



TRANSFORM **YOUR WORLD**

Your Digital Career Begin Now

INDUSTRY- LED

**Digital Marketing
Expert in 12 Weeks**

“Most Promising Brand” IN DIGITAL MARKETING TRAINING

About NDGS

An organization with almost everything under one roof that is of importance to you. Our experts have an experience of more than a decade in grooming businesses amidst a technologically transforming environment. We at NDGS strive to be a destination for your business where we serve you right, as a leading Digital Marketing Company.

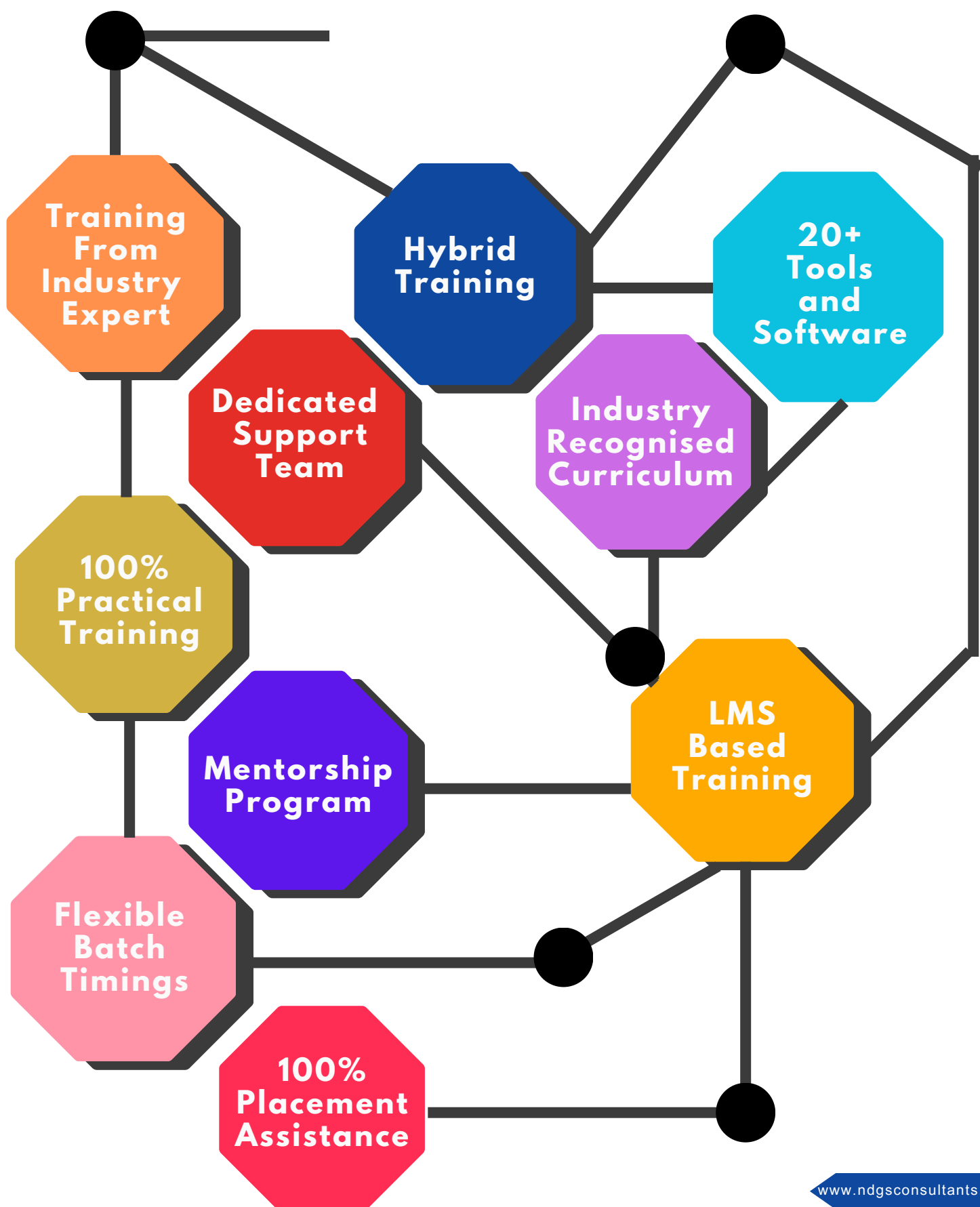
Our aim is simple: We strive to create high-impact, hands-on experiences that prepare learners for meaningful and productive careers.

Archit Bhateja

Founder
NextDoor Global Services



How Will NDGS Benefit You?



Digital Marketing Expert in 12 Weeks



**MASTER IN
DIGITAL
MARKETING**

**150+ Hours
Classroom &
Online Session**

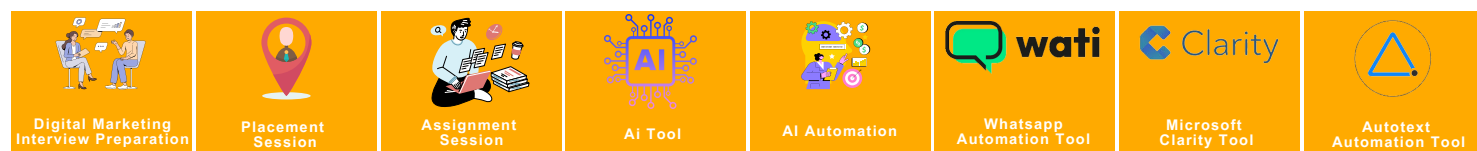
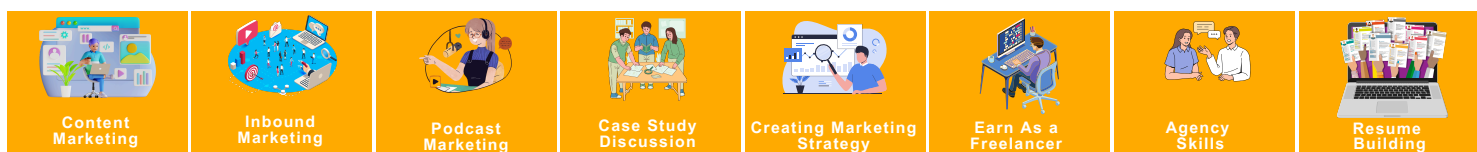
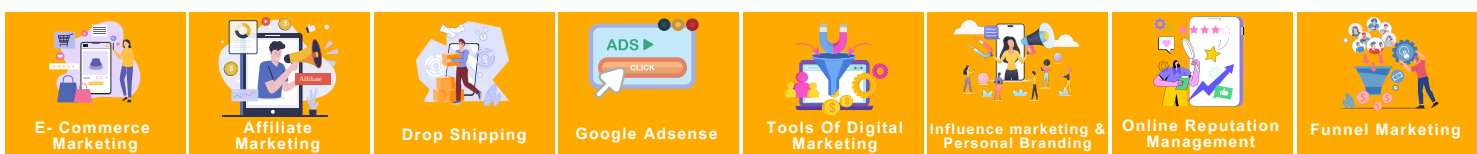
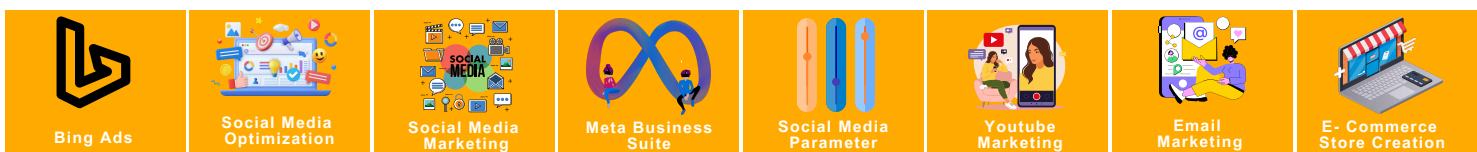
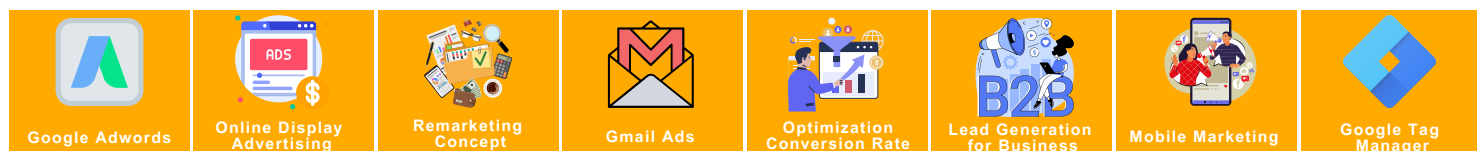
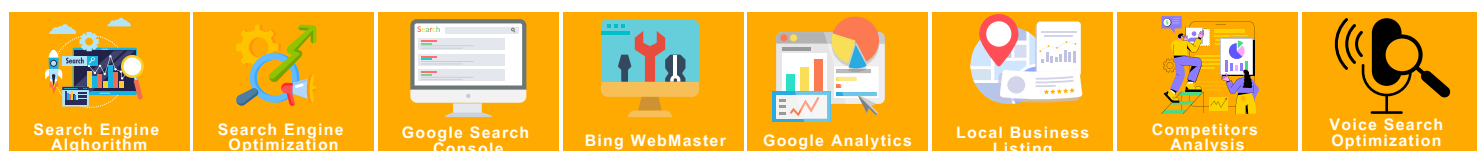
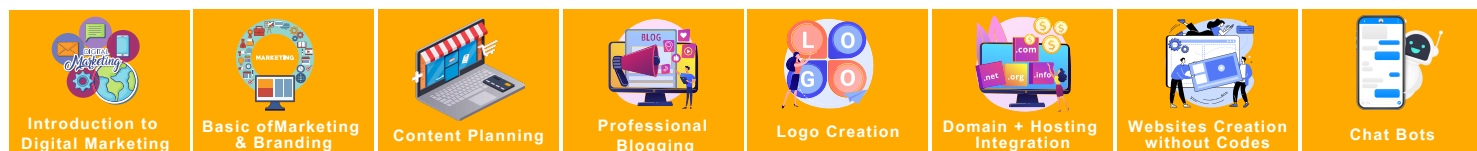
**15+
Industry
Certification**

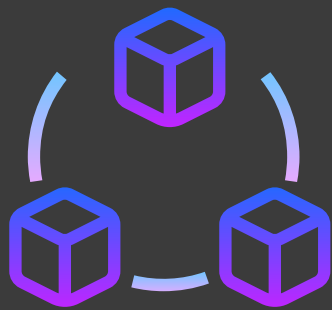
**100%
Placement
Assistance**

**A course designed to help you become a
MASTER in the world of digital marketing**

50+ DIGITAL MARKETING COURSE @NDGS

MASTER & ADVANCED COURSE





CUSTOMIZED MODULES

Freelancing Program



Lead Generation



Money Making



Course Curriculum

WEEK 1

- Digital Marketing Fundamentals & Strategy

WEEK 2

- Website & Landing Page Creation (No-Code)

WEEK 3

- Search Engine Optimization (Latest Strategies)

WEEK 4

- Facebook & Instagram Advertising (for 2024)

WEEK 5

- Content & Video Marketing (including YouTube)

WEEK 6

- Email Marketing & E-commerce

WEEK 7

- Google Advertising / SEM / PPC Ads (2023 Strategies)

WEEK 8

- Social Media Marketing (Strategy and Content)

WEEK 9

- Marketing Analytics

WEEK 10

- Personal Branding & Resume Preparation

WEEK 11

- Marketing & WhatsApp Automation & ChatGPT

WEEK 12

- Capstone Brand Project

Core Modules

Search Engines Optimization

- Understand how Search Engines Work
- Understand how On-page SEO can improve your search rankings
- Learn how to identify the best performing keywords for any business
- Practically implement Off-page and technical SEO
- Learn the trade secrets of SEO from Industry Experts



Search Engine Marketing

- Understand & create customer journey
- Keyword Research & Planning
- Ad Creation on Google Search & Display Network
- Remarketing, RLSA & Dynamic Targeting
- Shopping PLA Ads & YouTube Advertising
- Campaign Optimisation & Reporting



Search Engine Marketing

- Learn the art of Social Storytelling
- Step into the Metaverse with Facebook & Instagram as Core Social Channels
- Get detailed understanding of Influencer Marketing on Instagram & Snapchat
- Effectively grow your LinkedIn Network and learn to establish your brand presence on Twitter
- Identify your Buyer using Buyer Persona and learn ways to reach them effectively
- Learn to create content that engages and brings you more customers and

Email Marketing

- Learn how to set up email campaigns for success
- Understand Email Delivery Patterns
- Best Practices for Successful Email Deliveries
- Create DRIP nurturing campaigns to seamlessly provide value to your customers
- Learn to build Email Reputation



Advanced Modules

Inbound Marketing

- Learn the benefits of Inbound Marketing
- Get started with Marketing Automation
- Identify Opportunities to Increase your Website Conversions
- Learn to Create Content that Attracts and Converts
- Learn the Tools to set up Conversion Oriented Landing Pages
- Adopt a 360-degree Long Term Digital Marketing Approach

Web Analytics

- Understanding Digital Analytics through Google Analytics 4 and Universal (Top Rated tool in the Industry)
- Study of online user behaviour
- Data analysis and conversion improvement strategies
- Traffic Sources
- Campaign Tracking
- Event Tracking
- Conversion setup to measure Leads, e-commerce.
- Advance Segmentation
- Custom Report Creation, GA Universal and GA4 both



Specialization Modules

Ecommerce Marketing

- Explore how the billion-dollar online market industry
- How do we be a part of the new age e-tail?
- The pros and cons of listing on marketplace and own website
- Set up your own store
- Drive marketing campaigns for conversions and sales

Affiliate Marketing

- Introduction to Affiliate Marketing
- What is Affiliate Marketing
- Idea to be a Merchant
- Affiliate Network and Social Media
- How to Become an Affiliate
- Call To Action (CTA) for Affiliate
- Tracking and Timeline Duration
- Tracking and Timeline Duration



Facebook Marketing in association with Facebook

- Facebook Pages and Post Best Practices
- Facebook Ads - Optimization and Reporting
- Facebook Messenger, Shop, Pixel
- Building Brand Awareness
- Driving Online Sales/Leads



Content Marketing in association with LinkedIn

- Identifying & creating “Good” Content
- Framework to begin a content marketing program
- How to show ROI for content programs
- About key resources and tools to create and curate content

Media Buying & Planning

- Setting up the objectives
- Understand the key tasks to draft an “awesome” digital media plan
- Segmentation & targeting of the audience
- Best practice to execute the campaigns
- Multiple formats & appropriate for our targeted digital platforms

Programmatic Marketing

- Real-time bidding
- How Programmatic Advertising Works
- Types of Programmatic Advertising
- Advantages and Challenges



How to become a Freelancer in Digital Marketing

- Brand's Necessity To utilize Digital Marketing Services
- How The Brand Is Currently Reaching Out To Customers?
- Generating Custom Reports & Automated Reports
- Evaluating Other Digital Marketing Services Providers
- Creating Customized Presentations and Proposal
- Setting Expectations and metrics to track performance

How to become a Freelancer in Digital Marketing

- The Customer
 - India on Digital - digital trends: internet users, male v/s female, age groups, -Devices, multi-screenin
- Marketing Principles: AIDA, Purchase Cycle, Moments of Truth
- Creating Digital Moments of Truth – AHA Moments
- Digital Strategy: Branding v/s Acquisition. What would differ?
- Analytics (Attribution: various models, cross-device)
- Campaign Optimization – Test, Learn, Deploy what works. Repeat
- Trends (Power of the internet (Arab Spring, #MeToo, US Elections, branded: Jago Re, Internet brands – OnePlus)

Adobe Analytics

- Calibrate the digital marketing strategies on the basis of results
- How to create a digital measurement strategy?
- How to utilize the best of class tools to understand the needs of your audience and cater to them with the relevant products and services?
- Building Brand Awareness
- How to measure the ROI from different marketing channels?



Lead Sourcing

- Google To Source Information
- Validate Email Ids
- Source Segmented Database
- Learn To Source Email Ids Of Anyone Who Represents A Corporation
- Sourcing Softwares/apps/plugins

WhatsApp Marketing

- Discover and setup best practices for WhatsApp for Business like catalogue management
- Setup custom messages through WhatsApp API links to build an optimized funnel
- Increase conversions with optimized content practices
- Reach out to community 24x7 and increase word of mouth
- Setup a sales and customer care channel with agent support
- WhatsApp automation with template based messages

Quora Marketing

- Learn how to set up your account?
- Basics of research
- How to avoid common mistakes using Quora?
- Learn How to create a Personal brand through Quora?
- Learn to Run High Converting Ads through Quora?

YouTube Marketing

- Learn to Create Optimised YouTube channels
- Become acquainted with YouTube search algorithms
- Learn YouTube SEO for getting more views on the Videos
- Learn to Create Quick Content for YouTube videos
- Learn to generate revenue through YouTube Monetization



Google Tag Manager

- In order to measuring the success of the campaigns, to track the traffic sources or what users are doing on the website marketers have to install a tracking script. Become acquainted with YouTube search algorithms
- GTM solves this problem for marketers, without touching the website code.
- It's preview mode lets you test before going live.
- Version control to roll back to any previous setup.

Advanced SEO

- Local SEO (Google My Business)
- Mobile App SEO
- Voice Search SEO
- Youtube SEO



Assignment

Search Engine Optimization (SEO) **Duration: 8 Hours**

Assignment Promises

- Research the right keywords to get your website ranked better on Google
- Analyse your website pages and implement on-page SEO techniques.
- Identify your competitors and analyse their websites to build competitive advantage.
- Learn local SEO and Mobile SEO to target users specifically.
- Learn local SEO and Mobile SEO to target users specifically.

Tools you will Learn



Search Engine Marketing (SEM) **Duration: 10 Hours**

Assignment Promises

- Set up a Google Ads Account to run ads on Google.com and Google's associated properties
- Understand how to create ad-groups, write catchy ad text and select keywords to run and optimise your ad campaign's performance
- Create and run responsive ads on Google Display Network to show your ads on all devices
- Connect your marketing objective to Ads solutions to achieve a business's objective

Tools you will Learn



Social Media Marketing (SMM) **Duration: 8 Hours**

Assignment Promises

- Learn to create a profitable Facebook page that converts the viewers into customers
- Build your network of existing customers and potential customers while making yourself reliable in the eyes of audience
- Create and run effective ad campaigns to target the relevant audience who are interested in your offering.
- Build your fan base on Twitter to create buzz about your business and products

Tools you will Learn



Email Marketing

Assignment Promises

- Become hands-on on Legal Aspects involved in sending Emails in various countries
- Never let your emails land in Spam Folders - Be equipped with key techniques
- Start to manage your emails professionally using MailChimp

Tools you will Learn



ActiveCampaign >



Chrome Extension:



Inbound Marketing

Duration: 10 Hours

Assignment Promises

- Learn secret techniques to multiply your reach without increasing your Ad budget.
- Learn step-by-step approach to nurture your emails contacts automatically.
- Build an effective Landing Page
- Strategize Drip Marketing Campaign to nurture your leads.

Tools you will Learn



Web Analytics

Duration: 8 Hours

Assignment Promises

- Presenting data in a story telling format
- Studying a live e-commerce website's data
- Understanding user behaviour
- Understanding Traffic and
- Share your data analysis observations
- Draw your campaign life cycle and outreach plan.
- Creating and Implementing Measurement Model for any type of Business.
- A simulation of real life project enables you to work with deeper understanding and the best practices.

Tools you will Learn

- It's a practical implementation of Google Analytics with select tools covered in the entire Digital Marketing Course depending upon the tactics and strategies you define for your assignment project.

Facebook Advertising

Duration: 8 Hours

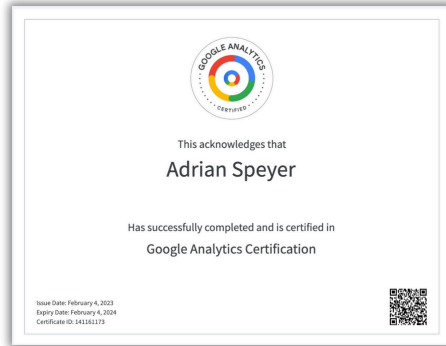
Assignment Promises

- Strategize and launch your Facebook Page and Ad Campaign
- Design Impactful creatives, run ads and optimise your campaigns based on your performance.
- Build brand awareness for your brand and use Facebook Messenger and Facebook Shop
- Get more conversions online and offline with Facebook

Certification



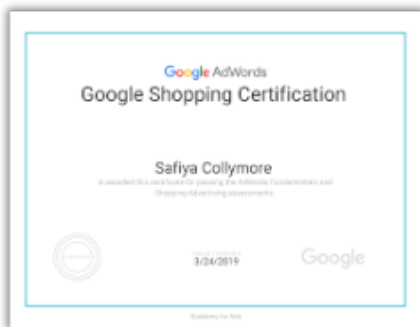
Google Mobile Advertising



Google Analytics Certification



Google Digital Garage



Google Ads Shopping Advertising



Google Ads Search Advertising



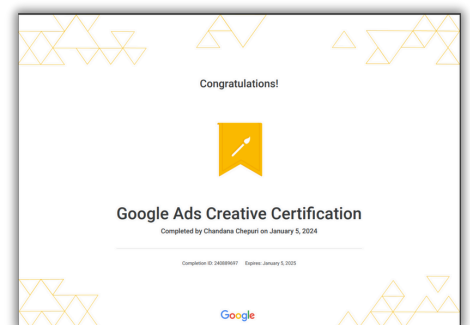
HubSpot Inbound Marketing



Email Marketing by HubSpot



Social Media by HubSpot



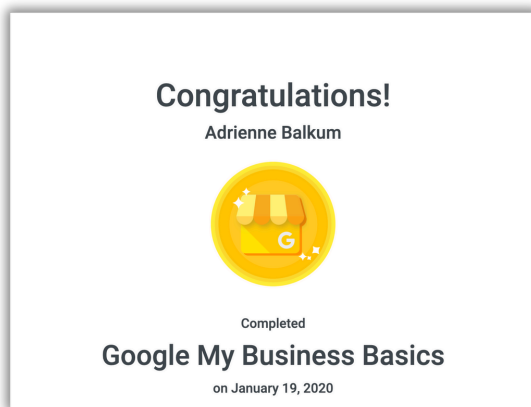
Google Ads Display Advertising



Certificate Of Proficiency



Certificate Of Completion



Google My Business

CAREER OPTION

For Fresher

In 2022 Skills & Knowledge Matters... Degrees don't



Social Media Analyst

Salary : 20k to 32k After 3 years of experience
Designation- Social Media Manager
salary 42k to 80k



PPC Analyst

Salary: 22k to 35k
After 2 years of experience
Designation - Sr. PPC Analyst
Salary: 45k to 90k



Content Marketing Executive

Salary: 25k to 40k
After 3 years of experience
Designation- Content Marketing Manager
Salary: 50k to 70k



Digital Marketing Executive

Salary: 27k to 45k
After 3 years of experience
Designation- Digital Marketing Manager
Salary: 65k to 1L



Online Reputation Executive

Salary: 23k to 32k
After 3 years of experience
Designation- Online Reputation Manager
Salary: 42k to 60k



Freelance Digital Marketer

Monthly earning with just 2-3 projects: 50k to 85k
Monthly earning with just 4-5 projects: 1.2L to 2L

Curious Around how the Training Goes

Book your Seat For Free 1 hr. Live Training access at
NDGS CENTER

BOOK NOW

A person in a dark suit, white shirt, and red patterned tie is holding a white rectangular sign with both hands. The sign has the text "Now is Your Time!" written on it. "Now" and "Time!" are in black, "is" is in black, and "Your" is in red.

**Now
is Your
Time!**

Admission Process

Step 1

Online Application

Submit the online application along with the required documents.

Step 2

Attend Interview

Shortlisted candidates will be required to go through an online interview

Step 3

Admission Decision

Selected candidates will be provided with an offer of admission to the programme

Eligibility

- ◆ College students/ Freshers looking to kickstart their career in Digital Marketing
- ◆ Working professionals with 0-2 years of experience aiming to upskill themselves
- ◆ Professionals looking to transition to a career in Marketing

Fees & Financing

- Offline Sessions By Experienced Marketers from NDGS
- The Only Hybrid Programme With On-Campus Classes
- Upto 30% Scholarships Available On Tuition Fee
- Pursue Without Leaving Your Current Job
- Get certified 3 Month Virtual Internship At NDGS

Starts at INR 13,800/month
No cost EMI options available.

MasterCamp in Digital Marketing & AI

Admission Fee (Non-Refundable)

INR 17,700/- (All Inclusive)

Tuition Fee

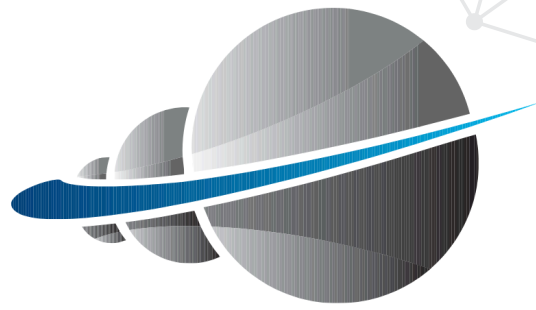
**INR 60,000 /- Tuition Fee
(All Inclusive)**

Total Programme Fee: (Non-Refundable)

INR 77,700/- (All Inclusive)

The Course Fee is payable through Net Banking and Credit/Debit Cards. With our Corporate Financial Partnerships, you can avail Education Loans at 0% Interest Rate*.





NDGS

~~YESTERDAY~~

NOW

~~TOMORROW~~



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