



Digital Marketing Training

Agency Style Training



We Build Digital Careers

**eHack Digital Academy Equips You to Build
Your Career from Scratch and be Rest
Assured you will Start with Flying Colors**



eHACK DIGITAL ACADEMY
(Agency Style Digital Marketing Training)

FOUNDER'S NOTE

Sanjeev Gupta

Founder and CEO

The Founder and CEO of eHack Academy and Director Operations Byte Code Cyber Security Pvt. Ltd, Bangalore, an enterprise focused on InfoSec Training and Consulting. He drives business development and ensures that cutting edge technology are maintained through the high standards of quality practice and lasting partnerships are built from a strong foundation.

He has 30 years of experience in various sectors of Banking, Finance, Leasing, Cyber Security, building businesses and executing in diverse domains that spans across banking,



software and information security. His passion lies in acquiring knowledge about technology, building business models and exploring new product development. Further, to enable student members to foster a holistic approach towards understanding the theoretical and practical aspects of in-depth learning through innovation ecosystem. He has a Post

Graduate in Business Management from IIM Calcutta, Personnel Management from NIPM Calcutta, Bachelors of Laws from Bangalore University and Bachelors of Commerce (Hons) from NEHU University Shillong. He thoroughly enjoys volunteering social services at various Forums.

You will be trained by Digital Marketing Experts, eHack Academy's Online and Offline Digital Marketing Course is known for offering extensive training and paves the way for upskilling your skills.

eHack Academy is one of the foremost Training Centers in Bangalore for providing Cyber Security Courses. We began our academy in the year 2015 and started providing Cyber Security and networking training along with International Certification. We have organized 50+ workshops throughout India and have provided different kinds of learning Techniques for the betterment of the students. Through our innovative Analysis we help our students

bring a change in the cyber World. We prepare our students to Protect Data and crimes in the Cyber World, which will be priceless experience to enhance one's Resume.

We have launched customized program to create awareness and risk factors involved when data is breached. We have created these courses to enable all our students, working Professionals, and other individuals become aware of cyber security. With this landmark in Cyber Security Education, we are offering one more course now on **Digital Marketing, an Agency Style Training Academy**

The INDUSTRY GAP

eHack Digital Academy was created with an intention to offer a complete course that is specifically designed as per the current industry trends. Years of experience has helped us identify and understand the graduate-employee skills gap in the industry. At eHack Digital Academy we keep up with the pace of the industry and impart a holistic education that encompasses all the latest concepts of the Digital world so that our graduates can effortlessly integrate into the

JOB OPPORTUNITIES

The growth of the Digital economy is opening new avenues in creative, social media, technical and business skills for aspiring professionals. The supply of skilled Digital Marketing professionals does not match the rising demand. eHack Digital Academy, being an agency style Digital Marketing Institute, gives you the opportunity to be a qualified professional through hands-on agency training and equips you for any job profile in this industry. ***Candidates who are certified under eHack Digital Academy can get placed in the following Job profiles***

Designation	Roles & Responsibilities
<i>Social Media Executive</i>	Driving brand and product awareness across various social media platforms
<i>Digital Marketing Strategist</i>	Planning and creating effective end-to-end Digital strategies to increase prospective sales for any Business

<p><i>SEO Expert</i></p>	<p>Optimizing the website content by closely working with website developers and content writers to ensure the searches appear on top of Google and other search engines</p>
<p><i>Content Writer</i></p>	<p>Create and proof-read intriguing content pieces that would drive maximum traffic to the website</p>
<p><i>Client Service Executive/ Account Manager</i></p>	<p>Pitching lucrative ideas to the clients and understanding their requirements to create and execute online campaigns. Also Managing end-to-end client relationships and ensuring the brand's Digital performance is up to the standard</p>
<p><i>Copywriter</i></p>	<p>Understanding how words affect buying and selling is very important. While not everyone is a writer, understanding the nuances of it will help you fit in better in a team of competitive digital marketers. Copies make a brand perfect. Learn the art of writing smart and right.</p>

<p><i>Media Planner</i></p>	<p>Choosing the right media platform for generating leads that would increase the sales online</p>
<p><i>Business Development Executive</i></p>	<p>Targeting new businesses for agencies and devising solid strategies for brands to increase data-driven sales</p>

WHY eHACK DIGITAL ACADEMY?

1. **STUDY UNDER THE GUIDANCE OF eHACK DIGITAL ACADEMY**
2. **11+ CERTIFICATIONS**
3. **GUARANTEED INTERNSHIP**
4. **100% PLACEMENT ASSISTANCE**
5. **LIVE CASE STUDIES**
6. **INDUSTRY CONNECT**
7. **ACCESS TO FREELANCE MARKETPLACE**
8. **13+ ADVANCED MODULES**
9. **FREE HOSTING FOR A YEAR**
10. **AD BUDGET ALLOCATION**
11. **QUALIFIED FACULTY OF PRACTITIONERS**
12. **CONDUCTIVE AMBIENCE**
13. **1-YEAR ACCESS TO COURSE MATERIAL**
14. **UPDATED COURSE**
15. **FEEDBACK SESSION**
16. **COMMUNITY SUPPORT**

THE GAME-CHANGER: 100% PLACEMENT ASSISTANCE

What makes eHack Digital Academy's placement program a winning formula? From A to Z, we cover all the bases you'll need to present yourself as a competitive candidate for a top-tier digital marketing job. Take a peek at our sure-shot placement training success formula.

1. **PROFILE/ RESUME PREPARATION**
2. **GROUP DISCUSSIONS**
3. **PRESENTATION & COMMUNICATION SKILLS**
4. **CONFIDENCE BUILDING**
5. **INTERVIEW SKILLS & MOCK SESSIONS**

DIGITAL MARKETING PLATFORMS AND TOOLS *[Some tools will be replaced according to the need, cost, popularity in the market]*



TEACHING METHODOLOGY

Our teaching methodology is practical and hands-on. It is a two-way flow of knowledge and is open to queries & clarifications. Students are encouraged to implement, experiment and test out what they have learnt. We create a holistic digital ecosystem that helps students brainstorm, work as a team, and learn from each other, all the while honing their individual skills

WORK IN GROUPS

1. ASSIGNMENTS
2. CASE STUDY DISCUSSION
3. PROPOSAL MAKING
4. CLIENT PITCHING
5. AGENCY DO'S AND DONT'S
6. LIVE PROJECTS
7. AD BUDGET FOR PRACTICE

COURSE CURRICULUM [Broader Outline]

- 1. Create and design website from scratch with a zero-code knowledge Ace copywriting skills to sell your product right**
- 2. Understanding social media and the way it works to generate website traffic and sales**
- 3. Master SEO skills to drive consistent website traffic**
- 4. Manage and optimize Google Ads, Facebook Ads and related campaigns Earn proficient training in various skills to land high-paid jobs**
- 5. Excel in advanced digital tools that help you create convincing social media campaigns**
- 6. Organic traffic is all that one appreciates. Learn the skills to give your best in generating organic traffic**
- 7. Discover the best methods to hone a brand's reputation by learning ORM Learn the right skills for email marketing and ace the art of convincing**

COURSE CURRICULUM [Detailed Outline]

MODULE 1: ORIENTATION AND FUNDAMENTALS OF MARKETING

1. Understand the role of digital with respect to traditional marketing media mix strategies.
2. Understand customer decision journeys, customer personas and audience tribes.
3. Develop a digital vision and goal for you by learning about the new digital marketing framework.
4. Evolving a balanced digital communication strategy between traditional and digital media.
5. Advertising Promotions in the Digital Age

MODULE 2: PERSONAL BRANDING

Personal branding refers to the process of establishing your public persona for your target audience. It involves carefully and accurately communicating your values, beliefs, goals, and purpose. You will never be able to differentiate from your competitors if you don't work on your personal brand. Become the only logical choice with our proven personal brand training that has helped many students stand out from the crowd and get organic clients and sales. Learn how to:

1. Create a winning personal brand strategy that aligns with the ultimate desire of your dream clients.
2. Polish your social media profile and optimize your bio to drive maximum eyeballs
3. Identify your niche using our niche accelerator training and also how to be fully engaged and manage your energy more skillfully online.
4. Consistently generate content and re-purpose it for different social media channels using our 60-days content calendar template which will help you scale up your online presence.

MODULE 3: CONTENT STRATEGY

Consumers perceive content as a feed to their otherwise occupied mind. When they see your website, they should be convinced enough to open your website and make a purchase or take any of the CTAs. Writing is an art by itself and it is important to write persuasive content to see a positive conversion rate. In this module of Content writing you will learn the following,

1. What is Content Writing and how it contributes to your website?
2. What is SEO based content writing?
3. Content Research and Planning
4. Keyword research and its density
5. How to insert right keywords at the right places in your content
6. Flow & Coherence
7. Discovering your niche
8. Understanding various online content tools
9. What is Plagiarism and how to avoid it
10. Google My Business
11. Building a strong social media presence
12. Using various social media tools and Monetizing your writing

MODULE 4: WORDPRESS MANAGEMENT

Whether you're a freelance designer, entrepreneur, employee for a company, student or looking for new ways to make money— this module gives you an immensely valuable skill that will enable you to either - Make money on the side or Create a full-time income or save tons of money by not getting scammed in paying lakhs for building a website. WordPress developers have options. Many developers make a generous living off of creating custom.

WordPress themes and selling them on websites like ThemeForest. Freelance designers and developers can also take on WordPress projects and make an extra \$ 500 - \$1,000+ per month. This module helps you exactly how to get started and become an awesome website developer without actually learning coding.

1. To choose your domain name and why it is important.
2. How to choose right hosting service for your website.
3. How to install a WordPress blog without the help of any web developer.
4. 10 must have things when you need to set up in your WordPress blog.
5. 10 must have SEO plugins for any WordPress blog to increase your seo ranking.
6. To customize your website using free or paid themes.
7. How to publish your 1st blog post with best SEO techniques of 2021.
8. To link your email tool with WordPress blog to increase your email subscribers.

Tools Covered *[Some tools will be replaced according to the need, cost, popularity in the market]*



MODULE 5: SEARCH ENGINE OPTIMIZATION [UBERSUGGEST]

Learn & implement search engine optimisation that produces results! Get your website to the top of the major search engines! When your potential customers and site visitors search at google, does your website appear in the results? After garnering at least 300,000 unique visitors every year to www.Soravjain.Com blog, we have developed a 20-step unique framework to crack any blog or website to rank on top of Google's search engine in the

least time possible. At the end of this module you'll have a firm understanding of how seo (search engine optimization) works and how you can use it to boost traffic to your site.

1. Know what is important in a technical audit and how to start one yourself. ●
Boosting SEO with Structured Data Markup.
2. Be able to optimize on-page content with the right keywords & page structure.
3. Understand what a good URL structure is and how you can influence crawl behavior.
4. Finding Places to Get Great Links to Your Site.
5. Know how to use JavaScript frameworks to influence technical SEO.
6. Easily create XML sitemaps to help you better understand content & index rates.
7. Be skilled at marking up your content with structured data so it can extract entities.
8. Be able to decide on the right domain strategy, URL structure, content & keywords while working across multiple countries.
9. Learn Link Building Strategies and get backlinks with over 30+ DA sites without paying.

MODULE 6: FACEBOOK & INSTAGRAM ADS

If you want to become a professional media buyer, then mastering Facebook and Instagram Ads is your first step. You don't have to literally spend thousands and thousands of dollars on Facebook advertising to see results—if you do it right.

That's where the eHack Digital Academy's method comes in. This award-winning method teaches you exactly how to align your message and objectives throughout the entire new customer digital journey. At the same time, it helps you with increased conversions and decreased costs.

1. Understand the new customer journey so you can properly structure your Facebook ad campaigns for success.
2. Structure a sustainable and scalable Facebook marketing campaign that generates less expensive traffic, leads, and sales while also lowering your risk of an ad account shutdown.
3. Find out what ads perform best with using Split Tests and optimising for the top performing ads to avoid increased costs.
4. Advertise on Instagram platform. Target website visitors, Facebook fans or email subscribers Custom Audiences and also Target people who are like your existing customers with Lookalike Audience

5. Drive Ecommerce Sales with Dynamic Ads & Collection Ads
6. Grow Your App with App Install & Engagement Ads

MODULE 7: SEARCH ENGINE MARKETING [GOOGLE ADS]

Learn an amazing framework designed by the Team of EHack Digital Academy and get a full suite of execution tactics to follow so you're always running ads that hit the right targets and get you the results you need. EHack Digital Academy's Team has spent more than 1,000,000\$ over the years for clients on google ads and the team understands what works and how to hit those golden keywords. Google Ads could be your business' best growth strategy.. You just need to know how to execute your campaigns properly. This module will teach you a proven, industry agnostic framework that's guaranteed to help you drive consistent revenue growth at your company or for your clients. How to:

1. Set up your AdWords account from scratch
2. Understand PPC temperatures – so you can follow the law of conversion intent
3. Set up conversion tracking and how to track phone calls from your website
4. Track sales, revenue and form submissions using Google AdWords
5. Take advantage of competitor reports and customer data in your campaigns
6. Increase Quality Score and decrease your cost per click
7. Be a master of targeting and A/B split testing. Find the best optimization routine
8. Scale all types of campaigns – so that you can scale up your campaigns after you've achieved better ROAS and CPA

MODULE 8: EMAIL MARKETING [ZENLER]

Welcome to Email Marketing Course Module that will teach you the top email marketing strategies that we use to gain thousands of new email subscribers every month, and hundreds of thousands of dollars per year in revenue. We maintain a list of over 213,000 people and we know what works in generating revenue out of them.

Too many people just focus on social media these days. But as you'll see in this module, email marketing has many unique and powerful advantages and why every business should be focusing on building their list, which is going to be absolutely essential for maximizing your success. With this module you'll be able to:

1. Unleash your email marketing model, which will help you to plan, send and manage your emails to get the best possible results. Types of emailers.

2. Apply the PROVEN principles for successful emails so that your emails are delivered, opened, read and clicked on.
3. Rapidly grow your mailing list to get the maximum number of highly targeted subscribers in the shortest amount of time using the 10+ easy lead magnet ideas we share during the class. Introduction to Zapier.
4. Setup autoresponders, email marketing copy that helps you increase your open rates by 3x.
5. Get Email Marketing Templates made by Agencies' best copywriters and just plug and play and get started.
6. Learn how to create your first (or next) ebook in less than 10 minutes, and generate email IDs by the end of the class, you bet?
7. Turn your email campaigns into a data-driven marketing machine that drives results.
8. Avoid errors that email marketers often (still) make.

MODULE 9: AUTOMATION



When you step into the field of digital marketing, you will have to work with at least 20 tools on an average. There are a lot of products/Apps that you will use for your business more efficiently and managing these apps together is quite a really tough task. You need to transfer data from one platform to another to keep the work in a flow. Automating the tasks not only makes you more productive, but drastically improves the ROI of your marketing campaigns. In the module, you will learn how to:

1. Connect a lead to an Email marketing platform to SMS tool.
2. Automate replies to google reviews and comments on YouTube.
3. Send automated Emails and SMS for a successful payment as well as for failed payments.
4. Automate pretty much any workflow and connect multiple apps in a single workflow.
5. Create routers and drive various workflows and create intense automation for your use-case.

MODULE 10: BUILDING SALES FUNNEL [SWIPE PAGES, SMS HORIZON, ZENLER]



Building scalable sales funnels that convert cold traffic into customers should be one skill that every digital marketer should master. We have a dedicated module at eHack Digital Academy where you will learn how to master the art of sales funnel and this comes after designing 200+ sales funnels and generating 1crore+ in sales in 3 months for our training programs. Also, the trainer of this module has also been awarded One Comma Club Award by Russell Brunson for building amazing sales funnels.

1. Know how to create sales funnels in order to promote your personal brand, business or organisation
2. Understand the XOTF model & know how to set up a proper TOTF, MOTF and BOTF
3. Use dozens of marketing strategies and proven concepts to generate a positive ROI (Return on investment) for your sales funnel
4. Learn the hacks that go on landing pages to upsell, down-sell and craft a perfect sales funnel to churn out more money from a visitor.
5. Automate the customer journey and send emailers, SMS and WhatsApp messages to people who opt-in your pages and also learn how to integrate national and international payment gateways to sell your products.

MODULE 11: LINKEDIN MARKETING [LINKEDIN, SALES NAVIGATOR]

LinkedIn is the largest business-oriented networking website geared specifically towards professionals. It has over 500 million members, in over 200 countries. LinkedIn gives you the ability to showcase your profile, expertise, recommendations and connections when recruiters and employers use LinkedIn to search for candidates and it also demonstrates credibility in your industry and highlights your achievements. LinkedIn is still the most Under-rated social media platform to drive leads and sales and to actually build a powerful personal brand. Fortunately, there is a PROVEN method top sales people, recruiters, and entrepreneurs have been using to schedule appointments with their dream clients for years, and it's simply by leveraging LinkedIn. Now using LinkedIn to generate leads is, easily and decisively, one of the most effective ways for an individual or business to develop a business relationship with another company.

1. How to optimize your LinkedIn Profile to get 10x more visibility and generate leads.
2. Demystify the most expensive paid ad channel and confidently generate huge ROI from your LinkedIn Ads.
3. Scale your audience, avoid your competition, and build wildly effective retargeting audiences.
4. How to send cold LinkedIn Messages and get a meeting with ANYONE from small, medium, and Fortune 500 companies.
5. Automate leads and sales generation Using LinkedIn Outreach tools.

MODULE 12: SOCIAL MEDIA MANAGEMENT

Social Media has the power to reach the unreachable. It's one of the easiest ways to reach the masses as 80% of India's population has access to the internet and are active on Social media. In this module, we will help you get your business socially active. You will learn:

1. The basics of all the social media platforms (Facebook, Instagram & Twitter) – Planning, Strategizing, Scheduling and Promoting.
2. Strategies and create a monthly calendar and implement the same for your small/medium or Big business.
3. The best performing content types that are tried and tested with big brands
4. How to set up all platforms, how to gain followers and the best means to engage them.
5. How a non-designer can unravel their designing skills using different tools.
6. The importance of #Hashtags and how to make the best use of its reach.
7. Local, national and global case studies of brands who have aced the social media game with their viral content.

MODULE 13: INSTAGRAM INFLUENCER MARKETING [INSTACHAMP]

1. Learn the art of growing followers on the most popular social media channels
2. Optimize and polish your bio
3. Content generation and video making
4. Hashtag, Stories and Reels mastery
5. Understanding advanced analytics to make informed decisions

MODULE 14: AGENCY MANAGEMENT

Your agency starts with your people. In this module, we cover the templates and the exact process through which to pitch clients, onboard them and sustain them for years to come generating revenues

1. Set your agency up for sustainable growth through the use of agency strategy, financial management, and ultimately, client pitching templates, & sales outreach tools.
2. Using our 6-figure client pitching templates, learn the art of crafting perfect offer and charge for your services.
3. Learn to draft contracts and set up billing for your clients.
4. Learn Industry specific strategies from our experience and get an advantage over your competitors.

.MODULE 15: INTERNATIONAL FREELANCING

Take charge of your own career. Find International Clients and learn how to close deals in dollars. Choosing your clients and how to be at the right place at the right time is important. By pushing yourself to produce remarkable work, the clients will start coming to you. This module will help you become an international freelancer as we will help you tie up with some of the biggest Freelance Marketplaces and help you get your first or next international client. What you learn:

1. To setup your professional account on marketplace
2. What to charge for your services
3. To create contracts and collect payments
4. How to find the right team partners to complete the task at hand.

Meet/Call our Digital Counsellors Today/Now

+91-9886035330, Landline 080-41314190, 42185443

info@ehackacademy.com

eHack Digital Academy

#215, 1st Floor, Shashi Arcade, New BEL Road, Sanjay Nagar,

Bangalore 560054 (India), Landmark: Above McDonald's

THANK YOU!

For more updates, follow me on:

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