

Rank Keywords  
Marketing Group

# DIGITAL MARKETING TRAINING, **KANPUR**




Rank Keywords  
Marketing Group

[www.rankkeywords.in](http://www.rankkeywords.in)  +91-8299115093



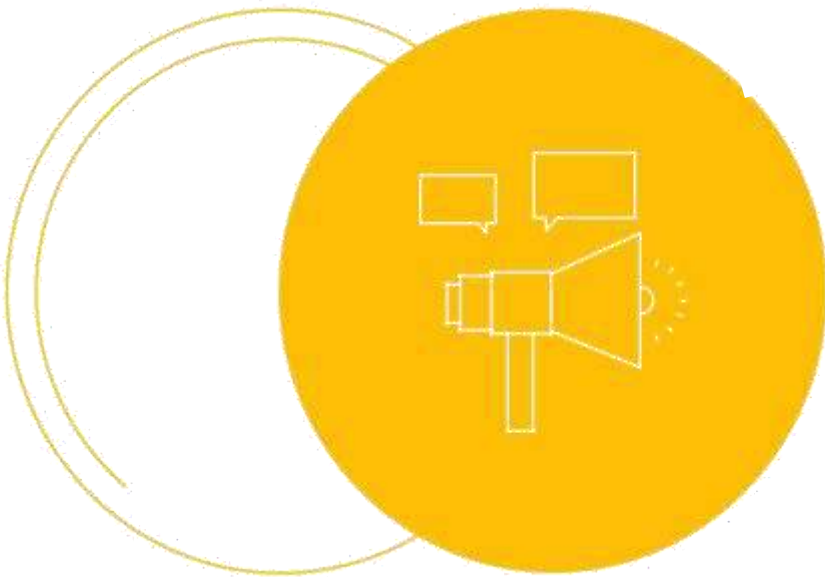
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**1 Course**

**5 Certificates**

**100% Placement Assistance**

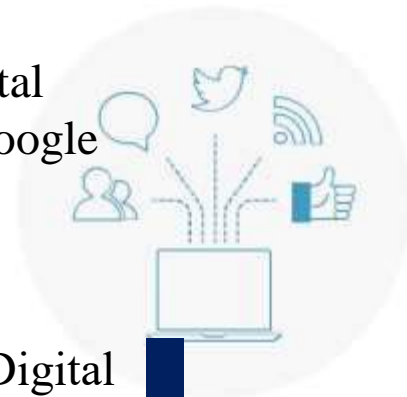


## **About the course**

The Digital Marketing Training Program is designed by the industry experts. You will get Hands-on learning with live projects and simulation exams. With the complements of world-class course content in Blogging, PPC, Social Media, and Web Analytics.

# About the Digital Marketing

Digital Marketing is the one of fastest growing industries in India. In Digital Marketing you will learn how to create ads for YouTube, Social Media, Google and many other platforms. As well as you will learn about various tools & techniques like SEO, Google Analytics, AdWords, Blogging etc.



According to survey of Times of India “There are around 13 lakh jobs in Digital Marketing by the year 2022”. Using Digital Marketing you can also earn money online and grow your business.

## डिजिटल मार्केटिंग में हर वर्ष 4 लाख नए जॉब के मौके

यहां-यहां से इंटरनेट के विस्तार से कंपनियों के लिए मार्केटिंग के नए रास्ते खुले हैं। कंपनियों का कार्य कर जगह से जगह लाने की तक पहुंच बना च रही है। इसके लिए डिजिटल मार्केटिंग प्रोफेशनल को विचारों की बाढ़ी है, जो उसे बेहतर बनाएगी है।

कंपनियों में इंटरनेट लाने की दिशा में बढ़ती चाल देख कर स्पष्ट है। सभी जगहों के ऑन-लाइन जगह लाने में ये अब इंटरनेट लाने की जगह बना चुका है। इंटरनेट का विस्तार की चाल देख कर स्पष्ट है। इंटरनेट का विस्तार की चाल देख कर स्पष्ट है। इंटरनेट का विस्तार की चाल देख कर स्पष्ट है।



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## Demand exceeds supply for jobs in digital marketing, AI

Compensations Are Higher Where Skills Are In Short Supply

Continued from page 1

Job positions in AI (artificial intelligence), machine learning, robotics, digital marketing, and social media are other positions where demand exceeds supply. Lakshmi attributes the gap to the necessity of these roles. “Some of these roles started emerging less than two years ago,” he says. Most colleges have not added these newer courses into their curriculum, so the gap is filled currently only by certification courses by independent providers. “Many colleges teach only Java as a programming language, so you would find many folks in that area. As for the rest of the skills, they have to pick up on their own and not many will do that. The supply problem starts there,” says HackerRank’s Karanandhi. However, he adds that a few col-



like NSET (Netaji Subhas Institute of Technology), and IIT-Hyderabad have started including AI and machine learning in their courses. The compensation, too, tends to be higher where skills are in short supply. “All these jobs fetch a premium of 20-30% over what a regular software developer earns,” says Ramesh Puri, MD of search firm Executive Access. Vinod Sreedharan, an HR consultant, says the salary would be almost 1.5 times that of a regular engineer. “For each year of experience, the compensation for these roles would see an increase of 20-25% to 30-35%,” he says. The shortage is persuading companies to hire freshers with 40% of the actual required skill

and then train them along with the job. “Many companies invest in training freshers,” says Sreedharan. Existing employees are made to go through compulsory bootcamps and are expected to pass the courses. In many cases, engineers who undergo training are expected to get a project within six months. “If they don’t, it usually leads to termination of the job,” says Hood Burners’ Lakshmi. Vijay Sharma, co-founder of Beigoo, says a lot of MNCs enter India to set up global in-house centres, and they usually have a target for hiring. “But often they have no idea about the supply of talent and many such targets are not fulfilled,” he says, explaining why he recruited the talent supply roles. He also says that for hiring the newer kinds of talent that is in short supply, companies have to actively sell themselves to good candidates.



# SALIENT FEATURES



**Training classes by Google certified professionals**



**Rs. 5 lacs – Rs. 15 lacs Job offer**



**Moduleend classes by Top Digital Marketers of India**



**24 x 7 Support through Discussion Forum**



**Certificate from Google and Facebook, 4 more certificates**



**Rs. 50,000+ Worth Digital Marketing Tools and books**



**Hands-on experience with 10+ real World projects**



**Help in your blog, freelancing career, YouTube channel & app installs**



# WHAT OUR STUDENTS SAY ABOUT US



**“In Rank Keywords, I get more than my expectations. Digital marketing expertise and dedication level of trainers is totally awesome.”**

**Snigdha Tiwari**



**“This training is turning point of my life, Sir takes care of every student and tracks their pain & growth everyday.”**

**Soumil Malhotra**

न्यूज डायरी



## पीएसआईटी में सिखाए डिजिटल मार्केटिंग के गुरु



कानपुर। पीएसआईटी भौंती में सोमवार को रैंक कीवर्ड्स मार्केटिंग ग्रुप की ओर से छह हफ्ते की एक वर्कशॉप लगाई गई। इन छह हफ्तों की ट्रेनिंग में छात्रों को डिजिटल मार्केटिंग के गुरु सिखाए जाएंगे। मार्केटिंग ग्रुप के फाउंडर अभिमन्यु भदौरिया ने बताया कि छात्रों को डिजिटल मार्केटिंग के बारे में विस्तार से सिखाया जाएगा। पीएसआईटी डिजिटल मार्केटिंग क्लब एंबेसडर असिस्टेंट प्रो. दीपक श्रीवास्तव ने आंकड़ों के साथ डिजिटल मार्केटिंग के स्कोप के बारे में छात्रों को बताया। मार्केटिंग ग्रुप के को-फाउंडर शिवम अरोड़ा ने वर्कशॉप में शामिल होने आए छात्रों को किट बांटी। डिजिटल मार्केटिंग में ट्रेनिंग के लिए 35 से अधिक छात्रों को चुना गया है। ट्रेनिंग के दौरान आनंद भदौरिया, प्रशांत सक्सेना मौजूद रहे।

# एक्सपर्ट्स ने दिए मार्केटिंग के टिप्स

KANPUR (5 June): ट्यूजडे को भौंती स्थित पीएसआईटी कॉलेज में एक वर्कशॉप का आयोजन किया गया। कार्यक्रम के दौरान स्टूडेंट्स को डिजिटल मार्केटिंग के गुरु सिखाए

गए, इंग्लैंड की लीड्स यूनीवर्सिटी से पढ़ाई कर आने वाले इंडिया के मार्केटिंग एक्सपर्ट सौरव जैन ने युवाओं को बताया कि आज के समय में लाखों रुपए महीना तक कमाया



पीएसआईटी कॉलेज में किया गया वर्कशॉप का आयोजन.

जा सकता है। यहां रैंकी ग्रुप के डायरेक्टर अभिषेक सिंह, आनंद सिंह, मार्केटिंग एडवाइजर पवन तिवारी, प्रशांत सक्सेना व कोआर्डिनेटर शिवम अरोरा मौजूद रहे। युवाओं को डिजिटलाइजेशन की ओर आगे बढ़ने को प्रेरित किया।

**Our training is recognised by the newspapers**



**“I’m getting the best quality of digital marketing knowledge here and world class frameworks and content.”**

**Garima Bist**



**“The best thing in Rank Keywords is you can ask your queries 24/7. Best level of personal attention for every student.”**

**Amar Gupta**





## Webinar by top digital marketers of India, USA and Malaysia



**“Rank Keywords is the best institute to learn digital marketing. Here I get perfect leanings to become an entrepreneur.”**

**M. Khizar**



**“I have learnt all the basics to advance of digital marketing and marketing with interesting case studies, framework and quizzes.”**

**Varun Lalwani**

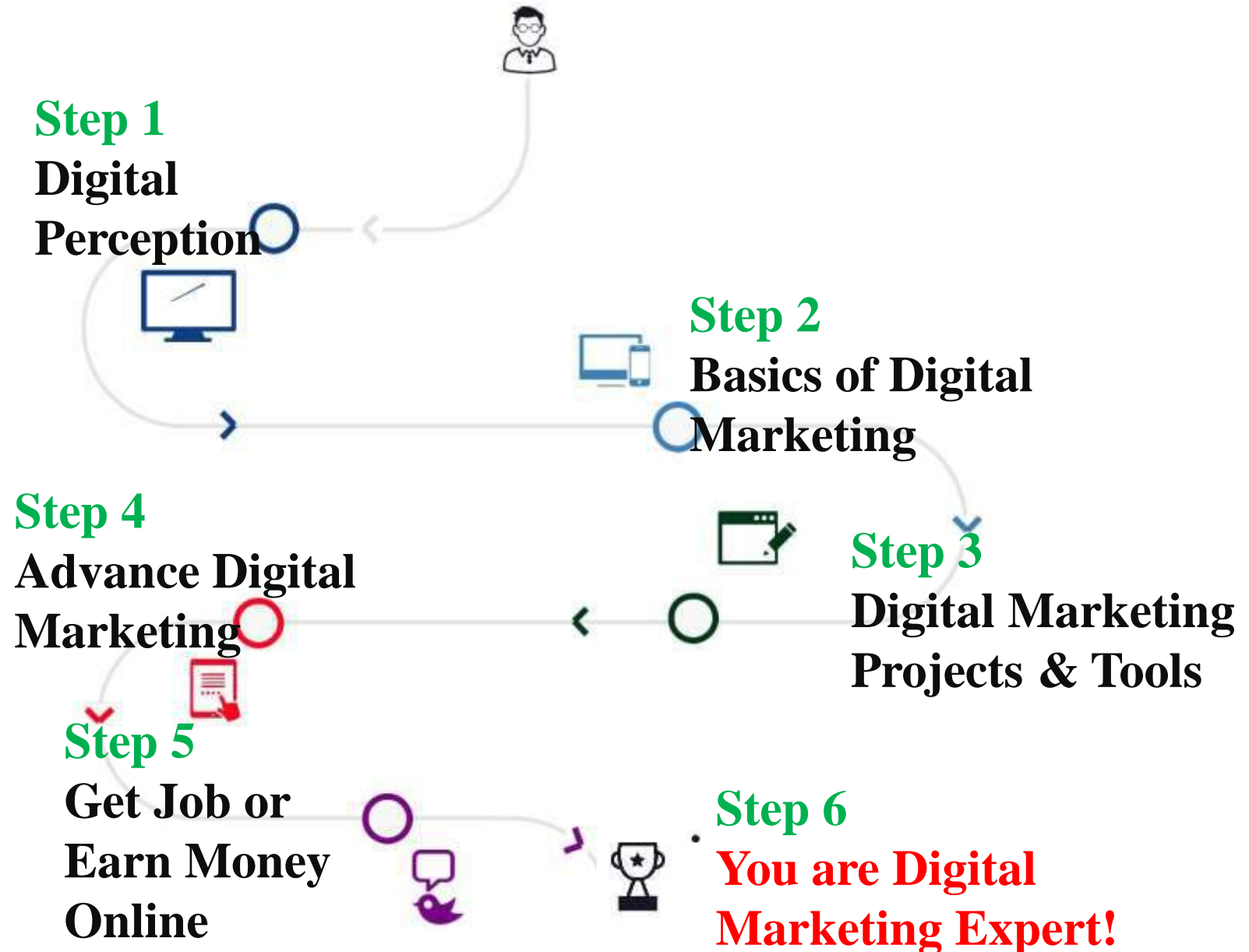
# Course Curriculum



- 105 Hours Training
- 200 Hours Practical
- 10+ Real-World Projects
- 23+ Top Case Studies
- 50+ Marketing Tools Experience
- 8 Quiz
- 2 Exams



# Let's Learn Digital Marketing



# Module – 1

## Introduction To Digital Marketing

1.1 Marketing Principles & Terminologies

1.2 Digital Marketing Basics

1.3 Digital Marketing Opportunities

1.4 Digital Marketing Vs. Traditional Marketing

1.5 Inbound & Outbound Marketing

1.6 Classroom Marketing Activities

1.7 Marketing Case Studies



# Module – 2

## Website Development

2.1 Basics of website development

2.2 WordPress basics and advance

2.3 UI/UX

2.4 Mobile Friendly Website

2.5 Your first website

2.6 Landing Pages Designs

2.7 Chat bots & Popups Integration



# Module – 3

## Search Engine Optimization (SEO)

- 3.1 Working of Search Engine
- 3.2 Google Search Algorithm
- 3.3 Keywords Types and Selection
- 3.4 On-page SEO (Basics+Advance)
- 3.5 Off-page SEO (Basics+Advance)
- 3.6 Local SEO & Google My Business
- 3.7 SEO Auditing & Tools



# Module – 4

## Web Analytics

4.1 Role of Analytics In Digital Marketing

4.2 Google Analytics

4.3 SEO Analytics & Reporting

4.4 Audience Behavior & Demographics Reporting

4.5 ROI & ROAS Based Analytics

4.6 Viral Content Analytics

4.7 UTM & Uses

4.8 Adobe Analytics - Site Catalyst



# Module – 5

## Content Writing & Marketing

- 5.1 Choosing Right Content Ideas
- 5.2 Crafting killer headlines
- 5.3 Structure & Types of Content
- 5.4 Grammar behind the Content
- 5.5 Storytelling & Copywriting
- 5.6 Content Distribution Strategy
- 5.7 Content Marketing Tools





# Module – 6

## Blogging & Google AdSense

- 6.1 Basics of blogging
- 6.2 Niche Selection Rules
- 6.3 Content Strategy
- 6.4 Traffic Sources & Strategy
- 6.5 Google AdSense
- 6.6 Other Ways To Monetization
- 6.7 Webinar by a top Blogger



# Module – 7

## Graphics Designing

- 7.1 Graphics Designing In Digital World
- 7.2 Photoshop
- 7.3 CorelDRAW
- 7.4 Social Media Post Designs
- 7.5 Ads Designs
- 7.6 Creativity Behind Ads
- 7.7 10 Minute Graphics Challenge



# Module – 8

## Social Media Marketing

- 8.1 Social Media Marketing landscape
- 8.2 Basics of Facebook Marketing
- 8.3 Facebook Marketing strategies and tools
- 8.4 Twitter Marketing
- 8.5 LinkedIn Marketing
- 8.6 Social media for personal branding
- 8.7 Key Takeaways



# Module – 9

## Freelancing

- 9.1 Golden Era of Freelancing
- 9.2 Success Factors In Freelancing
- 9.3 Various Platforms In Freelancing
- 9.4 Skills To Sale Your Services
- 9.5 Digital Selling Pro Tips
- 9.6 Finding Projects From Social Media
- 9.7 Freelancing As Career Option
- 9.8 Webinar from Top Freelancer



# Module – 10

## Google AdWords



10.1 Psychology of search

10.2 Keywords research

10.3 Google AdWords fundamentals

10.4 AdWords campaigns creation & optimization

10.5 Display Marketing

10.6 YouTube Marketing

10.7 Shopping Ads Campaigns

10.8 Universal App Campaigns

# Module – 11

## YouTube Marketing & Video Editing

- 11.1 Landscape of YouTube Videos
- 11.2 Video Editing Tools
- 11.3 Selection of Category In YouTube
- 11.4 Channel Creation
- 11.5 Use of Keywords, Tags In Video
- 11.6 YouTube Video Marketing
- 11.7 Tools for YouTube Success
- 11.8 Earning from YouTube



# Module – 12

## Sales in Ecommerce Platforms



12.1 History of Ecommerce

12.2 Buyers Behavior In Online Buying

12.3 Amazon Seller Central

12.4 Flipkart Seller Hub

12.5 Marketing Strategy for Products

12.6 High Profitable Business from Ecommerce

12.7 Top Case Studies

# Module – 13

## Email Marketing

13.1 Introduction to email marketing

13.2 Designing of email templates

13.3 Automation in email marketing

13.4 Tools for email marketing

13.5 Reporting In Email Marketing

13.6 Evaluating data metrics with email marketing

13.7 Case studies



# Module – 14

## Leads Generation & CRM



14.1 Sources of Lead Generation

14.2 Optimizing Landing Pages

14.3 Sales Funnel

14.4 Automation In Sales Funnel using Zapier

14.5 Convert Leads Into Customers

14.6 Manage Leads in CRM

14.7 Low Cost & High Quality Leads Ideas

14.8 Rs. 500 Leads Challenge

# Module – 15

## Ecommerce & News Website Development

15.1 Ecommerce Website Design

15.2 Shopify

15.3 Marketplace Walkthrough

15.4 Payment Gateways

15.5 Sale cross border & Global

15.6 Multi Channel Marketplace

15.7 Solution for Shipping Orders & Tracking

15.8 Top Case Studies



# Module – 16

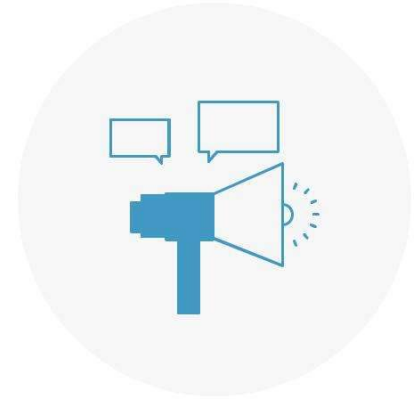
## Dropshipping

- 16.1 Introduction to Dropshipping
- 16.2 Selection of products to sell
- 16.3 Turn website into sales machine
- 16.4 Supply in International Market
- 16.5 Grow Income From Dropship
- 16.6 Case studies
- 16.7 LIVE webinar by a Dropshipping Expert

# Module – 17

## Video and Content Marketing

- 17.1 Power of content marketing
- 17.2 New era of video marketing
- 17.3 Viral content marketing
- 17.4 Content marketing tools
- 17.5 Content marketing as an influencer
- 17.6 LIVE Video class by top influencers
- 17.7 Case Studies



# Module – 18

## Advance SEO & Deep Blogging Secrets

18.1 SEO Steroids

18.2 Black Hat SEO Techniques

18.3 Grey Hat SEO Techniques

18.4 Deep Blogging Secrets To Earn Money

18.5 SEO of Ecommerce & Listing Sites

18.6 SEO of News Sites

18.7 SEO of Mobile App (ASO)

18.8 Career In SEO



# Module – 19

## Affiliate Marketing

- 19.1 Purpose of Affiliate Marketing
- 19.2 Get Started with Affiliate Marketing
- 19.3 Selection of Profitable offers
- 19.4 Approval from Affiliate Networks
- 19.5 Affiliate Marketing using YouTube
- 19.6 Affiliate Marketing Using SEO
- 19.7 Affiliate Marketing Using Email
- 19.8 Secrets to Get 50% Margin



# Module – 20

## Influencer Marketing & ORM

20.1 What is Influencer Marketing

20.2 Influencer Marketing on Instagram

20.3 Influencer Marketing on YouTube

20.4 Earning from Influencer Marketing

20.5 Online Reputation Management (ORM)

20.6 Make a strong Network Worldwide

20.7 Meetup with top Influencers



# Module – 21

## Google DoubleClick & Media Buying

21.1 Introduction to Programmatic Media Buying

21.2 Traditional vs Programmatic Media Buying

21.3 Google Double Click

21.4 Media Buying using Taboola

21.5 Google Double Click Exam





# Module – 22

## Digital Marketing for Your Business

22.1 Planning & Executing Marketing Strategy

22.1 Selection of Digital Platforms

22.2 Targeting Right Audience Tips

22.3 Growth Hacking for your business

22.4 Low Budget Investment Strategy

22.5 ROI Based Marketing

22.6 100+ Tools & Techniques to get results

22.7 Tracking & Optimizing Campaigns



# Module – 23

## Permanent Income from Online World

23.1 Blogging Income

23.2 Freelancing Income

23.3 YouTube Income

23.4 Dropshipping Income

23.5 Marketplace Income

23.6 Affiliate Marketing Income

23.7 Influencer Marketing Income

23.8 20+ Secrets Ways to Income with Proven Techniques



# Module – 24

## Job & Interview Preparation

24.1 Create impressive Resume

24.2 Soft skills Training

24.3 Personality & Communication Training

24.4 Learn to convey information quickly & clearly

24.5 Group Discussions

24.6 Impress HR Panel with your project presentations

24.7 Mock Interviews

24.7 Get Jobs alerts from various platforms



# Exams and Certificates

**Elementary Exam:** To test basic skills of digital marketing

**Master Exam:** For job offers (Passing criteria: Min 80%)

**On passing elementary exam 4 certificates will be given including certificates from Google and Facebook.**





# Some Glimpses Of Previous Batches



**Kakadeo  
Barra  
Mall Road**

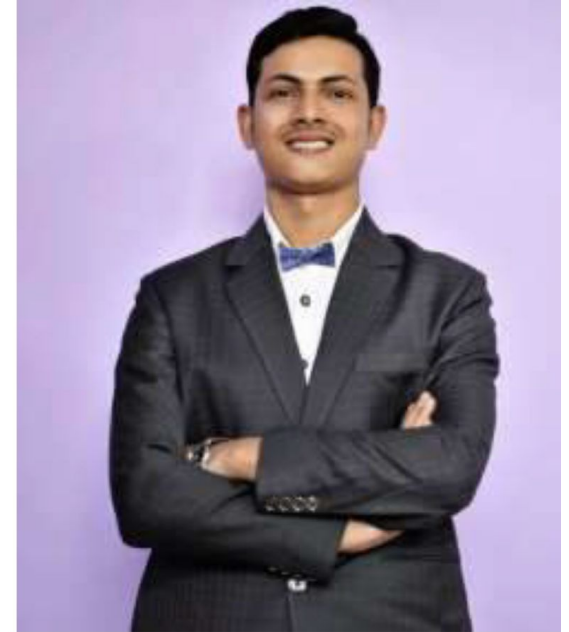







## ABOUT RANK KEYWORDS MARKETING GROUP

We are the team of young and enthusiastic marketers from India's best institutions. We help businesses in online marketing by using data and technology. We have trained over 500 digital marketing professionals and students.

For more details: [www.rankkeywords.in](http://www.rankkeywords.in)

[Visit Our Website](http://www.rankkeywords.in)



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<b>Branch Office - 3</b>  <b>Kalyanpur</b>		