

BECOME A

# DIGITAL MARKETER

IN 2-6 MONTHS AND EARN IN LAKHS



**MARKET  
MASTERS**  
ACADEMY



**LIVE CLASSROOM PROGRAM**

**MM-BDM**

**2 Months**

**MM-ADM**

**4 Months**

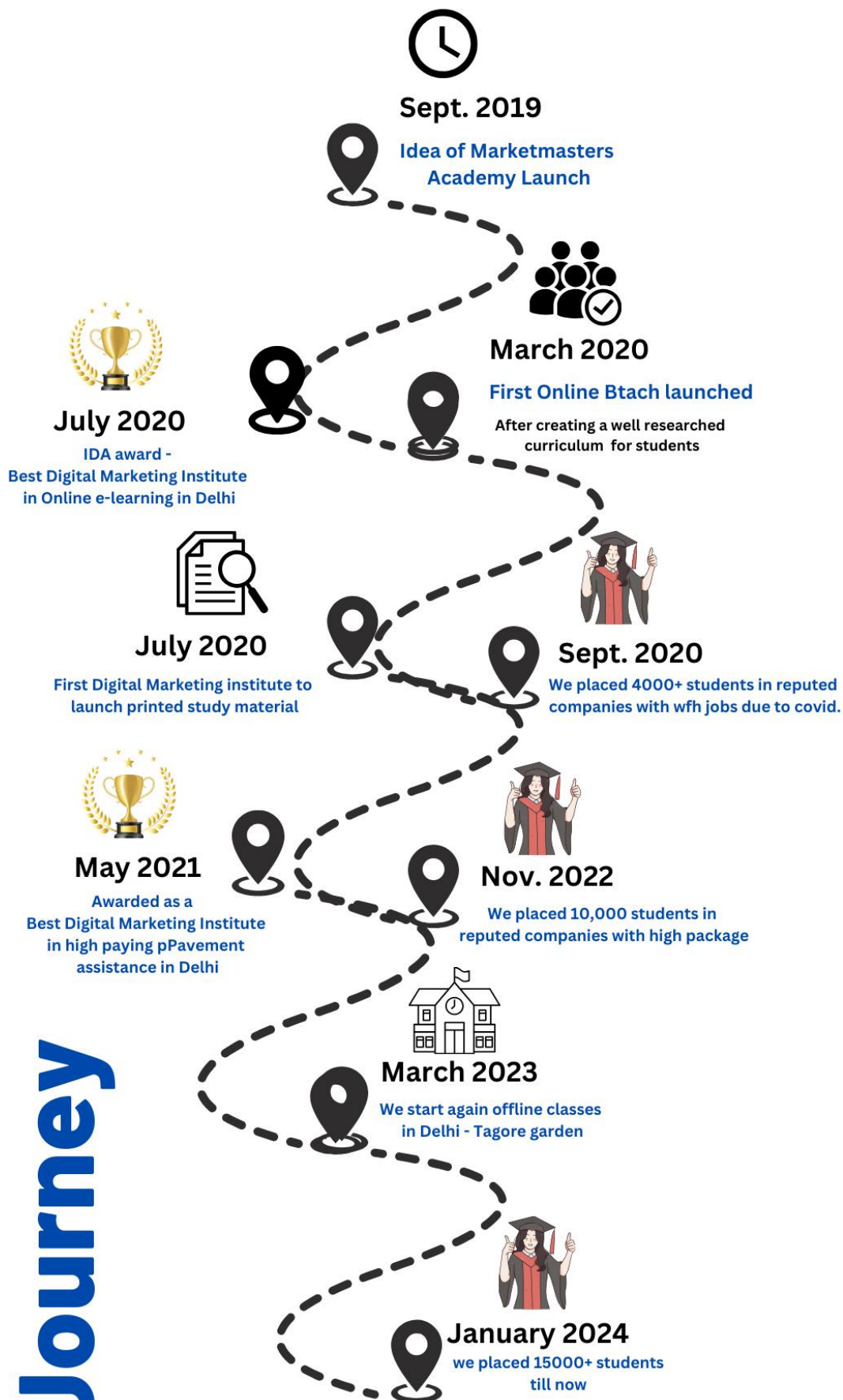
**MM-MDM**

**6 Months**

**PROSPECTUS 2023 - 2024**

# The MarketMasters Academy

## Journey



Many More Milestone To Come

# Our students placed at





# 100% Practical Approach with Case-Studies of

Coca-Cola



McDonald's



**Marketing Strategy**

make **my** trip

Dil toh roaming hai

**Travel Package Sales Cycle**



**RENAULT**  
Passion for life

**Omni- channel Retail Process**



**Digital Business Goal Identification**

Allen Solly™

**ROYAL  
ENFIELD**

**Travel Package Sales Cycle**

**WOW**™  
SKIN SCIENCE



**Social Media Strategy**

**big  
basket**

**paytm**



**Landing Page Analysis**



**30+ Conceptual Quizzes**  
**Post Every Critical Theory**



# Get Ready To Acquire 20+ Internationally Valid Certificates\*

**Transform your career trajectory now!  
Gain mastery in essential skills and secure an exclusive  
digital marketing certification from**

## **ASIA TOP TRUSTED DIGITAL MARKETING EDUCATIONAL INSTITUTION**

**Moreover, our curated content and interactive exercises will empower you to attain all the covered  
certifications within the digital marketing domain.**



### **Get prepared for:**

- ✓ **1 Marketmasters Academy**
- ✓ **Google Analytics Certification**
- ✓ **Meta Certificates ( paid )**
- ✓ **8 Google Ad certifications**
- ✓ **4 Hubspot certifications**
- ✓ **SEM RUSH Certifications**



# JOB ROLES STUDENTS GET AFTER COURSE COMPLETION



## Wordpress Developer

Starting earning - 25k to 30k /  
pro earning - 2 to 3lacs



## Canva Designer

Starting earning - 15k to 20k /  
pro earning - 40k to 50k



## SEO specialist

Starting earning - 25 to 30k /  
pro salary - 2 to 3lacs



## Social Media Executive

Starting salary 25k to 30k /  
pro salary - 2 to 3lacs



## Social media specialist

Starting earning - 30k to 35k /  
pro salary - 3 to 4lacs



## Digital marketing executive

Starting salary - 40k to 50k /  
pro salary - 3.5 to 4.5lakh



## SEO Executive

Starting salary - 25k to 30k /  
pro salary - 2 to 3lacs



## Social media ads manager

Starting salary - 30k to 35k /  
pro salary - 3 to 4lacs



## Google ads specialist

Starting salary - 40 to 50k /  
pro salary - 3 to 4lacs



## Marketing automation specialist

Starting salary - 30k to 40k /  
pro salary - 2 to 3lacs



## Performance marketer

Starting salary - 30k to 35k /  
pro salary - 2 to 3lacs



## Content writer

Starting salary - 35k to 45k /  
pro salary - 1 to 2lacs



## Affiliate marketer / blogger

Starting salary - 20k to 30k /  
pro salary - 2 to 3lacs



## Amazon marketplace manager

Starting salary -25k to 35k /  
pro salary - 1 to 2lacs



## Digital marketing freelancer

Starting salary - 40 to 50k /  
pro salary - unlimited earning



## Digital Entrepreneur

Starting earning - 30 to 50k /  
pro earning - unlimited



## Digital Transformation specialist

Starting Salary - 45k to 50k /  
pro salary - 3 to 5lacs



## Digital marketing officer

starting salary - 50k to 60k/  
pro salary - 4 to 5lacs



## Key account manager

H



## Digital marketing manager (experience)

Starting salary - 60k to 70k /  
pro salary - 5 to 6lacs



## D2c specialist / D2c business

starting salary- 25k to 35k /  
pro salary - unlimited earning

# AT MARKETMASTERS ACADEMY,

## PAID PROJECTS YOU GET WHILE LEARNING

### FOR ONLY SILVER AND GOLD BADGE PROGRAM



**Business Marketing  
Kit Designing**



**Storyboard-based  
Video Shoot**



**No-Code  
Website Creation  
WordPress**



**Business Social Media  
Banners Portfolio**



**Funnel-Based Email  
Marketing Template Pack  
Creation**



**Corporate Business  
SEO Proposal Creation**



**LP & Ads For  
Social Media Campaign**



**Google Ads Business  
Proposal Creation**



**Social Media Strategy  
Blueprint Organic & Paid**



**Marketplace  
Feasibility Plan  
Creation**



**D2C Business  
Plan Creation**



**YouTube business  
blueprint creation**

## Projects & Assignments



**Brown badge  
program**

~ 7 PROJECTS  
~ 15 QUIZZES  
~ 15 ASSIGNMENTS



**Silver badge  
program**

~ 10 PROJECTS  
~ 25 QUIZZES  
~ 25 ASSIGNMENTS



**Gold badge  
program**

~ 12 PROJECTS  
~ 40 QUIZZES  
~ 40 ASSIGNMENTS

# COURSE CURRICULUM

## Marketing & Web Presence Foundation Modules

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

### MODULE 1:

#### Marketing Foundation

- History of Marketing
- Traditional vs. Digital Marketing

### MODULE 2:

#### Digital Marketing Ecosystem

- The Current Opportunity
- Digital Marketing Channels
- Careers in Digital Marketing

### MODULE 3:

#### Digital Consumer Behaviour

- Digital Consumer Journey
- Understanding Online Business Goals

### MODULE 4:

#### Digital Visibility Strategy

- Website Planning
- Local Visibility
- Social Media Visibility

### MODULE 5:

#### Online Lead Strategy

- Need of Online Advertising
- Types of Online Ads
- Media Buying Principles
- Nurturing & Lead Funnels



### Digital Media Analyst Earning 45k

I am working with renowned media group Hindustan Times, all thanks to MarketMasters Academy



HubSpot

XMind



Karooya

PREDIKTA



# Online Business Visibility Foundation

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

## MODULE 6:

### Graphic Designing For Business

- Graphic Design Fundamentals
- Designing- Marketing Kits
- Designing Online Documents
- Advanced Design Principles
- Social Media & Whatsapp Banner Design

## MODULE 7:

### Video Marketing For Business

- Video Creation Strategy
- Importance of Video Marketing
- Types of Online Videos
- Building Explainer Video Scripts
- Live Exercise: Creating Explainer Videos
- Video Scripting
- Basic Video Editing
- Setting Youtube Channel
- Uploading Video on Youtube

## MODULE 8:

### Building Your Business Website

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

“

**Youtuber**

***Started his YouTube channel & got monetized within 3 months.***

Digital Marketing has given me the knowledge & confidence to start my Youtube channel.



## Live Tools Walkthrough





MAJOR  
SKILLSET 1

# SOCIAL MEDIA OPTIMIZATION



***Insta And YouTube  
Fashion Influencer***

***445k Instagram Followers***

**I would recommend everyone  
MarketMasters Academy for Digital  
Marketing Training for your better future.**



## MODULE 09:

### Introduction to Social Media

- Social Media Fundamentals
- Importance of Social Media For Business
- What Does Social Media Include

### Social Media Marketing Concept

- Conversational Marketing
- Importance of content creation on social media
- Do's and Don't of Social Media

### Exploring Social Media Channels

- Size of Network
- Demography of Network
- Marketing Purpose
- Pros & Cons of Each Channel

### Facebook Business Marketing

- FB Profile vs. Page Vs. Group
- Creating Pages and Groups
- How to Optimize Your Profile Settings
- How to Grow Your FB Page
- Strategic Best Practices
- FB Messenger Optimization
- FB Posting Ideas

### Twitter Marketing

- How Twitter Works
- Twitter Terms
- Twitter For Business
- Quick Guided Setup
- Best Practices to Optimize Twitter

### Linkedin Marketing

- Introduction to Linkedin
- Linkedin Profile Optimization
- Linkedin Network Growth Strategy
- Linkedin Post Ideas

### Instagram Marketing

- Impact of Instagram On Business
- Instagram Profile Optimization
- Instagram Algorithm
- Instagram Insights
- Growing Your Instagram- Posts, Videos, Stories, Reels, Live
- How To Get More followers
- Instagram Case Studies



# MAJOR SKILLSET 2 Social Media Advertising



With MarketMasters Academy's Lead Generation Training I was able to build business with  
**3 Crore+ Turnover.**



## MODULE 10:

### Landing Page Optimization

- Things to Know when planning a Lead Generation Campaign
- Key Elements of a Landing Page
- User Flow Designing
- LP Copywriting
- Building : Action, Trust & Thank-You Page
- A/B Versions Of LP
- Key LP Creation Tools

## MODULE 11:

### Facebook & Instagram Advertising

- Introduction to Facebook & IG Ads Importance
- Types of Ads- image, Video, Carousel, Story etc.
- Types of Campaigns- Awareness, Consideration, Conversion
- Sub campaigns- Reach, Traffic, Lead Generation, Sales, App Install etc.
- FB & Instagram Ad Policies
- Creating Your Ad Campaign -Live Walkthrough
- Ad Campaign Best Practices
- Ad Campaign Case -Study





# MAJOR SKILLSET 3 Search Engine Optimization



Priya Pradhan

**SEO Specialist**

**Earning 25k As An SEO Specialist**

I got placed as an SEO Specialist right after completing the course.

## MODULE 12:

### Introduction to SEO

- Search Engine & Its functions
- Why SEO
- Definition of SEO
- SEO Ranking Factors
- SEO Algorithms

### SEO Keyword Research

- What is keyword
- Types of keywords
- Keyword Selection Tools
- Keyword Mapping on Pages and Posts

### On page SEO: Content Optimization

- Importance of seo content
- Keywords Density & proximity in content
- Ideal Content Length for posts and pages
- Unique content and avoiding plagrism
- SEO content writing cheatsheet

### On Page SEO: Technical & HTML

- Title Tag
- Description Tags
- Robots Tag
- Anchor Text
- Image & Heading Tags
- URL Optimization & Site Structuring

### Google Search Console Tool

- Setting Up Search Console
- Key GSC Reports
- Sitemap Management
- Optimization for Mobile View

### Off Page SEO: Link Building Techniques

- Types of Links
- Back Link Analysis
- Submission Based Link Building Techniques
- Content Based Link Building Techniques
- Outreach Based Link Building Techniques

### Local SEO

- Google Business Profile Optimization
- Classified Optimization
- NAP Optimization

## MODULE 13:

### Web Analytics & Traffic Reporting

- Introduction to Web Analytics
- Introduction to Google Analytics
- Google Analytics Account Structure
- Google Analytics Audince Report
- Google Analytics Aquisition Report
- Google Analytics Behaviour Report
- Installing Google Analytics On Website

#### MODULE 14:

### Online Advertising & Google Ads

- Introduction to Paid Marketing & GA
- Types of Campaigns
- Bidding, Auctions and Budget
- Account Structure
- Account & Billing Setup

### Google Ads - Search Campaign Live Creation

- GA Campaign Keyword Research
- GA Campaign Setup
- GA Adgroup Setup
- GA Conversion Tracking Setup

### Google Ad Campaign Case Study- Real Estate

- AD Copy & Keyword Optimization
- LP Design Testing
- Budgets Testing
- Bid Amount & Bidding Methods Test
- Ad Schedules
- GA Recommendations

#### MODULE 15:

### Display Advertising

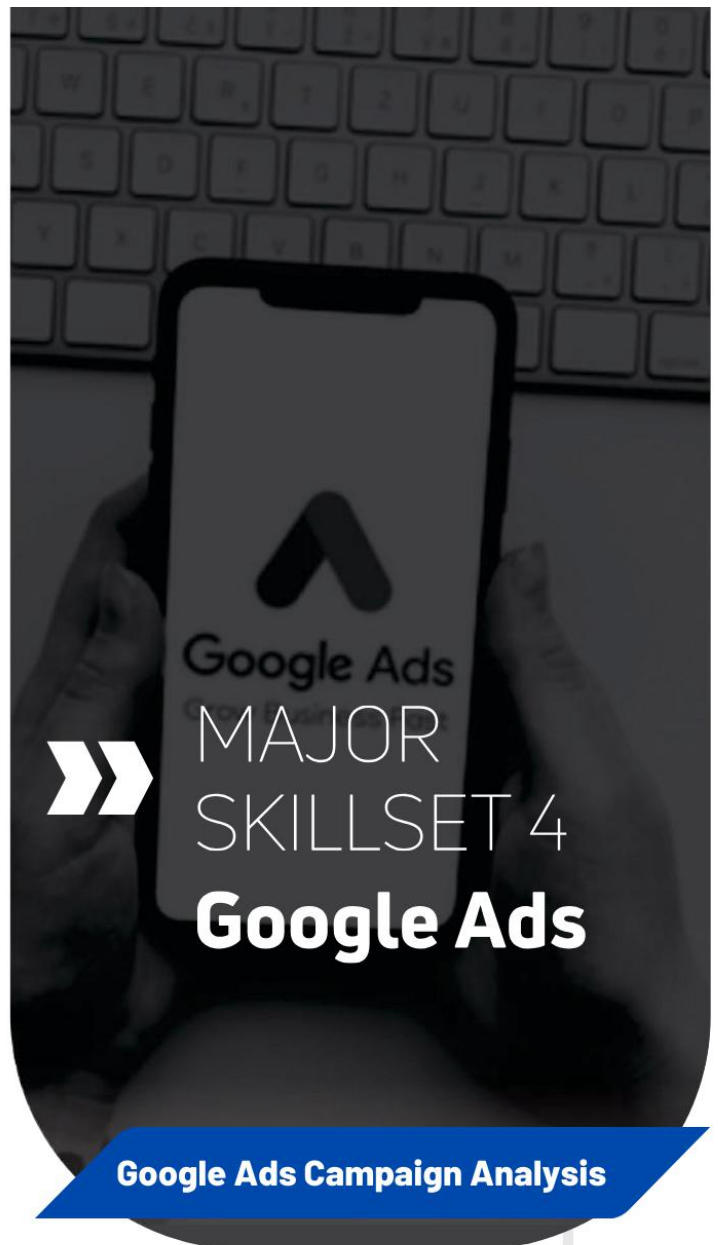
- Display vs Search Ads - Difference
- Google Display Ad Campaigns Targeting Methods
- Most Popular Display Ad Sizes
- Display campaign Creation- Live Walkthrough
- Display Campaign Best Practices

#### MODULE 16:

### Video Advertising

- Introduction to Video Ads
- Video Ad Types
- Video Ad Campaign Types
- Bidding, Budget, Network & Inventory Options
- Video Campaign Targeting Options

### Live Tools Walkthrough



### Google Ads Campaign Analysis



# Lead Nurturing

Learn How to maximize sales, using modern Digital Techniques.



## MODULE 17:

### Remarketing & Rebranding

- How Remarketing Improves ROI
- Types of Remarketing Audience
- Essentials Components of remarketing
- Remarketing- Top Case Studies
- Setting Up Google Remarketing Tag
- Creating Dierent Lists With GA
- Display & Video Remarketing Campaign- Live Walkthrough
- Google Search Remarketing
- Facebook & Instagram Remarketing



## MODULE 18:

### Email Marketing

- Importance Of Email Marketing
- Usage, ROI, Objectives, Email Benefits
- Top Email Marketing Tools
- Key features of a Good Email Tool
- Step By Step Guide For Email Marketing
- Types of Marketing Emailers
- Email Writing Best Practices
- Email Marketing Strategy Creation
- Email List Building Tools

## Google Ads Specialist Managing 20+ Google Ads Campaign

Thanks to what I learned at MarketMasters Academy, I can now handle more than 40 Google Ads campaigns really well. And my clients are happy because they're getting good results with their ads.





# Lead Nurturing

Learn How to maximize sales, using modern Digital Techniques.

## MODULE 19:

### Inbound Marketing

- Inbound vs. Outbound Marketing
- Audience Identification
- Buyer Touch Point Analysis
- Top Content Types For Each Buyer Stage
- Where to Distribute Content
- How To Generate Content Ideas
- Creating Content Idea Sheet
- Content Repurposing



## MODULE 20:

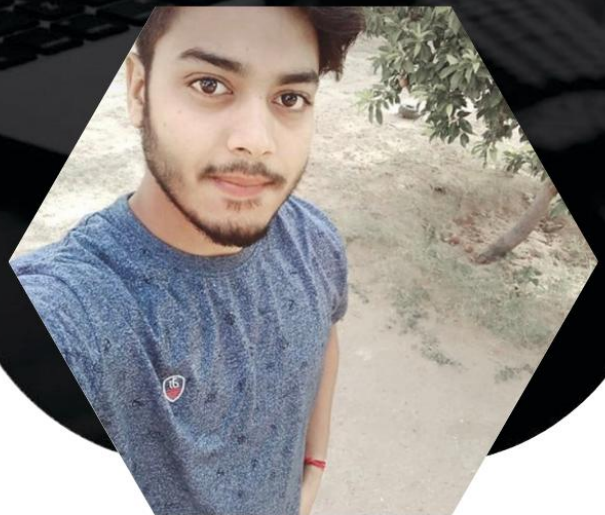
### Web Content Writing

- Essentials of Content Writing
- Content Writing for Business Sites
- Top Tools For Content Research
- Top Tools For Content Writing
- AI Based Tools For Content Writing
- Conversational Writing For Social Media
- Ecommerce Content writing
- Content Writing vs. Copywriting
- Copywriting Best Practices
- Creating Ad Copies
- Writing For Landing Pages
- Funnel Copywriting- Whatsapp & Newsletters

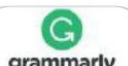
## Content Writer

### Earning 50k Monthly

Learning Digital Marketing Helped Me to follow my passion for writing.



## Live-Tools Walkthrough:



# Online Earning Section

Learn How to maximize revenue and earning from digital marketing skills in module 21, 22 & 23

## MODULE 21:

# Blogging, Adsense & Affiliate Marketing



## “ Affiliate Marketer

Earning 1 to 1.5 lakh per month as an affiliate marketer

I want to give a big thank you to MarketMasters Academy for completely changing my career

Abhinav jindal



## MODULE 22:

# Selling On Amazon & Market Places



## MODULE 23:

# Earning As A Freelancer/ Starting Agency



**Amazon & D-2-C Specialist**  
Sold products over 1 CR within 3 months

I learned everything I needed from the Amazon training, and I got three clients within 40 days of finishing the program.

Akash sharma



# **AI POWERED** **DIGITAL MARKETING**

-  Introduction to Ai powered Digital marketing
-  What is AI Based Digital Marketing
-  Applications - AI in Digital Marketing
  -  ChatGpt & Prompt Engineering
  -  ChatGPT Overview
  -  Prompt Engineering Industrial Aspects
  -  Prompt Engineering Principle -PIC
  -  Prompt Engineering Models
  -  Prompt Engineering Examples
-  AI For Content & Copy Writing
-  Video Scripting Using AI
-  SEO Web Content Writing Using AI
-  Persona Identification Using AI
-  Social Media Content Planning Using AI
-  Ads Copywriting Using AI
-  Generating Landing Page Content
-  Nurturing Content Using AI- SMS,Whatsapp, Emails
-  Bonus: Prompt Bank For Key Tasks
-  AI For Branding & Designing
-  Banner & Mockups Creation- Ads, Social, E-Commerce
-  Audio & Voice Over Creation, Presentation creation, video creation



## Interview Process and Preparation



## Certification & Interview Preparation

- **Assignment Review & Certification Exams**
- **Placement Process Introduction**
- **Understanding Your Career Path**
- **Ensuring Skill Proficiency**
- **Creating Your CV**

## Mock Interviews

- **Virtual Interviews**
- **Interview Exercises & Assignments**
- **Live Interviews**





# Become a Digital Marketing **PROFESSIONAL**

Access to Marketmasters Online  
Community Forum

Advanced Masterclasses By  
Industry Experts

4 Bonus Earning Courses

Portfolio Creation with Dedicated  
Career Mentor

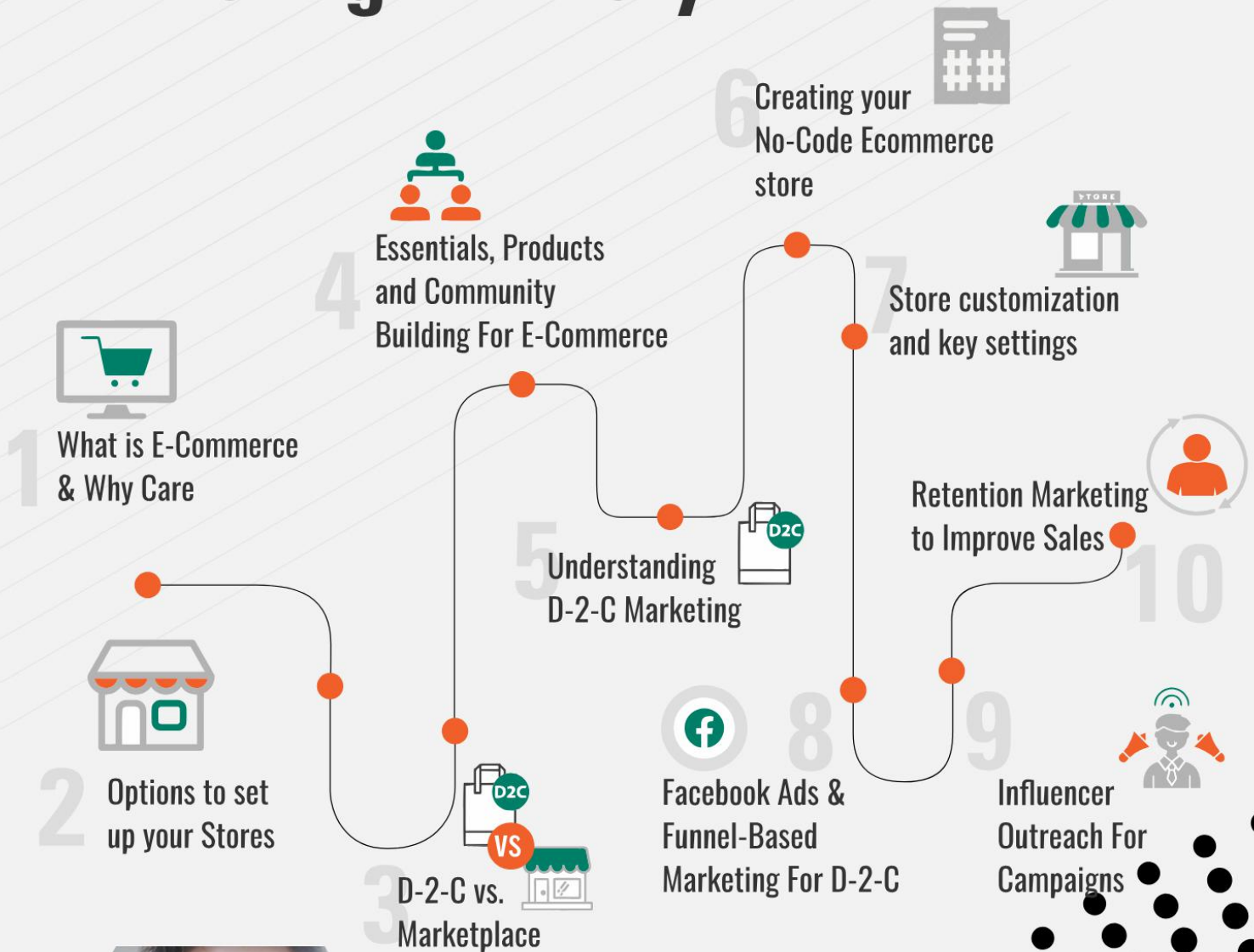
2 Month Industrial Internship with  
LOR





## Bonus Course 1

# E-commerce & D-2-C Marketing Mastery



### **E-Commerce Professional**

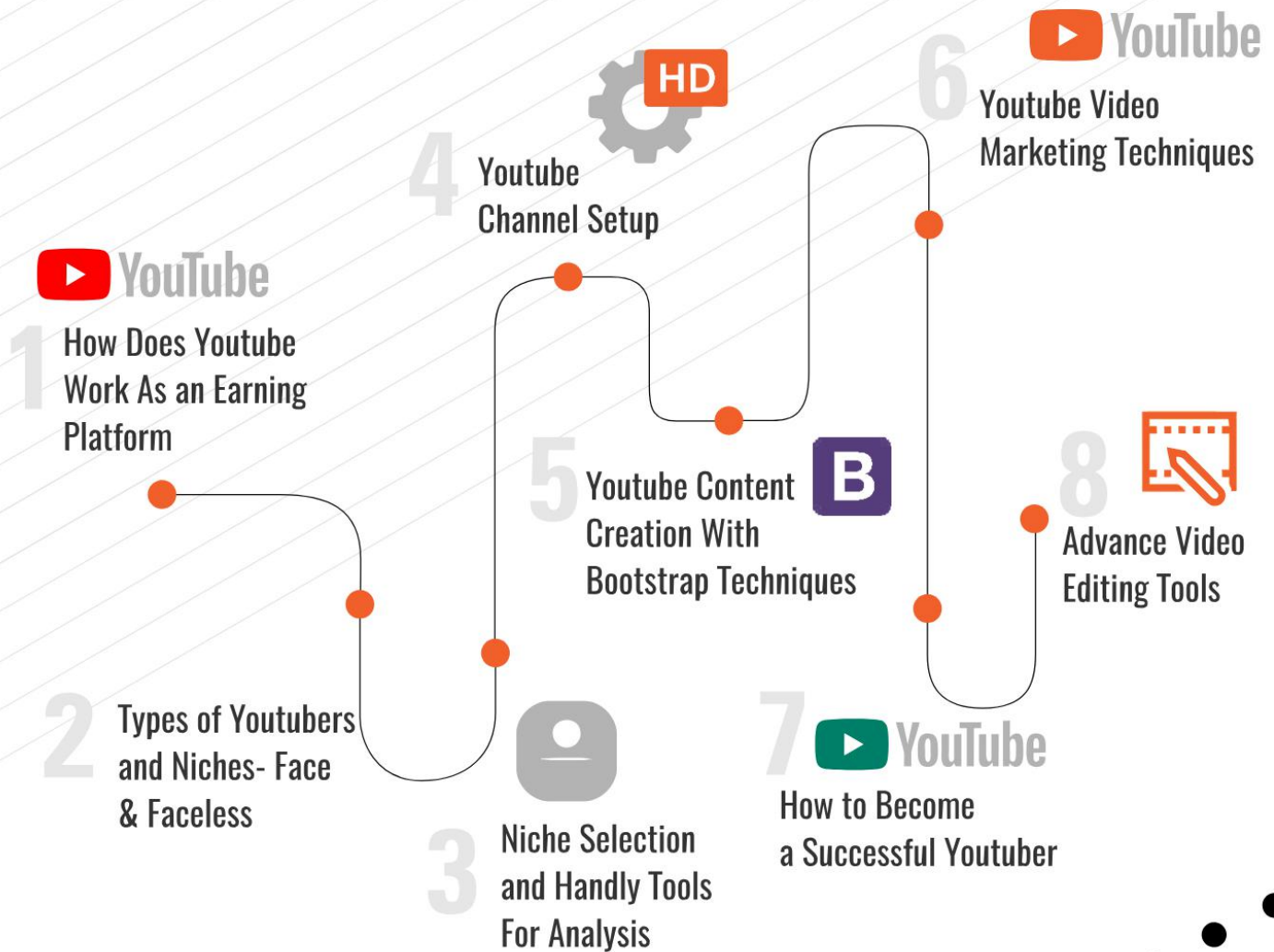
**Earning 40k As An Freelancer**

This E-commerce training program provided me with complete knowledge and freedom to work the way I want to.

**Puneet trivedi**

## Bonus Course 2

# Making Money With Youtube



**Youtube Content Creator**

**145k YouTube Subscribers**

This Training Program Helped Me To Follow My True Passion.

**Sukhdev singh**





# COURSE COMPARISON

SKILLS COVERED			
1	Marketing Foundation	✓	✓
2	Digital Marketing Ecosystem	✓	✓
3	Digital Consumer Behaviour	✓	✓
4	Digital Visibility Strategy	✓	✓
5	Online Lead Strategy	✓	✓
6	Graphic Designing for Business	✓	✓
7	Video Marketing for Business	✓	✓
8	Building Your Business Website	✓	✓
9	Social Media Optimization	✓	✓
10	Landing Page Optimization	✓	✓
11	Facebook & Instagram Advertising	✓	✓
12	Search Engine Optimization	✓	✓
13	Web Analytics & Traffic Reporting	✓	✓
14	Online Search Advertising	✗	✓
15	Display Advertising	✗	✓
16	Video Advertising	✗	✓
17	Remarketing & Rebranding	✗	✓
18	Email Marketing	✗	✓
19	Inbound Marketing	✗	✓
20	Web Content Writing	✗	✓
21	Blogging, AdSense & Affiliate Marketing	✗	✓
22	Selling On Amazon & Market Places	✗	✓
23	Earning As A Global Freelancer/ Starting Agency	✗	✓
24	AI Powered Digital Marketing	✗	✓
25	E-commerce & D-2-C Marketing Mastery	✗	✗
26	Making Money With Youtube	✗	✗
Digital Marketing Black Badge-Live Masterclasses <small>(with Past Industrial Webinar Library Access)</small>			
1	Brand Transformation	✗	✗
2	D-2-C Strategy Creation	✗	✗
3	SEO & Link Audit	✗	✗
4	Client Handling & Reporting	✗	✗
5	Growth Hacking	✗	✗
6	Performance Marketing	✗	✗
7	Merchant Centre Mastery	✗	✗
8	Snapchat & Quora Ads	✗	✗
9	Online PR & Traffic Buying	✗	✗
10	Advanced Funnel Marketing & CRO	✗	✗
Interview Preparation & Placement Support			
	Interview Guidance	✓	✓
	Mock Interviews	✓	✓
	Interview Q&A Access	✓	✓
	Portfolio Creation Workshop	✓	✓
	24* 7- LMS Access	✓	✓
	24*7- LMS Jobs Access	✓	✓
	Interview Scheduling Support	✓	✓
	Dedicated Mentor	✗	✗
Agency Internship - Only As Per Badge Skills			
Virtual Industrial Internship	Optional	Optional	Mandatory- 1month
Paid Tool Access	Yes- During Internship	Yes- During Internship	Yes- During Internship
Live-Budget Access	Yes- During Internship	Yes- During Internship	Yes- During Internship





**MARKET  
MASTERS**  
ACADEMY

# Students Placed In



ANKITA

facebook



ANMOL

groupm



DINESH

Jvj Dubai



ABHIKA

amazon



DEEPAK

redimedia



EJAZ KHAN

UNIVERSITY OF MANAGEMENT & TECHNOLOGY



ABHAY SHUKLA

P&G



ASHI KANDELWAL

dentsu



DIVYANSH VYAS

SmartSign



SUHAS

PAANCHALOK



CHARU SHARMA

NMR



NISHTHA BABBAR

WISDOM



RITIKA TIWARI

HudLets



JHARNA DAISY

NIKULSAN



ANJALI SHARMA

TRIG



PRIYANKA

Bit Connect



AJAY DANGI

BRUNEL



SHUBHAM GUPTA

cognizant



PIYUSH

PIONEER



RISHIKA

Nirxio Infobeach



AADIT

HANLE



SURBHI BAJAJ

AVENTION



NEHA JAIN

admattic



RASHMI SALI

smartbox



SAHIL RAJ

TRUSTBASKET



MEHAK SINGH

ELITE



SOMYA JAIN

Roscoe Jewels



SAMARTH

BLACKSONIC



TANU SHREE

konvert clicks



ZUBAIR

PHIXMAN.COM





CHETNA



VINIT



YASHPREET SINGH



DHRUV ARORA



ANKITA



PIYUSH SAXENA



BALRAJ



ABHINAV GARG



MEHAK KAUR



DIVYA RUWALI



DHIRSHI



RIYA PANDIT



PRIYAM PURI



KARTIK CHAWLA



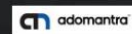
ROOPAN JAIN



ADITYA BABELE



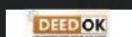
KANIKA



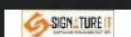
DIVYANSHI SINGH



JUNAID AHMED



MAHESH DIWEDI



ALOK KUMAR



GUDDU KUMAR



VARSHA YADAV



DEV ALE



PRIYA TIWARI



SANCHIT ARORA



SHASHANK SHAKER



SATYAM GAUD



MUSKAN KAUR



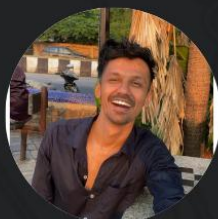
ADITI



VANI



RENUKA



SNEH KANKLIYA



NAVEEN KUMAR



SHREYAS



NANDINI RATHORE



## NOTES





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marketmastersacademy.co.in



**MARKET  
MASTERS  
ACADEMY**

# Be Next Masters of Digital Marketing

**15,000+**  
placed students

**1200+**  
Batches

**40+**  
Trainer

HEAD OFFICE ADDRESS - WZ-46, FIRST FLOOR, TATAR  
PUR, TAGORE GARDEN, NEW DELHI-110027