

RATED **#1** TRAINING COMPANY BY **TIMES OF INDIA**

TIMES
LEADING
ICONS
2022





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?

Digital marketing is an ever-evolving field that offers plethora of opportunities for individuals seeking a rewarding and challenging career. The demand for digital marketing professionals is on the rise and this trend is expected to continue, as companies of all sizes and industries need to establish and maintain a strong online presence in order to remain competitive.

Digital marketing offers a wide range of specializations, from social media marketing, email marketing, search engine optimization (SEO), paid advertising, and more. There is ample opportunity to find an area of digital marketing that aligns with your interests and strengths. A career in digital marketing also allows for flexibility and remote work.





What Will You **Learn?**



Digital Marketing Overview



**SEM
(Search Engine Marketing)**



**SEO
(Search Engine Optimisation)**



SEO Audit



SEO Techniques



Ecommerce



Google Search Console



Google My Business



Social Media Marketing



Lead And Traffic Generation



Wordpress



**Online Reputation
Marketing**



Influencer Marketing



Email Marketing



Artificial Intelligence



Whatsapp Marketing



Google Analytics



**Digital Marketing
Tools**



**Resume Writing &
Cracking Interview**



Reels Marketing



Competitor Analysis



**ASO
(App Store Optimization)**



SMS Marketing



Local Vernacular SEO



Content Marketing



Online Display Marketing



Blog Marketing



Linkedin Marketing



Curriculum

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

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

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

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

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

RESUME WRITING & CRACKING INTERVIEW

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

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

DIGITAL MARKETING TOOLS

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

Learning Methodology

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.

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.

Job Placement

You Will Be Provided With Placement Opportunities In The Same. Our 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.



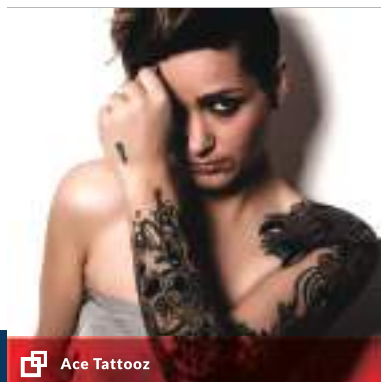
BMW



ANMOL JEWELLERS



Esdec



Ace Tattooz

BMW

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

Esdec

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

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

Ace Tattooz

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

Our Student Work At



Hemant Jain
Head of Digital Business

लोकमत



Abhishek Pange
Head of Marketing

shazé



Venkatesh Poojari
Sr. Marketing Manager

FMG



Vaibhav Karekar
Digital Account Manager

ZOOM



Komal Panchal
Founder
Kanvas



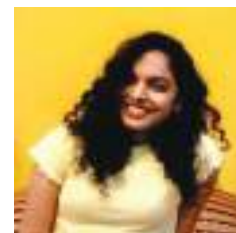
Pooja Ahirao
Founder
Pristine



Jay Bhanushali
Founder & Director
Acture Media



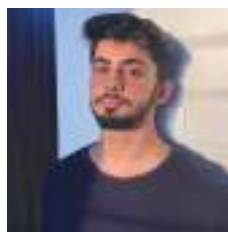
Rahul Anand
Wazirx



Richa Mehta
Social Media Manager
Paparazzi Closet



Chandni Sewani
Social Media Manager
Fashion TV India



Adit Minocha
2.5 Lakh Subscribers
YouTube Influencer

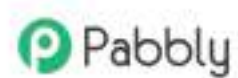


Anushri Jain
Digital Account Manager
AlfaaUV The UV Expert

Learn From The Industry Experts



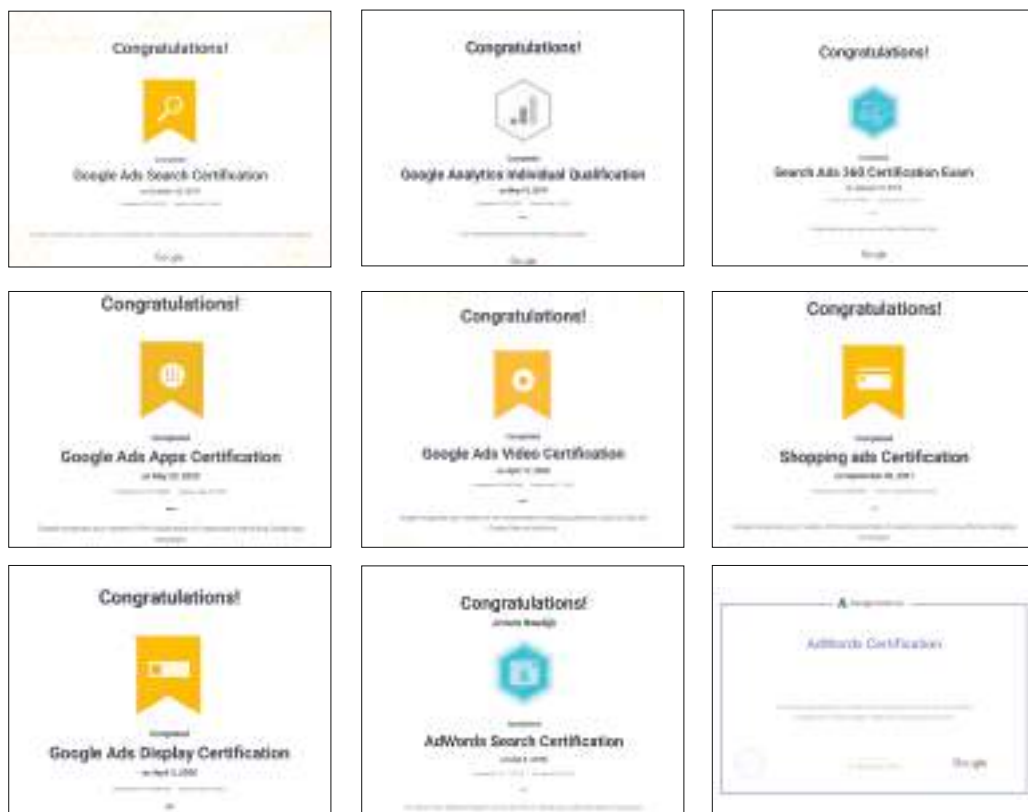
Tools You Will Master



Course Completion & Experience Certifications



Google Certifications





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