



No.1

Digital Marketing

Training Institute in Hyderabad

Google | 4.9
Reviews ★★★★★

Justdial | 4.8
Reviews ★★★★★

facebook | 5.0
★★★★★

 20 Certifications

 30 Tools

 Projects in Multiple Industries



Live Instructor-Led
Sessions



Leverage ChatGPT &
Generative AI tools



www.emblixacademy.com



Chief Trainer Experience:

- » CEO of Emblix Solutions
- » Chief Trainer at Emblix Academy
- » Co – founder at Matricart
- » Former Chief Marketing Officer at DAO evtech
- » Former programme lead at Start-up leadership programme Hyderabad
- » President at Rotary Club of Greater Hyderabad
- » T-HUB lab 32 Member

Why Emblix Academy?

- » 2 Months Classroom Training for 1.5 hours
- » 1.5 hours Real Time Experience on Multiple Domains (Health care + Real-estate + Education + IT + Manufacturing Ecommerce)
- » LMS will be provided with all Class recordings (Audio + Video)
- » Bonus Courses worth 2L INR
- » Life Time Job Assistance with 100% Placement
- » Certificates from Emblix Academy, Google, Facebook, Hubspot, Semrush

www.emblixacademy.com

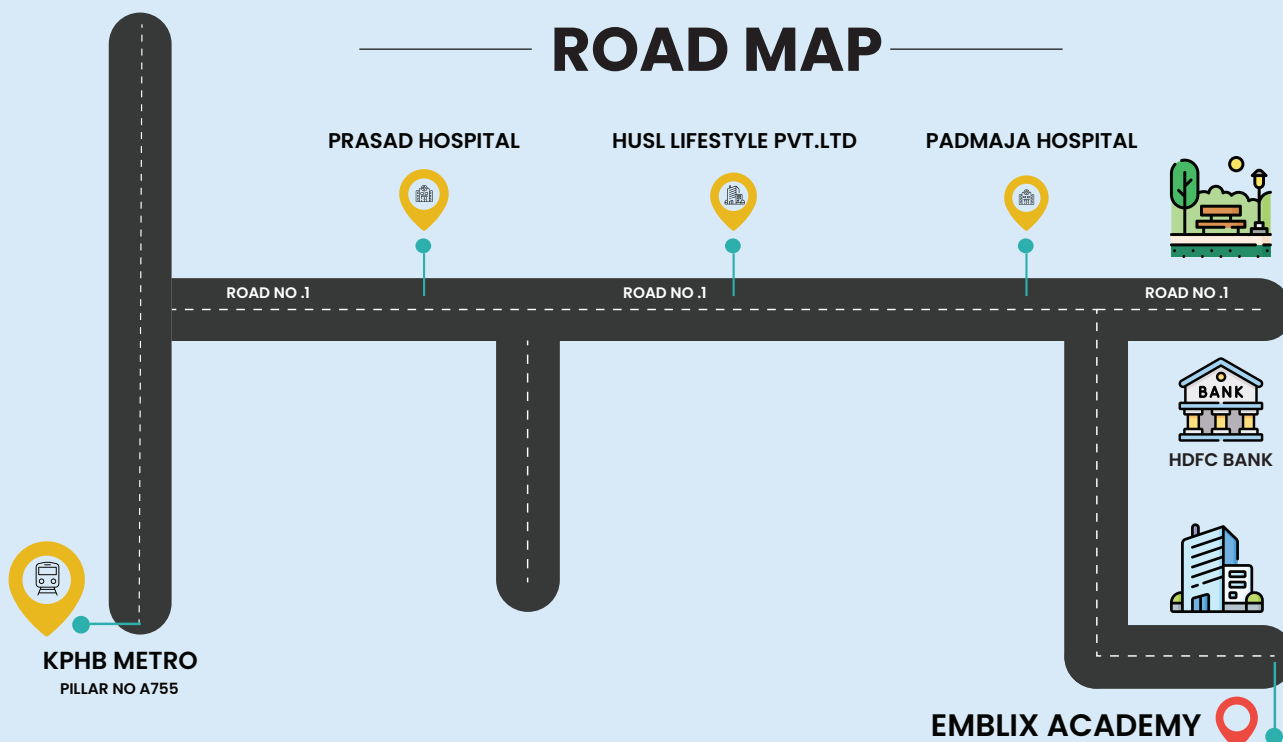


- » 15+ years of Experience Trainer
- » 2000+ Students Trained from Us
- » 800+ Digital Marketing Projects Handled
- » 500 Cr+ Ads Budget Managed
- » 1000+ Students Got Placed

Facilities during Course:

- » Full Time Trainers Available
- » Laptop + Desktop available for practice
- » High-speed Wi-Fi Access
- » Study Material
- » Full day Practice Rooms Available.
- » AC Training Classrooms

ROAD MAP



Our Courses:

Course : **Job-guaranteed Digital Marketing Training Program**

Mode of course: Offline Fee **25,000/-**
Online Fee **20,000/-**

Duration **3 Months**

Time: 6:30 AM to 8:00 AM 1:30 PM to 3:00 PM
9:30 AM to 11:30 AM 3:30 PM to 5:00 PM
11:30 AM to 1:00 PM 5:30 PM to 7:00 PM

Course : **Digital Marketing course for Business Owners & Working Professionals**

Mode of course: Offline Fee **20,000/-**
Online Fee **15,000/-**

Duration **2 Months**

Time: 6:30 AM to 8:00 AM 1:30 PM to 3:00 PM
9:30 AM to 11:00 AM 3:30 PM to 5:00 PM
11:30 AM to 1:00 PM 5:30 PM to 7:00 PM

Digital Marketing Specialist Master's Program: Duration 6 Months

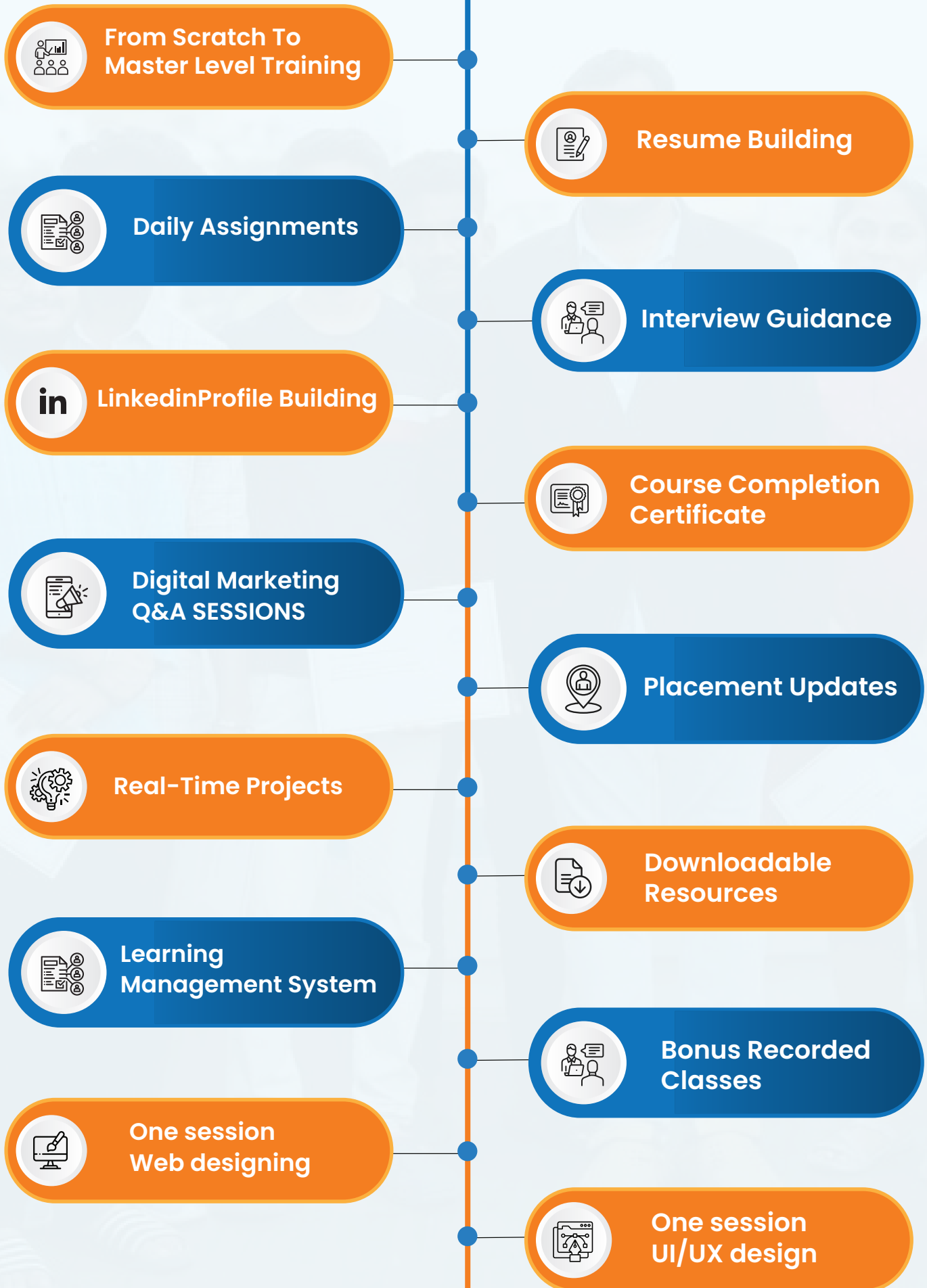
Registration Fee : Rs **499/-**

(Gpay / PhonePe : 8688 333 143)

Registration Fee Will Be Deducted In The Course Fee



Deliverables



Our Success Stories



Tulasi Keertana



Reddy Mouli



Prasad



sandeep Rama Swami



Gaddam Deeksha



Ranjith



P.v. Raghunandhan



Sandeep



Radhika



Rohith



Ramya Krishna



Srinivas



Keerthana Challa



Gopi Alladi



Ranadhir Reddy



Bhargav



Nandheeshwar



Bhargavi



Hemanth kumar



Neeraj



srinivas



Ravikiran



Ravi



Neelima



Mohan



Laxmi Narasimha



Nagaraju



Navven Kumar



kalyan



Surya



chenna kesava



Hazarathaiah



Narendra



Hemalatha



Vasu



Suneedhar



Our Success Stories



Deepanvitha



Suresh



Sai Manikanta



Raji



Praneeth Goud



Kovuri Sreenu



Mr. Vishal



Rahul Mallonala



Rakesh



Ranjith



Anshu Kumar



Babu pochaveni



Kiran



Pradeep



Niharika



Narasimha



Prerana



Vamshi



Sindhu



Niharika



Bala Manikanta



Kalyan kumar



Kishore



Kalyani



Surendra Kumar



Our Success Stories



Aditya Reddy



Sandeep



Anil



Teja



Hela Krishna



Moin nayeb



Sai kumar



Nagendra



Adhi Narayana



Sai Krishna



Rakesh



Sai



Vikas



Ranganadhulu



Sujatha



Upendra



Harish



Divya



Sunil Bisai



Sai Teja



Balaii



Rathan



Ravi Kiran



Nikhila



Anand



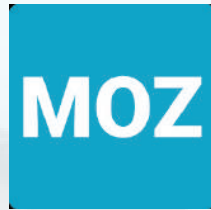
Tools we use:



Ahrefs



SEMrush



Moz



Google AdS



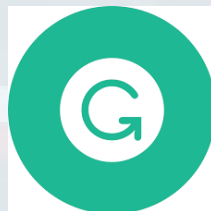
Meta Ads



Google Keyword Planner



Canva



Grammarly



Photoshop



WIX



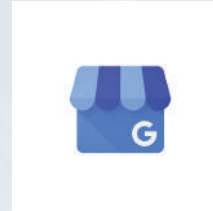
Google Analytics



SEO Quake



Search Console



Google My Business



Small SEO Tools



Mail Chimp



TubeBuddy



GT Metrix



SeoSite Checkup



LinkedIn Sales Navigator

Bonus Recorded courses

1. Digital Marketing Basics Course (6hrs)
2. Digital Marketing Fundamentals with Live Projects (3.5hrs)
3. Digital Marketing for Beginners 2024 (1hr)
4. SEO for Beginners by Yoast (1hr)
5. 2024 SEO Link Building #1 SEO Ranking Tactic (Backlinks) (6hrs)
6. SEO Link Building Rank in Google with EDU & GOV Backlinks (3hrs)
7. Gmail Complete Course 25+ Google email Techniques (2.5hrs)
8. Organic Lead Generation Course (36mins)
9. SMM MARKETING Instagram How to Start Freelance work (1.5hrs)
10. 30 Copywriting Secrets from the Best Ad Campaign of All Time (2.5hrs)
11. LinkedIn Marketing, Lead Generation & B2B Sales for LinkedIn (5hrs)
12. Google Analytics (2.5hrs)
13. Google Ads For Beginners 2024 – Step By Step Process (8.5hrs)
14. The Social Media Marketing & Management Masterclass 2024 (33hrs)
15. Social Media Content Creation: Canva Beginner to Advanced (8hrs)

16. Facebook Ads & Facebook Marketing MASTERY 2024 | Coursera (12.5hrs)
17. Facebook Ads & Facebook Marketing For Beginners 2024 (11.5hrs)
18. ChatGPT Complete Guide: Learn Midjourney, ChatGPT 4 & More (5hrs)
19. Learn To Crack Digital Marketing Interview (1hr)
20. Mock Interview Videos (2hrs)
21. Digital Marketing Interview Q&A

Graphic Designing

22. Adobe Photoshop Ultimate Guide (27hrs)
23. Ultimate Photoshop Training From Beginner to Pro 2024 + AI (22.5hrs)
24. Graphic Design Bootcamp (2hrs)

Web Designing & Development

25. The Complete WordPress Website Business Course (22hrs)
26. Front End Web Development Ultimate Guide (92.5hrs)
27. Web Development By Doing HTML CSS From Scratch (1hr)

English & Communication Skills

28. The English Master Course: English Grammar, English Speaking (43hrs)
29. English Launch –Learn English– Upgrade all areas (5hrs)
30. Communication Fundamentals: How To Communicate Better (1.5hrs)

SYLLABUS:

 Introduction to Digital Marketing	 YouTube Marketing
 Introduction to Search Engine	 Whatsapp Marketing
 Keyword Analysis	 LinkedIn Marketing
 Introduction to SEO	 Email Marketing
 On page SEO	 SMS Marketing
 Off page SEO	 Google My business
 Technical SEO	 Lead Generation
 Google SEO updates	 Online Reputation Management
 Google Search Console	 AdSense
 Google Analytics	 Digital Brand Building
 Search Engine Marketing	 Industry case studies
 Google Ads	 Content Marketing
 Facebook Ads	 Quora Marketing
 Social Media Marketing	 Affiliate Marketing
 Instagram Marketing	 AI Tools

What you'll learn

Our Advanced Digital Marketing Course in Hyderabad which covers 40+ modules from the syllabus

1. Introduction to Digital Marketing

- What is Marketing?
- How we do Marketing?
- What is Digital Marketing?

- Benefits of Digital marketing
- Digital marketing platforms
- Traditional Vs. Digital Marketing
- TOFU, MOFU, BOFU
- Defining Marketing Goals
- Latest Digital marketing trends
- Case studies of Digital Campaigns

2.Introduction to Search Engine

- Fundamentals of SEO
- How the search engine works?
- Components of Search Engines
- Google Algorithms
- Google Results Page
- Major & Minor Algorithm Updates
- Panda, Penguin, Rank Brain, Medic, Core Update 2020
- Recent Changes in Search Algorithms

3.Website Designing WordPress

- What is Website?
- What is Domain Name
- Types of Domains
- Domain name suggestions
- Register a Domain Name
- Web Hosting Concepts
- Types of Websites
- What is WordPress
- Benefits of using WP

- WordPress Installation
- Admin Interface Basics
- Default Settings in WP
- Types of Themes
- Theme Settings and Customization
- Managing Themes
- Content management in WP
- Pages and Sub Pages
- Custom Content Types
- Adding a menu to the website
- Plugins and Widgets
- Using Plugins in Site
- Adding widgets to the website
- The Best Plugins in WP
- Practical WordPress Project Example

4.Keyword Research & Competition Analysis

- Introduction to Keyword Research
- Types of Keywords
- Keyword Research Methodology
- Business Analysis
- Product/Services Categorization
- Google Keyword Planner Tool
- In-depth Analysis with Keyword Planner
- Other Keyword Tools
- Competition Analysis

- Manual Competition Analysis
- Finalizing the Keywords

5.Introduction to SEO & On-Page SEO

- Introduction to On page
- On page Analysis Methodology
- Fundamental On-page
- Domain name in SEO
- Importance of HTTPS
- URL Optimization
- Title Tag Optimization
- Meta Tags Optimization
- Content Optimization
- Heading optimization
- Internal Links
- Image Optimization
- Social Signals & Footer

6.Technical SEO

- Website Speed Optimization
- Speed Analysis Tools
- Sitemaps Generation
- Robots.txt File
- URL Redirecting Techniques
- Canonical Links
- Schema Mark-up
- Rich Snippets
- New Updates in On page

7.Off Page Optimization (Link Building)

- Introduction to Off page (Link Building)
- Link Building Guidelines
- Types of Backlinks
- Link Analysis Tools
- Directory Submissions
- Local Business Submission
- Classified Posting
- Q & A Backlinks
- Blogging & Blog Comments
- Guest Blogging
- Press Release
- Document Sharing
- Other Advanced Strategies

8.Google Search Console

- What is Search Console
- Features of Search Console
- Site Verification Process
- Location Targeting
- Search Performance Tool
- Link Analysis Tool
- Manual Actions
- Sitemaps Tool
- Fetch as Google Tool
- Crawl Errors Analysis
- The Latest updates in Search Console

9. Local SEO

- What is Local SEO?
- Importance of Local SEO
- Submission to Google My Business
- Optimizing the GMB Profile
- Local SEO Ranking Signals
- Local SEO Negative Signals
- Citations and Local Submissions
- Google My Business Analytics

10. Reports Analysis

- Google Analytics Reports
- Search Console Reports
- Website Position Analysis
- Website Monthly Reports
- Backlinks Reports
- Paid Tools for monitoring

11. Google Ads & Search Ads Advertising

- Introduction to Google Advertising
- Google Ads Account setup
- Account Structure
- Campaign Settings
- Ad Group setup
- Keyword Match Types
- Keyword Research Tools
- Ad Formats & Guidelines
- Ad Extensions

- Understanding Ad Auction
- What is Quality Score
- Factors to improve Quality Score
- Actual CPC Calculation
- Types of CPC's
- Bidding strategies
- What is Conversion?
- Implementing conversion tracking
- Calculating ROI
- Segments and Filters
- Search Terms and Ad Auctions
- Customization Tools
- Generating Reports

12. Display Ads

- What is Display Advertising
- How Display Ads Works
- Creating a Display Campaign
- Bidding Strategies
- Targeting Option in Display Network
- Exclusion options
- Ad Formats and Sizes
- Conversion Tracking
- Display campaign reporting

13. YouTube Ads (Video Marketing)

- Importance of Video Marketing
- Types of YouTube Ads
- Location Targeting
- Bidding Strategies
- Automatic Targeting
- Ad groups Setup
- Targeting Options in Video Ads
- Types of Ad Formats
- Ads Cost Options
- Measuring the Results of Campaign
- Conversion Tracking

14. What is Shopping Campaign

- Google Merchant Center account
- Creating Business Store
- Types of Product Feeds
- Product Feed Properties
- Dynamic Product Feeds
- Creating a Shopping Campaign
- Defining Product Groups
- Monitoring Campaign
- Reports of Shopping Campaign

15. Remarketing Campaign

- What is Remarketing?
- Benefits of Remarketing Strategy
- Types of Remarketing Audience

- Building Remarketing List
- Building Custom Audience List
- Creating Remarketing Campaign
- Remarketing Ads Design
- Dynamic Ads
- Remarketing Lists for Search Ads (RLSA)

16. Google Analytics Reports

- Introduction to Analytics
- Implementing Analytics Code
- Setup of Conversion Tracking Code
- Types of Reports
- Audience Reports
- Acquisition Reports
- Behaviour Reports
- Conversions Reports
- Google Tag Manager

17. Introduction to SMM

- What is Social Media?
- Benefits of using SMM
- Social Media Statistics
- Goals of Social Media Marketing

18. Facebook Marketing

- Types of Facebook Account
- Personal Account Setup
- Facebook business page setup
- Types of Business pages

- Cover Photo/Video Design
- Page Settings & Options
- How to Increase Facebook Likes?
- Facebook Content Strategy
- Types of Posts and Statistics
- Examples of Creative Posts
- Designing FB Posts
- User engagement metrics
- Facebook Insights
- Facebook Groups
- Facebook Apps

19. Instagram Marketing

- What is Instagram
- Instagram statistics
- How Brands use Instagram
- Creating Instagram Account
- Types of Instagram Accounts
- Linking Instagram with Facebook
- What works in Instagram
- Types of Content (Posts & Stories)
- Post Designing Tools
- Stories & Highlights
- Importance of Hashtags
- How to use Hashtags
- Popular Tools for Instagram
- Engagement Metrics
- Instagram Analytics

20. LinkedIn Marketing

- What is LinkedIn?
- Benefits of LinkedIn Network
- Create a LinkedIn profile
- Optimizing the profile
- Creating new connections
- Posting content in profile
- LinkedIn Groups
- Finding Jobs on LinkedIn
- Creating company page
- Customization of page
- Posting on LinkedIn Page

21. X (Twitter) Marketing

- What is X (Twitter)?
- Benefits of X (Twitter)
- How brands use X (Twitter)
- Customizing the profile
- Profile Photo & Header Image
- Types of Tweets
- Content strategy for X (Twitter)
- How to increase Followers
- Post your First Tweet
- Analysis of Big Brands
- What is Hashtag?
- Hashtags and its uses
- How to use Trending #Tags?

- Tools for X (Twitter) marketing

- X (Twitter) Analytics

22. Meta Ads Advertising (Facebook & Instagram)

- What is Meta Ads
- Types of Objectives
- Popular Ads Campaigns
- Defining Target Audience
- Types of Targeting
- Bidding & Budget Settings
- Types of Ads
- Designing FB Ads
- Setup of Facebook Pixel
- Conversion Tracking Pixel
- Remarketing Strategy
- Reports & Analytics

23. Pinterest Marketing

- What is Pinterest?
- Pinterest Statistics
- How brands use Pinterest
- Creating a Pinterest Account
- Types of Accounts
- Customizing the Profile
- Pinterest Strategy
- Boards on Pinterest
- How to manage boards

- Pins and Links

- Generating Engagements

- How to use InfoGraphics

24. Quora Marketing

- What is Quora?
- Quora Statistics
- Benefits of Quora Marketing
- Top Quora Users & Brands
- Creating Quora Account (Personal/Company)
- Optimizing the Quora Profile
- Following Topics & Users
- Understanding the Quora Policies
- How to Answer the Questions
- Engaging with Users
- How to Increase Followers
- Quora KPI's
- Quora Stats Tool

25. Online Reputation

Management (ORM Strategies)

- What is ORM?
- Why we need ORM
- Examples of ORM
- Areas to analyse in ORM
- Search Engines
- Blogs & Websites
- Review Sites
- Complaint sites

- Social Media
- Search Engine ORM Strategy
- Autosuggestion & Related Searches
- Search Engine Results
- Image Search Results
- Blogs & Websites ORM
- Solutions for external websites
- Complaint Sites ORM
- Managing Reviews
- Popular Review Sources
- How to get Positive Reviews
- How to respond to Negative Reviews
- How to handle Fake Reviews?

26. Email Marketing Strategies

- What is Email Marketing?
- Importance of Email Marketing
- Popular Email Marketing Software's
- Email Marketing Goals
- Introduction to Mail Chimp
- MailChimp pricing structure
- Account setup and settings
- Email marketing strategy
- Creating a Subscriber List
- Integration of Forms in Site
- Import subscribers in list
- Types of Email marketing campaigns

- Email Marketing Campaign
- What is Newsletter
- Design a Newsletter
- Analysing Reports of Campaign

27. Canva

What is Canva?

- Importance of Canva in Design
- Canva Free vs. Pro
- Creating a Canva Account
- Canva Interface Overview
- Types of Templates in Canva
- Designing Social Media Posts
- Creating Presentations
- Designing Infographics
- Customizing Images and Graphics
- Adding Text and Fonts
- Using Brand Kits
- Exporting Designs in Different Formats
- Sharing and Collaborating on Canva
- Canva for Business and Marketing
- Best Practices for Canva Designs
- Case Studies of Successful Canva Designs

28. Photoshop

- Introduction to Photoshop
- Benefits of using Photoshop for designing
- Photoshop interface overview
- Layers and layer management

- Tools and functions
- Selection tools
- Brush and pen tools
- Text and shape tools
- Masking and clipping
- Image editing techniques
- Color correction
- Retouching
- Background removal
- Designing social media graphics
- Creating logos and banners
- Exporting and saving files
- Photoshop keyboard shortcuts
- Best practices for Photoshop design
- SEO Small
- Small SEO Tools
- GT Metrix
- Seo Site Check-up
- Yoast SEO
- Grammarly
- Meta Ads
- Canva
- Photoshop
- Mail Chimp
- Tube Buddy
- LinkedIn Sales Navigator
- ChatGPT
- Similarweb

29. Digital Marketing Tools

- Introduction to Digital Marketing Tools
- Types of Digital Marketing Tools
- Google Keyword Planner
- Ahrefs
- SEMrush
- Moz
- Word Press
- Google Search Console
- Google My Business
- Google Analytics
- Google Ads
- SEO Quake
- Screamingfrog
- PageSpeed Insights
- Choosing the right tools for your business
- Integrating tools for better results
- Best practices for using digital marketing tools

30. AI Tools

- What are AI Tools?
- Importance of AI in Digital Marketing
- Types of AI Tools
- AI for Content Creation
- AI for SEO Optimization
- AI for Social Media Management

- AI for Email Marketing
- AI for Ad Targeting
- Popular AI Tools (ChatGPT, Jasper, Copy.ai)
- AI for Competitor Analysis
- AI for Personalization and Automation
- AI for Predictive Analytics
- Challenges and Limitations of AI Tools
- Future Trends in AI Tools

31. Affiliate Marketing

- What is Affiliate Marketing?
- How Affiliate marketing works
- Types of Affiliate Networks
- Top Affiliate Marketing networks
- Affiliate marketing payment models
- How to Find Profitable Niche
- Develop your Affiliate Website/App/ Property
- Apply for Affiliate Marketing network
- Amazon Affiliate Network
- Integrating Amazon Products
- How to promote Affiliate Products
- Measuring Results on Affiliate sites

32. AdSense

- What is Google AdSense?
- How AdSense Works
- AdSense Account Setup
- Types of Ads in AdSense
- Ad Placement Strategies

- Content Guidelines for AdSense Approval

- AdSense Policy Violations
- Increasing AdSense Revenue
- Analyzing AdSense Reports
- AdSense and SEO Optimization
- Best Practices for AdSense Success
- Alternatives to AdSense

33. WhatsApp Marketing

- What is WhatsApp Marketing?
- Importance of WhatsApp in Business
- Setting Up a Business Account
- WhatsApp Business Features
- Creating Broadcast Lists
- Automated Responses and Quick Replies
- Sending Multimedia Messages
- Promoting Products and Services
- Using WhatsApp Status for Marketing
- Customer Engagement Strategies
- Measuring Campaign Success
- WhatsApp Marketing Tools and APIs
- Best Practices for WhatsApp Marketing

34. SMS Marketing

- What is SMS Marketing?
- Importance of SMS Marketing
- Types of SMS Campaigns

- Creating an SMS Marketing Strategy
- Personalization in SMS
- SMS Scheduling and Automation
- Compliance and Legal Guidelines
- Tracking SMS Performance
- SMS Tools and Platforms
- Measuring ROI from SMS Campaigns
- Best Practices for SMS Marketing

35.Voice Call Marketing

- What is Voice Call Marketing?
- Importance of Voice Call Marketing
- Types of Voice Call Campaigns
- Creating a Voice Call Script
- Automated vs Manual Calls
- Personalization in Voice Calls
- Customer Engagement through Voice Calls
- Tools for Voice Call Marketing
- Tracking and Monitoring Performance
- Compliance and Privacy Regulations
- Best Practices for Voice Call Marketing

36.Practicals on Course

- Importance of Practical Training
- Hands-on SEO Projects
- Creating a WordPress Website
- Running Google Ad Campaigns
- Designing Social Media Posts
- Setting Up Email Marketing Campaigns
- Conducting Competitor Analysis
- Building a Digital Marketing Strategy
- Analyzing Reports and Insights
- Troubleshooting and Problem-Solving
- Evaluating Campaign Performance
- Developing a Portfolio
- Mock Interviews and Feedback

Contact Details:



+91 9177288144



hello@emblixacademy.com

**Address: 5th Floor, Prashanti Nilyam, MIG2-622, Rd Number 1,
Kukatpally Housing Board Colony, Kukatpally,Hyderabad,**