Educert Global

A Premiere Digital Marketing Institute

A Unit of WISMAD

Educert Global Institute

" EduCert Global is an exclusive and first of a kind product in Digital Education which enables our classroom students to carry their learning progress to homes.

Table of **Content**

Director Message

Get leading Digital Marketing training experts- Get away from the textbook experience and study at a specially designed institute that provides practical knowledge.

Manas Mishra

(Founder & Owner)

Wismad Consulting Pvt. Ltd.

Educert Global

We have come up with our Digital Marketing institute - Educertglobal that offers a unique provision of working on live projects. Our students not only get to learn Digital Marketing but also use exceptional knowledge in real-time. Thus, we offer all-around development and grooming to the student.
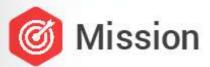
We assure you that with our expertise and your hard work today, you can drive maximum value from our programs and become 100% confident professionals tomorrow.

About Us

eduCert Global, one of India's premier digital marketing institutes was founded with a vision to improve digital marketing knowledge with comprehensive, training programs and LIVE projects, to help you be the best digital marketer you can be.

It doesn't matter if you're a newcomer or already part of the digital industry, our courses are designed to encourage digital marketers to fulfill their potential. We are with you all the way from the first steps you take on the career ladder, right to when you become an industry leader. The remarkable vision of our team of seasoned digital marketers and professionals, who have a combined experience of 10 years in digital, means that we were ready to cater to the growing demands of the digital world.

Unlock Socio-Digital Marketing tactics
Learn Digital Marketing concepts and sales funnel techniques. Convert your visitors into prospect leads and increase your sales 2x times. Master the techniques of Search Engine Optimization, Social Media Mastery, Content Marketing Deliverables, LinkedIn Branding, Growth Hacking Mastery, Blogging, freelancing Earning Training, Email Optimization, PPC power programming, Ads Sense, and Adwords Analysis, etc. Learn amazing and brilliant methods to increase your brand awareness. Learn **Digital Marketing Course** and invite more visitors to your content and transform your sales positioning into Expert positioning.

Join our Best-in-class Digital Marketing Course and get 100% placement assistant. Learn practical concepts and live project training methods through real-time corporate case studies and Analytics. The faculties come from different expertise of domain and train each candidate from basic layman level! After joining this program, you can find booster growth in your professional career. Be Google + Amazon Certified and get a certificate from us.

Mission

Our mission is to support companies to get the potential candidate. We provide professional training in order to prepare qualified individuals for permanent and contract employment with our business partner companies.

Goal

Train the students to overcome their fears and restricting convictions that chains down from being productive. Eliminating extra time and overpower with an entirely different perspective about digital marketing.

Educert Global Institute

EduCert Global helps students to drive maximized learning & retention from each class through its post class exercises, quizzes, activities & self-learn videos. A mandatory learning track ensures each student must complete all course essentials before he becomes eligible for final Examination.

The SMART learning track also sends progress reports to the trainer and centre heads of student performance and attendance.

Content Library

Access 100+ PPT & Videos, Updated Regularly

Surprise Tasks

Surprise Live Tasks & Projects for Real Industry Atmosphere

24*7 Learning

Learn & Revise Topics Online Anytime

HD Videos

High Quality Explainer Videos of All Topics

Responsive Interface

Learn on Desktop or Mobile Based on Preference

Progress Tracking

Track Learning Progress and Achievements

Collaborative Classroom:
For Learning as A Team

The idea behind WISMAD Collaborative Classroom is to develop joint thinking and co-learner-inspired learning atmosphere in the classroom which helps students in understanding, appreciating, critically evaluating, and solving the concepts of Digital theories. Our Certified Faculty will lead the classroom to ensure smooth and doubt-free progress of the Course.

Live Tool Walkthrough

Access 100+ PPT & Videos, Updated Regularly

Objective Based Learning

Surprise Live Tasks & Projects for Real Industry Atmosphere

Industry Case Studies

Learn & Revise Topics Online Anytime

Learn in Teams

High Quality Explainer Videos of All Topics

Doubt Session

Learn on Desktop or Mobile Based on Preference

Certified Faculty

Track Learning Progress and Achievements

Digital Experience Zone
Practical Hands-on Learning

Learn, apply and succeed is mantra for achieving a high-flying career in Digital Industry. At Our Experience Zone you will get a chance to practically implement the classroom learnings on 100+ software's under the supervised experts, certified from Digital Giants Like Google, Facebook & Amazon.

Real Time Industry Case Study

Hands-On Learning

Use 100+ Software

Live Ad Budget

Weekly Assessment

Certified Facilitators

India's Digital
Transformation will Create

With our Digital marketing Programme, you can learn and gain experience on LIVE Projects to start your Digital Entreprenuerial journey with along with us.

weather it's about incraesing your paycheque or growing your business; anything you want you can with our expert design industry-oriented programme.

65+
Million Jobs by 2025

#2
Globally in Digitally Adaption

Be a part of fastest growing - evergreen and recession proof industry with millions of jobs to choose worldwide.

With our experienced faculty and team of experts we not only train you but we hold your hand on to your journey   of success

Why Choose EduCert?

You will be looking for numerous ways to reach out to your prospective audience and with digital marketing, you can reach out to the right user. eduCert Global would help you to understand the jargons used in digital platforms.

1 Our digital marketing training program is designed to include every individual from all fields and backgrounds.

2 If you are fascinated by the digital world and want to unleash your creative side in the digital world, then you don't have to go anywhere. You will be able to add a skill to stand out.

3 You can upgrade your skills or make exciting changes in your work life if you make use of Digital Marketing.

4 Digital Marketing course from eduCert will help you to understand the digital platforms that you can use to attract more audience.

Digital Marketing Part Time/ Freelancing Roles

1 Affiliate Marketing

2 E-Commerce Management

3 Content Marketing

4 Copywriting

5 Social Media Management

6 SEO Services

7 Freelancer

8 Digital PR Manager

9 Marketing Automation

10 Personal Branding

Get Reconized

Become Digital Marketing Expert with hands-on experience

1   9+3 Masterclasses

2   30+6 Modules

3   3 Specialization

4   Paid Internship

5   Interview Preparation

Educert

CERTIFICATE
OF COMPLETION

THIS CERTIFICATE IS PROUDLY PRESENTED TO

Johan Doe

He has completed UI Designing Course by integrating the teaching and practical case studies delivered by EduCert Global. From 10 March 2022 to 30 June 2022 His achievement in each level of study is hereby confirmed.

Manas Mishra
Educert Global

Date : 00/00/0000
Student ID : 00U001

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Course **Modules**

The Digital Marketing course by eduCert Global will help you gain expertise in various digital marketing aspects such as Keyword Planning, SEO, Search Engine Marketing, Email Marketing, Affiliate Marketing, Social Media Marketing, and Google Analytics.

Module 1

Anatomy Of Marketing

- Basics of Marketing
- 4 Pillers of Marketing
- Buyer & Buyer Persona
- Difference b/w Sales & Marketing & Branding
- Online Market Place & E-Comm
- Traditional v/s Digital Marketing
- Quiz & Assesment

Module 2

Ecosystem Of Digital Marketing

- Opportunity & Future
- Traffic Aqcuisition Channels
- Supporting Channels
- Types Of Digital Marketing
- Career in Digital Marketing
- Quiz & Assesment

Module 3

Digital Consumer Behaviour

- Defining Target Audience & Audience Types
- Consumer v/s Customer
- Defining Business Goal
- Customer Buying Cycle
- Digital Consumer Journey
- Quiz & Assesment

Module 4

Lead Generation

- Defining Lead
- Usages of Lead Generation
- Lead Generation
- Google forms / Typeform
- Need of Online Ads
- What is Funnel
- Markeitng Funnel creation
- Lead Generation Activity
- Quiz & Assesment

Module 5

Content Marketing

- Types of Content
- Content Marketing
- Purpose of Content Marketing
- Generating Content Ideas
- Content Calender Creation
- Quiz & Assesment : Module 5

Module 5.2

Video Marketing

- Need of Video
- Opportunity & Scope
- Types of Video
- Screen-writing & Conceptualisation
- Video Creation
- Quiz & Assesment

Module 5.1

Visual Content Creation (Image)

- Anatomy of Graphics Design
- Corporate Stationary Design
- Social Media Creative Design
- Quiz & Assesment

Module 5.3

E - book Creation

- Why E-book ?
- Types of E - Books
- Designing
- Promotions & Monetization
- Quiz & Assesment

Module 6

Inbound Marketing

- What is Inbound Marketing
- What is Outbound Marketing
- Hooks & Jabb Technique
- Digital Inbound Marketing
- Quiz & Assesment

Module 7

Digital Campaign Blueprint

- Benefits of Digital Campaign
- Case Study
- Digital Strategy Roadmap
- Persona Creation
- Channel Selection
- Campaign Objective Creation
- Digital Sales Practise (Class Activity)
- Quiz & Assesment

Module 8

Copy - writing & Content Writing

- Difference b/w Copy & Content
- Anatomy of Content Writing
- Copywriting Bible
- Web Content Writing Practises
- Copywriting Practise
- Quiz & Assesment

Module 9

E - mail Marketing

- Importance of E - mail Marketing
- How to write & design email that converts
- E- mail Marketing Blueprint Creation
- E - mail Extraction & Verification
- Tools : Gmail & Mailchimp
- Reporting & Analytics
- Quiz & Assesment

Module 10

Website Creation

- Website, Web Page
- Types of websites
- Types of web development practises
- Wordpress & Blogger
- Content Optimization
- E- commerce
- Keyword Research
- Landing Pages Creation
- Quiz & Assesment

Module 11

Mobile Marketing

- Quiz & Assesment

Module 12

App Store Optimization

- Quiz & Assesment

Module 13

Online Reputation Management & GMB

- Quiz & Assesment

Module 14

Web Analytics & Traffic Reporting

- Usages of Analytics
- Google Analytics Setup
- Various Tool for Analytics
- Analytics Report Creation
- Quiz & Assesment

Module 15

Video Marketing

- Language of Social Media
- Types of Social Media
- 4 Pillars of Social Media
- Social Media Optimization
- Content Calender Overview
- Social Media Audit
- Competitior Analysis
- Conversion Rate Optimization
- Social Media Strategy Creation
- Social Media Organic Growth Marketing
- Social Media Automation
- Social Media Management Tools
- Social Media Marketing
- Insights & Analytics
- Influener Marketing (new add on)
- Quiz & Assesment

Module 16

Search Engine Optimization

- What is Search Engine ?
- What is SERP ?
- Search Engine v/s Browser
- SEO v/s PPC v/s SMM
- Search Engine Types
- Algorithm Anatomy
- Web Content Audit
- Technical Audit
- Concepts of Keyword
- Keyword Research
- Concatenation
- Keyword Mapping
- Content Optimization
- On - Page SEO
- HTML Tagging & Alt
- Off - Page SEO & Link Building &
- Submissions
- Link Analysis
- Local SEO
- International SEO
- Tag Manager & Console
- Quiz & Assesment

- Search Ads Creation
- Tracking Code
- Keyword Reasearch
- Keyword Bidding
- Complete Hubspot Course
- Google PPC
- Bing PPC
- Monitoring & Reporting
- Quiz & Assesment

Module 17

Performance Marketing

- Organic v/s Inorganic
- Types of Ads
- Programatic Ads & Direct Ads

X-Factor with Educert

- Metaverse & Web 3.0
- Future of Digital Marketing
- Emerging Trends In Digital Marketing

Master Classes

- Metaverse & Web 3.0
- Future of Digital Marketing
- Emerging Trends In Digital Marketing
- Sales Techniques& RFP Creation
- Freelancing & Freelancing Platforms
- Digital Agency Model Blueprint
- Defining Niche
- Business Branding
- Personal Branding
- Affiliate Marketing & Adsence
- Growth Marketing
- Interview Preperation

Educert Global

Our Digital marketing training program is specially designed for Students, Under-Graduates, Graduates, Working Professionals, and Freelancers. We provide end-to-end learning on Digital Marketing Domain with deeper dives for creating a winning career for every profile.

> Digital Marketing is no longer about the stuff that you make, but about the stories you tell.

Get in touch

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