

3 Months Advanced Digital Marketing Training

This Course Will Help You

Start An Agency
Get Freelancing Projects
Get a Job in an MNC
Grow Your Business
Become a Personal Brand

One to One
5 Live Class Week
1 Doubt Class Week

60 + Modules | 15 + Certifications | Live Projects



Who can Join the Course?

- **Students / Job Seeker**
- **Working Professionals**
- **Aspiring Agency Owners**
- **Business Owners**
- **Aspiring Personal Brand**

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Barhan Digital

Digital Marketing

What You Can Achieve After 3 Months



1

Start An Agency

2

Get Job in MNC

3

Freelancing

4

Personal Branding

5

Grow Business

Modules You Learn

Introduction Class : Introduction to Digital Marketing

Mastery 1 : Content Creation

Mastery 2 : Website Designing

Mastery 3 : Social Media Optimisation & Planning

Mastery 4 : SEO (Search Engine Optimization)

Mastery 5 : Social Media Paid Ads

Mastery 6 : Lead Generation & Funnel Creation

Mastery 7 : Google & Youtube Ads

Mastery 8 : Marketing Automation

Mastery 9 : Google Tag Manager & Google Analytics

Mastery 10 : E-Mail Marketing

Mastery 11 : Freelancing & Agency

Mastery 12 : Affiliate Marketing & Online Money Making

Mastery 13 : Working On Your Custom Digital Marketing

Journey Blue Print

Mastery 1 : Content Creation

- Graphic Designing (Single, Carousel, Flyers etc)
- Video Creation (Ads, Editing, Scripting)
- Blog Writing / Content Writing
- Podcasts Hosting & Creation
- Audience Persona Creation
- Get Freelancing Projects & Pricing Strategies

Mastery 2 : Website Designing

- Corporate, Blog & E-Commerce Website Setup
- Designing Content & Graphics of all Pages
- Payment Gateway & SSL Integration
- Auto E-Mail, SMS, Chatbot Integration
- Mobile & SEO Friendly Audit & Checks
- Convert Website in Mobile App & Launch it
- Creating Minimum 2 Websites
- Get Freelancing Projects & Pricing Strategies

Mastery 3 : Social Media Optimisation

- Setup of & UI of Social Media Handles
- Content Calendar & Posting Strategies
- Hashtag Marketing & Caption Creations
- Social Media Listening & Analytics
- Get Freelancing Projects & Pricing Strategies

Platforms Covered:

Facebook, Instagram, LinkedIn, Twitter, Quora, Youtube, Pinterest

Mastery 4 : SEO (Search Engine Optimization)

Overview of SEO & Formulating the Right Strategy

- On-Page SEO, Off Page SEO & Technical SEO
- Backlinks (Follow, No Follow) / Social Signals
- Google Search Console, Schema & AMP Setup
- Monthly & Quarterly Audit Report Creation
- Voice SEO, E-Commerce SEO
- Get Freelancing Projects & Pricing Strategies

Mastery 5 : Social Media Paid Ads (Live Projects)

- Ads Manager Setup & Indept Understanding
- Remarketing, Traffic & Lead Generation Ads
- Pixel Setup & Conversion Tracking Ads
- Cold, Warm & Hot Audience Understanding
- Setup of Landing Pages & UTM Tracking
- KPI Monitorting & Creating Reports
- Minimum 3 Live Camapigns for each student
- Get Freelancing Projects & Pricing Strategies

Platforms Covered:

Facebook, Instagram, LinkedIN, Twitter, Quora, Youtube

Mastery 6 : Lead Generation & Funnel Creation

- Understanding Funnel Creation Process
- Setup of Lead Magnets & Lead Pages
- Timming the funnel with right set of tools
- Live Funnel Creation & Monitorting
- How to scale up your funnel process
- Working on tools like Click Bank, Insta Page etc

Mastery 7 : Google Ads & Youtube Ads

- Google Ads Manager Setup
- Search, Display, Video & Shopping Ads Live Project
- Remarketing, Traffic & Lead Generation Ads
- Keyword Selection & PPC Strategy
- Understanding Bidding Types (CPC,CPM,CPA,ROAS)
- Bumper Ads Setup for Brand Re-Call
- Setup of Landing Pages & UTM Tracking & Analytics
- Budgeting, KPI Monitoring & Creating Reports
- Minimum 3 Live Campaigns for each student

Mastery 8 : Marketing Automation

- Lead Generation & Lead Flow Automation
- Use of Zapier, Pabbly Automation tools
- Use of Website Chat Bots & Whats App Chat Bots
- Use of Artificial Intelligence tools for User Behaviour
- Sales Optimization Strategy

Mastery 9 : Google Analytics

- Setup of Google Tag Manager
- Understanding Tags, Triggers & Variables in GTM
- Container & Tag Fire Settings
- Setup of Google Analytics 4 & Overview
- Conversion Tracking & UTM Setting in GA4
- Types of Data in GA4

Mastery 10 : E-Mail Marketing

- Setup of E-Mail Marketing Strategy
- Text Based E-Mail V/s Email Based Emails
- Use of Mailchimp, SendIN Blue, Send Fox, Convert Kit
- Drip E-mail Marketing Automation
- Email Acquisition , Email Designing & Automation
- Newsletter & Opt-IN Email Setup
- Minimum 5 Email Campaigns Setup

Mastery 11 : Freelancing & Agency

- Identifying your Niche of Services
- Freelancing V/s Agency Model Setup
- Services to offer along with right pricing strategy
- Freelancing Portal Account Setup (Fiverr, Upwork)
- Lead Generation Strategy for services you offer
- Building a Portfolio / Quotation & Proposal
- Use of Personal Branding V/s Company Branding
- Digital Strategy Blueprint for 9 Major Business
- Minimum 5 Freelancing Projects to work upon

Mastery 12 : Affiliate Marketing & Money Making

Identifying your Niche for Affiliate Marketing

Blogging With AdSense V/s Affiliate Marketing

Setup of Right Website or Platform to promote

Long term growth strategy & forecast of revenue

Setup of affiliate program for your business

Mastery 13 : Working On Your Custom Blueprint

Each Trainee will have a Custom Blue Print to work upon depending upon their objective for learning digital marketing.

For Eg : Student A has 2 Objectives

- 1) Get A Job
- 2) Get Freelancing Projects

Based on your personal objective, you will be given a custom blue print to be followed for each of your objective.

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Interview Preparation

- **Resume Preparation Tips & Tricks**
- **CV Demonstration**
- **Job Trend Analysis**
- **How to Create a Perfect Resume**
- **Mock Interview Preparation**
- **101 Digital Marketing Interview Questions**
- **Technical Skills V/s Soft Skills for Interview**
- **How to Get a Job in 21 Days !**



3 Month Course Fees

Rs 9,999

For any queries or doubts:

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