



**Advanced
DIGITAL
MARKETING
COURSES**

Your
**GATEWAY
TO JOURNEY
with IN DIGITAL
MARKETING**



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Expedition To be *Parallel* to Your Potential



**2# Globally in
Digital Adoption**



**\$ 1 Trillion
Digital Economy**



**60-65 Millions
Jobs by 2025**



**India's Digital
Evolution will
Create**



Know About Us

Our brand name "Upmark" states our intention for individuals, and businesses to develop upscaling models that empower them in their capacity. Our training and business services strengthen the roots so that growth becomes so fundamentally strong.

"Upmark" is an innovative & dedicated school of digital advertisements and consulting agency in Ahmedabad, India. We learn from our experiences and make them deliverable to the aspirants by developing curriculum and content that match with the industry's benchmarks.

We also develop innovative approaches to deliver the content of digital marketing in the best adaptable mode so that learning digital marketing becomes easy.

We continuously analyze gaps between the industry's requirements, and skills in the individuals and professionals, and prepare them accordingly.

With our training we are aimed not just skilling up for digital marketing, but also we value the goals and dreams of our students and help them draft their success path with the skill they acquired from us.

Our mission is to empower individuals and professionals for self centric growth by skilling them on digital marketing to increase infinite growth possibilities in jobs & self employments.



Why Learn Digital Marketing at Upmark?

LEARNING

- Training by experienced subject matter experts
- Task-based training approach to give hands-on experience before entering the industry
- Multi-Activity based teaching, and learning environment to increase the involvement of the students

CERTIFICATION








- Certifications are empowered by practicals, written exams, and interviews by Upmark.
- Students who complete the course are eligible to write international exams from Google, Hubspot, SEMRush, and many more.

JOBS











- Dedicated team for industry analysis and exploring jobs for our trained students
- Interview training, Interviews scheduling, post-interview feedback from the interviews are the keys to the job success rate.



Who Can Learn Digital Marketing?

-  Students
-  Job Seekers
-  Working Professionals
-  Entrepreneurs
-  Homemakers
-  Sales & Marketing Professionals
-  Professionals of Any fields

Find Your Objective to Learn the Skill Here are the some...

-  For getting your first job
-  Dream to enter the huge potential industry
-  To add on digital skills
-  Position & Salary hike
-  Willing to work independently
-  Planning for online Startup
-  To start your home-based business
-  Willing to work in IT companies
-  Willing to sell products via digital mode
-  Passionate to learn the trending skills

You can Mark us Upon for

1. Training to the depth of every topic
2. Task designed for every modules
3. Sales training for freelancing
4. Guest lectures
5. Startup consulting

6. Tasks & assignments in every topic
7. Hands-on experience on live tools
8. Leadership and team work training
9. Mentorship
10. Guidance for career growth
11. Freelance project guidance

12. Industry recognised certificates
13. Industry driven training
14. Mindset & Softskill focused training
15. Ask & Get Support
16. Work ethics development

Course Eligibility

- Digital marketing is fundamentally a management skills, and management skills can be learned by anyone.
- To start a career in Digital Marketing, you no need to have major technical skills in computers.
- **Basic Computer knowledge** – MS Word, Excel, Powerpoint, basic operational understanding of internet, websites & apps is required to learn digital marketing.
- **English** – If you can read this brochure, you have ample knowledge of English to start the course.
- **No technical degree** is required or major educational qualification is required to learn Digital Marketing.
- Any Undergraduate, Graduate, or Postgraduate can join our course and learn digital marketing.



Certificate Courses & Objectives



Master in Digital Marketing

The course develops students' ability to design, execute, launch and optimize all types of campaigns across all digital channels. The students acquire the knowledge equal to a digital marketing consultant.



Google Ads Mastery

The students can design, execute, launch & optimize campaigns on Google, and Google partner's platforms. The newly trained students are hired by many companies as PPC Executive with Good Salary.



Everything about SEO

SEO is the most required skill in digital marketing. With SEO mastery course, students gain the ability to execute the entire SEO process by their own. The SEO skills will equip the students for starting his/her career in digital marketing.



Ecommerce Workshop

Students with Ecom skills & knowledge will be able to work on sellers account of Amazon, Flipkart and any ecom portals. They are hired by Ecom consultants with good salary or they can be a Ecom independent consultant too.



Master in Social Media

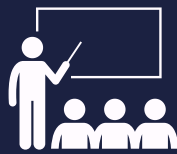
The students will be able to design posts, create content, manage social media accounts, and execute, launch, and optimize social media paid campaigns across any social media channels.



WordPress Mastery

Students having knowledge about WordPress are able to create any website from the scratch with Zero Programming or coding knowledge. They can Build beautiful websites, and earn independently.

We deliver Training at



CLASSROOM



ONLINE



ON CAMPUS



CORPORATE



WORKSHOPS

Our Course Delivery Framework

The Framework Simplifies Your Learning So That You Can Learn More

1. UNDERSTAND

Have deep clarity about every concept with the right examples in every topic

2. SEE

See, observe, learn more by Live Concept Implementation rendered by the trainer in the class.

3. DO

Do it yourself again & again to master the concept by performing allotted Task & Assessment during your class



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05

Course & Curriculum



Certification in Advanced Digital Marketing



16 Modules

3 Months Duration

100+ Hours Training

- | | | | |
|---|--|----|---|
| 1 | Introduction To Digital Marketing Industry | 9 | Google Ads & Bing Ads |
| 2 | Fundamentals of Marketing & Sales | 10 | Google Analytics |
| 3 | Graphic with Canva | 11 | Google Tag Manager |
| 4 | Basics of Video Editing | 12 | Email Marketing, WhatsApp & ASO |
| 5 | Master The Art of Blogging | 13 | Sell on Ecommerce |
| 6 | Website Development with WordPress | 14 | Affiliate Marketing |
| 7 | Search Engine Optimization (SEO) | 15 | How to sell Digital Marketing Services? |
| 8 | Social Media Marketing (SMM) | 16 | Communication & Interview Skill |



Value Creation Process of Our Certificate



Training



Live Tasks



Learning



Viva



Assignments



Final Exam

Apart from our certificates, the students can opt for the following exams, and get certified



Google Ads - 6



Hubspot - 5



Google Analytics - 1



Facebook - 2

****The exams can be given by candidates after self-preparations**** Facebook Blueprint exam will cost up to \$ 150 USD
The numbers (6,5,1,2) are showing the number of certification exams that are being conducted.



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06

Course & Curriculum



Search Engine Optimization



12 Modules

36 Hours Training

1

Graphic Design with Canva

Canva

- Why do we teach Graphic in SEO?

Graphic is the integrated part of digital marketing. No digital ads are possible without digital properties so we consider graphics as an digital properites and it should be taught. The skill will helping you build beautiful website in coming modules.

2

WordPress for Blogging and Website



- As graphics a website is also part of digital properties so we teach creating a websites from the scretch with WP.
- Further, the WP skill will enable you to understand SEO more proficiently
- You can implement all On-Page, Off-page & Technical SEO strategies more efficiently

3

Introduction, and Overview of SEO



- Defination & Function of Search Engines
- Polular Search Engines in the world
- Overveiw of SEO Factors
- Important Terminology of SEO
- Types of Algorithms - How Each Algorithm Works?
- How Algorithms Impact Search Results?
- Understand Google more with SERP results

4

Keyword Research



- Types of Keywords
- Search Intent Funnel
- Keyword Research- Finding High Value KWs
- Competitor's Kewords Research & Analysis
- How to finalize which Keywords to rank?

5

On-Page SEO



- What is On-Page SEO? Why it is critical for SEO Success?
- On Page SEO Imortant Factors- Meaning & Examples
- How To Implement 12 factors wtih Yoast SEO Plugin on any website?
- Create SEO Optimized Content with 6 Factors

6

Off-Page SEO



- Off-Page is equal to Digital Networking.. How?
- What is a backlink and the anatomy of a backlink?
- The Concept of Link Quality (Link Juice)
- The Concept of Do Follow & No Follow
- What is Link Earning?
- Digging Various Sources of Backlink
- Concept of Link Valocity
- Explore Tools for Best SEO Practice

7

Technical SEO



- What is Technical SEO?
- Importance of Technical SEO for Crawling, Indexing, Ranking ?
- How to Create Responsive Website?
- How to Create Light Speed Website?
- Empower Website Visibility on SERP with Sitemap & Google Search Console
- How to Create Accelerated Mobile Pages?
- What is "Robots. Txt"? Best Use for Crawling
- How to Setup "Canonical Tags" to Avoid Page Duplication?
- What is Structure Data? Importance & Implementation
- Types of Redirection & Best Practice for SEO

SEO



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07

Course & Curriculum



Search Engine Optimization



12 Modules

36 Hours Training

8 Local SEO



- Importance of Local Business Optimization with Google
- Listing of Local Business in GMB
- How to Optimize GMB Listing?
- ORM tips for GMB Results

9 Website Audit for SEO / Tools



- How to Conduct Site Audit & Generate Report with trending tools
- Reading Reports & Understand website's issue
- Preparing Report with Issues and Solutions for a Client
- Tools: Screaming Frog, SEO Spider, Moz, Ubersuggest, SEMrush, Ahrefs

10 Google Analytics



- Introduction to Google Analytics
- Google Analytics Account Setup
- Integration Google Ads & Social Media Accounts & It's benefits
- Difference between GA account, Property and different Views
- Understand and setup filters & Segments
- How to Generate, Monitor Different types of reports on GA?
- Goal Setup, and Performance measuring with GA
- How to use GA to Optimize Campaigns?

11 Monetize your SEO Skills



- Portfolio Creation for Self Branding
- Increase Your Presence Online on Social Networks
- Blogging on SEO Niche
- How to Increase Active Participation Across Digital Networks?
- How to find website for SEO?
- SEO proposal Creation & Client Reporting
- Consulting & Sales Patching
- Email Communication & Follow up

12 Interview Preparation Training



- Resume Creation for SEO Job Profile
- Discussion on Important Questions for Interview
- Confidence Building Activities
- Mock Rounds of Interview with HR
- Feedback & Improvisation

OPTIMISE
POSSIBILITIES
with **SEO** 



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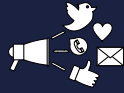
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08

Course & Curriculum



Social Media Marketing



6 Modules

18 Hours

1

Graphic Designing with Canva

Canva

- Canva is the best platform to create Social Media Graphics.
- Learn to Design Logo, Create Posts, Stories, Cover Photos, Thumbnails, Videos, Reels, Brochures many stunning graphics with Canva

2

Facebook Organic



- 7 steps to setup business pages
- Content Themes & Post Themes
- Content Calender & Content Optimization
- FB Insights, Business Suit & Publishing Tools
- Psychology behind Facebook Lead form & Creation

3

Facebook Paid Ads



- Facebook Ad Terminology
- Business Manager Account & It's Structure
- Facebook Ad Structure
- Different Campaign Objectives & Strategies
- Types of Audience, Selection & Targeting
- Ad Copy Creation with AIDA Framework
- Remarketing with Facebook Pixel
- Dynamic Product Ads
- Set up & Launch First FB Ad Campaign live

4

Instagram



- Business Account Set up & Management
- Grow Hacks & Content Optimization
- Paid Ads on Instagram

5

Linkedin



- LinkedIn Professional Profile setup
- How to increase professional growth?
- Business Profile Creation

6

Twitter



- Introduction and Understanding of Twitter
- Tools to listen & measure Influence on Twitter
- Advertising on Twitter
- Twitter Card Video Marketing



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09

Course & Curriculum



Google Ads



8 Modules

20 Hours of Training

1 Landing Page Creation

- Understanding about Landing Page
- Importance of Landing Page
- Components of Landing Page
- How to Create Landing Pages with WordPress?

2 Get Started with Google Ads

- Introduction of Google Ads
- Google Ads types & Benefits
- Google Ads Terminology
- Google Ads account Dashboard & Reports Analysis

3 SEM / Search Ads / Text Ad / PPC

- Introduction & Definition
- Google Ad Auction
- Science of Quality Score
- Google Ad Structure
- How to set up Google Ads Account?
- Live Walkthrough of Google Ad Account
- Types of Ad extensions for different purposes
- Keyword Research for Google Search Campaign
- How to Divide & Create Ad Groups?
- Understand Best Use of Keywords Planner Tool
- Impact of Positive & Negative Keywords Match types
- Search Ad Copy writing & Set up
- Keyword Insertion | Keyword Simulation
- Set up & Launch of Your First Search Ad Campaign

4 Display Ads

- Objectives & Most Relevant Audience Creation
- Display Ads Setup Walkthrough
- Display Ads Targeting,
- Set up & Launch of Your First Display Ad Campaign

5 Video Ads

- Youtube Success Case Studies
- Types of Youtube Video Ads
- YT ad targeting right Audience, Content, Placement
- Walkthrough Different Types of Video Ad campaigns
- Set up & Launch of Your First Video Ad Campaign

6 Remarketing with Google Ads

- Realising Power of Remarketing with Google Ads
- Remarketing List Building, And Audience Creations
- Launching a Google Remarketing Campaign

7 Conversion Tracking with Google Ads

- Definition & Objectives of Conversion Tracking
- How to setup different types of Conversion Tracking?
- Types of Attribution Models

8 Shopping Ads / Google Merchant Centre

- Definition & Objectives of Google Merchant Centre
- How to setup Google Merchant Centre?
- Products Listing in Google Merchant Centre
- Launching Shopping Campaign

Learn to Design, Execute, and Optimise Paid Campaigns on Google



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Course & Curriculum



Ecommerce Workshops



19 Topics

6 Hours Training

1. What is an Ecommerce?
2. Ecommerce Statics
3. Career in Ecommerce
4. Requirement before selling on Ecommerce
5. GTIN Exemption
6. Cost Calculation
7. Brand Registration
8. Keyword Research.
9. How to decide product to sell on Ecommerce

10. Account Setup
11. Overview of Account
12. Category Approval Process
13. Products Content Writing (Ecom SEO)
14. Products Listing
15. Reports & Optimization
16. Account Health Management
17. Order Management & Shipping
18. Paid Ads
19. Account Suspension Terms



WordPress Mastery



20 Topics

6 Hours Training

1

Website Basics

1. Importance of Website in Digital World
2. Types of Websites
3. Types of website development
4. Important Terminology for Website development
5. Types of Content Management System
6. Importance of website with WordPress
7. Understanding about Domain, Hosting & Server
8. Components of a URL
9. How to decide right Domain & Hosting & Book it?
10. Hosting Panel Componets and Management

2

On WordPress

1. How to Install Worpress on Hosting?
2. Understand All About WordPress Backend
3. How to Create Pages & Blog Posts?
4. How to Create & Customise Menus?
5. Required Plug-ins and Installation
6. How to Find, Select & Install a Perfect Theme?
7. Create Beautiful Pages with Elementor
8. How to Create Objective Driven Landing Pages?
9. Landing Page Designs for Ads
10. The task to create a 5 Pages website



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Career Options after Training

Digital Marketing Manager

SEO Expert Practitioner

PPC Expert Practitioner

Web Content Curator

Email Marketer

Social Media Manager

Website Analyst

Marketing Automation Ext.

Ecommerce Specialist

Online Reputation Manager

Digital Account Manager

Online Leads Manager

Google Ads Practitioner

Infuencer/Blogger




















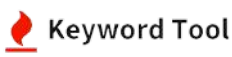











Digital Growth Professional

Digital Marketing Trainer

Affiliate Marketer

Digital Entrepreneur

Hands-on Tools



Our Students Placed at

1000+ Digital Marketing Agencies, IT Companies, Non-IT Companies Produce
1000s of Jobs Yearly in Ahmedabad for Newbies in Digital Marketing

Jobs are ready,
are you ready??

INDA SEO	STRIVE DIGITALS	TEKSUN [®] CULTIVATING TECHNOLOGY	Infotech
adit	eSparkBiz Where Affordability Meets Professionalism	Universal TECHNOLABS	Web India Inc MAKING WEBSITES MORE PROFITABLE
Hetfy Software Solutions LLP	iGlobal KPO SERVICES LLP	AONE SEO SERVICE PVT. LTD.	uplers
STUDI45	Poised	RADIX	IERARE PVT LTD
MART2 GLOBAL.com expand your business globally	X-BYTE ENTERPRISE SOLUTIONS	INN sight	Litmus
CONCEPT INFOWAY	STORE FACTORY Sell More Online	VOX360	NSquareIT Store for smart IT solutions
smartfish design	XCELTEC Delivering Excellence in Technology	TECHNO BYTES	medial
thinkwhy	THE TEE SHOP	Careerline Education Foundation coaching visa immigration	yudiz Solutions Private Limited



Learn the
right Skill
&
Get Hired



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What do Our Students Say About us?



- Mahek Hamdan, TheTeeShop.in

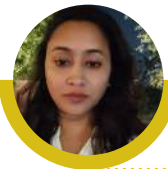
In spite of having 2 years of experience in an e-commerce company, I have learned many new techniques to increase sales in my current project. During my learning, I also found my confidence to start my own business in e-commerce. In my opinion, I can say, for me, it was not just training, it was career transformation training too.

- Kushal Prajapati, Poised Media

My all over experience is very good. The knowledge given by the trainer is very helpful to me. Provided in depth knowledge about the topics. Shown every topic practically which help in visualizing the topic. I learned lot of new things not only for digital marketing but also other other aspects of career from the Trainer. Thank you Upmark for the excellent training.



- Pratiksha Asodiya, Brainwire



After being a homemaker and mother. It was a challenge for me to restart my career so I decided to learn digital marketing as it's trending. I learned digital marketing skills through the best training and support from Upmark, and finally, I can see myself working in a renowned IT company in Ahmedabad.

- Komal Gurbani, Are Infotech

The knowledge I received from the institute "Upmark" was treasured. The training helped me from learning to get a suitable job. My overall experience was excellent.



- Rajat Sharma, Freelance Consultnat



This is my first course in Upmark and I loved it explicitly. Professor was kind, I loved his way of delivering lectures. Easy explanation and numbers of examples help me understand better, so thank you Upmark for excellent tranning.

- Kishan Trivedi, IndaSEO

Being an engineering student, it was difficult to think to start a career in Digital Marketing, but Upmark has simplified my learning and brought confidence to me so that I could start my career in digital marketing. After completing my training in Upmark, I got a good job, and a good company too.



- Komal Pandey, IndaSEO



Amazing experience with Upmark. Especially with Rikesh Sir, He is the best teacher who is always very supportive and motivated all the students. Thank you sir for your wonderful support to us. I am blessed to have your student.

- Bhargav Parmar, IndaSEO

I was being rigorously preparing for Govt. exams for a very long time. I didn't imagine that I could work in a Digital Marketing Agency. But this was all because of Upmark's training, with proper guidance, and support, I could easily start my career in a digital marketing agency.



What do Our Students Say About Us?



- Jayshree Ochwani, Are Infotech

I learnt from basic to advance digital marketing from the best digital marketing institute. The training and class atmosphere was very well which helped me learn everything faster. Thank You upmark digital.

- Alakhnanda Das, IELTS Faculty

My first step to the world of Digital Marketing has begun with Upmark, The mode of teaching and the techniques used in explaining the terms and the steps were commendable. Even the workshop on Amazon helped me to comprehend the processes of online business much faster. Rikesh sir has been extremely supportive and understanding. His knowledge and experience have been the jewel in the crown.

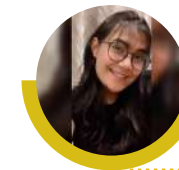


- Hashirkhan Pathan, MBA (GLS)

Fact it, more and more marketing is leaning toward digital. If you do not have the skills to compete in this landscape, you will not be successful. "UpMark" is the best Institute to get the skills you need as a marketer to be competitive and lift your brand.

- Khushi Thawani, Webindia Inc.

I guess it's worth to be a part of **Upmark** who are more helping & supporting. Positive attitude and actions. Trainer is very helpful and knowledgeable even after the completion of batch they still help you.. wonderful experience i must say... Thank you Upmark



- Dipti Chawla, eSparkBiz

I really like the way of teaching and the amicable attitude of the trainer that is MR. RIKESH PANCHAL SIR. In case of any query, the approach towards teacher concerned is not a difficult task. Turning point is a stepping stone towards success and joining this institute UPMARK was the one of my best decision, Thank you UPMARK.

- Yash Gorane, IERARE PVT LTD

My all over experience is very good. The knowledge given by the trainer is very helpful to me. Provided in depth knowledge about the topics. Shown every topic practically which help in visualizing the topic. I learn lot of new things not only for digital marketing but also other from the Trainer. Thank you Upmark for the excellent training.



- Simran Bhojwani, Studio45

It has been a great journey with Upmark. They invest time in us to make sure we understand all aspects of digital marketing. Thank you so much for bringing me a step closer to my future dream. My first breakthrough as a content curator has started right after my training.

- Krina Patel, Student (BE) & Content Writer

The training with giving examples for each and every module with related to our likes and dislikes that let me helpful through out the time. They helped through my good skill and that was in content marketing & content writing. My all 5 stars goes to UPMARK and my all time favourite Rikesh Sir.





**WELL
FORMED
MINDS
CREATE
FORTUNE**