



# Learnfella<sup>®</sup>

A Journey to Excellence



# **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 ?**

**Learnfella'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: Our Courses**



**Search Engine Optimization (SEO)**



**Pay-Per-Click (PPC)**



**Social Media Marketing (SMM)**



**Advertising via e-mail**



**Content Marketing**



**Analysis**

## **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

## **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:**

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

Total Course fee ~~Rs 60,000~~

**"RS. 45,000"**

**LANGUAGE:**

**ENGLISH**

**TRAINING CENTRE:**

**ANNA NAGAR**

**HANDS-ON EXPERIENCE:**

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

**CONTACT US :**

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