



**ADVANCED
DIGITAL
MARKETING**

WITH WEB ANALYTICS

The background is a solid blue color with a subtle hexagonal pattern. In the top left corner, there are several white hexagons of varying sizes, some of which are connected by thin white lines, resembling a molecular or network structure. On the right side, there is a large, semi-transparent globe. The globe is covered in a dense array of small, white digital icons, including symbols for social media, communication, and technology. The overall aesthetic is clean, modern, and tech-oriented.

Digital Marketing is the most powerful form of Marketing in 2021

WHY DIGITAL MARKETING IS FOR YOU



01

Digital Marketing does not restrict you to one specific job profile. According to NASSCOM, Digital Marketing has job scope in not just traditional companies, but IT and KPO companies too. Even overseas clients outsource the digital marketing to back offices.

If you're an **ENTREPRENEUR**, you can efficiently employ Digital Marketing to expand their businesses. With Digital Marketing, you save money and time, target specific customers, and put yourself on the map right alongside the big guns !

02

03

As **WORKING PROFESSIONAL**, you can enter this highly lucrative field and gain an edge over your peers. Embelish your resume and explore the endless possibilities in the lucrative world of Digital Marketing.

As a **STUDENT**, you can be a step ahead and prepare yourself for a versatile range of jobs the with a digital marketing course. You can also apply Digital Marketing to any business idea you pursue!

04

05

You can practice Digital Marketing as freelance work. If you're a working professional or a student, **FREELANCING** digital marketing services will help build your skills, boost your experience, and earn additional income in your spare time

WHAT IS DIGITAL MARKETING?

In the new age Digital Revolution, as technology continues to evolve, it may come as no surprise that the marketplace has become increasingly more digital. Advertising media like newspapers, billboards and hoardings, and even TV commercials have shifted and expanded.

Marketing has witnessed the opening of newer avenues like social media, email marketing, Google ads, YouTube channels and commercials, e-commerce websites. With these platforms, Digital Marketing has seen a phenomenal boom.

Digital marketing encompasses more roles and skills than ever before, and it's this flexible, versatile nature of the business that makes it so fascinating and exciting. Digital marketing skills are in serious demand and the digital skills gap is set to widen, the job market is booming, and brands are putting more of a focus on digital marketing than ever before.

Bigger budgets, increased pay, and more career choices are just some of the benefits digital marketing professionals can look forward to this year and beyond.



“Marketing is no longer about the stuff that you make, but about the stories you tell.”

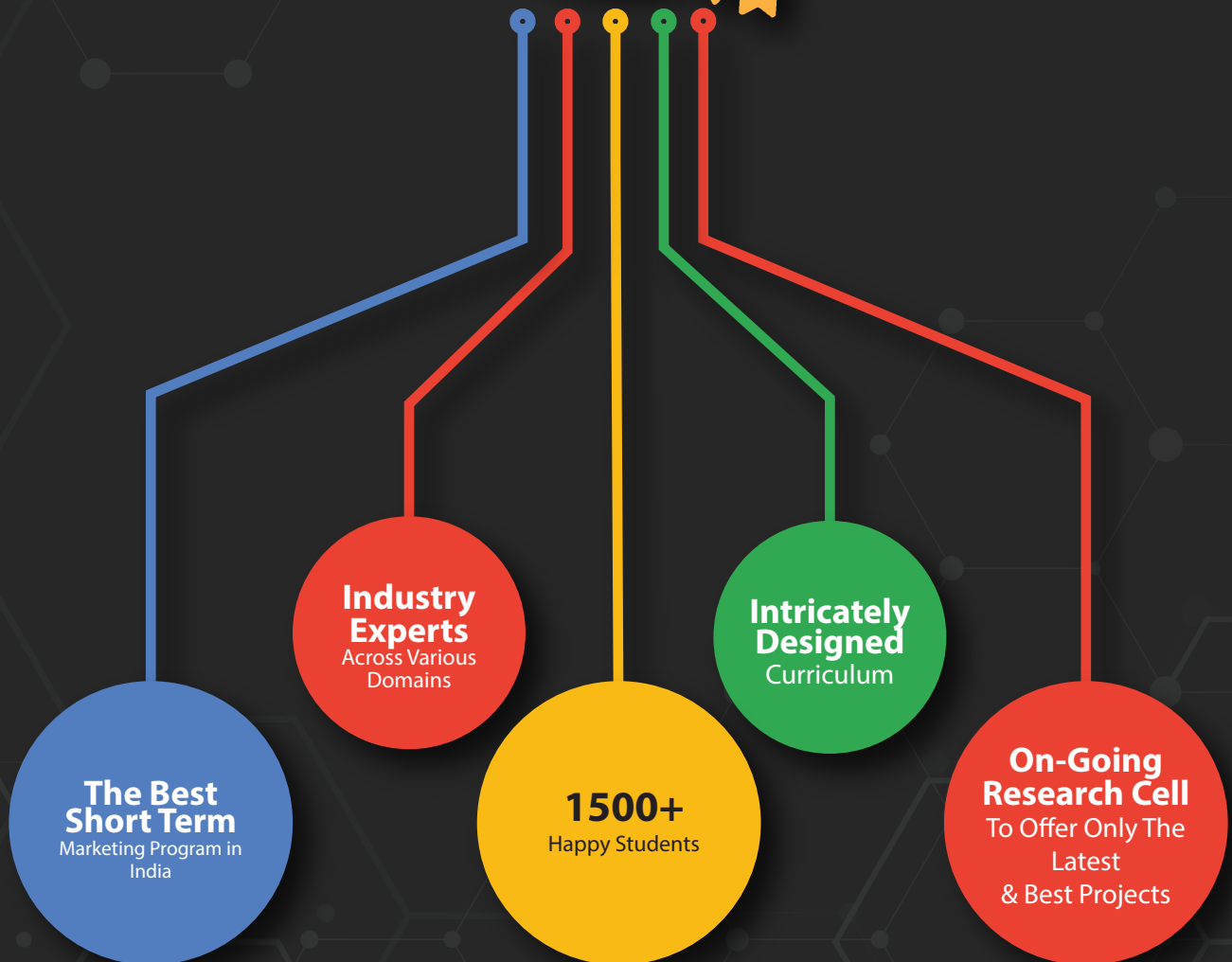
- Seth Godin

WHY

B Analogicx



Google
facebook
Certifications



PROGRAM BENEFITS

01

INDIA'S BEST SHORT TERM MARKETING TEAM

Get proficient guidance under subject matter experts (SMEs) with a strong professional and academic record in the field. Our curriculum is designed-intricately by our SMEs and backed by some of the biggest names in the industry.

02

SYSTEMATIC LEARNING

Save time and master Digital Marketing the right way. No more stumbling around the Internet trying to understand Digital Marketing! With our program, you can use that time by working on more and more projects to add to your portfolio.

03

AMAZING PROJECTS

Enhance your learning with live consulting projects from SME and MNC companies. We give our students an invaluable opportunity to dedicate their time to learn practical skills which they can apply in the real world.

04

GOOGLE,FACEBOOK CERTIFICATION

Get certified by Google, Facebook, and Analogicx on completing a course with us. With quality training and renowned certification, we give your portfolio an edge.

05

CONTINUOUS LEARNING

Feed your skills with regular assignments and reference notebooks, and continue learning at your own time. You can access the library at the institute to expand your knowledge..

06

STAY CONNECTED

Stay in touch with your tutor using Google Classrooms and WhatsApp groups. Your tutor will answer your questions and provide a curated content of articles every day. Now, you can be up-to-date with Digital Marketing!

“Marketing without data is like driving with your eyes closed”

- Dan Zarella

PROGRAM

PEDAGOGY



1

CLASSROOM LEARNING

We offer on-premise sessions in classrooms, structured by our expert faculty and industry professionals from the field of analytics. With our program's quality and industry's business relevance we ensure you get an unmatched experience.

2

ONLINE VIDEO LECTURES

We give access to an online LMS that hosts the content (classroom recordings, discussion forums, assignments, reading material etc). Our live webinars help you continue learning at your own time.

3

DAILY HANDS-ON ASSIGNMENTS

Our program is designed to transform our students into career-ready professionals through hands-on learning on relevant tools. With daily exercises and hands-on assignments, we ensure you get only the best practice sessions.

4

INDUSTRY PERSPECTIVE MEETS

We give our students opportunities to attend and speak at meets and seminars hosted by Analytixpro. You get a chance to interact with eminent professionals from the industry, and assimilate the best practices discussed by the experts in their lectures.

5

CAPSTONE PROJECTS

We provide our students an opportunity to pursue application-oriented capstone projects in the domain of their choice. With guidance and evaluation from industry professionals, we ensure you get a comprehensive learning experience.

6

FLEXIBLE TIMING

Our program includes 3 months (1.5 hrs a day) of classroom sessions. We design our schedule to incorporate your routine. With classes in the morning, evening, or on weekends, we ensure minimal disruption of your work schedule. You can also opt for the intensive, 1-month boot camp (5hrs a day) with 8 more weekends for projects and review sessions.

CURRICULUM BRIEF



MARKETING FUNDAMENTALS

- ▶ Introduction to Digital Marketing
- ▶ Website Creation



DIGITAL MARKETING CHANNELS AND METRICS

- ▶ Search Engine Optimization (SEO)
- ▶ Search Engine Marketing (SEM/PPC/ADWORDS)
- ▶ Affiliate Marketing
- ▶ Content Marketing
- ▶ E-Commerce Marketing
- ▶ E-Mail Marketing



MARKETING ANALYTICS AND STRATEGY

- ▶ Google Analytics
- ▶ Social Media Marketing & Optimization (SMO)
- ▶ Blogging & Adsense
- ▶ Conversion Rate Optimization & Marketing Automation
- ▶ Performance Marketing with Digital Business Case Study

“What separates good content from great content is a willingness to take risks and push the envelope”

- Brian Halligan

CONTENT

01 Introduction to Digital Marketing

- What is digital marketing?
- Why Digital Marketing is next largest Industry?
- Understanding Digital Marketing Process
- What you can achieve using Digital Marketing?
- Insights into Digital Marketing Industry

02 Website Creation

- Importance of Responsive Website
- Creating Blueprint for Website
- Creating Webpages & Content (WordPress and CMS)
- Website Architecture and Insights into Server Management

03 Search Engine Optimization (SEO)

- Introduction to SEO
- Google algorithm and latest Updates
- On-Page Optimization
- Understanding URL's Structures
- Off-Page Optimization
- Local SEO
- Advanced SEO Tools
- SEO Reporting and Audits

04 Search Engine Marketing (SEM/PPC/GOOGLE ADWORDS)

- Introduction - Success with AdWords Campaigns
- Landing Pages
- Quality Score Defines Your Success
- AdWords Billing Account and Campaign Structure
- Google Search Partners
- Setting in Google Search AdWords
- Keywords & Negative Keywords
- AdWords Tools
- Optimizing Your AdWords Campaigns & AdWords Editor
- Google AdWords Campaign Tracking
- Bid Management and Your Daily Budget
- Landing Pages-The Google AdWords Extension

05 Affiliate Marketing

- About Affiliate Marketing
- How some businesses have built Multi-Million-dollar revenue using Affiliate Marketing
- Models of Affiliate Marketing
- How to get approved as an Affiliate by top Affiliate Networks
- Euclidean, Manhattan and Murkowski Distance

06 Content Marketing

- Introduction to Content Marketing
- Successful Content Marketing
- How Measuring the Success in Content Marketing
- Important Platforms and Tools for Effective Content
- Top Content Marketing Strategy Process
- How to use Content in Email Marketing

07 E-Commerce Marketing

- Overview of E-Commerce
- E-Commerce Trend in India
- SEO for E-Commerce Websites
- Importance of Affiliate Marketing in E-Commerce
- E-Commerce Marketing Strategies
- Case-studies on E-Commerce Websites

08 E-Mail Marketing

- Why to use Email Marketing
- Types of Email Marketing
- Seeing-up Email Campaigns
- Tips for Email Campaign

09 Google Analytics

- Overview of Google Analytics
- How Google Analytics works
- Overview of Google Analytics Structure
- Importance of Analytics Insights
- Importance of cookie tracking
- Google Analytics Cookie Usage on Websites
- Google Analytics Account set-up
- Integration of Analytics code in website
- Importance of Goals & Conversions
- How to set-up Goals & Conversions?
- Bounce Rate & Exit Rate Importance
- Importance of Funnels
- Set-up Funnels in goals
- Integrating AdWords and Analytics account
- Marketing Strategies via Google Analytics
- Introduction to Tag Manager
- How to set-up link tagging
- Importance of Filters & Segments
- Monitoring Traffic Sources & Behavior
- Web Analytics Reports

10 Social Media Marketing & Optimization (SMO)

- What is Social Media?
- Understanding the existing Social Media Paradigms & Psychology
- How Social Media Marketing is Different than others
- Facebook Marketing
- Facebook Advertising
- Types of Facebook Advertising
- Best Practices for Facebook Advertising
- Understanding Facebook Best Practices
- Understanding Edgerank and Art of Engagement
- LinkedIn Marketing
- Twitter Marketing
- Video Marketing

11 Blogging & AdSense

- AdSense Overview?
- Getting Approved from Google AdSense?
- Google AdSense approval Tips & Tricks
- Getting into AdSense Account
- Knowing the Structure of AdSense Account

12 Conversion Rate Optimization & Marketing Automation

- Introduction to Conversion Optimization
- Conversion Planning
- Conversion Design Structure
- Creating Conversion Structure
- Page Optimization - Multi-variate testing
- Conversion Math Analytics

13 Performance Marketing with Digital Business Case Study

- Set Objectives
- Define KPIs
- Design Tactics
- Execute Campaign
- Measure Outcome
- Optimize Results



FREQUENTLY ASKED QUESTIONS

WHAT ARE THE TIMINGS OF THE COURSE?

Morning Batch - 7:30 AM - 9:00 AM (2 Months Weekdays)

Weekend Batches - 10:00 AM - 4:00 PM (2 Months Weekends)

** Contact our career advisors for custom batch timings*

WHAT IF I AM NOT AN ENGINEER/ PROGRAMMER, CAN I STILL DO THIS COURSE?

Digital Marketing is not a separate domain, but a tool/technology which can be used in any domain. We've designed course to also address the needs of non-programmers and candidates without any IT knowledge. If you enjoy and are interested in marketing, then this course is for you.

HOW MANY STUDENTS ARE THERE IN EACH BATCH?

We have a maximum intake of 15 students in a batch to ensure sufficient attention to each student in the batch.

WILL I GET HELP TO PREPARE FOR INTERVIEWS?

Yes, we not only focus on current industry trends but also train our students to through the interview process for Digital Marketing jobs. We're glad that all our efforts are paying off as more than 60% students are placed in the field of Digital Marketing. There is no guarantee, however.

HOW QUALIFIED IS THE FACULTY/TRAINERS OF ANALOGICX?

At Analogicx, we boast of the finest and most dedicated faculty members. Our trainers are well-equipped with a strong professional and academic record, and currently are also managing and supporting some Digital Marketing agencies in UK and India.

WILL I GET PRACTICAL EXPERIENCE WITH THIS COURSE?

Yes. At Analogicx, we offer industry standard real-time projects that help you have a hands-on experience on live projects. Our projects ensure you get not only a comprehensive learning experience, but also a healthy boost in your resume and career.

WHAT IF I MISS A CLASS?

If you are unable to attend a class for any reason, we provide access to a recording of that class to keep you at par with other students. You can also always connect with your fellow participants and program leaders through WhatsApp for any kind of support.

WHAT CERTIFICATE WILL I RECEIVE?

In addition to an Analogicx certificate, you will also get an certifications from Facebook and Google, highlighting your expertise in Digital Marketing and Communication using organic and paid strategies. These globally recognized certificates will open many career opportunities for you in future.

STUDENT DIVERSITY IN OUR CLASS

IT / ITeS SECTOR

40%

MARKETING

15%

BANKING AND FINANCE

12%

TELECOM

9%

HR

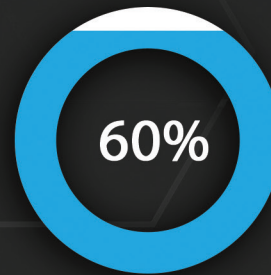
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LIFE SCIENCES

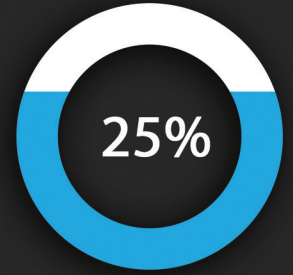
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OTHERS

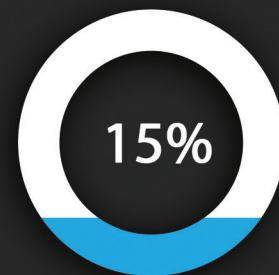
18%



Bachelor's
or Equivalent



Master's
or Higher



Others

5-10 years

2-5 years

27%

38%

**WORK
EXPERIENCE**

24%

11%

0-2 years

10+ years

Our Students come from reputable organizations, such as:

ORACLE®



Microsoft

verizon✓

Ogilvy

Sapient®

amazon

Capgemini

Cognizant

BORN.

OMICS Group
Accelerating Scientific Discovery

TATA

accenture

Deloitte.

IBM

Tech
Mahindra

Gartner

"The Internet is becoming the town square for the global village of tomorrow." - Bill Gates



STUDENTS SPEAK



PAWAN

“ Amazing place to learn digital marketing, excellent teaching faculty and great ambience. Its support team provided good support in terms of placement assistance ”

AKHIL

“ In my opinion it is one of the best institute for digital marketing with best set of faculty with great confidence and in depth digital marketing knowledge ”

ASHOK

“ Had a great experience with digital marketing faculty and learned a lot. Digital marketing teaching is really good and the explanation is awesome ”

VINAY

“ Good teaching from digital marketing faculty they share the subject with real time topics and examples and I had a good experience with digital marketing course and I recommend it ”

RAJESH

“ The digital course is perfect for a fresher in digital marketing, I felt it was a good step for my career and I have learned a lot from this course ”

BANDITHA

“ Genuine faculty with good knowledge and great industry experience, they teach you all the ins and outs of the digital marketing field and they provided real time projects to work on ”

CONTACT US



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