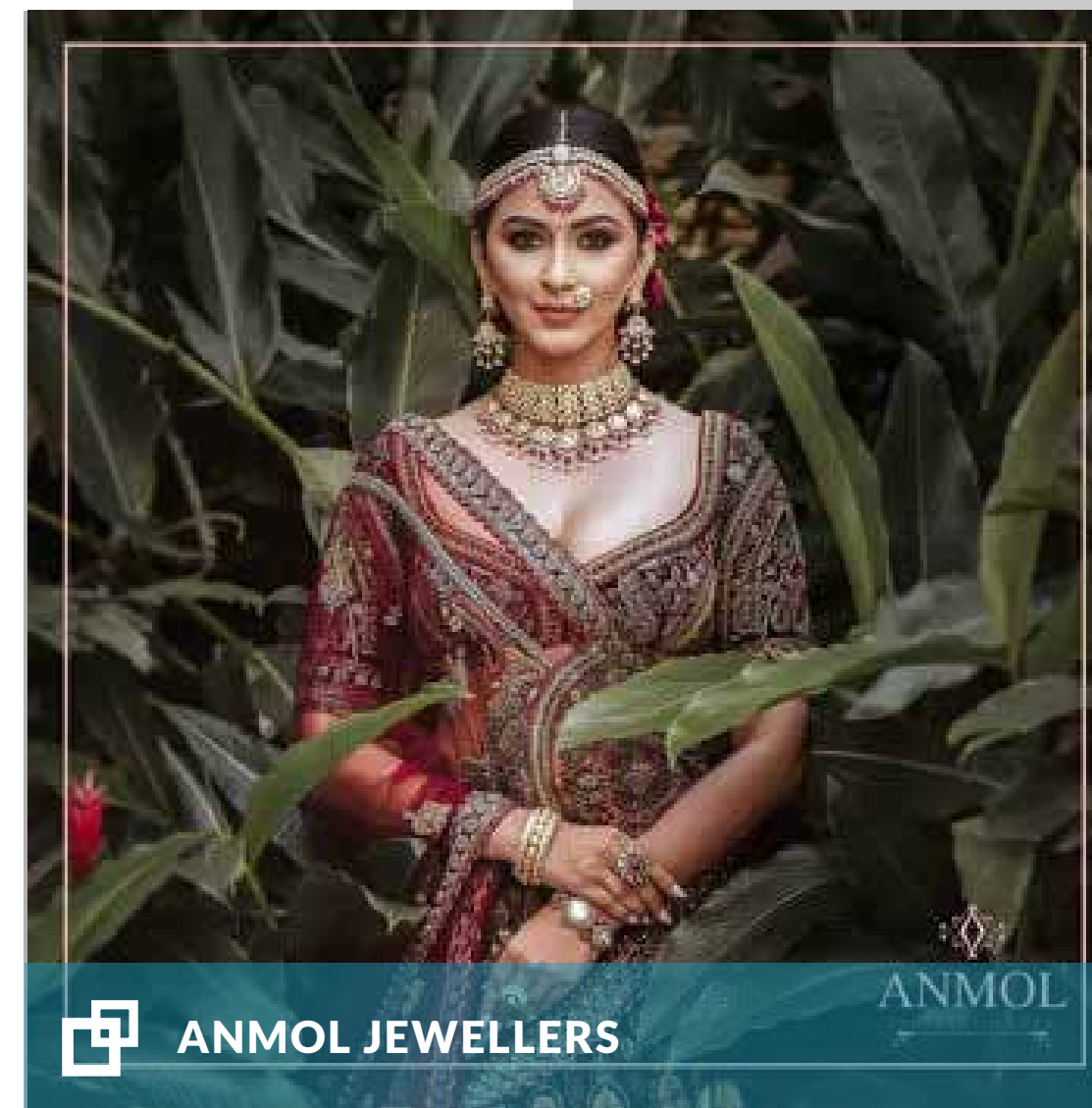
2 MONTHS OF INTERNSHIP

Freelancers Academy Digital Marketing Course Provides Agency-based Training, Which Gives The Student Exposure To How It Feels To Work In An Agency. This Makes You Digital Marketing Industry-ready. You Will Learn All The Aspects Of Working In An Agency, From Working In Teams To Creating A Proposal.

03

JOB PLACEMENT

You Will Be Provided With Placement Opportunities In The Same. Our Online Digital Marketing Course Not Only Trains You In Digital Marketing But Also Trains You To Crack The Interviews And Helps You Find A Place For Yourself In The Digital Marketing World.



CLIENTS WE WORK WITH



BMW

Infinity Cars Is A Bmw Dealer In Mumbai That Offers Bmw, Mini, Lamborghini Cars & Our Team Developed An Appealing Responsive Website For Infinity Motors



Anmol Jewellers

Anmol Is India's Finest And Most Revered Jewellery Brand. Our Team Ensured 250% Growth In Social Media Engagement & 500% Increase In Website Revenue Via Facebook Ads



Esdec

Esdec Is Proud To Partner With The Srpl-group For Distribution And Services In India. We Had To Generate Sales For Them Using LinkedIn Marketing & Seo



Ace Tattooz

Ace Tattooz Is A Premium Tattoo Studio Based In Mumbai. We Had To Scale Up Revenue By 4x Using Facebook & Instagram Ads

WHAT WILL YOU LEARN?

- | | | | | | |
|----|-------------------------------------|----|-----------------------------|----|--|
| 01 | DIGITAL MARKETING OVERVIEW | 07 | GOOGLE MY BUSINESS | 13 | DRIP MARKETING |
| 02 | SEM (SEARCH ENGINE MARKETING) | 08 | SOCIAL MEDIA MARKETING | 14 | EMAIL MARKETING |
| 03 | SEO (SEARCH ENGINE OPTIMISATION) | 09 | ECOMMERCE | 15 | CONTENT MARKETING |
| 04 | BLOG MARKETING | 10 | WORDPRESS | 16 | GOOGLE ANALYTICS |
| 05 | CONTENT MARKETING | 11 | ONLINE REPUTATION MARKETING | 17 | DIGITAL MARKETING TOOLS |
| 06 | GOOGLE SEARCH CONSOLE | 12 | INFLUENCER MARKETING | 18 | RESUME WRITING & CRACKING INTERVIEW |

WHAT WILL YOU LEARN?



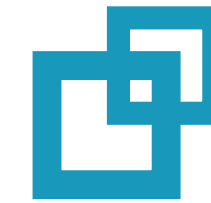
DIGITAL MARKETING OVERVIEW

- > Outline of Digital Marketing
- > Setting Campaigning Goals
- > Important Digital Marketing Channels
- > How-to device a digital marketing plan
- > Difference between Traditional and Digital Marketing



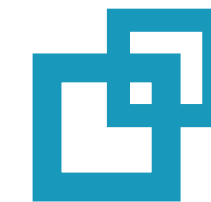
SEM (SEARCH ENGINE MARKETING)

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



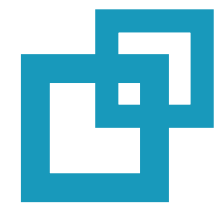
SEO (earch Engine Optimisation)

- > What is an SEO?
- > How does SEO work?
- > Keyword Research & Analysis
- > On-page Optimization
- > Off-page Optimization
- > Local SEO
- > Mobile SEO
- > Advanced SEO
- > Copywriting for SEO
- > SEO Maintenance



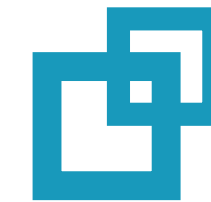
BLOG MARKETING

- > Know more about the Blogs
- > Creating Blogs
- > Visitors Engagement
- > Learn which topics to post about
- > What time to post



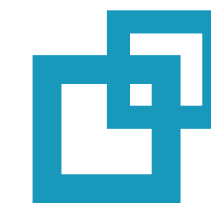
GOOGLE SEARCH CONSOLE

- > Top Search Queries
- > Organic Performance
- > Key Performance Metrics
- > Top Pages
- > Structured Data
- > CTR, Clicks, and Impressions, CTR
- > Using different filters
- > URL Inspection
- > Coverage issue
- > Mobile Usability
- > BreadCrumbs, FAQs, and Logos
- > Site Maps
- > Links
- > Legacy Tools and Reports
- > Security Issues
- > Manual Action



CONTENT MARKETING

- > Create Original content
- > Understanding about the Content Marketing Strategy
- > Devise a content marketing plan
- > Driving the Specific Audience



GOOGLE MY BUSINESS

- > Google Listings Creation
- > Developing Citations
- > Regular Posting of the updates and its significance
- > Reviews
- > How to manage the Negative Reviews



SOCIAL MEDIA MARKETING

- > Introduction to FB, Twitter, Instagram, LinkedIn Ads
- > How to set-up an Advertising Account?
- > Choosing the Right Campaign Objectives
- > Choosing the Right Targeting
- > Setting Campaign Budgets & Bids
- > Various Ad Placement & their Importance
- > How to Design Social Media Ads?



E- COMMERCE

- > Understanding E-commerce
- > Various E-commerce portals
- > How to make a website?
- > Product Keyword Research



WORDPRESS

- > WordPress Installation
- > WordPress Themes
- > Working with Widgets
- > Working with Menu For Your Website
- > WordPress Plugins
- > Web Technologies
- > Domain Hosting and Registration
- > Familiar with HTML
- > Understanding Terminologies
- > User Administration



ONLINE REPUTATION MARKETING

- > Tools used for ORM
- > SWOT Analysis of ORM
- > Handling the Negative Conversations
- > Devising the ORM



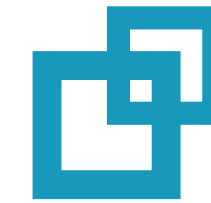
INFLUENCER MARKETING

- > What is Influencer Marketing?
- > Macro v/s Micro Influencer
- > Choosing Influencer's that match your Brand
- > Setting Key Deliverables from the Influencers



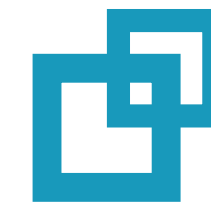
EMAIL MARKETING

- > Getting to know about the functioning of Email Marketing
- > Various kinds of Email Marketing
- > Opt-in Email Marketing
- > Setting up of Account for Email Marketing
- > List Setup
- > Web Form
- > Creation of Email Broadcast
- > Setting up of Auto Responder
- > Optimize the Increase Inbox percentage
- > Selecting the best email marketing tool like Mailchimp



DRIP MARKETING

- > How To Set Up Your First Campaign?
- > How To Set Up Your First Email Broadcast?
- > Understanding & Managing Your Subscribers
- > How To Set Up Email Automations?



GOOGLE ANALYTICS

- > Setting up Google Analytics and Real Time User Analytics
- > Audience Section
- > Behavior Section
- > Acquisition
- > Goal Setting
- > Reporting



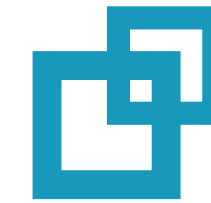
USER EXPERIENCE DESIGN

- > What is UX design
- > Key Factors of Ux Design
- > What is difference between Ux/Ui
- > The core of User Experience Design
- > Case Studies



RESUME WRITING & CRACKING INTERVIEW

- > Resume Making
- > Career Guidance
- > Digital agency Orientation
- > Presentation Skills & Pitching Skills
- > Mentoring Towards Mega Campaigns



DIGITAL MARKETING TOOLS

- > Google Ads Manager
- > Google Search Console
- > Mailchimp
- > Facebook Ads Manager
- > Canva
- > And More...

OUR STUDENTS WORK AT



Hemant Jain

Head of Digital Business



Abhishek Pange

Head of Marketing



Venkatesh Poojari

Sr. Marketing Manager



Vaibhav Karekar

Digital Account Manager





Jayu Bhanuhali

Founder & Director

Acture Media



Chandni Sewani

Social Media Manager

Fashion TV India



Adit Minocha

2.5 Lakh Subscribers

YouYube Influencer



Anushri Jain

Digital Account Manager

AlfaaUV
The UV Expert



Komal Panchal

Founder

Kanvas



Pooja Ahirao

Founder

Pristine



Rahul Anand

Wazirx

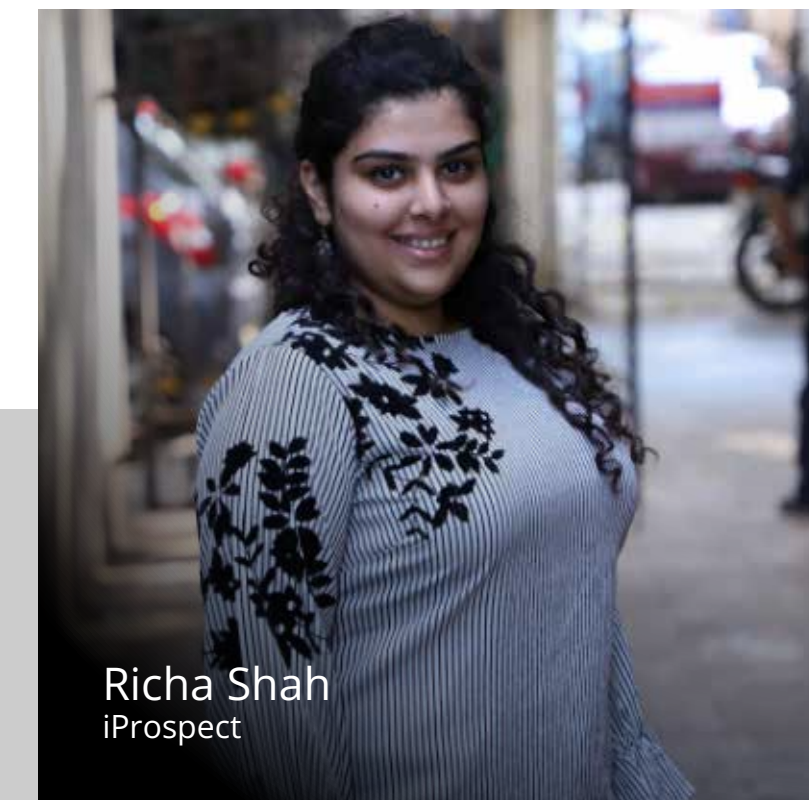
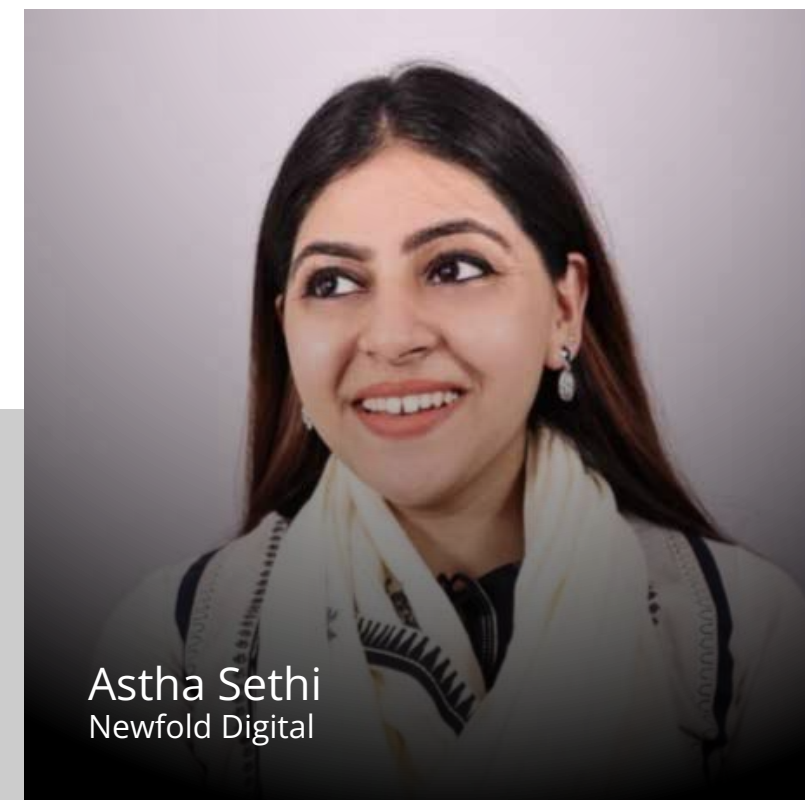
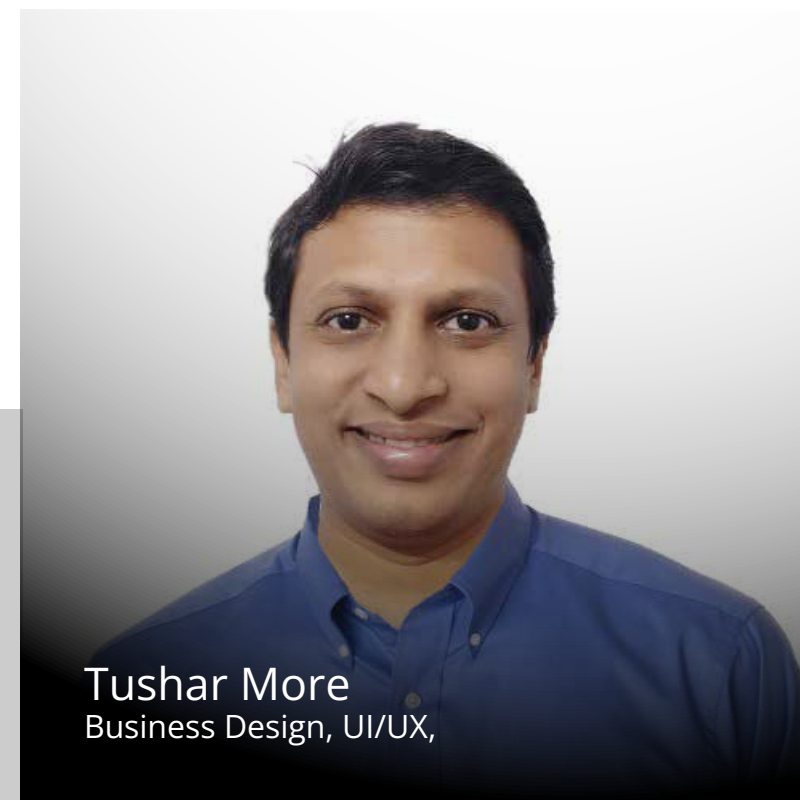
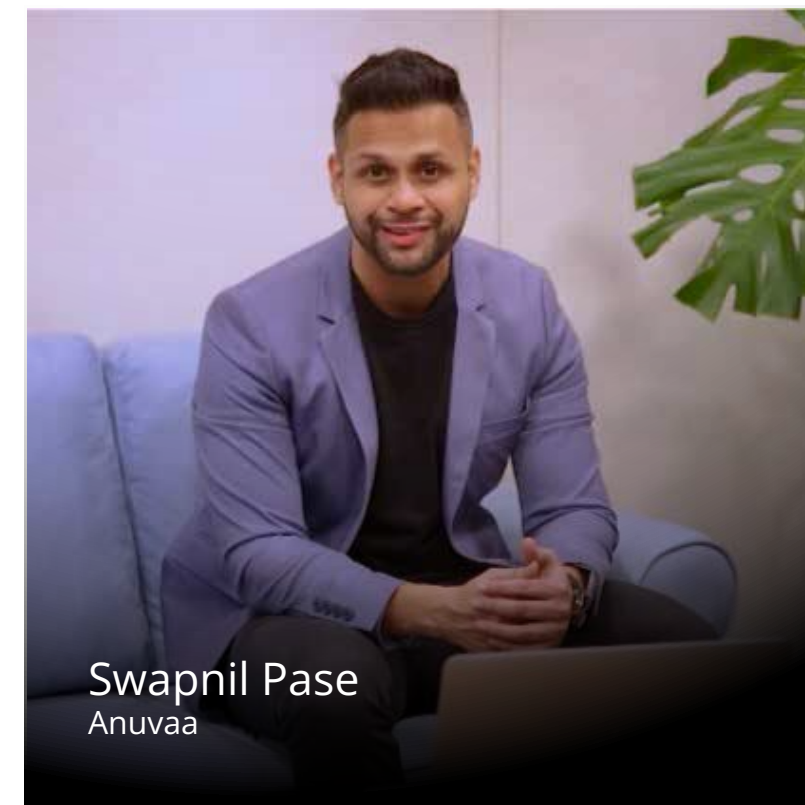


Richa Mehta

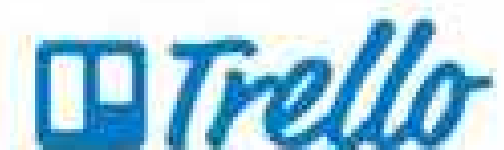
Social Media Manager

Paparazzi Closet

LEARN FROM THE INDUSTRY EXPERTS

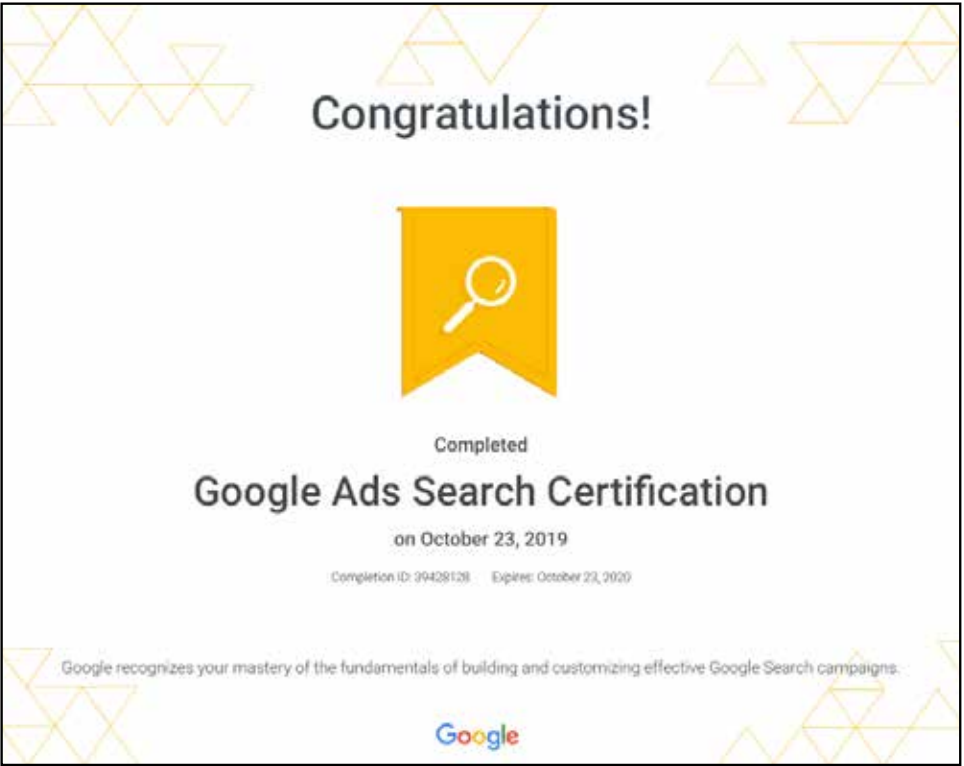


TOOLS YOU WILL MASTER

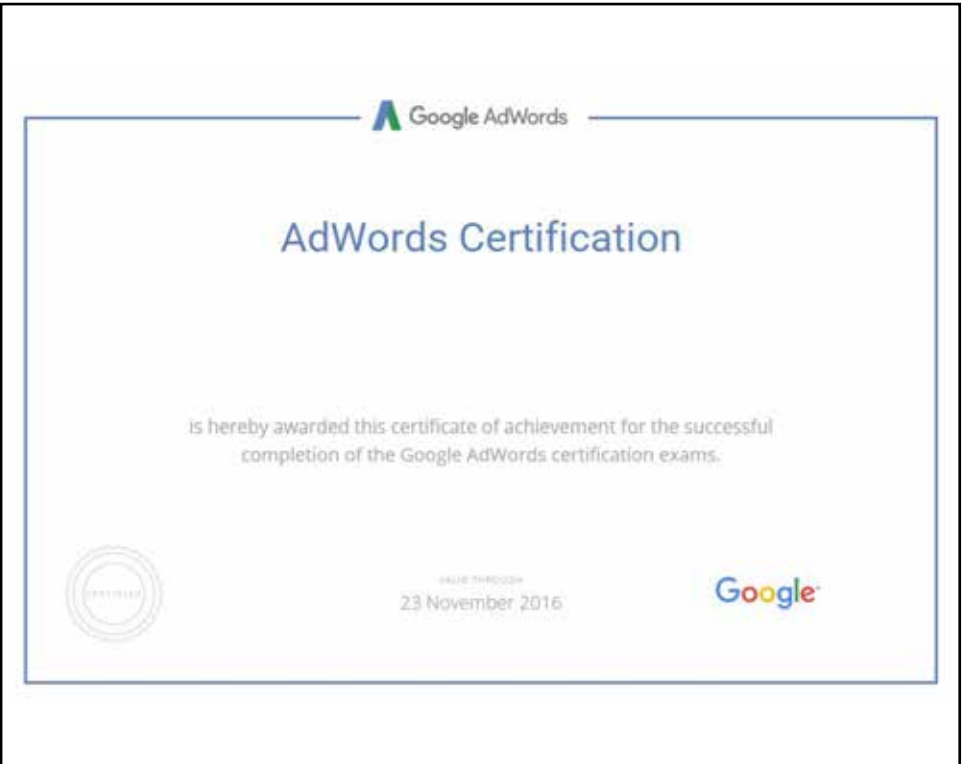
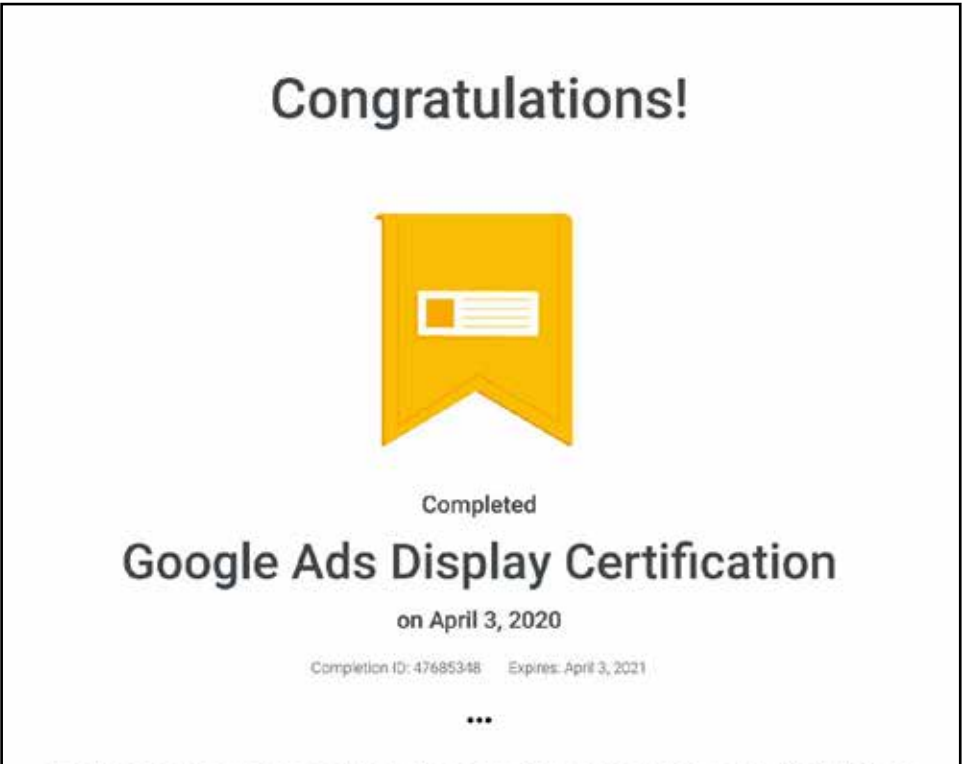


COURSE COMPLITION & EXPERIENCE CERTIFICATIONS





GOOGLE CERTIFICATIONS



W E L C O M E



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