

Batch 2023



Marketing Fundas

Empowering Digital India



Digital Marketing

Comprehensive Course

www.marketingfundas.com

What is Marketing Fundas?

Marketing Fundas is a renowned digital marketing institute and agency. The company is founded by Mr. Hitesh Gupta, an aspiring digital marketer, and entrepreneur. Marketing Fundas has an audience of around 1 million, with over 260K+ subscribers on YouTube and more than 700K+ followers on various social media platforms. As an agency, we help today's small businesses become tomorrow's brands, and as a digital marketing institute, we help today's students become tomorrow's digital marketing experts. We have trained thousands of students until 2022 to achieve their goals and start careers in the digital marketing industry.



We follow a modern, interdisciplinary approach to training

Our digital marketing trainer follows a modern methodology so that you can master the basics and advance level digital marketing. Once you understand the basics deeply, you can easily turn your understanding into actions.



Empowering Digital India

We encourage "Make in India" initiative launched by the Government of India. We have an aim to make India digitally empowered for which we focus on practical and quality learning to brush up skills.



Get Trained by the Leaders of Digital Industry

Get one on one interaction with Mr. Hitesh Gupta and boost your skills. We understand the value of quality education and at marketing Fundas you will get to learn from the Brand itself.

“ Learn from the Leading Digital Marketing Expert ”

Mr. Hitesh Gupta is a leading name in the Indian digital marketing industry. He is an entrepreneur and the founder of India's fastest-growing digital marketing learning platform, Marketing Fundas. He also runs an agency with the same name where he turns start-ups into brands. He's been praised by top marketers and online influencers. Learning from Marketing Fundas under the guidance of Mr. Hitesh Gupta can help you kick-start your career. He has delivered superior quality solutions to businesses as well as to individuals all around the nation. He believes in building trust by providing quality education.

He has 15 years of experience in digital marketing. He is keen to serve any business with dedication, perseverance, and confidence. He has delivered superior-quality solutions to businesses for his clients. He believes in building brands that are trusted by millions.

Learning basic and advanced digital marketing will benefit your career in multiple ways. We follow a unique approach to help you understand the vast digital platform. Become a digital marketing expert under the guidance of Mr. Hitesh Gupta.

Hitesh Gupta

Founder and CEO of **Marketing Fundas**



Why Enroll with Marketing Fundas ?

Whether you are a student or a business owner our digital marketing course will help you in both ways. The course is so in-depth and knowledgeable that after completion, of the course, you can directly get a good paying job or a paid internship, On the other hand, if you are a business owner the course is so practical that this knowledge can help you to grow and expand your business online. These days we provide only online courses as they are pretty affordable and easy to access. Also, according to today's scenario, online learning is the best.

Why Marketing Fundas is Leader in Digital Skill Training?



Objective-Based Learning

We Focus on Objective-Based & Quality Learning



Live Tool Walkthrough

Practical Hand On Experience on Live Tools



Certified Faculties

Learn from our best Certified Faculties



Live Exercise

Learn Best Practices with Hand on Practicals



Placement Cells

We have Different Tie-Ups with Placement Cells



Real Industry Experience

Get to Learn from Industry Experts



Modules

Module 1

Introduction of Digital Marketing

1. What is Digital Marketing
2. Scope of Digital Marketing

Module 2

Marketing Fundamentals and concepts

1. What is Marketing
2. Types of Marketing Activities
3. Core Marketing concepts
4. Holistic Marketing
5. Business Strategy planning Process

Module 3

Word Press

1. What is Domain and Hosting.
2. Basics of Word Press
3. Blog website design in Wordpress.
4. Business website design in Wordpress

Module 4

E-Commerce Web Design on WordPress

1. About WooCommerce
2. Payment Gateway Set Up
3. E-Commerce Header
4. Login Sign-Up Page
5. My Account Page
6. Wishlist Page
7. Product Attribution

Module 5

Seo On Page

1. What is seo
2. Types of Seo activities
3. Keywords Research
4. On page seo activities like meta title meta description etc.
5. What is schema.
6. What is Canonical tags

Module 6

Seo off Page

1. What is seo off page and how to use it
2. Account setup
3. What is Google my business
4. how to search submission activities

Module 7

Google Web Master

1. Google web master creation
2. How to use Google Web Master?

Module 8

Google Alogrithm

1. Google 8 Major Algorithm Updates

Module 9

Google Ads

1. What is google ads
2. How to create account
3. Types of google ads
4. How to create campaigns
5. how to create Ppc search ads. Video ads , display , discovery ads, etc

Module 10

Google Analytic

1. What is google analytic
2. How to create account and set up tracking
3. Google analytic reports overview
4. How to create events in GA4
5. How to setup conversion in GA4
6. what are metrics, dimensions, debug view , etc
7. How to create custom reports

Module 11

Google Tag Manager

1. What is google tag manager
2. How to create GTM ACCOUNT
3. How to setup events, variable, tags and triggers

Module 12

Social media Optimization

1. How to create accounts on Facebook, Instagram. LinkedIn and Twitter.
2. How to setup profile of social media account.
3. How to grow your social media
4. How to make calendar for your social media what is right time to post on social media
5. What are dimensions for post

Module 13

Facebook Ads

1. What is Facebook ads
2. How to create business manager account
3. How to create ad account
4. How to set up pixel up .
5. How to set up events
6. How to add manage event
7. How to add billing
8. How to add gst details
9. What are dimensions for Facebook Ads
10. How to set up offline events
11. How to create ads like Brand Awareness, lead generation , Traffic, Conversion Etc
12. What are the objectives
13. How to create audience
14. What is pixel
15. What is remarketing

Module 14

Instagram Ads

1. How to make professional account for ads
2. How to add gst and billing
3. How to create audience
4. What is the difference between profile visits, more messages & more websites

Module 15

Linkedin Ads

1. How to create ad account
2. How to setup pixel
3. How to create audience
4. How to add gst and billing

Module 16

Twitter Ads

1. How to create ad account
2. What is audience
3. How to create pixel
4. How to add billing
5. How to create audience
6. What is remarketing ads

Module 17

Email Marketing

1. What is email marketing
2. Email marketing platforms and softwares
3. How to grow your email subscriber list
4. How to create your account on email software
5. How to use email marketing software
(basics) how to create email marketing template
6. How to create your email open ratio tips

Module 18

Affiliate Marketing

1. What is affiliate marketing
2. How to start with affiliate marketing as a merchant
3. How to start with affiliate marketing as an affiliate
4. What is affiliate programme
5. What is affiliate software
6. How to join affiliate marketing programme
7. How to grow your business through
affiliate marketing
8. How to earn through affiliate marketing
"What is affiliate network Shopify "
9. What is shopify how to create shopify store

Module 19

Google Ads Sense

1. What is Google Ads Sense
2. Overview

Module 20

Sales Funnel

1. Lead magnet Funels
2. Magnetic funnel
3. Marketing Funel

Module 21

Content marketing

1. What is Content Marketing
2. Content Creation Process
3. Content Marketing Strategy
4. What is cms, content distribution

Module 22

Youtube Marketing

1. How to create YouTube channel and basic settings
- 2.Strategy to grow YouTube channel
3. YouTube channel analytics
4. YouTube video creation tips

Module 23

Online Reputation Management

1. About ORM
2. How to Write Reviews for Business
3. Benefits & Importance of Reviews
4. Negative to Neutral Reviews
5. Best Ways to Publish Reviews for Business

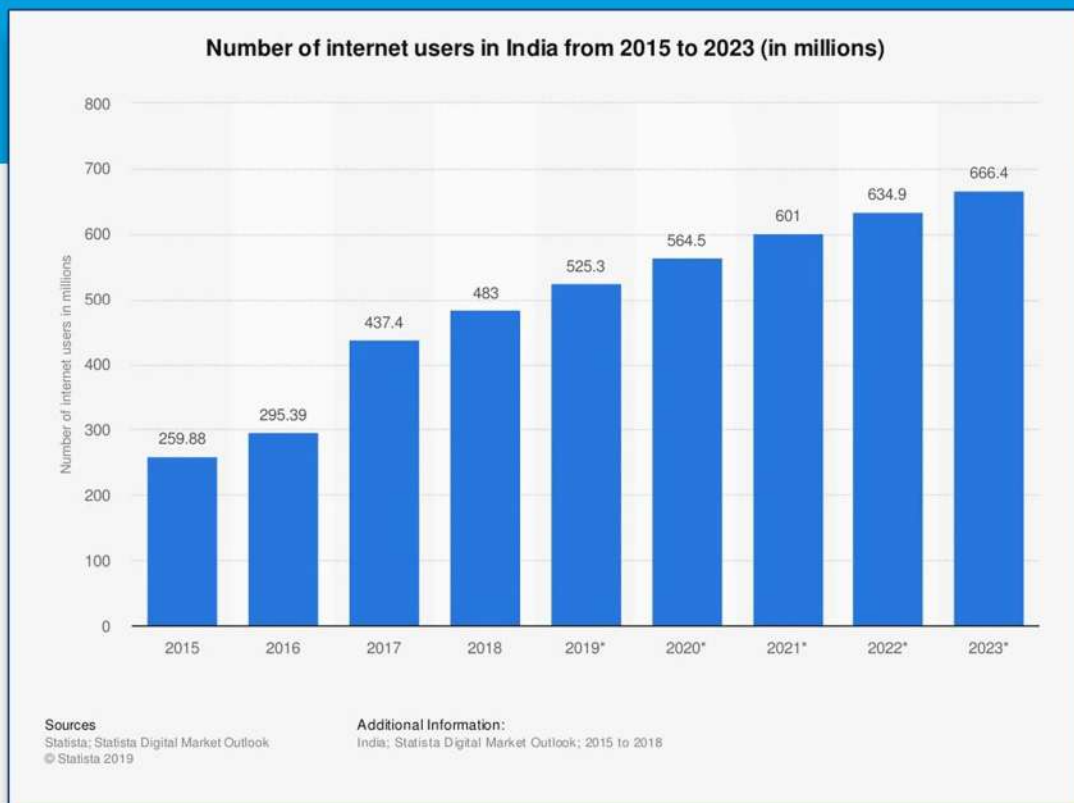
Certifications We Offer

We help our students to achieve their goals with our Digital Training Program and prepare them for the all various Google & Bing Certifications. We assist our students so they can crack these certification exams. Also, Our training program will be taught with the help of case studies and general discussions.



Scope of Digital Marketing in India

The scope of Digital Marketing is increasing with a rapid growth. When we think of the key indicators of success in marketing, the first thing we think of is the number of people reached through marketing practices. The internet's penetration has reached outstanding numbers. Looking at India itself, it has the 2nd largest number of internet users in the world.



The digital marketing career scope in the Indian internet industry alone, is going to be worth \$160 billion by 2025, according to a Goldman Sachs report, which is three times its current value. Many companies are shifting their focus from traditional marketing to digital marketing.

Job Opportunities

The importance of digital marketing has opened numerous doors for individuals with the intention of pursuing careers in the field. In fact, the demands of digital marketers have increased from 2015. By 2025, India will have close to 974.86 million internet users. The sector is experiencing double-digit growth in the country, so it only makes sense that digital marketing will have a lot of scope in the country. Since it is the most booming industry so it has a lot of opportunities for individuals to earn.

Top Jobs in the Digital Industry



Internship Opportunities In Marketing Fundas

After completing this course, a few best-performing students will get an **internship opportunity in Marketing Fundas with Hitesh Gupta and his expert team**. This internship opportunity will give you a perfect idea of how a digital marketing industry works and let you connect with the horizon of practical digital marketing.

Perks of doing an internship in Marketing Fundas:



Apply your theory



Boost your confidence



Build networks



Improve your CV



Getting a reference or letter of recommendation



"Content is the
Atomic Particle of all
Digital Marketing."

Get in Touch



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