



Digital Marketing  
Academy of Bangalore



DEVELOP & HONE  
THE SKILLS YOU  
NEED TO SUCCEED

Enrol in our all-in-one Classroom-based Digital Marketing module and build stronger digital capabilities today!

[www.etudemy.com](http://www.etudemy.com)

## ABOUT ETUDEMY

---



ETUDEMY is a digital marketing academy based in Bangalore. A class training initiative that fosters digital innovation and its applicability to drive increased business performance and a limitless corporate environment.

We make available marketers who are certified digital marketing trainers from a broad range of organizations across many sectors. Etudemy's goal is to help you achieve new perspectives and ambitions in digital marketing.

Our training classes include provocation and knowledge sharing, action learning sessions, networking with peers, and mentorship - all happening in an enabling and relaxed learning atmosphere.

We are passionate about digital marketing because we believe it is now very difficult for businesses to thrive without some elements of digital marketing efforts. We are committed to providing quality education in core elements of marketing as well as develop bespoke learning classes for those who have identified their career path.

The academy consists of an eclectic mix of world-class and leading marketing experts with several years of hands-on experience both in local and international markets.

They are always excited at every opportunity of teaching the students assigned to them a variety of digital marketing techniques and latest trends, as well as reveal their secret ingredients to help you gain an advantage over your contemporaries.

**Flip through the rest of the brochure to know more about the courses we offer and how to get started.**



## YOU CAN'T AFFORD TO BE IGNORANT IN TODAY'S FAST-PACED DIGITAL ECONOMY

---

We work, consume and live in the digital age. Yet a large percentage of companies do not have a workable digital marketing strategy and many professionals are not equipped with the requisite digital talents. Here is why you need to enroll in our fully packed digital marketing module.



### **Business Owners/ Employers**

---

Think there is no more to digital marketing since you make use of a digital marketing agency or have an employee who handles emails, social media campaign and videos for you? If your marketing efforts are not tailored to your specific audience or laser focused to target your customers' demands, then it is an investment gone to waste. Enroll your employees in our training course today as part of your growth strategy.



### **Marketing Enthusiasts/Professionals**

---

You need the requisite digital marketing skills to stay relevant in your field and stay ahead of your competitors. It is easier to pass on digital tasks to a junior staff and take the back seat. But you need an expert perspective and insight to deliver the expected ROI to move your business or organization forward. Get the needed knowledge and watch your bottom line significantly improved.



### **Helping you create a career**

---

Our digital marketing courses are a combination of all aspects related to the digital marketing industry. It will help you to specialize in any particular area that you have an avid interest in. Our all-in-one digital marketing courses are designed for job seekers, students and homemakers with a desire to build a career.

## WHY INVEST IN DIGITAL MARKETING???

There are business leaders and marketers who aren't budgeting or investing time in developing digital marketing knowledge, skills and capacity. The game plan is usually to hire someone who has an idea of social profiling and outsource the entire content production, PPC, and even SEO. But without a streamlined and integrated digital marketing approach that aligns well with your corporate culture, it will be difficult to drive your business to greater levels of profitability.



## ETUDEMY'S MISSION & VISION

Whether you are hearing about Digital marketing for the first time and starting to consider it or you are a CEO or working professional, training with Etudemy guarantees that your business will gain the right strategy, knowledge, tools, and tactics to drive a sustainable growth.

## DIGITAL MARKETING COURSES FOR REAL BUSINESS RESULTS

We work, consume and live in the digital age. Yet a large percentage of companies do not have a workable digital marketing strategy and many professionals are not equipped with the requisite digital talents. Here is why you need to enroll in our fully packed digital marketing module.



**SEO**



**Google AdWords**



**Social Media Marketing**

(FB, LinkedIn, Twitter, Instagram, Pinterest, Snapchat, YouTube)



**Mobile Marketing**



**E-mail Marketing**



**Branding**



**Website Planning and Creation**



**Content Marketing**

## LEARNING OUTCOMES



LIVE PROJECT  
along with course



Detailed Course  
material to students



Review digital trends to  
understand the impact  
on organization/team



Explore the main  
principles of social  
media strategy and  
their impact on planning



Identify your core  
objectives and develop a  
plan for a workable digital  
marketing strategy



Understand the role of  
branding, content curation,  
social media and SEO  
in digital marketing



In-Depth WordPress  
Development  
and Basic HTML



To provide a strategic focus  
on planning and managing  
digital marketing campaigns



Understand the range  
of digital tools as well as  
weigh the pros and cons



## WHO CAN REALLY BENEFIT FROM THIS PROGRAM?

A wide range of individuals and other professionals can also be benefactors of this program as it is well designed to suit everyone. Benefactors may include:

- IT Professionals
- Marketing Professionals
- MBA Students
- Graduate Students
- Business Owners
- Job seekers
- Those looking for a change in their career
- Housewives



## WHEN YOU STUDY WITH ETUDEMY, YOU BENEFIT FROM



### Intensive and practical courses



Focus on actual planning  
to increase sales and ROI



Combining case studies alongside tips  
and tools to aid easy implementation



Tutors who have made a  
fortune from digital marketing



Prompt and unlimited  
support after the course

## KEY FEATURES

---



### Experienced trainers -

Passionate marketing experts who follow and implement latest trends in their field.



### Mini classes -

Not more than 10 people to a tutor to ensure you get the most out of our programs.



### Quality delivery -

Trainers are screened and approved by our quality assurance team, so you can rest assured a premium on the quality of their delivery.



### 3 learning levels -

A learning approach that builds from Introductory to Advanced and Masterclass.



### Practical and Insightful training methods -

Conceptual and practical based training for easy applicability.



### Wide range of topics -

We teach marketing as whole with our comprehensive module

## EXPECTATION AND CLOSURE

---

Through our professionalism and designs, we've installed mechanism that would see you excel in any field that you'd choose to learn and master.



### Internship and Placement

---

We have partnered with a number of digital marketing agencies to provide internship slots for our trainees for increased applicability of what they are able to learn from Etudemy. This is one way by which we stand out from the crowd.



### Positioning for career path

---

We have separate team for resume preparation, mock interview and what have you to help you find your footing in the highly competitive market.



### Help you to stay updated with the latest industry trends

---

Digital marketing as a domain is pretty fast paced and to ensure the success of brands online, digital marketers need to stay updated with the latest changes taking place in the industry. Once you enroll in our program, you will get a clear overview of the major aspects of social media, analytics, branding, email marketing and SEO. Your skill sets will improve with time and you will be regarded as a valuable asset for any organization that you work with.



## Improve your networking skills

As you enroll for our digital marketing course, apart from attending lectures and sessions conducted by guest speakers, you can create a network with other professionals who are already working in the digital marketing industry. While undergoing such a course, you will get the opportunity to interact with them while performing group activity work. So by the end of the program, you will be able to create a new professional network which can help you in your career growth.

### TRAINING SCHEDULE

Training takes place at our training center. We have designed our programs to be flexible to accommodate everyone whether you are a student or single mother or a working professional. Our aim is to position our training center to be the go-to academy to acquire practical digital marketing skills.

Training Period	Session
Weekdays (3 batches)	Morning: 3 hours
	Afternoon: 3 hour
	Evening: 2 hours
Weekend (1 batch)	
Saturday	10am - 1pm
Sunday	10am - 1pm

ETUDEMY, The Digital Marketing Academy of Bangalore provides high-end industry-focused courses that will give you the essential skills and knowledge that will enable you to pursue your career. We can also design a custom-fit learning module that is tailored to your specific needs to help you get the best of Etudemy.

ENROL ONLINE TODAY AT **WWW.ETUDEMY.COM** OR  
TALK TO ONE OF OUR COURSE ADVISORS ON **Mob: +91 7899 622 793**



Digital Marketing Academy

## ADDRESS

#94/4, First Floor  
Outer Ring Road, Near Tansi Honda  
Opp. Sri Chaitanya School  
Marathahalli Bridge  
Bangalore-560037  
Email: [info@etudemy.com](mailto:info@etudemy.com)  
Mob: +91 7899 622 793