



Learnfella®

A Journey to Excellence

Students Today; Professionals tomorrow.

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We are delighted to welcome you to our Learnfella Digital Marketing course brochure!



Rankraze Digital marketing company involves promoting a product, service, or brand using digital channels such as social media, search engines, email, and websites. The benefits of digital marketing include reaching a wider audience, tracking data more accurately, and targeting specific demographics.

DIGITAL MARKETING IS A GROWING INDUSTRY, AND WE GIVE YOU THE TOOLS TO SUCCEED.

WHAT IS DIGITAL MARKETING ?

An online or digital marketing campaign promoting a product or service using digital technology. In the digital age, businesses are turning to online platforms to reach their target audience. This shift has increased the demand for digital marketing professionals who can help businesses stay ahead.

WHY CHOOSE US ?

Learningfella's schedule allows working professionals to fit our courses into their busy schedules. We offer lessons during the week and on weekends so everyone can benefit from our lessons.

PRACTICAL LEARNING :

We believe in learning by doing. Our course provides hands-on experience with real-world digital marketing projects to help you apply your knowledge to real - life situations.

INDUSTRY - RELATED CURRICULUM :

Our program is designed to meet industry requirements. We ensure that our students are equipped with the latest digital marketing tools and techniques.

CAREER ORIENTATION:

Our course also provides career guidance to our students. We help our students develop their CVs and portfolios and provide interview preparation to kick-start their careers in digital marketing.





OUR ITINERARY:

Our Learnfella digital marketing course covers various aspects of digital marketing including but not limited to:



WEEK 1 : INTRODUCTION TO DIGITAL MARKETING

- What is Digital Marketing?
- The importance of Digital Marketing in today's world
- Differences between Traditional & Digital Marketing
- Overview of different channels of Digital Marketing
- Understanding Digital Marketing metrics

WEEK 2: WEBSITE DESIGN & DEVELOPMENT

- Principles of website design & development
- User experience design
- Responsive design
- Content management systems (CMS)
- Web analytics

WEEK 3 : SEARCH ENGINE OPTIMIZATION (SEO)

- Introduction to search engines
- Keyword research
- On-page optimization
- Off-page optimization
- Technical SEO • Local SEO

WEEK 4 : PAY-PER-CLICK (PPC) ADVERTISING

- Introduction to PPC advertising
- Google Ads and Bing Ads
- Setting up a PPC campaign
- Keyword research
- Ad copywriting • Ad targeting and placement



WEEK 5 : SOCIAL MEDIA MARKETING

- Introduction to social media marketing
- Creating a social media strategy
- Facebook marketing
- Twitter marketing
- Instagram marketing • LinkedIn marketing



WEEK 6: CONTENT MARKETING

- Introduction to content marketing
- Creating a content marketing strategy
- Content creation and curation
- Content distribution
- Content optimization for search engines & social media



WEEK 7 : EMAIL MARKETING

- Introduction to email marketing
- Email marketing strategy
- Email list building
- Email campaign creation
- Email marketing metrics



WEEK 8 : ANALYTICS & REPORTING

- Introduction to analytics and reporting
- Web analytics tools • PPC analytics tools
- Social media analytics tools
- Email marketing analytics tools
- Creating reports and dashboards




2
MONTHS


45,000


**CLASS
ROOM
TRAINING**

Course Details

Schedule : Weekday & Weekend Batches are Available !

ENROLL NOW

We invite you to sign up for our digital marketing course today and become part of the dynamic and growing digital marketing industry.



PROGRAM DETAILS

PROGRAM DURATION & FORMAT :

2 MONTHS (50 + hours of overall learning)

10:00AM – 5:00PM

CONTACT :

PLEASE CONTACT OUR CORDINATOR

MS. SWETHA M - +91 99622 72210/ 99622 62210

PROGRAM FEE

Total Course fee ~~Rs. 60,000~~

save upto
30%

“RS. 45,000”

LANGAUAGE:

ENGLISH

HANDS-ON EXPERIENCE:

**GOOGLE ADWORDS, FACEBOOK, LINKEDIN,
SEMRUSH, AND MORE MARKETING TOOLS**

TRAINING CENTRE :

ANNA NAGAR

CONTACT US :

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ENLIGHTENING MINDS