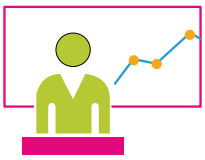
WMA INDIA
Web Marketing Academy

# Web Marketing Academy's Modern Digital Marketing Programs

Web Marketing Academy - Modern Digital Marketing Training Institute Bangalore is unique because not only does it help you develop your digital marketing skills, it also develops you into a seasoned leader.

We are empowering the next generation of digital change makers in India.

3000+
Students and counting



100 +
Corporate Trainings

90%
Career Success

# Here's How you learn

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# Course Details

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## Fast track Modern Digital Marketing Course

Fees

29,000*

INR/*18 % of GST

Duration

30 days

Ideal for

- Experienced Sales Marketing Professionals
- Startups
- Entrepreneurs and Managers
- C-Levels
- Board members
- Senior leader
- Marketing teams
- Working with agencies
- Anyone who wants to upgrade their skills

## Modern Digital Marketing Executive Course

Fees

49,000*

INR/*18 % of GST

Duration

60 days

Ideal for

- Freshers
- Sales/Marketing executives
- Professionals on a break
- Change their careers
- Small business owners
- Get into an agency
- Developers
- Designers
- Freelancers

## Certified Digital Marketing Management Course

Fees

65,000*

INR/*18 % of GST

Duration

100 days

Ideal for

- Students including Bachelors/ Masters
- Start a career
- Home makers
- Change their careers
- Agency team

# Course Curriculum

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## Fast track Modern Digital Marketing Course

### Curriculum

- Intro to Digital Marketing
- Basics of website
- SEO intro
  - Onpage SEO
  - Off page SEO
  - Universal & Local
  - Search console
- Content
- Google ads intro
  - Search ads
  - Display ads
  - Remarketing
  - Shopping ads
  - Reporting
- Social media intro
- Facebook intro
  - Facebook ads
- Instagram organic
  - Instagram content & Ads
- Twitter & Pinterest
- LinkedIn & You tube
- Google analytics
- Digital marketing strategies

## Modern Digital Marketing Executive Course

### Curriculum

- Intro to Digital
- Basics of website
  - CMS integration
- SEO intro
  - On page SEO
  - Practicals
  - Off page SEO
  - Universal & Local
  - Practicals
  - Search console
  - Practicals
  - Assessment
- Content
  - Blogging
  - Practicals
- Google ads intro
  - Search ads
  - Practicals
  - Display ads
  - Practicals
  - Remarketing
  - Shopping ads
  - Reporting
  - Practicals
  - Assessment

## Certified Digital Marketing Management Course

### Curriculum

- Intro to Digital
- Basics of website
  - Domain Name
  - Website set up
  - Wordpress
  - Content for website
  - CMS integration
- SEO intro
  - On page SEO
  - Practicals
  - Off page SEO
  - Universal & Local
  - Practicals
  - Search console
  - Practicals
  - Assessment
- Content
  - Blogging
  - Practicals
- Google ads intro
  - Search ads
  - Practicals
  - Display ads
  - Practicals

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# Fast track Modern Digital Marketing Course

## Curriculum

# Modern Digital Marketing Executive Course

## Curriculum

- Social media intro
- Facebook intro
  - Facebook ads
  - Practicals
- Instagram
  - Instagram content
  - IGTV, Insta stories
  - Practicals
  - Assessment
- Twitter
- Pinterest
- LinkedIn
  - Practicals
- You tube
- Assessment
- Google analytics
- Digital marketing strategies
- Resume prep
- Mock interview

# Certified Digital Marketing Management Course

## Curriculum

- Display ads
  - Practicals
  - Remarketing
  - Shopping ads
  - Reporting
  - Practicals
  - Assessment
- Social media intro
- Facebook
  - Facebook intro
  - Facebook ads
  - Practicals
- Instagram
  - Instagram content
  - IGTV, Insta stories
  - Practicals
  - Assessment
- Twitter
- Pinterest
- LinkedIn
  - Practicals
- You tube
- Quora
- Tik Tok
- Podcast
- Assessment

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# Fast track Modern Digital Marketing Course

## Curriculum

# Modern Digital Marketing Executive Course

## Curriculum

# Certified Digital Marketing Management Course

## Curriculum

- Google Tag Manager
- Google analytics
- Digital marketing strategies
- Inbound Marketing
- Affiliate Marketing
- Adsense
- Email Marketing
- Google ads certificate
- Resume prep
- Mock interview
- How to get projects
- Project Report & Presentation

# Indepth Curriculum

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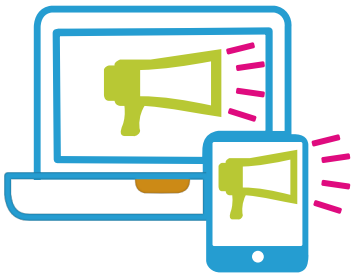
## Modern Digital Marketing



- ✓ Introduction
- ✓ Advantages
- ✓ What's new
- ✓ Scope & growth

## Website (No HTML required)

- ✓ Build from scratch
- ✓ Website planning
- ✓ Website design
- ✓ Content for website

## Affiliate Marketing

- ✓ How to earn money
- ✓ Amazon Influencer program
- ✓ Amazon Affiliate program

## Google Adsense

- ✓ Earn money from website
- ✓ Turn your passion into profit
- ✓ Analyse your Adcampaign

## Modern SEO

- ✓ On Page/Off page
- ✓ Universal SEO/ Voice SEO
- ✓ Local SEO
- ✓ Technical SEO
- ✓ Structured data

## App Store Optimization

- ✓ SEO for apps
- ✓ For android
- ✓ Google play SEO

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## Content

- ✓ Content
- ✓ Formats of content
- ✓ Content marketing
- ✓ Tools & apps for content

## Story Telling

- ✓ Creative content
- ✓ How to tell a story
- ✓ Importance of storytelling

## Blogging

- ✓ Importance
- ✓ Blogging for business
- ✓ Structure
- ✓ Best practices

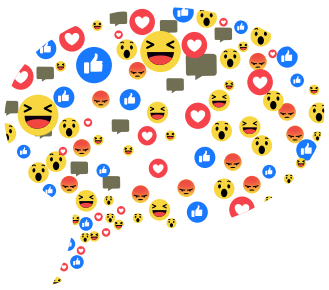
## Google Ads

- ✓ Search & Display ads
- ✓ Smart campaigns
- ✓ Shopping ads
- ✓ Mobile app ads
- ✓ Google ads certifications

## Email Marketing

- ✓ Email marketing strategies
- ✓ Importance
- ✓ Build an email list
- ✓ Email design
- ✓ Email marketing tools

## Social Media Marketing



- ✓ Introduction
- ✓ SMM plan
- ✓ How & Why of SMM
- ✓ SMM for businesses
- ✓ SMM tools

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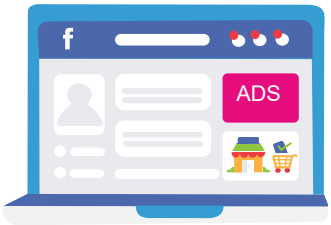
## Facebook Marketing

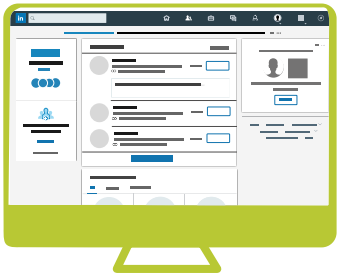



- ✓ Facebook algorithm
- ✓ Facebook for business
- ✓ Facebook ads
- ✓ Facebook remarketing

## Instagram

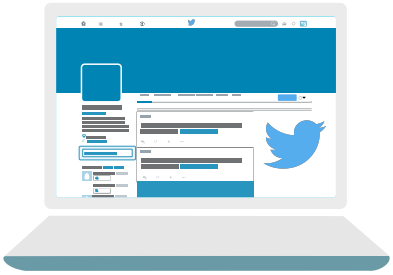
- ✓ Instagram for business
- ✓ Influencer marketing
- ✓ Instagram stories
- ✓ IGTV
- ✓ Instagram ads

## LinkedIn



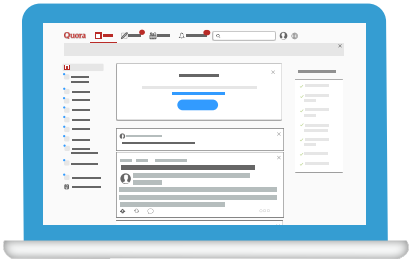
- ✓ LinkedIn for businesses
- ✓ Professional LinkedIn profile
- ✓ LinkedIn ads

## Twitter



- ✓ Twitter for business
- ✓ Why Twitter & it's importance
- ✓ Best practices
- ✓ Twitters ads

## Quora



- ✓ How to use Quora
- ✓ Best practices

## Pinterest for Business

- ✓ Why Pinterest
- ✓ Best practices

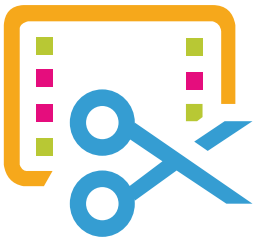
## TikTok

- ✓ Why tiktok
- ✓ Best practices
- ✓ Tiktok ads

## Inbound Marketing

- ✓ Methodology
- ✓ Buyers persona
- ✓ Buyers journey
- ✓ Inbound certification

## Video Editing

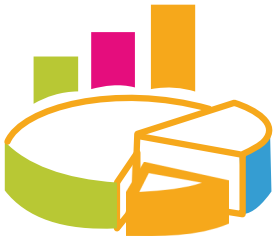


- ✓ Basic video editing
- ✓ Live videos
- ✓ Tools for videos

## Podcast

- ✓ How to start
- ✓ Equipments
- ✓ Production & Distribution

## Google Analytics



- ✓ Analyze business data
- ✓ Metrics that matter
- ✓ Insights to reach customers
- ✓ How to measure success
- ✓ Make data work for you

## Google Tag Manager

- ✓ What is Tag Manager?
- ✓ Setting up tracking
- ✓ One stop tagging
- ✓ Understanding variables triggers
- ✓ Benefits of Tag Manager

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## How to get a Project

- ✓ Sample plans
- ✓ Freelance project
- ✓ Project proposals

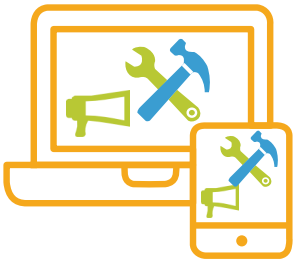
## Resume Preparation

- ✓ Resume for Digital marketers
- ✓ Sample resumes
- ✓ Adding relevant projects
- ✓ Formats
- ✓ Design & Fonts

## Interview Preparation

- ✓ Mock Interviews
- ✓ Sample interview questions
- ✓ Scenario based Q & A
- ✓ Presentation

## Digital Marketing Tools

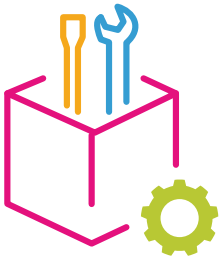


- ✓ Tools for SEO
- ✓ Tools for content
- ✓ Social media tools
- ✓ Tools for email
- ✓ Tools for analytics

## Digital Marketing Strategy

- ✓ Digital marketing plan
- ✓ DM measurement model
- ✓ Budgeting, scheduling, measuring
- ✓ Templates & plans

## Blog & Resources



- ✓ Sample digital marketing plans
- ✓ Case Studies, proposals, Reports
- ✓ Blogs to follow
- ✓ How to keep up to date

# Certifications

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Google AdWords

Google Adwords Certifications

HubSpot

CONTENT MARKETING CERTIFICATION

HubSpot Academy

Content Marketing

HubSpot

EMAIL MARKETING CERTIFICATION

HubSpot Academy

E-mail Certifications

HubSpot

INBOUND CERTIFICATION

Inbound Marketing

Google Analytics

Google Analytics Certifications

# Your Learning Experience

WMA INDIA
Web Marketing Academy

**200+ Hours** Classroom Learning with hands-on live projects, case studies, group activities and outdoor activities

**36+ Overall Sessions** Monthly Guest Lectures: Meet, Interact, Learn from Industry leaders

**3-4 Months** Weekdays 3 hours a day Monday through Friday. Morning, Afternoon and evening batches

**40+ Modules** Latest updates added in each module every 3 months. We focus on the quality, not quantity

# Graduates Say

**9/10**

More confident in Digital Strategy & Execution

**4/5**

Developed stronger leadership capabilities

**2/3**

Have progressed their career including new jobs, promotions, increased pay & responsibilities

# Testimonials

WMA INDIA
Web Marketing Academy

The best academy in Bangalore/ South India to learn Digital Marketing. Worth every Rupee you spend here to skill up/ upgrade yourself.

**Shervin**
Channel Marketing Manager
NetApp

I was searching for a digital marketing course from two years and when I landed to WMA, I can say its the right Place to learn about A to Z of Digital Marketing.

**Mamta**
Social Listening Analyst

It was one of the best choices I made. Web marketing Academy's Digital Marketing is the Best Digital Marketing Course in Bangalore. From SEO to PPC I got in-depth knowledge in it.

**Prachi**
Senior Executive
iProspect

4 months after the course at WMA, Think Tree transformed from a social media and content creation agency into a full stack digital agency.

**Mayur**
Co-Founder
thinktree

# Students Placement| Success Stories

WMA INDIA
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## Navaneeth LV
CEO

THE HINDU GROUP

## Bhavana Raju
Production Manager

3M Health Care

## Praveen BL
Social Media Quality Assurance

TATA CONSULTANCY SERVICES

## Eric Roy
Founder & CEO

FOLKS MEDIA

## Sagar Yaragatti
Affiliate Marketing Manager

mediacle

## Nilesh Maghzine
SEO Account Manager

CLIXPERT

## Kunal Dhanwat
Talent manager

DECATHLON

## Kaushal B.K
Marketing Manager

zomato

## Avinash Nirmalkar
Head- Digital Marketing

Access 1 Solution
Digital Marketing Pvt. Ltd.

## Maya Menon
DM Executive

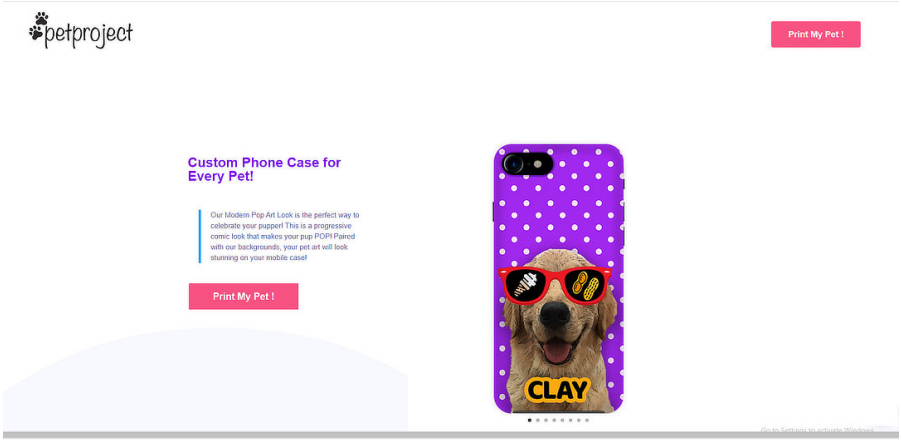
YOGA ACADEMY

# Students | Website

## Abhay Singh Kumpawat

https://www.PetProject.in

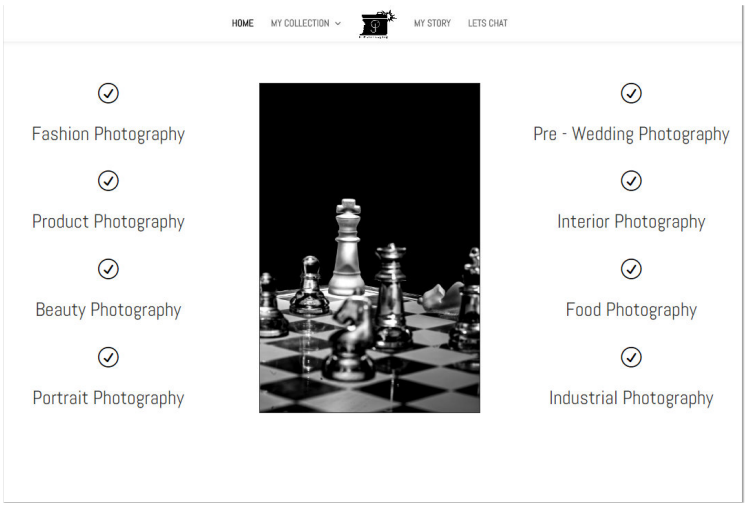
Blogs & Custom Phone Case for Every Pet



## Punit Gala

https://www.punitgalaphotography.com

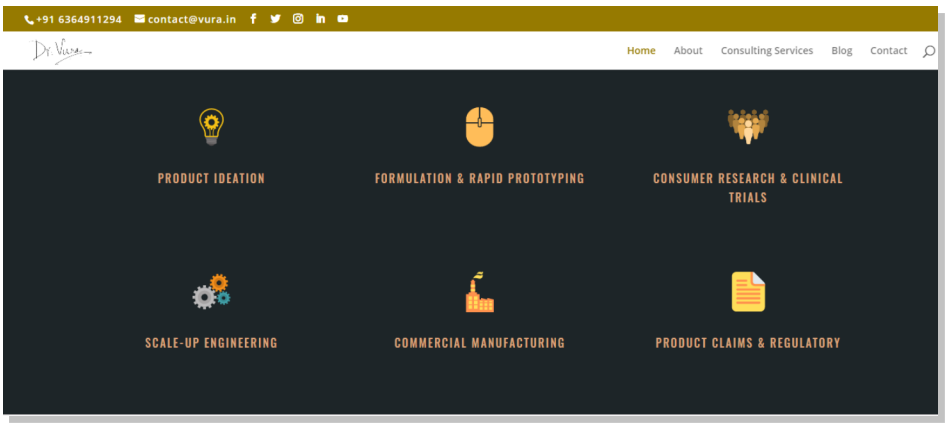
Photography Website



## Dr. Balu Vura

vura.in

Problem-solution consultancy services.



# Learning you will love

WMA INDIA
Web Marketing Academy

## Here's Why

### Friendly Mentors

The faculties at WMA go beyond their roles of just being teachers. We become your friends and mentors for a lifetime. We love to sit with you individually and help you even after your class hours, thereby encouraging a healthy relationship between the student and the tutor.

### Expert Faculties

Founded by Suresh Babu (Alumnus of IIMB, IIMC) with over 20 + years of International experience. We've hand picked the best digital marketers in their field to bring the course to life.

### Social Leadership Focus

Apart from the topics, you will acquire new skills, which will help you develop your soft skills and also improve your interview and socializing skills - #beyondthesubject.

### Real World Scenario

You'll be challenged to apply your thinking from real world scenarios from day 1. By the end of the course you will be equipped with action plan digital marketing strategies for any organization.

### Make Industry Friends

You will learn, gain knowledge, meet, connect, network with alumni, industry leaders through our monthly guest lectures and knowledge sharing platforms.

# Endorsed By

WMA INDIA
Web Marketing Academy

भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE

ISBR College
Bangalore
Affiliated to Bangalore University,
Approved by Govt. of Karnataka
REAL WORLD. REAL LEARNING.

CHRIST
(DEEMED TO BE UNIVERSITY)
BANGALORE · INDIA

Mount Carmel College, Autonomous
Bengaluru, India

PRESIDENCY
COLLEGE

JYOTI NIVAS COLLEGE
Autonomous

# Corporate Trainings

भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE

DECATHLON

Cognizant

Hewlett Packard
Enterprise

accenture

YAHOO! INDIA

BOSCH
Invented for life

RITTAL

ARVIND
FASHIONING POSSIBILITIES

ABB

DSM

Fortis
HOSPITALS

redBus.in

HUAWEI

Myntra

# Who is it for ?

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Web Marketing Academy

Sales & Marketing Executives

Entrepreneurs / Business Owners

Non Marketing Professionals

C Levels, Senior Managers

Students /Graduates

Any one passionate to learn

# Located in the Heart of the City

WMA INDIA
Web Marketing Academy

# Batch Timings

| COURSE NAME | TIMINGS | | | DURATION |
|---|---|---|---|---|
| | Morning Monday - Friday | Afternoon Monday - Friday | Evening Monday - Friday | |
| Fast track Modern Digital Marketing Course | 10.30 am to 1.30pm | 02.30 pm to 5.30pm | 07.00 pm to 9.00pm | 30 days |
| Modern Digital Marketing Executive Course | 10.30 am to 1.30pm | 02.30 pm to 5.30pm | 07.00 pm to 9.00pm | 60 days |
| Certified Digital Marketing Management Course | 10.30 am to 1.30pm | 02.30 pm to 5.30pm | NA | 100 days |

*Customized Trainings available on request*

# Loans | Fees

| | Fees | Instalments | Loan |
|---|---|---|---|
| Fast track Modern Digital marketing course | 29,000* *plus 18% of GST | NA | No |
| Modern Digital marketing Executive course | 49,000* *plus 18% of GST | Two | Yes |
| Certified Digital marketing Management course | 65,000* *plus 18% of GST | Three | Yes |

# Payment options

Online Transfer | Credit/ Debit cards | Cash | paytm | PhonePe | Google Pay

MasterCard VISA AMERICAN EXPRESS paytm G Pay PhonePe UPI UNIFIED PAYMENTS INTERFACE

# BEYOND
## THE SUBJECT

# Take the Next Step Now

WMA INDIA
Web Marketing Academy

## Call

+91-8792299538

## E-mail

suresh@webmarketingacademy.in

## Walk-in

1003, 12 A Main, 2nd Cross Rd,
HAL 2nd Stage, Doopanahalli,
Indiranagar, Bengaluru,
Karnataka 560008

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