



DIGITAL POONAM
SOCIAL MEDIA EXPERT

DIGITAL **ENTREPRENEUR** **CERTIFICATION** **COURSE**



Get the **BEST IN DIGITAL MARKETING**
to become the **BEST DIGITAL ENTREPRENEUR**



- ➔ **54,000+** Student trained
- ➔ **3 months** interactive session
- ➔ **3,300+** Live session
- ➔ Practical hands-on **experience**
- ➔ Alternate days **Doubt sessions**



Call Us: +91 8251041898

1 | SCOPE OF DIGITAL

Marketing as a concept is evolving constantly. Ever since the boom of the internet, more customers are using it which has led to the birth of a new form of Marketing called Digital Marketing. Digital Marketing offers niche and lucrative career options for youth in India.

As per the latest reports, India has overtaken the U.S. as the second largest country in terms of the number of internet users and India's Digital Marketing industry is growing at 55.5%

Digital Industry will produce more than 70 lakh jobs in India by 2030.

Currently, the Digital Marketing Industry in India is worth around \$78 billion.

According to eMarketer, advertising through mobile phones and tablets has risen to \$6 billion. The market is predicted to touch \$8.8 billion by 2030.

2 | MEET YOUR COACH

Hey folks, meet your coach **Poonam Mantri**.

She is a renowned **TEDx Speaker** who has helped and educated more than 54,000 people from all over India, Dubai, California and Australia and she has created her presence in the Field of Digital Marketing for Building their career and growing their Business.

Recognized by

Honorable “**Prime Minister Shri Narendra Modi Ji**” in 2024

She has created digital awarness on reputed platforms like **Vidarbha Management Association (VMA), Junior Chamber International (JCI), Rotary** and many more.

She has been AWARDED BY **NSPR, i.e. INDIA NATIONAL STUDENT PROTECTION RIGHTS** for Excellence in the field of education “**RANI KAMALAWATI AWARD**”

Also, Poonam Ma’am, is Certified by **GOOGLE** for being an expert in **GOOGLE ADS, GOOGLE ANALYTIC, GOOGLE MY BUSINESS, GOOGLE Tag Manager** etc.

Poonam Ma’am, is also part council members of **WICCL, i.e. Women’s Indian Chamber of Commerce and industry.**

She is internationally certified career coach by **Mindler** and Certified coach and practitioner of NLP by **American Board Of NLP** as well.

She is outstanding in speech craft and has mentored top most brands, politicians and motivational speakers and agencies.

Her Purpose of life is to help SMEs to grow their business digitally and to help women to her career and identifying their potential.

Recently, Poonam Ma’am has been awarded as india’s **Top 100 Empowered Women Award**, Which is an Honour for the whole team



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Why you should go for the Digital Entrepreneur Certification Course?

- ➔ *Domain specific*
- ➔ *Certification*
- ➔ *Alternate day doubt sessions*
- ➔ *3 Layer Support System*
- ➔ *Live Project One Year Validity*
- ➔ *Tools - More then 40+*
- ➔ *Live Exercises*
- ➔ *Life time Support System*
- ➔ *Leadership*
- ➔ *Update Sessions*



4 | BRAND WE HAVE COACHED



& Many More....



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5 | CERTIFICATIONS

On completion of the course, you will be assisted to crack valuable certificates under different domains.



Digital Poonam
Course Completion
Certification



Hubspot
Certification



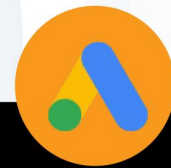
Digital Poonam
Module Certificate



Google My
Business
Certification



Search Ads
Certification



Google Display
Ads
Certification



Google Mobile
Certification



Shopping Ads
Certification



Video Ads
Certification

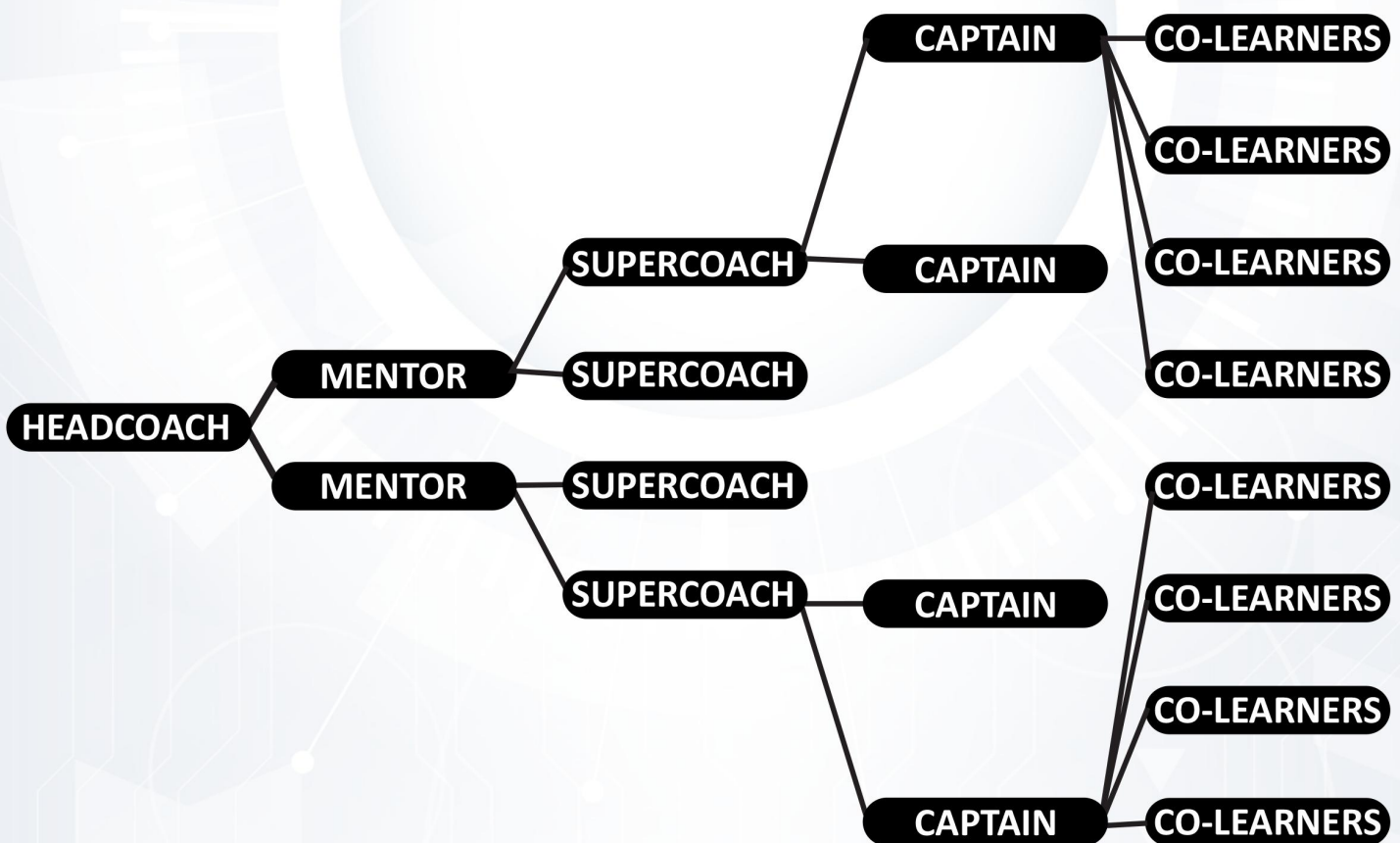
6 | TEACHING METHODOLOGY

Our teaching methodology is practical and hands-on. It is a two-way flow of knowledge and open to queries & clarifications. Students are encouraged to implement, experiment and test out what they have learnt.

We ensure every student's success and their dedication with our 3 coach method.

Every student is in observation of a captain with supervision of a mentor & supercoach coach. So, there are 3 people for each student, who ensure the effective knowledge & skill gain in these 2.5 months.

This practical method of teaching makes us different and trustworthy.



ONLINE TRAINING COURSE CURRICULUM (2.5 MONTHS)

BUNDLE 1

01

MODULE 1

CORE OF MARKETING

- 1. Importance of marketing**
- 2. Essential skills need to be successful marketer**
- 3. Marketing planner:**
 - ➔ *Mission / Vision*
 - ➔ *Golden circle theory*
 - ➔ *Ikigai*
 - ➔ *Situation analysis*
 - ➔ *SWOC analysis*
 - ➔ *SRIO analysis*
 - ➔ *Touch Points of Marketing*
 - ➔ *Collaborator & competitor*
 - ➔ *Strategy / tactics/ control*



02

MODULE 2

BASIC OF FACEBOOK

- 1. Page creation*
- 2. Page setting*
- 3. Do's & Don'ts of setting*
- 4. Free & paid image tools*
- 5. Page roles*
- 6. Branded content*



03

MODULE 3

ORGANIC GROWTH HACKS

- 1. Facebook algorithm*
- 2. Guaranteed killer techniques*
- 3. 16 Growth Hacks*
- 4. Paid & Free tools*

04

MODULE 4

CONTENT IS KING

- 1. 5 key Rules*
- 2. Top Formula to create 20K headlines*
- 3. Free tool for headline generation*
- 4. Type of content*
- 5. Content Bucket*
- 6. Content Calender*
- 7. Frequency & timing of Post*

05

MODULE 5

FACEBOOK ADS BASIC

- 1. Facebook Ads Basic*

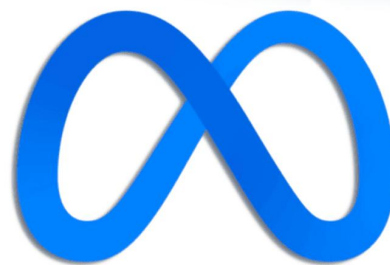


06

MODULE 6

DESIGNNING ADS THROUGH BUSINESS MANAGER

- 1. 6 Steps for business ads manager*
- 2. Understanding about campaign /ads set /ads*
- 3. Objective Budget & schedule*
- 4. Basic of Targeting*
- 5. Advance targeting*
- 6. Rules for laser targeting*
- 7. Audience persona*
- 8. Layering*
- 9. Traffic temperature*
- 10. 5W & 1 H of ads.*



Meta ADS MANAGER



07

MODULE 7

FACEBOOK ANALYTICS BASIC

- 1. CHOOSE KPI**
- 2. Top 5 KPI**
- 3. Schedule Monitoring**



08

MODULE 8

ADVANCE ANALYTICS

- 1. Data insight**
- 2. Ideal engagement rate**
- 3. Audience overlapping**
- 4. Post Consumption**
- 5. Steps for complete analytics**
- 6. Business Manager review**
- 7. Advance reporting with campaign breaks down**
- 8. Automated Campaign reports**
- 9. Ads frequency**
- 10. Relevance score**

09

MODULE 9

LIVE ADS LAUNCHING

1. Live ADS Launching

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MODULE 10

INSTAGRAM

- 1. Basic of instagram (Tour of instagram)**
- 2. Create profile following instagram algorithm (user name/ name/profile images/biography)**
- 3. Type of account**
- 4. Different Hacks**
- 5. Free and Paid tools**
- 6. 11 Viral Strategies to grow instagram**



7. Understanding Instagram Story:

- ➔ *About story*
- ➔ *Story highlight idea*
- ➔ *Story stickers*
- ➔ *Story insight*
- ➔ *Story frequency*
- ➔ *Free & paid tools*



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MODULE 10

INSTAGRAM ADS

- 1. Connecting instagram to fb page**
- 2. 5 steps of ads:**
- 3. Research (core of marketing)**
- 4. Ads objective (brands awareness, reach, traffic, App, installation, engagement, video views, Lead generation)**
- 5. Targeting (3t formula, define audience)**
- 6. Post (stories, reels, IGTV, live, feed)**

- 7. Top best ad ideas for new account*
- 8. Advance targeting*
- 9. Basic & advance # strategy*
- 10. Type of influencer*
- 11. 7 formulas for instagram SEO*

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MODULE 11

PINTEREST (VISUAL SEARCH ENGINE)

- 1. About pinterest*
- 2. Terminology of pinterest*
- 3. Setting business account*
- 4. Understanding image SEO*
- 5. Analytics*
- 6. Claim your website*
- 7. Rich pins*

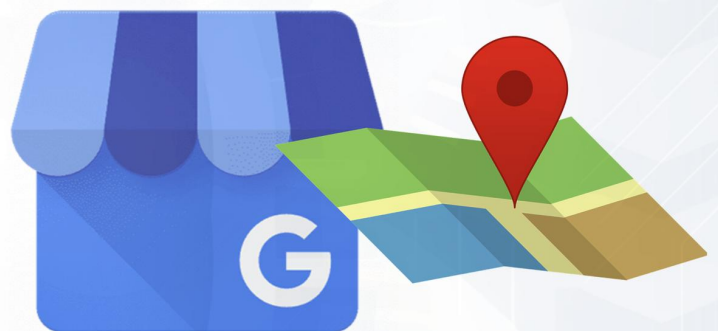


12

MODULE 12

GOOGLE MY BUSINESS

- 1. Benefits and business formula***
- 2. Google my business account***
- 3. Google rank factors (Relevance, Distance, Prominence)***
- 4. Citation and its importance.***
- 5. List of citation websites.***
- 6. Post as per the Google algorithm***
- 7. Google my Business app***
- 8. Website on GMB11 killer technique to rank in SERPS***
- 9. Don'ts of GMB***
- 10. Complete Framework***



Google Business Profile

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MODULE 13

GOOGLE ADS

- 1. Importance of google ads***
- 2. Decode google ads***
- 3. How to bid***
- 4. Ads rank calculation***
- 5. CPC and quality score***
- 6. Creating campaign***
- 7. Direct target to your competitor (magic tool)***
- 8. Remarketing and retargeting***
- 9. Understand budgeting***
- 10. Different types of ads***
- 11. In-market and affinity audience***
- 12. Ads extension***

Google



- 13. Setting up ads group and keyword**
- 14. Keyword (broad; Phrase; exact; Negative)**
- 15. Don'ts and do's of Google ads**
- 16. Frequency Capping**
- 17. Tips for writing a text ads.**

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MODULE 14

LINKEDIN

- 1. Account creation**
- 2. Personalized your linkedin feed**
- 3. Create profile following algorithm**
- 4. 3 ways to find target audience**
- 5. How to build your connection**
- 6. Group discovery**
- 7. Customize linkedin URL**



- 8. Top linkedin strategy*
- 9. Linkedin best practices for business*
- 10. Linkedin ads*
- 11. Advance feature for linkedin search*

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MODULE 15

YOUTUBE MARKETING

- 1. Create your channel*
- 2. Tips for youtube channel art*
- 3. 5 ways to enhance*
- 4. Channel structure*
- 5. Channel trailer*
- 6. Make your channel discoverable*
- 7. Advance setting and verification*
- 8. Creating thumbnail, i-card and screen*



9. Video tags and description

10. Free tool

11. Customize URL youtube ads

12. Channel monetization

13. Youtube SEO

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MODULE 16

BLOGGING

1. What & why

2. 6 steps of blogging

3. Analytics

4. Rank your blog

5. Tips & tricks



BUNDLE 2

01

MODULE 1

WORLD OF DOMAIN

- 1. About domain & how it works***
- 2. Different terminology***
- 3. Extension of domain***
- 4. Type of quality & impact in SEO***
- 5. How to choose best domain & its cost***
- 6. Hosting sites***
- 7. How to become domainer & earn money***
- 8. Domain parking***



02

MODULE 2

WEBSITE CREATION

1. About website & its benefit

2. Wix website

A. Getting started & choose site

B. Adding different feature

- ➔ *Review & edit your information*
- ➔ *Design your website*
- ➔ *Manage your website*
- ➔ *SEO of your website*
- ➔ *Different plugin*
- ➔ *Dashboard & hands -on*



03

MODULE 3

WEBSITE CREATION (WORDPRESS)

- 1. Things need to build websites***
- 2. Free web hosting & domain***
- 3. Steps to build websites (launching websites)***
- 4. Wordpress installation***
- 5. General settings***
- 6. Appearance of sites***
- 7. Plugins in wordpress***
- 8. Download themes***
- 9. Wordpress menus***
- 10. Edit content***
- 11. Edit header & footer***
- 12. Dashboard details study***
- 13. Pages management***



14. Website's optimization

15. Advance plugin

16. Complete hands-on

17. Launch websites

04

MODULE 4

SEO BASIC

1. What is SEO & its Importance

2. How it works

3. On-page/off-page & technical SEO

4. Contribution of SEO

5. Keyword research basic & advance

6. 5 steps of finding keyword

7. Top secret tools

8. Competitor keyword research

9. Keywords validation



05

MODULE 5

SEO ADVANCE

1. Six on page SEO technique

- ➔ Meta title
- ➔ Meta description
- ➔ UI & UX
- ➔ Images SEO
- ➔ URL optimization
- ➔ Schema

2. Off Page SEO technique

- ➔ Internal & external link
- ➔ Trust
- ➔ Social
- ➔ Personal

3. Technical

- ➔ Page speed
- ➔ SSL certificate
- ➔ Site health

4. Free tools

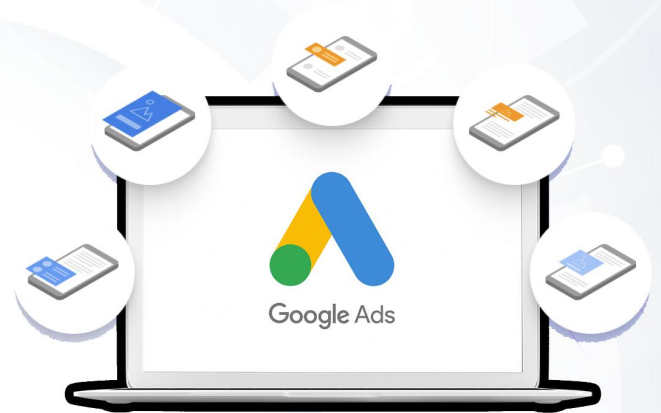


06

MODULE 6

GOOGLE ADS

- 1. Importance of google ads***
- 2. Decode google ads***
- 3. How to bid***
- 4. Ad rank calculation***
- 5. CPC and quality score***
- 6. Creating campaign***
- 7. Direct target to your competitor (magic tools)***
- 8. Remarketing and retargeting***
- 9. Understand budgeting***
- 10. Different types of ads***
- 11. In-market and affinity audience***
- 12. Ads extension***
- 13. Setting up and group and keyword***



- 14. Keyword (broad, phrase, exact, negative)**
- 15. Don'ts and do's of google ads**
- 16. Frequency capping**
- 17. Tips for writing a text ad**

07

MODULE 7

GOOGLE ANALYTICS BASIC

- 1. Why google**
- 2. Data from google analytics**
- 3. Account creation**
- 4. Reports menu**
- 5. Traffic reports**
- 6. Traffic reports**
- 7. behaviour reports**
- 8. Complete study of websites traffic**



9. Page views & average time spent

10. Bounce rates

11. Exit pages data

12. Deep study of visitors

13. Connecting websites

14. Google tag manager

15. Advance reporting

16. FB pixel



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