



THE WORLD IS GOING DIGITAL WHEN WILL YOU?



Bhopal

- 📍 : Plot No.1, First Floor, KK Plaza, Zone II, MP Nagar, Bhopal (M.P.)
- ☎ : 0755 - 4059651, 6262106 888
- ✉ : bhopal@technogaze.com
- 🌐 : www.technogaze.com

Bengaluru

- 📍 : C3, Assetz 63 Degree East, Varthur Hobli, Kodathi, Off Sarjapur Road, Bangalore- 560035
- ☎ : 6262106 222
- ✉ : bengaluru@technogaze.com
- 🌐 : www.technogaze.com

Raipur

- 📍 : 29, Indravati Colony, Off canal Linking Road, Raipur (C.G.)
- ☎ : 9074118254
- ✉ : raipur@technogaze.com
- 🌐 : www.technogaze.com



GET READY FOR JOB OR BECOME AN

ENTREPRENEUR

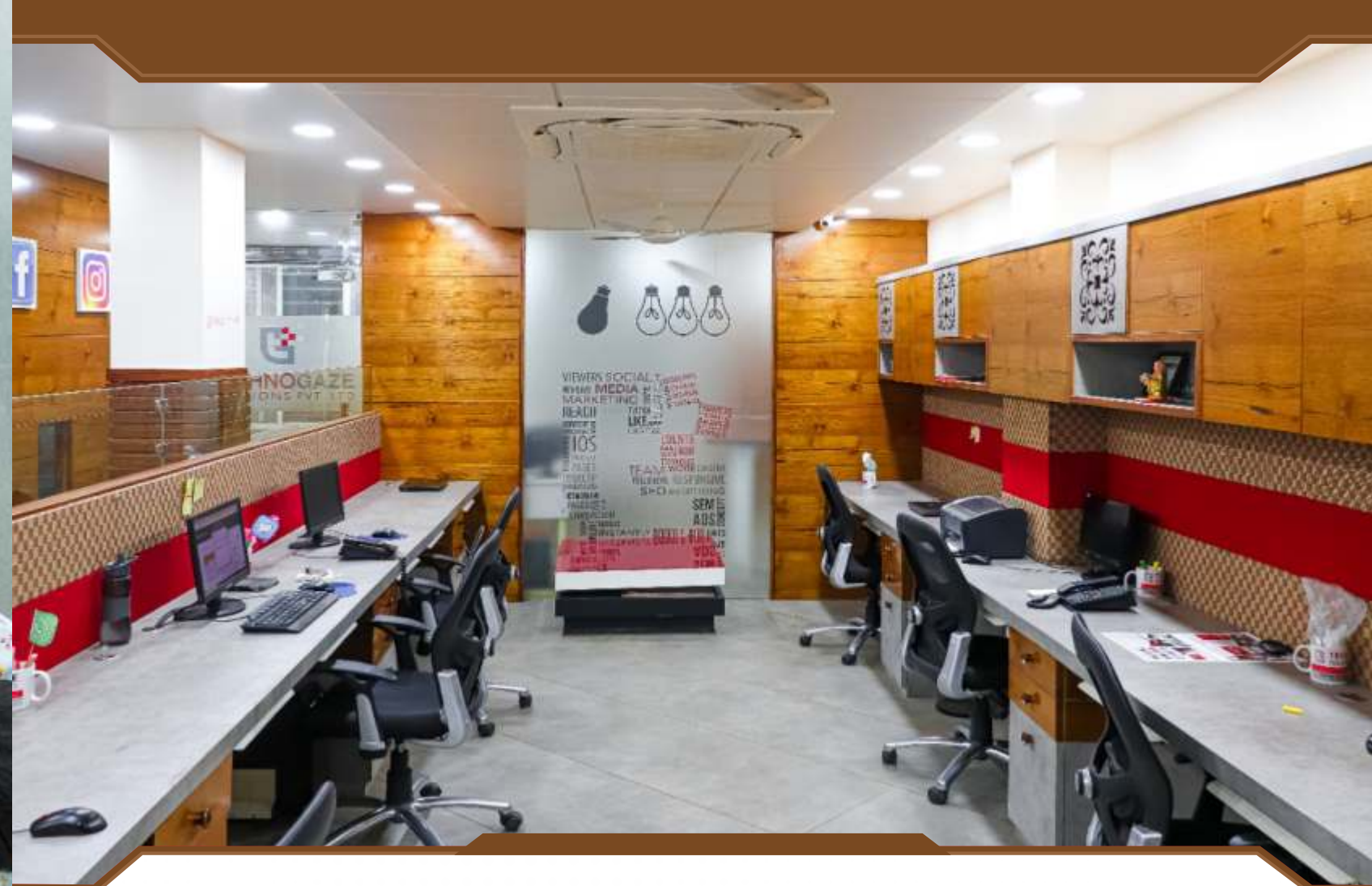
"Around 15 Lacs New **DIGITAL MARKETING JOBS** are expected by 2024"





CENTRAL INDIA'S PREMIUM DIGITAL MARKETING INSTITUTE

IN-CLASS- LIVE ONLINE TRAINING BY INDUSTRY EXPERTS



INTRODUCTION

Technogaze Solutions Pvt. Ltd. is a legacy established a decade ago, with the proven experience of turning the 1500+ raw talents into the professionals. We are offering you an opportunity to flourish your skills in digital marketing, web development, graphic designing and self management. In this digital era there is immense competition in the market where people are unable to find the right place to find and grow their hidden talent and flourishing their skills to grab the better career opportunities. We are here to guide you the best and to develop your skills not only this we also promise your placement too. Yes, you heard right so don't wait just join us and master the skills to set your career with the right knowledge and skills along with an unbeatable confidence.

This is the opportunity for those entrepreneurs who are looking forward to boost their business or planning to commence a business in the IT field; you can also join us and give your business a new thriving turn with the excellent knowledge and skills. The pros of having this advanced course for the young dynamics is they would not need any third party to play such roles for your own business all you need is the knowledge and techniques to implement these fruitful applications to your business. This will result into less investment and lifelong optimistic outputs. Don't have a second thought about it and learn how to thrive digitally and make your business a brand.



YOUR DIGITAL FUTURE AWAITS.

WELCOME

Digital technologies have changed the way we work, live and communicate. We know this huge shift can pose challenges for your current role. We understand that advancing and progressing your future career is important to you.

That's why we have designed a professional digital marketing program that can make a difference in your career. Industry aligned, it can help you stand out from the crowd and highlight your capabilities. It can boost your credibility. It can transform you into a specialist in digital world.

Become a specialist and a leader in digital industry by becoming a certified digital marketing professional now.



WHAT IS DIGITAL MARKETING?

Digital marketing is the act of promoting and selling products and services by leveraging online marketing tactics such as social media marketing, search marketing, and email marketing.

If you're new to digital marketing, it may feel overwhelming.

We get that...

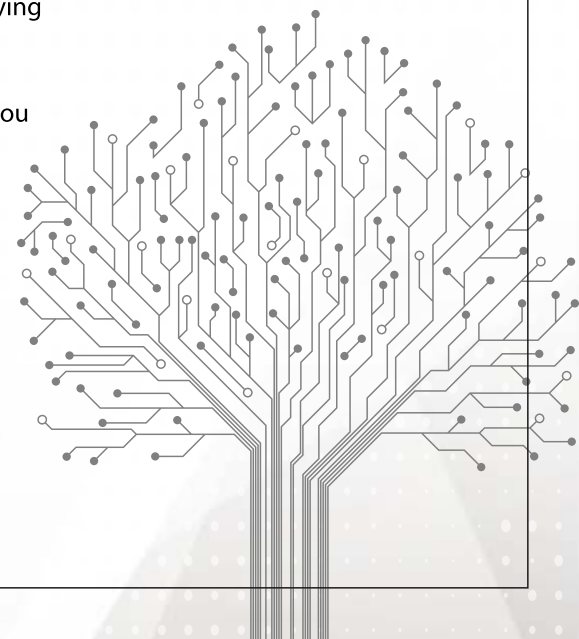
But in many ways, digital marketing is no different than traditional marketing. In both, smart organizations seek to develop mutually beneficial relationships with prospects, leads, and customers.

Now, think about the last important purchase you made. Perhaps you purchased a home, hired someone to cut your hair, or called furniture suppliers at your office.

Regardless of what it was, you probably began by searching the Internet to learn more and find your best options. Your ultimate buying decision was then based on the reviews you read, the friends and family you consulted with, and the solutions, features, and pricing you researched.

Today, most purchasing decisions begin online.

That being the case, an online presence is absolutely necessary, regardless of what you sell.





Who is this program for?

This program is designed for individuals who want to be a part of the digital revolution.

If you aspire to learn marketing in the modern times from India's best faculty, network with industry leaders in business & marketing and apply these learnings to your business - then this course is what you are looking for.



Sales & Marketing Professionals

Who want to develop deep understanding of digital marketing, integrate traditional and digital media and get best results for their digital campaigns.

Senior Management Leaders

Who understand that digital marketing know-how would be critical in enabling strategies for businesses and companies to succeed.

Entrepreneurs

Who plan to incense their customer outreach via digital medium in a cost-effective, time proven and scalable manner.

Job Aspirants

Who has completed their degree or appearing in final exams, and are looking to work in the fastest growing digital industry.

MBA, BBA, MCA, BCA, BE, B.TECH, M.TECH, M.SC., BSC.

Any other graduate, post graduate.



What will you learn?

By earning PG Program in Digital Media you will be able to:

- Build and publish a well-designed and high performing and optimized website aligned to your business goals.
- Boost your website's organic ranking by optimizing technical on-page and off-page elements.
- Conduct digital research, set business objectives for campaigns and develop a targeted digital marketing strategy.
- Create and manage paid search campaigns in Google AdWords and use Google Analytics to measure performance.
- Use Google AdWords to create display and video advertising campaigns and ads using a variety of platforms to evaluate their impact and performance.
- Set up, optimize, create, execute and report on organic and paid ad campaigns on Facebook, Twitter, LinkedIn, Instagram & Snapchat.
- Create and curate compelling and innovative content that drives ROI.
- Design effective emails that generate leads, retain customers and inspire evangelists.
- Set goals for your business and website, and understand how analytics tools are used to help measurement.
- Use owned, accessed, desk, audience, competitor and social listening research to create a how-to guide for all digital marketing activities Certified Digital Marketing Professional.



WHY DIGITAL MARKETING?

- ✓ 20 lacs jobs to be created in the next 5 years
- ✓ The future of business is digital Forbes
- ✓ Digital India Campaign
- ✓ India has become 2nd most populous internet market in the world
- ✓ Digital Marketing has beaten all the traditional educational streams etc engineering, MBA by offering highest number of job opportunities

WHO CAN JOIN US?

MBA MCA BE BCA BSC

B.COM BBA B.TECH M.TECH

JOB SEEKERS

PROFESSIONALS

HOUSE WIFE

ENTREPRENEURS

WHY TECHNOGAZE?

- ✓ Central India's First Advanced Digital Media Marketing Institute
- ✓ Certification from an IT Company
- ✓ Comprehensive training modules prepared by Industry Experts
- ✓ Hands on Projects & assignments for practical learning
- ✓ Preparing students for Google & Hubspot Certification
- ✓ Free Wi-Fi
- ✓ 100% Placement support
- ✓ Training based on live Projects
- ✓ Research based internship



GET HANDS-ON DIGITAL MARKETING

IN-CLASS PROJECTS:

Project 1: Create & Promote your Website

Description: Create your own website or a blog and learn how to add that to google. In this, we will teach you to create your online property with various tools and promote that on the web.

Duration: 2 Hours



Project 2: Work on Live Search Engine Optimization (SEO)

Description: Learn to research the right keywords for promoting your website and initiate the perfect off-page SEO strategy to get your website ranked on the search engines. In this project, you will get in-depth knowledge of various on-page & off-page SEO techniques.

Duration: 3 hours



Project 3: Search Engine Marketing (SEM) Project

Description: Learn to run live ads on Google ads platform for your website and explore the various techniques to convert prospective clients through search, display & video advertising.

Duration: 2 hours



Project 4: Social Media Marketing (SMM) Project

Description: Learn to create profitable social media pages which should convert your viewers by creating & posting impactful content that should provoke them to visit your business website.

Duration: 2 hours





LEARN THE ART OF TELLING YOUR STORY TO THE RIGHT AUDIENCE

IN-CLASS- LIVE ONLINE TRAINING BY INDUSTRY EXPERTS

SALIENT FEATURES



Hands-on Project & Assignment



Live Case study in Guidance of Experts (100+ Expert)



Placement Assistance for Fresher & Digital Marketing Experts



Research Based Internship

IN TODAY'S ERA SKILLS & KNOWLEDGE MATTERS, DEGREES DON'T

Add valuable skills & knowledge that will help you to succeed. Become a Google & Facebook Certified Digital Marketer...



SOCIAL MEDIA ANALYST

Salary: 18k to 30k
After 3 years of experience
Designation Social Media Manager
Salary 35k to 65k



PPC ANALYST

Salary: 18k to 30k
After 2 years of experience
Designation Sr. PPC Analyst
Salary: 35k to 65k



DIGITAL MARKETING EXECUTIVE

Salary: 21k to 35k
After 3 years of experience
Designation Digital Marketing Manager
Salary: 50k to 75k



CONTENT MARKETING EXECUTIVE

Salary: 21k to 35k
After 3 years of experience
Designation- Content Marketing Manager
Salary: 40k to 60k



FREELANCE DIGITAL MARKETER

Monthly earning with just 2-3
Projects: 40k to 75k
Earning with just 4-5
Projects: 1 Lac to 1.5 Lacs



ONLINE REPUTATION EXECUTIVE

Salary: 21k to 30k
After 3 years of experience
Designation- Online Reputation Manager
Salary: 30k to 50k

GET HANDS-ON DIGITAL MARKETING

IN-CLASS PROJECTS:

Project 5: Web Analytics Project

Description: Learn how web data works and how it can be presented in the right format. Get hands-on experience on Google Analytics & learn to check and review business audience, acquisition, behavior and other metrics that define your business success.

Duration: 2 hours



Project 6: Email Marketing Projects

Description: learn email marketing, develop an in-depth understanding of how to promote a product or service as well as solicit sales. By the end of the course, you will understand the nuances of building loyalty, trust, and brand awareness through email marketing.

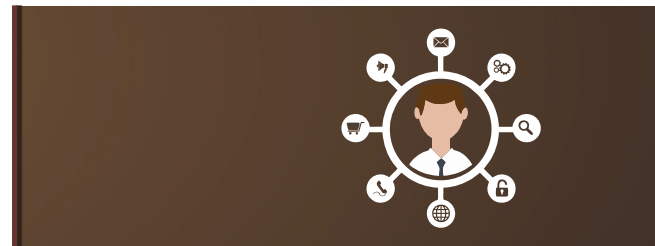
Duration: 6 hours



Project 7: Affiliate Marketing Project

Description: learn where you promote another company's product or service in return for a commission on the sales you generate at Low-cost and low-risk and Easy to scale

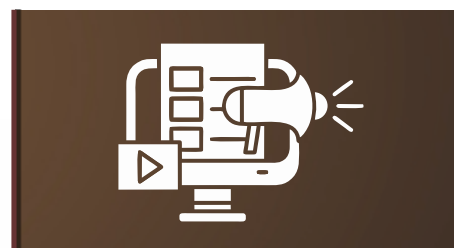
Duration: 6 hours



Project 8: Digital Marketing Final Thesis Project

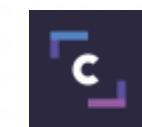
Description: This is the final project of your digital marketing course in which you will be assigned a group and then, have to create an overall digital strategy for your business including all aspects of digital marketing. Then, there will be a group presentation where one of the groups will get a special recognition certificate. With this project, you will learn the art of working in a group, teamwork, presentation, and will be able to improve your business communication skills.

Duration: 6 hours



INTERNATIONAL TOOLS

THAT WE WILL BE COVERING



& More...

LEARN FROM INTERNATIONAL CASE STUDIES & OUR OWN CASE STUDIES

SEO Case Study:



Description: Discover how Nike leveraged its SEO & got 169% Total Increase in Organic Search Traffic.
Duration: 1 hour

SEM Case Study:



Description: Discover how ClearTrip used Mobile Marketing to Improve its Cost Per conversion (CPC) by 40%
Duration: 1 hour

SMM Case Study:



Description: Discover how Mercedes got successful in delivering back to back results-drives social media campaigns.
Duration: 1 hour

SMM Case Study:



Description: Learn how woodland's ProPlanet LinkedIn contest has more than 100,000 Impressions & how they have used LinkedIn Marketing
Duration: 1 hour

Content Marketing Case Study:



Description: Learn how "CocaCola" used the power of content to influence their loyal customers.
Duration: 1 hour

Web Analytics Case Study:



Description: Discover how Puma have increase their order rate by up to 8% & used the web analytics insights to enhance their profit .
Duration: 1 hour

ORM Case Study:



Description: Learn how Sunfeast yippee Suppress 98.3% of its negative conversations in 5 months.
Duration: 1 hour

Email Marketing Case Study:



Description: Discover how Sony's Email Marketing campaign got them a 300% conversions rate increase through their existing customer data.
Duration: 1 hour

Inbound Marketing Case Study:



Description: Learn inbound marketing from one of the largest e-commerce platforms & discover how they have leveraged digital marketing techniques to create their brand online image.
Duration: 1 hour

DIGITAL MARKETING

RESOURCES

E-BOOKS

2000+ PAGES



WEBINARS

100+



PODCAST

500+



FREE DIGITAL MARKETING

TOOLSWORTH: INR 20,000+



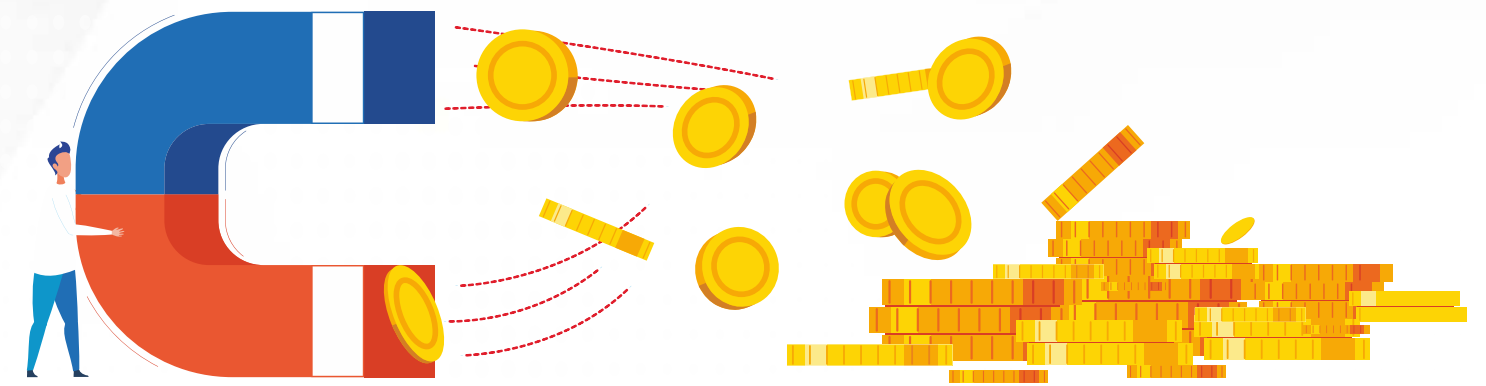


THE CAREER DIMENSION THAT COUNTS

BREAK ON THROUGH TO THE OTHER SIDE

COMPARE

DON'T JUST TAKE OUR WORD FOR IT!



	Duration	Fee	No. of Jobs	No. of Job Seekers	Average Monthly Salary	Placement by Courses
MBA	2 Years	8-12 Lacs	1 Lac	3 Lac	21K to 35K	26%
MCA	2-3 Years	2-4 Lacs	58K	2 Lacs	12K to 25K	18%
B.Tech	4 Years	3-12 Lacs	4 Lacs	18 Lacs	10K to 25K	13%
PGDM	2 Years	4-8 Lacs	60K	4 Lacs	18K to 30K	23%
Advance Digital Marketing Course	2-3 Months	25K TO 40K	10 Lacs more in next 3 years	45k	8K to 15K	70%

18 REASON WHY YOU WOULD LOVE TECHNOGAZE

- Domain Specific**
Digital Domain Specific Skills Training Institute
- LMS**
Fully Featured Learning Management System
- Certified Trainers**
Certifies Trainers to ensure you get the best from the learning experience
- Wide Course Range**
Multiple course based on your exact learning goals
- Tools**
Over 200 Tools used during Training for On-Job Experience
- Practical Labs**
Labs for students to practice course after theory Classroom
- Communication Skills**
Special Modules to Boost Employability
- Industry Connect**
Recruiters hiring Technogaze
- Collaborative Classroom**
Courses Planned keeping Group activity & End-End Learning
- Live Exercise**
Learn Best Practices with Hands on practical & Case studies
- Learning Infrastructure**
State of the Art Training Infrastructure
- Entrepreneurship Skills**
Special Modules to help you earn as a Digital Entrepreneur
- Simulation & Mock Interviews**
Ensuring that you meet Industry Hiring Needs
- Placement Cell & Tie-ups**
Dedicated Central & Zonal Placement cell
- Build your Website**
Create Your Own Mobile Friendly & Responsive Website
- Learn A-Z of Digital Marketing**
Become Google Certified Digital Marketing Professional
- Free backup & Doubt Sessions**
Free Backup & Doubt Sessions in Case of Missed Classes
- Group & Individual Assignment**
Develop A Habit of Collaborative Learning & Growing
- World Class Training Room**
Equipped With Highly Advanced System
- Most Promising Institute in India**
Leading & Fastest Growing Digital Marketing Institute in Central India



Marketing & Web Presence Foundation Modules

SECTION 1

Learn the essential concepts of Branding & Marketing through multiple case-studies.

- MODULE 1 INTRODUCTION TO ONLINE MARKETING**
Growth of Online Marketing
Online Marketing Channels
Careers in Digital Marketing
- MODULE 2 HOW TO PLAN DIGITAL MARKETING CAMPAIGN?**
- Objectives of Online Marketing
- Digital Marketing Case Studies
- Elements of Digital Strategy
- Live Exercise: Defining a Business Objective
- MODULE 3 DIGITAL BANNER DESIGNING**
- Graphic Design Fundamentals
- Logo & Key Banner Designing
- Live Exercise: Logo Designing
- MODULE 4 E-BOOKS PUBLISHING**
- E-Books - Why Create
- Types of E-Books
- Live Exercise: E-Books Designing
- How to Promote E Books
- MODULE 5 WEB ANALYTICS & TRAFFIC REPORTING**
- Introduction to Web Analytics
- Setting Up Google Analytics
- Overview of Key GA Reports from Existing Data
- Other Analytic Tools
- Live Exercise: Analytics Report Audit
- MODULE 6 YOUTUBE MARKETING**
- Customizing YouTube Channel
- YouTube Profile & Post Best Practices
- Live Exercise: YouTube Customization & Upload

Live-Tools Walkthrough:





Online Business Visibility Creation

Learn How to Make a Business and Its Products More Visible to Online Prospects

SECTION 2



MODULE 9 BUILDING YOUR WEBSITE

- Buying Domain & Hosting
- Understanding C-panel
- Installing WordPress
- Customizing Theme
- Building Home Page & Blog
- Adding Squeeze Pages
- Customizing Menu
- Customization Practice & Doubt Session



MODULE 10 VIDEO CREATION STRATEGY

- Importance of Video Marketing
- Types of Online Videos
- Building Explainer Video Scripts
- Live Exercise: Creating Explainer Videos



MODULE 11 INBOUND MARKETING

- What is Inbound Marketing
- How to Generate Content Ideas
- Building Content Calendars
- Content Repurposing



MODULE 12 WEB CONTENT WRITING

- What is Inbound Marketing
- How to Generate Content Ideas
- Building Content Calendars
- Content Repurposing



MODULE 7 HOW TO GENERATE LEADS ONLINE

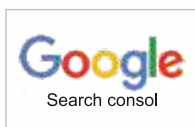
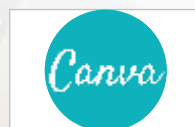
- Objectives of Online Marketing
- Digital Marketing Case Studies
- Elements of Digital Strategy
- Live Exercise: Defining a Business Objective



MODULE 8 EMAIL MARKETING

- Importance of Email Marketing
- Email Marketing Tools
- Live Walkthrough- Email Marketing Tool
- How to Write Effective Emails
- Weekly Email Strategy Creation
- Live Exercise: Drafting HTML Emails
- How to Build Effective Email List with Tools
- Live Exercise: List Building & Email Campaign

Live-Tools Walkthrough:



World of Social Media

Learn How to Promote Business on Social Media Channels

SECTION 3



MODULE 15 FACEBOOK BUSINESS MARKETING

- Profile vs. Group Vs. Page
- FB Page & Post Best Practices
- Page Insights & Boost Post
- Live Exercise: Facebook Page Customization
- Case Studies: FB Business Pages



MODULE 16 INSTAGRAM BUSINESS MARKETING

- Instagram Profile Creation & Customization
- Instagram Posting & Growth Best Practices
- Case Studies: Insta Business Profiles
- Live Exercise: Instagram Posting



MODULE 17 TWITTER BUSINESS MARKETING

- How Twitter Works
- Twitter Terminology
- How Businesses Use Twitter
- Quick Guided Setup
- Twitter Best Practices
- Live Exercise: Twitter Posting



MODULE 18 LINKEDIN MARKETING

- Introduction to LinkedIn
- Profile & Posting Best Practices
- LinkedIn Messaging & inMails
- Live Exercise: LinkedIn Message & Network Building



MODULE 13 INTRODUCTION TO SOCIAL MEDIA MARKETING

- What is Social Media
- Importance of Social Media for Business



MODULE 14 SOCIAL MEDIA MARKETING STRATEGY

- Case Studies- Conversational Marketing
- Choosing Right Social Media Tools
- Live Exercise: Social Media Brand Strategy Analysis

Live-Tools Walkthrough:





World Of Paid Media

Learn How To Get More Business Enquiries From Online Platforms Like Google, Facebook, Youtube Etc.

SECTION 4



- MODULE 21**
ONLINE ADVERTISING FOUNDATION
- Why Use Online Advertising
 - Understanding Online Ad Platforms & Ad Buying Models
 - Programmatic & Direct Ad Buying



- MODULE 22**
BING ADS
- Introduction to Bing Ads
 - Setting Up Bing Search Ads campaign
 - Bing Ads Best Practices



- MODULE 23**
FACEBOOK ADVERTISING
- Facebook Campaign Structure
 - Role of Social Media in Customer Journey
 - Facebook Ad Objectives
 - Billing & Account Setup
 - Live Exercise- FB Lead Generation Ad



- MODULE 24**
GOOGLE ADS
- Bidding & Auctions
 - Google Ads Campaign Structure
 - Billing & Account Setup
 - Google Search Ads
 - Live Exercise- Creating Search Ad Campaign
 - Conversion Tracking Setup
 - Search Ad Campaign - Best Practices & Data Analysis
 - Google Display Ads
 - Live Exercise- Creating Display Ad Campaign
 - Building a Right Display Marketing Strategy
 - Display Ad Campaign- Best Practices & Data Analysis
 - Introduction to Video Ad Campaigns
 - Live Exercise- Creating Video Ad Campaign
 - Advanced Bidding Methods

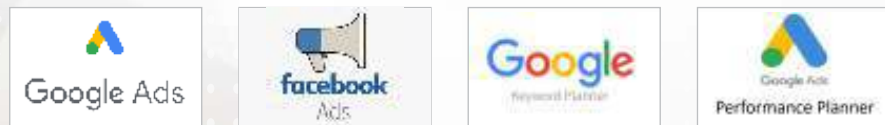


- MODULE 19**
QUORA MARKETING
- Introduction to Quora
 - Quora Profile Best Practices
 - Live Exercise: Building Quora Profile & Answering Questions
 - Quora Traffic Building Strategies



- MODULE 20**
ONLINE REPUTATION MANAGEMENT & SM TOOLS
- Online Sentiment Analysis
 - ORM & Social Media Scheduling Tools
 - Case Study: Social Crisis & Response Management
 - Live Exercise: Building Social Media Calendar
 - ORM Strategy
 - Best Social Media Tools

Live-Tools Walkthrough:



Media Buying

Learn How to Maximize Sales, Using Modern Digital Techniques

SECTION 5



- MODULE 27**
LINKEDIN ADVERTISING
- FB vs LinkedIn Advertising
 - LinkedIn Ad Objectives
 - LinkedIn Ad Format
 - Targeting, Budget & Scheduling Options
 - Billing & Account Setup
 - Live Walkthrough- LinkedIn Ad Campaign Creation
 - Case Studies: LinkedIn Advertising



- MODULE 28**
TWITTER ADVERTISING
- Billing & Account Setup
 - Objective & Types of Twitter Ads
 - Audience Bidding, Budgets & Creative
 - Live Walkthrough- LinkedIn Ad Campaign Creation
 - Case Studies: Twitter Advertising



- MODULE 29**
REMARKETING & RECALL ADS
- Setting Remarketing Pixels- FB & Ads
 - Customizing Google Ads Remarketing List
 - Customizing FB Remarketing List
 - Remarketing Campaign Setup- Google Ads
 - Remarketing Campaign Setup- Facebook



- MODULE 30**
ONLINE MEDIA BUYING STRATEGY
- Online Media Buying Process
 - Live Exercise- Online Media Budget Allocation



- MODULE 25**
ONLINE TRAFFIC BUYING
- Getting Traffic From CPA Networks
 - Other Traffic Buying Networks



- MODULE 26**
ADVANCED FB ADVERTISING STRATEGY
- Mastering FB Ad Funnel Strategy
 - Integrating Advanced Instagram Creatives
 - Advanced FB Ads Optimization
 - FB Strategy Funnel Creation

Live-Tools Walkthrough:





World of SEO

Learn How Rank Website on Leading search Engines

SECTION 5



MODULE 34

SEO CONTENT WRITING

- Writing For SEO
- How to Avoid Penalties
- Value vs Keyword Stuffing
- Live Exercise: Writing a SEO Content Copy



MODULE 35

ON PAGE SEO

- Head Tags Optimization
- Body Tags Optimization
- Website Structuring & URLs
- Live Exercise: Optimized SEO Page Creation



MODULE 36

LINK ANALYSIS & OFF PAGE SEO

- Link Analysis
- Live Exercise: Competitor Back Link Analysis
- High Value Link Building Techniques
- Black HAT Techniques & Why To Avoid It
- Live Exercise: Link Building



MODULE 37

WEBMASTER TOOLS

- Introduction to Webmasters tool
- Verifying Webmaster Code
- Key Webmaster Reports
- Live Walkthrough: Using Webmaster for Site Audits



MODULE 38

LOCAL, INTERNATIONAL & MOBILE SEO

- Map Listing Optimization
- Classified Submission
- NAP Usage
- Live Exercise: Local SEO Optimization
- International SEO
- Mobile SEO
- Mobile SEO Audit
- Mobile SEO Best Practices



MODULE 33

KEYWORDS PLANNING & RESEARCH

- Introduction to Keywords
- Why are Keywords Important in SEO
- Keyword Research Tool
- Live Exercise: Keyword Research For Website



MODULE 31

INTRODUCTION TO SEO

- Introduction to Search Engines
- Anatomy of SERP
- Introduction to 1,000 Ranking Factors
- SEO Algorithms
- Live Exercise: Understanding SEO



MODULE 32

BASIC EXCEL & HTML FOR SEO

- Basics Excel Formatting
- Key Excel Function For SEO
- Understand HTML Web Page Structure
- Live Exercise: Search Robots vs User View



ONLINE EDUCATION



SEO Tracking Automatics & Growth Hacking

Learn How to Use Previous to Create Effective SEO Strategies Track Analyses and Impalement

SECTION 6



MODULE 39

TAG MANAGER & ADVANCED GOOGLE ANALYTICS

- Tag Manager & Advanced Google Analytics
- Google Tag Manager
- Setting Goals & Funnels
- Applying Segments and filters
- Custom URLs
- Event Tracking
- Custom Metrics & Dimensions
- Advanced Reports
- Conversion Attribution Modelling



MODULE 40

CUSTOMER PERSUASION SCIENCE

- Neuro Marketing
- Persuasion Principle Emotional & Motivational
- Conversion Copywriting
- Best Practices: High Converting Websites



MODULE 41

MARKETING AUTOMATION

- Introduction To MA
- Top Automation Tools & Key Features
- Building Automation DRIP
- Live Walkthrough: Setting Automation Funnel



MODULE 42

MULTI TOUCH POINT MARKETING

- SMS Marketing
- WhatsApp Marketing



MODULE 43

CONVERSION RATE OPTIMIZATION

- Key Conversion Pillars
- Top Testing Tools
- A/B Testing Status
- A/B Testing Do's & Don'ts
- Running A/B Tests
- Tests Scheduling
- Exercise: Creating Test Reports
- Managing Redesign



MODULE 44

GROWTH HACKING

- Introduction to Growth Hacking
- Growth Funnel and Tactics
- Growth Hacking Tools
- Case Studies – Growth Hacking



MODULE 45

E-COMMERCE MARKETING

- Setting Up Your Own E-Commerce Store
- Introduction to DIY E-Commerce Tool
- Setting Up Your Own E-Commerce Store
- E-Commerce Store Customization & Essentials
- Creating Product Feed
- Selling On FB



Personal Branding & Growth

Learn How to Promote Yourself in The Digital World to Get Better Jobs, Salary raises & Business Opportunities Also Learn How to Create An E-Busienss.

SECTION 7



MODULE 48

MAKING MONEY WITH BLOGGING

- Niche Blogging & Category Selection
- Strategizing 90 Days Plan
- Live Exercise: Customizing Website for Monetizing
- Applying for AdSense & Other Ad Options



MODULE 49

EARNING AS A DIGITAL MARKETING FREELANCER

- Freelancing Platforms
- Building Freelancing Profiles
- Live Walkthrough: How to Grab Projects
- How to Price Your Services



MODULE 50

DIGITAL MARKETING INTERVIEW PLAN

- Interview Process & Preparation
- Understanding Your Career Path
- Ensuring Your Skill Proficiency
- How A Great CV Looks Like
- Live Exercise: Creating Customized Cover Letters
- Mock Interviews



MODULE 51

CERTIFICATION GUIDANCE

- Google Ads Certification
- Google Digital Unlocked Certification
- Facebook Blueprint Certification



MODULE 46

PERSONAL BRANDING & INFLUENCER MARKETING

- What Is Personal Branding & Influencer Marketing
- Key Personal Branding Platforms
- Personal Branding 60 Days Roadmap
- Making Money with Digital Products



MODULE 47

EARNING AS AFFILIATE MARKETER

- Introduction to Affiliate Marketing
- Introduction to Affiliate Platforms
- Registration at Affiliate Portals
- Affiliate Panel Overview
- Finding Right Offers In your Niche
- 7 Steps Strategy to Earn 100\$ In First Week

TG GLADIATOR

Become a **'T- Shaped Digital Marketer'** with Hands-On Experience

Get 3 Months of Super- Intensive Mentorship Based Specialization with

8 Masterclasses

3 Capstone Project

9 Super Specialization Badges.



MASTER CLASSES 08



Masterclass 1
Social Media Client Handling



Masterclass 2
Online Reputation Management



Masterclass 3
Search Engine Optimization



Masterclass 4
Search Engine Marketing



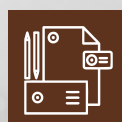
Masterclass 5
SEO & Link Audit



Masterclass 6
Integrated Marketing Strategy



Masterclass 7
Brainstorming Brands



Masterclass 8
Proposal & Consultations

Specialization in SOCIAL MEDIA MARKETING

Capstone Project: Duration 3 Weeks



**SPECIALIZATION
BADGES EARNED**

Specialization in SEARCH ENGINE OPTIMIZATION

Capstone Project: Duration 3 Weeks



SEO KEYWORD
PLANNING & MAPPING



SEO CONTENT & TAG
RESTRUCTURING



ADVANCED LINK
BUILDING TECHNIQUES



**SPECIALIZATION
BADGES EARNED**

Specialization in ONLINE ADVERTISING

Capstone Project: Duration 3 Weeks



SEARCH ENGINE
ADVERTISING



SOCIAL MEDIA
ADVERTISING



DISPLAY, VIDEO &
REMARKETING ADS



**SPECIALIZATION
BADGES EARNED**

BECOME A GOOGLE & FACEBOOK CERTIFIED PROFESSIONAL

Training Programs - Certifications

It is only skills and not degree that can help you grow. But if you are one of those individuals who believe in getting certified along with skills then we have got you covered. After completion of the training not only will you become an expert in digital marketing but you will also be a Google & Facebook Certified Professional.

Adwords Search Cetificate



AdWords Display Cetificate



Adwords Mobile Cetificate



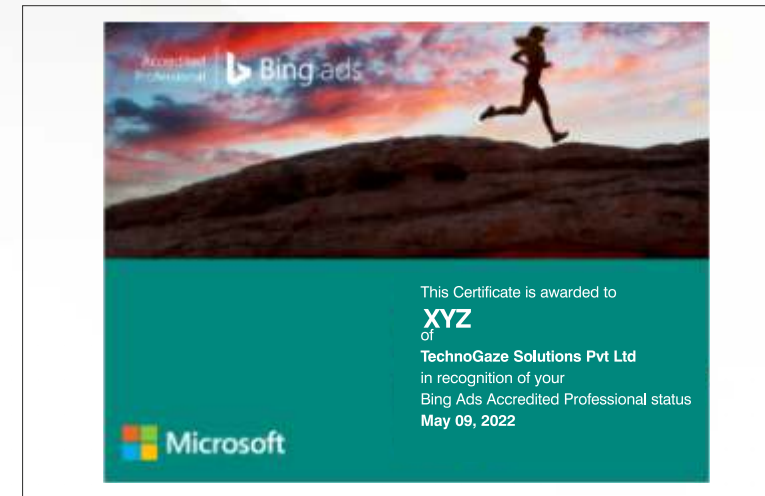
AdWords Video Cetificate



Analytics Certification



Bing Ads Cetificate



Shopping Ad Cetificate



Inbound Cetificate



Business Manager Cetificate



Email Marketing Cetificate



Business Manager Cetificate



TECHNOGAZE CERTIFICATE



✓ 6 Adwords certification - To become Adwords Certified, you'll need to pass the Adwords Fundamental exam and one more Adwords exam. Technogaze will prepare and help you to clear all these exams:

- Adwords Fundamental
- Search Advertising
- Display Advertising
- Video Advertising
- Shopping Advertising
- Mobile Advertising

- ✓ Google Analytics Certifications
- ✓ Facebook Blueprint Certifications
- ✓ Industry Recognized Technogaze Certificate

STUDENT

FEEDBACK



Shadma Mansi Ajmera

Pursuing an Advanced Digital Marketing course from Technogaze was a really good decision. It has a quality infrastructure with all the required equipment in the room. The faculty over here are experienced, humble and polite plus the course will be covered as per the student's understanding and not as per the duration.



Varun Chourey

Varun Chourey Technogaze is one of the best digital marketing Institute in Bhopal. Technogaze covers all the topics about digital marketing with practical experience. Here I learned all about marketing skills & market of digital world. covered as per the student's understanding and not as per the duration.



Priyanka Pandagre

Technogaze is one of the best digital marketing institute in Bhopal, the staff is very supportive and understanding. I have learned a lot here. I just want to say thank you sir for sharing her best experience and guidance during our course. It was a great experience.



Anuj Sharma

I pursued digital marketing from this institute and it was a great learning experience for me. The trainers were experienced and knowledgeable. They always arranged backup and doubts classes for us and they always shared with us the latest trends that are prevailing in the current market situations. I would recommend TechnoGaze for the best digital marketing training.



Mahipal Mourya

Technogaze is one of the best digital marketing Institute in Bhopal. Technogaze covers all the topics about digital marketing with practical experience. Here I learned all about marketing skills & market of digital world.

LIFE @TECHNOGAZE

LIFE @TECHNOGAZE



OUR ACHIEVEMENTS



Proud Moment for **TechnoGaze Solution Private Limited**, Media Partner with CREDAI Chhattisgarh to achieve the award from honourable **Minister Brij Mohan Agarwal**

OUR ACHIEVEMENTS



We Are Extremely Grateful To Be Associated With Such An Organization Which Is Not Leaving Any Stone Unturned To Serve The Wise Purpose Of **Plastic Recycling And Waste Management** Around The Globe. To Have Awarded As "Media Partner Of The Year" Has Been A Matter Of Pride To The Entire Team Of **TechnoGaze**.

PLACEMENTS



AMAN SINGH
ITSC Technologies
Bhopal



MEENAL MATTA
Digital space
Mumbai



PIYUSH DEORANKAR
SEO Beam
Bhopal



RITU RAJPUT
FREELANCER



RAVINA BHODEKAR
SEO Valley
Bhopal



AKASH SINGH
SEO Valley
Bhopal



YASH SHARMA
Startup Company



DEEPA MANWANI
SEO Valley
Bhopal



RAJ DOBLE
Freelancer



PRATIGYA SHRIVASTAVA
FREELANCER



PRATEEK PATIL
SEO Beam
Bhopal



SAIYAM VYAS
Startup Company
Bhopal



MONICA CHANDRIKAPURE
Social Media Executive
Pune



NEELU DHEEMAR
Digital Marketer
Bhopal



DIKSHA MANWANI
SEO Beam
Bhopal



BHIM SINGH THAKUR
SEO Beam
Bhopal



ANYA SEN
SEO Beam
Bhopal



ANUJ SHARMA
SEO Valley



ANIRUDH PAL
SEO Beam
Bhopal



SURAJ RAJPUT
SEO Beam
Bhopal



HARSHIT SURYAVANSHI
Applied AI
Intelligence Delivered



MAYUR
Orphic Solution



LUCKY KUBHCHANDANI
Moxie Morons



ANIKET AMRUTE
Praadis
Complete Solutions

ABOUT THE TRAINERS



Devendra Gour
(Founder & Director)

Expertise in Digital media space with his 14+ years of work experience, he is an Anchor for the company with a vision to provide solutions to complex problems in nature & impart his knowledge to other people
He is a software engineer who was born to be an entrepreneur & conceptualized his vision of a Digital Marketing Service Company & founded Technogaze Solution in 2009

Over the past 13 years, he has started up and successfully operated Technogaze solutions a leading digital marketing services company with the aim to create a strong online presence, not only this but to help others to maintain a strong online presence through social media, and other online marketing tools.

He follows the footsteps of his idol Ratan Tata and believes that "None can destroy iron, but its own rust can! Likewise, none can destroy a person, but its own mindset can!" so with a strong team of young & creative minds and a positive mind-set he focuses on growing different businesses out in the world.



Shivam Singh
(Team Leader & Trainer)

A Google Certified Digital Marketing Professional, in a short span of just 5+ years, he has built a strong team to help brands connect with people

He leads & trains people passionate about making advertising work better in the world. He plays a vital role in the company, where he helps ensure a healthy ecosystem for brands and shares his passion for developing innovative solutions.

In addition, he leads & manages all PPC campaigns by Creating, developing & implementing effective paid search strategies, so the clients of Technogaze Solutions can benefit from breakthrough intelligence and capabilities.

He is Digital Marketing Trainer and a Digital Marketing Expert who loves teaching and exploring the world digitally. SEO specialist, Social Media strategist consultant, and Ads expert who helps visionary entrepreneurs, business owners, and start-ups enhance their online presence, build a personal brand and generate leads. He is an expert in using Social Media platforms like Instagram and Facebook, runs ads to find creative ways to grow, influence viewers, and increase sales online. With years of experience, he has digital marketing expertise to share with others. Teaching is an art and he has mastered it.

PRICING METHODOLOGY

Beginner Orientation Digital Marketing Demo

Theory: To make the base strong, you are being imparted in-depth theory at Technogaze by trainers who are industry leaders and experts having years of experience in Digital Marketing domain.

Practical: To understand better what you have learnt in theory, you are being delivered practical learning simultaneously by trainers who also share the industry tricks and techniques with you.

Assignments: To check your progress and the understanding on the subject you are being given regular assignments and this is the way trainers here take away the flaws in you if it's there.

Evaluation

Your regular assessment is done through the evaluation of the assignments that are being given to you during the training period. Based on the evaluation you have various doubt clear sessions at Technogaze Case Study In Technogaze you work on real and live examples to get you have the full exposure of the digital marketing industry before you step in to it.

Certificate

We provide you with an industry recognized certificate as we have made our brand and have participated in various events.

Digital Marketer

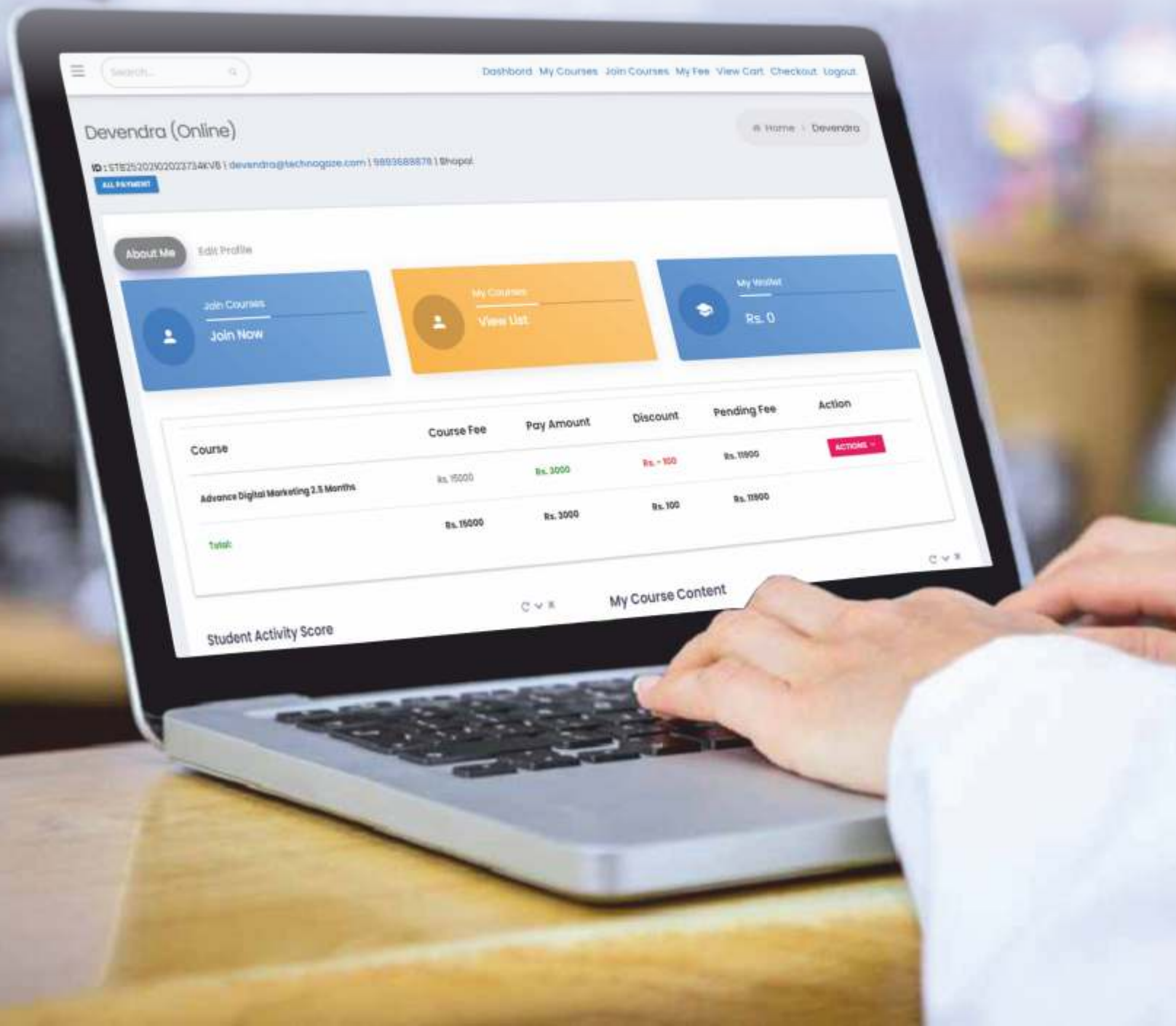
By the time you complete your training you have already become a complete digital marketing professional as all your rough edges are being treated during the training it self

Core Project: Action Plan



Bringing the Best of Hybrid Learning to you.

Hybrid Learning = Collaborative Classroom + DOLMS



See How Our Trainees Rate Us...



Trainers Knowledge & Deliverability - 9.5/10



Infrastructure & Management - 9.1/10



Course Curriculum - 9.6 /10



Placement Facility - 9.7/10



Overall Training - 9.4 /10