

IT'S NOT ABOUT  
**IDEAS**, IT'S ABOUT MAKING  
IDEAS HAPPEN



**TRAINING &  
SERVICES**

# Post Graduate in Digital Marketing

**Duration :** 4 Months / 6 Months / 12 Months



# About Brandhigh Digital



Brandhigh School of Digital Marketing is a great place to start your digital marketing training. The course gives you a complete overview of the exciting areas of digital marketing, knowledge on how to effectively leverage the new media and integrate them in to your overall marketing strategic.

With Brandhigh Post Graduate Programme in Digital Marketing and Branding, we make sure that our experts prepare our learners for not just landing that dream job but also arm them with the latest skills and expertise to hold on to for a sharp and upward career graph.

## RECOGNIZATION & AFFILIATIONS

Affiliated With Glocal University  
Recognized by University Grant Commission (UGC)



केन्द्रीय शैक्षणिक एवं तांत्रिक माहिती संशोधन समीती  
CENTRAL EDUCATION & INFORMATION TECHNOLOGY RESEARCH COMMITTEE  
AN AUTONOMOUS INSTITUTION REGD BY THE GOVT OF NCT OF DELHI UNDER ITA 1982 GOVT OF INDIA  
REGD BY NCT MINISTRY OF LABOUR AND EMPLOYMENT GOVT OF INDIA  
REGD AT MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISE (MSME), GOVT OF INDIA  
An Autonomous Organization works for IT, HRD & Literacy

Sponsored by : Skill India Education

Affiliated With :



Chairman & Partner  
**DHARMENDRA GOSWAMI**

A Visionary in Education and Digital Innovation  
With an illustrious career spanning 14 years in the education industry, Dharmendra Goswami stands as a trailblazer and visionary. His unwavering commitment to advancing educational services led to the founding of a dynamic digital marketing company. As the driving force behind this venture, Dharmendra has seamlessly merged his passion for education with cutting-edge digital strategies, revolutionizing the training sector. His forward-thinking approach and dedication to excellence continue to shape the landscape of educational services, ushering in a new era of unparalleled training and success.



Co-President & Partner  
**DHANASHREE**

Meet A. Dhanashree, a trailblazer in the digital marketing realm. Armed with a BCA degree and prestigious certifications from IIM, and other global certifications of "Meta " " Sem-Rush", "Google Analytics", "Google Ads", & Hubspot. she boasts a rich experience of 7 years in digital marketing services. A visionary entrepreneur, she founded a cutting-edge digital marketing company committed to delivering top-notch training in the sector. Dhanashree's expertise and passion drive her mission to empower aspiring marketers with the skills needed to thrive in the ever-evolving digital landscape.



# WELCOME TO OUR ACADEMY



**WE BUILD AWESOME CULTURE  
THAT MAKES EVERYONE HAPPY**

You Could Be A Complete Beginner, A Business Owner, A Traditional Or Digital Marketing Professional, A Recent Graduate, Or Simply Looking To Change Your Career.

We At **Brand High** School Of Digital Marketing It's The Initiative Of Govt. Recognized Central Edu & It Research Committee, Has The Team Of Google And Facebook Certified Digital Marketing Experts Who Aims To Train The Aspiring Candidates In Digital Marketing. We Offer A Range Of Both Short And Comprehensive Courses Covering All Aspects Of Digital Marketing From Social Media To Mobile, From E-Commerce To Search Marketing, From Strategy To Analytics. The Training Is Made Offline And Online Both

We Have A Range Of Programs To Suit All Needs, Experience Levels And Interests. All Available In Bite Sized Best In Class Interactive Formats That Are Updated Constantly.



Instructor-led One On One Classroom / Online Digital Marketing Training. You Will Learn To Plan, Strategic And Measure Successful Digital Marketing Campaigns Following Industry Best Practices And Work On Real-time Live Projects. Our Job Is To Make You A Confident Digital Marketer At The End Of Each Course.

# ABOUT OUR **DIGITAL MARKETING COURSE**



## WHY BRANDHIGH DIGITAL ?

**Brandhigh** School of Digital Marketing is a great place to your digital marketing training. course gives you a complete of the exciting areas of digital marketing, knowledge on how to effectively leverage the new media and integrate them in to your overall marketing strategy.

This programme is unique as it is geared towards providing a long-term career in digital marketing with a focus towards not only the tools & techniques used in digital marketing but also on & leadership skills that will equip the students to become future leaders in this fast-paced digital world.



**100 hours+ Recorded lectures**



**Training by Real Time Experts**



**One-On-One with Industry Mentors**



**FreeLancing training**



**Doubt Solving Sessions**



**Live Projects**



**Job Preparation Training & Internship Opportunities**



**Assessment after every topic completion**



**Project Consultation & Start up Assistance**



**Learn on App / Web Portal**



**Free 1000+ software**



**Google and Facebook Certification**



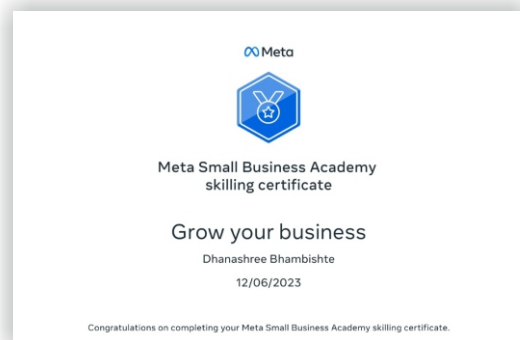
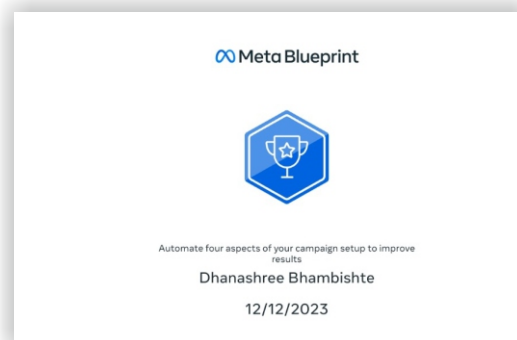
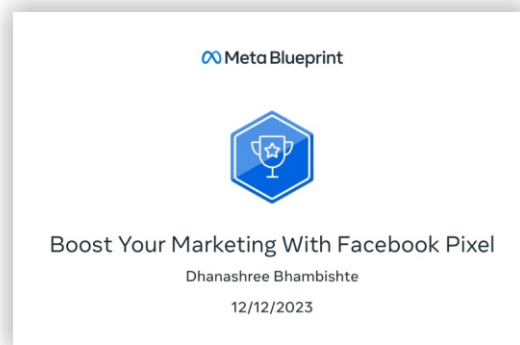
**100% Assured Placement Assistance**

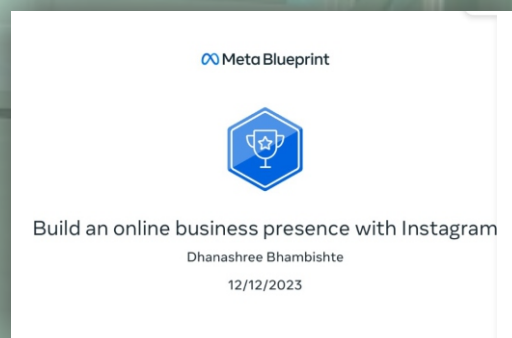
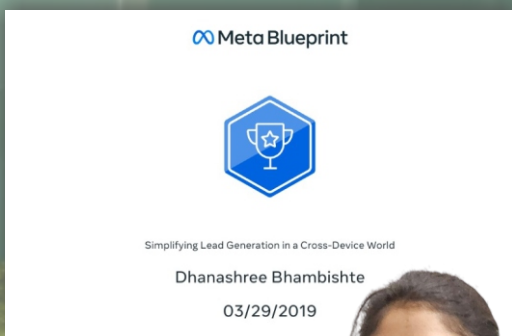


**Govt. recognized Certificate**



# CERTIFICATION









## Dhanashree Co-Founder / Trainer Brand High Digital

Driving Digital Triumphs at Brand High Digital since 2017! Dhanashree, the powerhouse behind Brand High Digital, brings over 13 years of IT brilliance to the digital marketing forefront. Bursting with global certifications from titans like Google, Facebook, Semrush, and HubSpot, she's not just in the game – she's rewriting the rules. As the brain behind countless Facebook and Google Paid campaigns, Dhanashree's magic touch transforms clients' aspirations into success stories and growth charts. At Brand High Digital, she orchestrates a symphony of innovation, weaving tech-savvy solutions that elevate businesses to new heights.

But Dhanashree's impact goes beyond boardrooms. An advocate of mentor ship and knowledge-sharing, she's shaping the next wave of digital trailblazers. In a world where the digital landscape is ever-changing, Dhanashree remains the unwavering compass, guiding Brand High Digital towards endless possibilities. In the fast-paced world of digital marketing, Dhanashree isn't just keeping up—she's setting the pace. With a commitment to excellence and a knack for decoding the digital maze, she's not just leading Brand High Digital; she's redefining the future of digital success.





# Digital Marketing Career Opportunity

- Get A Full Time/ Part Time Job
- Start You Own Global Digital Marketing Agency
- Become A Freelancer
- Start Your Own Business
- Become A Blogge / Vlogger/ Influencer



# Certified Digital Marketing Program

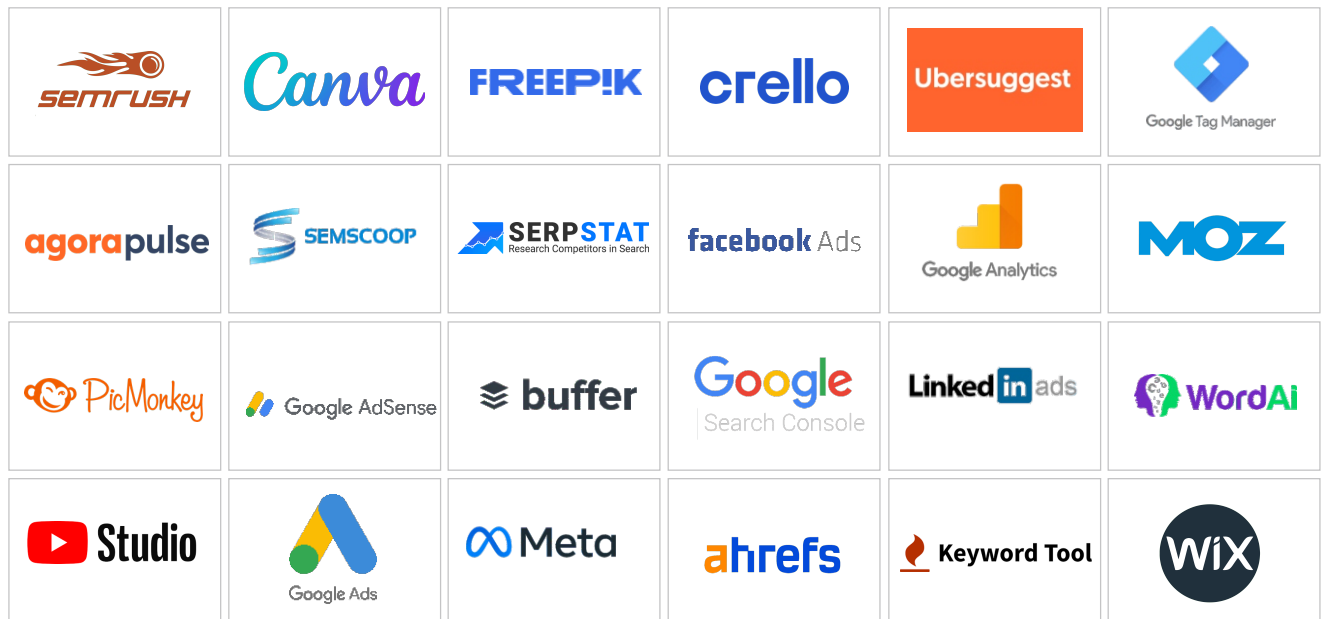
Right from  
**BASIC TO ADVANCED LEVEL**

We Have it all for Students, Business owners, Working Professionals & Freelancers Who want to become aspiring Digital Marketeers.

**35+**  
Modules

**15+**  
Assignments

**05+**  
Assesments



# MODULES (Syllabus)



## **BRAND HIGH**

### **SCHOOL OF DIGITAL MARKETING**

- Graphic Designing
- Website Designing
- Search Engine Optimization
- Search Engine Marketing
- Display Marketing
- Video Marketing
- Social Media Marketing
- E-mail Marketing
- Online Reputation Management
- Blogging & Online Money Making
- Google Analytics
- 360 Degree Implementation
- Digital Marketing Tools
- Social Media Listening
- Influencer Marketing
- Affiliate Marketing
- Lead Generation & Lead Nurturing
- SMS & WhatsApp Marketing
- Google Tag Manager
- Careers in Digital Marketing





## Certified Digital Marketing Professional (Short Term ) S1

Must have skills to get into digital marketing industry for entry level digital marketers

### TOPICS

- Graphic Designing
- Website Designing
- Blog Designing
- SEO
- Google Ads
- Meta Manager
- Facebook Marketing
- Instagram Marketing
- Twitter Marketing
- LinkedIn Marketing
- Youtube Marketing
- E-mail Marketing
- Affiliate Marketing.
- Google Analytics

Intake : 25 to 30 per Batch  
Online: Rs.30,000 /- +18% GST  
Classroom: Rs.35,000/-+18% GST  
Application Fee: Rs.1500/-  
Duration : 4 Months

## Certified Digital Marketing Professional (Mid Term) S2 +S1

Must have skills to get into digital marketing industry for entry level digital marketers

### TOPICS

- Advanced Seo
- Advanced Conversion
- Tracking Techniques
- Utm Parameter
- Bidding Strategies
- Attribution Modelling
- Performance Marketing
- Google Shopping Ads
- Content Calendar Setup
- Twitter Ads
- Linked Ads
- Quora Ads
- Snapchat Marketing
- Pinterest Marketing
- Ott Marketing
- Share Chat & Inshorts Ads
- Buffer App
- Email Analytics

Intake : 25 to 30 per Batch  
Class Room / Online Fee:  
One Down : Rs.70,000 /-  
+18% GST  
Installments : Rs.80,000 /-  
+18% GST  
Application Fee: Rs.1500/-  
Duration : 6 Months

## Post Graduate Certificate in Digital Marketing (Long Term) S3+S2+S1

Become a digital marketing manager or a consultant Setup strategy, analyze results and lead the team

### TOPICS

- Green Mat Studio Setup
- Video Production
- Video Editing
- Website Funnels
- Chat Bots
- Pop Up Integration
- Building Landing Pages
- Chat GPT Scripting
- Content Marketing
- Influencer Marketing
- Conversion Rate Optimization
- Social Media Automation Tools
- Social Media Listening Tools
- Google Tag Manager
- Drip Marketing
- AI in Marketing
- Hubspot Marketing
- Advanced Analytical Tools

Intake : 25 to 30 per Batch  
Class Room / Online  
Fee : Rs.1,40,000/- +18% GST  
Installments : Rs.1,60,000 /-  
+18% GST  
Application  
Application Fee: Rs.1500/-  
Duration : 8 Months + Internship  
( 12 Months)

## Certified Program in Sales & Marketing Automation

Become a marketing automation manager or a consultant Setup strategy, analyze results and lead the team

### TOPICS

- Organic Marketing
- Paid Advertising
- Landing Pages
- Website Integration.
- Lead Nurturing
- Introduction to Cloud
- Telephony
- Overview of CRMS
- CRM Implementation
- User Management
- Lead Management
- Activity Management
- Task Management
- Lead Prioritization
- Marketing Features
- Project Implementation
- Automation
- Presentation
- Opportunity Management

Intake : 25 to 30  
Fee : Rs. 39,999/- +18% GST  
Installments : Rs.49,999 /-  
+18% GST  
Application Fee : Rs.1500  
Duration : 4 Months



# **BONUS**

**Get Tools Worth**

**Rs, 2,00,000/-**

**for PG Program**

**Rs, 65,000/-**

**for Mid Term Program**

**For FREE**

**\*Life Time Access**



**M-1 Introduction to Website**

- Introduction
- What is Domain?
- How to Buy A Domain?
- How to Configure A Domain to Site
- Hosting Architecture
- Wordpress Setup
- Types of Hosting
- Hosting The Website Practically

**M-2 Introduction to Wordpress**

- Wordpress Theme Setting
- Wordpress Plugins
- Seo For Wordpress
- Blog Creation
- Widget Configuration

**Search Engine Optimization (SEO)****MODULE - 10****M-1 Introduction to SEO**

- Introduction to SEO
- Introduction
- Understanding the website
- Business Analysis
- What is Search Engine Optimization?
- History of Search Engines
- Importance of SEO in Digital Marketing
- How SEO can help in In leveraging Business
- SERP Layout
- Different Types of Search Engines
- How Search Engines Work?
- Operators Used in SEO
- Algorithms and updates of Google

**M-2 Research and Analysis of Keywords**

- What is a keyword?
- Types of keywords?
- Keyword Research Techniques
- Fitting keywords to the Project
- Keyword Research tools

**M-3 On Page Optimization**

- What is on Page Optimization
- Types of websites
- Web layout Structure
- File Name Optimization
- Title Optimization
- Meta Description, Meta Robots
- Canonical URL
- Heading Optimization
- Bread Crumbs
- Content Optimization
- Anchor linking
- Image optimization

- Embedding video
- Footer Optimization
- Dynamic Site Optimization
- Wordpress SEO

**M-4 Off Page Optimization**

- What is Off Page Optimization
- Difference between On page and Off Page Optimization
- Importance of Back links and Citations in SEO
- Link Building Techniques
- Directory Submission
- Classified posting
- Social Bookmarking
- Social media Optimization
- Social Media Marketing
- E-Mail Marketing
- Search Engine Marketing
- Image Submission
- Video Submission.
- Document submission.
- Press Release
- Setting Up blog

**M-5 Technical SEO**

- Non WWW to WWW
- Url Redirections
- Robots.tx
- Sitemap Submission

**M-6 Black Hat SEO**

- Black hat tips and tricks
- Google penalties

## **M-07** Search Console

- Search Console
- nce
- Index coverage
- SitemapsHow to submit a website to
- search console
- URL Inspection
- Performa
- Mobile usability
- Links
- Security and manual actions

## **M-08** SEO Recovery Techniques

- Disavow tools
- Ahrefs tool
- Understanding google penalties

## **M-09** SEO Recovery Techniques

- Diagnosis of SEO
- SEO Report Card creation
- Recovery of website in Search Engine

## **M-10** SEO Recovery Techniques

- SEO Recovery Techniques
- SEM Rush
- Ahrefs
- Majestic SEO
- Keyword Planner
- Keywordtool.io
- Disavow tool

## **M-03** Campaign Set up

- Types of Campaigns.
- How to fit the right campaign to the
- business Objective
- Location Setting
- Language Setting
- Ad rotation
- Experiments
- Daily budget selection
- Ad scheduling

## **M-04** Adgroup Set up

- What is Ad Group?
- How to set up Ad Groups
- Keyword Research
- Keyword Match Types
- Broad Match
- Broad Match Modifier
- Phrase Match
- Exact Match
- Negative Match
- Keyword Planner Tool

## **M-05** Ads Set up

- Setting up Google Ads
- Different types of Ads
- Expanded Ad Format
- Responsive Ad Format
- Call Only Ad
- Structure of Ads

## **Search Engine Marketing (SEM)**

## **MODULE - 16**

## **M-01** Introduction to Google Ads

- History of Google Ads
- Why google Adwords?
- Difference between bing ads
- and google ads
- Understanding the KPI
- Benefits of Google Ads

## **M-02** Setting up adwords account

- Sign up Process
- Billing setting
- user account creation
- User Access Levels
- Setting up Campaigns

- Writing the Ad Copy
- URL Options
- Mobile URL Option
- Google Ads Guidelines

## **M-06** Auction Process

- How google ads auction occur?
- Metrics of google ads
- Ad rank calculation
- quality score
- Quality score calculation
- Factors affecting Quality score
- What is Actual CPC
- How is it Actual CPC Calculated?



## **M-07** Ad Extensions

- Sitelinks Extension
- Callout Extension
- Structured Snippet
- Call Extension
- Message Extension
- Location Extension
- Affiliate Location Extension
- Price & Promotion Extension
- App Extension

## **M-08** Conversion Tracking

- What is Conversion?
- Types of Conversions
- Website Conversion
- Live Practical integration of conversion tracking
- App Conversion
- Call Conversion
- Offline tracking (Import)
- • Implementation Conversion Tracking
- Dynamic Conversion Tracking
- (E-commerce Sites)

## **M-09** Search Ads Campaign

- What are Search Ads?
- Objectives of search Campaign
- Bidding Strategies
- Budget Settings
- Automated Targeting
- Creating Custom Ads
- writing awesome headlines
- Integrating Ad extensions
- Fitting right keywords

## **M-10** Display Ads Campaigns

- What Display Ads? Type of Display ads
- Objectives of Display Campaign
- Bidding Strategies
- Budget Settings
- Audience Targeting Methods
- Demographic Targeting
- Content-based Targeting
- Automated Targeting
- Types of Ad Formats
- Creating Custom Ads

## **M-11** Gmail Ads

- Creating a Gmail Ads Campaign
- Targeting based on keywords, Remarketing
- Gmail Ads measurement
- Tracking Gmail ads

## **M-12** Video Ads Campaigns

- Why video marketing?
- Creating Video Campaigns
- Instream Ads
- Discovery Ads
- Out Stream Ads
- Bumper ads
- Ad sequence Ads
- YouTube Targeting options Age/gender /Affinity Audience/keywords/
- Topics/placements Remarketing lists
- Bidding Types.
- Type of You Tube Ads
- Creating a YouTube Ad
- Reporting and Analysis

## **M-13** Shopping Ads

- Shopping Ads Campaign
- What are Shopping ads?
- Shopping Campaign Setup
- Google Merchant Centre set up.
- Datafeed Setup
- Datafeed Properties
- Adgroups and Product groups
- Activating merchant center
- Integrating Merchant center to google Ads accounts

## **M-14** Remarketing Campaign

- Remarketing Campaign
- What is Remarketing?
- How to build audience list?
- How do segmentation of lists?
- Types of Remarketing Audience
- Dynamic Remarketing set up (Ecommerce Sites)
- Website audience
- App Audience
- Customer List
- Various types of customer Lists
- Custom Remarketing List
- Creating Remarketing Campaign

- Measuring Results of Campaign
- Mobile Marketing Campaign
- Importance of Mobile Marketing
- Types of Mobile marketing campaigns
- Creating Universal app campaign
- Bidding Strategies
- Location & Budget settings
- Ad Setup
- Conversion Tracking
- Reports

### **M-15** Google Ads Certification

- How to take up test
- Eligibility rules
- Duration of each test
- Different types of Google Ads examinations
- Search
- Display
- Mobile
- Video
- Fundamentals
- Sample Google Ads question and answer guide
- How to get google Partner Badge

### **M-16** Video Ads Campaigns

- 3 Assignments
- 10 Social Media Optimization and Marketing
- 2 Tests

- Group creation. Event creation
- Facebook updates
- Facebook resources
- Facebook Like Box
- Facebook top brands case study
- Facebook layout Facebook hidden buttons.
- Facebook tricks
- Facebook content creation strategy
- How to improve likes, share and comments
- How to build brand on facebook
- Facebook budget management
- Hash tags
- Facebook advertising
- Sponsored posts
- Sponsored stories
- Sponsored events
- Sponsored likes.
- Custom Tabs
- Facebook Tools

### **M-03** Twitter Marketing

- Importance of twitter in building brand & business
- Fan Engagement in twitter Creation of twitter profile
- Writing search engine content as bio for twitter
- Hash tags

## Social Media Optimization and Marketing

## MODULE - 10

### **M-01** Social Media Optimization Introduction

- What is social media marketing?
- How is it important in business?
- How can social media be integrated with the website?"
- Case studies on various social media platforms.
- Decoding brands
- Setting up a vision, mission & goals for social media optimization

### **M-02** Facebook Marketing

- Importance of facebook in branding a product or service
- How can facebook leverage the business
- Facebook user profile creation
- Page creation
- Edge Rank Algorithm

- How to engage with users on twitter
- How to integrate twitter with other social-networking sites
- Case studies on twitter

### **M-04** LinkedIn Marketing

- What is linked in?
- How is linked in important for business?
- Role of linked in lead generation
- Role of linked in human resource department
- Profile creation
- Company page creation
- Group creation
- User engagement
- Linked in Campaigns
- Linked in Ads



## M-05 YouTube Marketing

- What is Video Marketing
- Statistics of Video Marketing
- Creating a YouTube Channel
- Customizing the YouTube Channel
- Create a video marketing strategy
- Viral video examples
- Types of Video Posts
- How to create YouTube Videos
- How to Rank YouTube Videos on top
- Custom settings in videos
- YouTube Engagement Metrics
- Increasing Subscribers.
- End Screens & Cards
- How to use Playlists
- Understanding copyrights and sparm
- YouTube Creator Studio
- In-depth Statistics Analysis
- YouTube Tools & Plugins

## M-06 Instagram Marketing

- How Brands use Instagram
- Creating an Instagram Account
- Tour of instagram App
- Content strategy for Instagram
- Story vs Instagram Post
- How to use Stories?
- How to use Hashtags?
- Tools used for finding trending hashtags
- Tools used for Influencer Marketing
- What is IG TV?
- How to use IG TV?
- Instagram Ads
- Objectives of Instagram Ads
- Reports & Analysis

## M-07 Pinterest Marketing

- What is Pinterest?
- Why Pinterest is used for marketing?
- Creating a Pinterest Account
- Customizing the Profile
- Pinterest Pins Strategy
- Boards on Pinterest
- How to Create Pins
- Pinterest Plugins
- Generating Engagements
- importance of Pinterst
- Integrating Pinterest in Site

- Engagement Metrics for Pins
- Pinterest Analytics
- Pinterest Ads

## M-08 Quora Marketing

- Introduction to Quora
- Benefits of Quora Marketing
- Creating Personal Quora Account
- Profile Setup
- Following Topics
- Writing Answers on Quora
- How to Engage with Users
- Quora Engagement Metrics
- Quora Analytics
- Creating Quora Business Page
- How to recruit Publishers
- Answering questions
- Quora advertising
- Types of Quora Campaigns
- Reports & Analysis

## M-09 AND

- Slide share
- Scribd
- Stumble upon
- Digg Delicious

## M-10 Social Media Tools

- Hootsuite
- Buffer App
- IFTT
- Every Post
- Agora Pulse

## Email Marketing

### MODULE - 02

- What is E Mail Marketing?
- How is E-Mail Marketing Important.
- in Digital Marketing?
- Why E-Mail Marketing?
- Types of News Letters

#### M-01 Setting up Campaigns

- What to write?
- How to write?
- E-Mail Scheduling?
- List Creation
- OPT in List
- Double Opt in List
- E-Mail Template Design Parameters
- Email for lead generation
- Drip campaigns for lead nurturing
- Work flow automations.
- Types of Campaigns
- How to ensure that email is delivered to inbox
- Spam Words not to be used in Mail template

#### M-02 E-Mail Reporting Metrics

- Open Rate Calculation
- Click Rate
- Unique opens
- Unique Click
- Hard bounce
- Soft Bounce
- A/B Testing

## Online Reputation Management

### MODULE - 01

- Understanding the Customer sentiments
- How to deal with negative Reviews How
- to Engage With Customers
- Tools Used in ORM

## Web Analytcs

### MODULE - 07

- Web Analytics
- How to Link Website to Google
- Analytics Account

#### M-01 Understanding Metrics

- User
- Session
- Visit
- Page views
- Unique Page views
- Goals
- Unique Sessions

#### M-01 Audience

- Active users
- Cohort Analysis

- Demographics.
- Mobile
- Benchmark
- Users Flow
- GEO
- Interests
- Behaviour
- Technology

## Affiliate Marketing

### MODULE - 01

- What is Affiliate Marketing
- How is it important in digital Marketing?
- How to increase ROI Of business Using
- Affiliate Marketing
- How Affiliate Marketing works
- How Affiliate Marketing Works
- Components Present in Affiliate Network
- Costing Techniques
- Attribution Models
- How to identify Publishers
- How to recruit Publishers
- Answering questions
- How to retain Publishers.
- What type of products are to be
- assigned to Publishers.
- How to identify merchants
- Affiliate Marketing tools
- What is Online Reputation Management

#### M-01 User Management

- Adding users to the account

#### M-02 Behaviour

- Behaviour flow
- Sitespeed
- Site search
- Site Content

## Goal Tracking

### MODULE - 01

- Goal Tracking Setup



- Domain Purchase
- Hosting Purchase
- Setting up Blog
- Wordpress Blog set up
- Affiliate Marketing Practices
- Setting up AdSense Account
- How to get AdSense Approval
- How to start Video Channel in youtube
- How to earn through Youtube
- How to partner with Merchant
- Blogging Tricks
- Idea Generation

- Project Report
- Setting up strategy for a project
- Swot analysis
- Analysis of KPI's

## POST GRADUATE IN DIGITAL MARKETING

### M-01 Video Production

- Camera Handling
- Audio Setup
- Lightning
- POST GRADUATE CURRICULUM
- Green Mat Studio Setup
- Teleprompter
- Video Editing with Filmora

### M-02 Website Funnel

- Introduction to Website Funnels:
- User Journey Mapping
- Defining Conversion Goals
- Key Performance Indicators (KPIs)
- Creating Compelling Content
- Website Design and Layout
- User-Friendly Navigation
- Mobile Responsiveness
- Call-to-Action Placement
- Measure Conversions.
- Analytics and Tracking

### M-03 Chatbots

- Introduction to Chatbots
- Types of Chatbots

- Use Cases and Applications
- Designing Conversational Interfaces
- Development Platforms
- Integration with Website
- Chatbot Analytics

### M-04 Pop Ups Integration

- Introduction to Pop-ups
- Purpose and Goals
- Design Principles
- User Experience (UX) Considerations
- Pop-up Triggers
- Call-to-Action (CTA) Optimization
- A/B testing different pop-up designs
- Analytics and Tracking

### M-05 Building Landing Page

- Building Landing Page
- Essential Landing Page Elements
- Landing Page Templates and Tools
- Copy Writing for Landing Pages
- Call-to-action (CTA) placement
- A/B Testing
- Forms and data collection
- Landing Page Optimization
- Launching and Monitoring

## **M-06** Content Marketing

- Introduction to Content Marketing
- Types of Content
- Content Creation
- Storytelling in Content Marketing
- Content Distribution
- Content Marketing Metrics and Analytics
- Content Repurposing
- Content Marketing Tools
- Word AI
- Buzzsumo
- Grammarly
- Content Marketing for Different Platforms
- Trends in Content Marketing

## **M-07** Influencer Marketing

- Importance of Influencers in Digital Marketing
- How to Identify Niche
- Types of Influencers
- Meta Collabs Manager
- Media Ant
- Payment
- Affiliate link generation
- Metrics

## **M-08** ChatGPT Scripting

- How ChatGPT Works
- How to Provide the Right Prompt For ChatGPT
- ChatGPT For Social Media
- ChatGPT For Lead Generation and Conversion
- ChatGPT in Content Marketing
- ChatGPT for Building Ad Copies
- ChatGPT Extensions
- ChatGPT Hacks
- Third Party Open AI Tools

## **M-09** Social Media Automation Tools

- Scheduling posts
- Social media calendar management
- Analytics and reporting

## **M-10** Social listening features

- Introduction to Social Listening
- Choosing the Right Social Listening Tools
- Setting Up Social Listening Campaigns
- Real-Time Monitoring
- Sentiment Analysis
- Keyword and Hashtag Tracking
- Competitor Analysis

- Geographic and Demographic Insights
- Trend Identification

## **M-11** Social Media Listening Tools & Online Reputation Management

- Brand monitoring
- Sentiment analysis
- Trend identification
- Competitor analysis

## **M-12** Google Tag Manager

- Tag implementation and management
- Event tracking
- User behavior analysis
- Cross-domain tracking

## **M-13** Drip Marketing

- Email drip campaigns
- Personalization in drip sequences
- Segmentation strategies
- Monitoring and optimization

## **M-14** AI in Marketing

- AI in Marketing Tool

## **M-15** Hubspot Marketing

- Introduction to HubSpot
- Setting Up Your HubSpot Account
- Inbound Marketing Methodology
- Creating Buyer Personas in HubSpot
- Content Creation and Management
- Social Media Management in HubSpot
- Lead Generation and Forms

## **M-16** Advance Analytical Tools

- Microsoft Clarity
- Hootsuite
- Zoho Social
- Facebook's Power Editor
- BuzzSumo



## FAQ'S



### DURATION

2.5 to 4 Months | 6 Months | 8 Months + Internship (12 Months)



### ELIGIBILITY

10th Standard to PG



### CERTIFICATIONS

Brandhigh Certificate, 6 Google Ads Certifications, Facebook Blueprint Certifications, Google Analytics Certification, Google Mobile Sites Certification, Google Digital Sales Certification, Microsoft Bing Certifications Certification from CEITRC & Glocal University



### ROLES

Digital Marketing Lead, Digital Marketing Analyst, Digital Marketing Executive, Social Media Marketing Manager, Social Media Marketing Head, Project Manager, Digital Marketing Manager, PPC Analyst, Inbound Marketing Manager, Inbound Marketing Lead, Copy Writer, Content Writer, Blogging Specialist, Email Marketing Lead, SEO Specialist, Analytics Manager, Lead Generation Expert, SEO Analyst,



### AVG PACKAGES

2.4-5 Lakh p.a. (Fresher) 5-15 Lakh p.a. (Experienced)



### PRE REQUISITE

There are no pre-requisites to learn DIGITAL MARKETING

## About Placements

Brand high Digital has an impeccable track record of placements & internships every year with top companies recruiting our students since its establishment.

- We have a 100% placement assurance policy
- We have successfully placed more than 4500+ candidates throughout our journey.

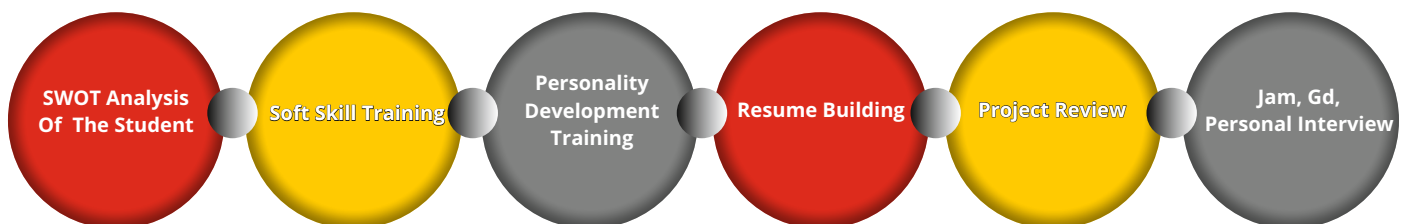
Students go through a 2 months mandatory industry internship program during the course.

- We have more than 100+ placement partners & 50+ internship partners with us.

Our comprehensive curriculum, real time training and the right attitude of our students is what makes Brandhigh the first choice for the recruiters.



### Pre-Placement Training (Mid Term & Long Term Students)





## Hostel Facility

- Outstation students have hostel facility available near the institute premises.
- We have separate hostels & PG's for girls and boys which have 3-meal facility serving numerous cuisines catering to the tastes of students from different parts of India, laundry facility, 24hrs water facility along with hot water, Wifi, TV, power backup, wardrobes, etc.

## Finance Option



## EDUCATION LOANS with Flexible EMI Options



**BAJAJ  
FINSERV**

Easy EMI Facilities, Loan Facility  
Available, Insurance Cover



## Dedicated Mobile App With Video Library



21st century is the century of mobile apps, new trends, technologies, & digitization that will make a drastic change in education sector. The widespread access to the internet has started a new era of digitization in every field. The fast and easy accessibility of the internet has made it possible to reach out from the most developed region to the remotest regions in the world with the same information.

With mobile education apps, any Person can access any kind of information, even if it is out of their syllabus. They can even learn things from higher standards if they want to. ... The education apps are not only improving the education system in the world but are also making the student smarter.

### COURSE HIGHLIGHTS

### CONTACT



+91 9081 76 4646

+91 9081 77 4646



brandhighmarketing@gmail.com  
www.brandhighdigital.com



#### Head Office

409,410 # 4th Floor, Silver Avenue, ONGC Cross Road,  
New CG Road, Chandkheda, Ahmedabad : 382424

- 100 hours+ Recorded lectures
- FreeLancing training
- Doubt Solving Sessions
- Live Projects
- Job Preparation Training & Internship Opportunities
- Assessment after every topic completion
- Project Consultation & Start up Assistance
- Learn on App / Web Portal
- Free 1000+ software worth Rs. 70000/- up
- Google , Facebook and Hubspot & SemRush Certification
- Govt. recognized Certificate



Download App as **CEITRC**

### Brand High Virtual Center

#### CHANDKHEDA

Shop No. 112,1st floor,Setu Square, New C.G Road,  
TP-22,Chandkheda,Ahmedabad- GUJ 382424

+91 90811 11844

#### NAVARANGPURA

306 GCP building, Opp Navrangpura Fire Station,  
Nr Vijay Cross Road, Navrangpura, Ahm- 380009

+91 98254 58787

#### NIKOL

312-313, Fortune Plaza, besides fortune sky,Fortune  
circle, New India colony, Nava Naroda, Ahm-382330

+91 74360 04232

#### VADODARA

304-307, Iskon Janmahal, Opp. Railway Station,  
Sayajigunj, Vadodara, - 390020

+91 74360 00224

**Brand High**  
**DIGITAL**

SCHOOL OF  
**DIGITAL**  
MARKETING

