

Jump Start your Career with

**As per industry standard*

ADVANCED DIGITAL MARKETING



20 lakh jobs + Average Salary
of Rs 3 lakhs annually*

Get prepared for **Google, Hubspot
& Facebook** certifications

How this programme can change your life

Eligibility

Advanced programs for class 12th/intermediate onwards.

Program objectives

Learn advanced social media tools and techniques to execute compelling social media campaigns	Master the process of organically driving traffic to website/webpages	Create viral mobile marketing campaigns	Manage backlash issues or complaints online and build positive perceptions of brands
Run email marketing campaigns for your business and brands	Use analytical tools to analyze data from digital platforms	Acquire skills to conduct market research to understand what customers think	How to build and execute an integrated digital marketing strategy



Strong **FOUNDATION** **5+** Years of Experience in Placement

The faculty at Hyse Academy make it simple for you to understand the concepts of Digital Marketing from Core level. Once the Foundation is established, we build a perspective about the transitions and impact of the skills on brand. You enter the market, well informed, trained and laced with tools that help you beat the competition.

Intensive **LEARNING** **25+** internship batches

A good 70 hours of classroom training, 240 hours of **INTERNSHIP**, Live project works and practice will ensure that your skills are tested to the core. You will never be a fresher again.

JOB PLACEMENTS **135+**

With our support, experience and Market depth, we would give you fair chances of interview with TOP companies. With Hyse Placement Network, your chances of getting a dream job is even higher than ever before. We provide 100% Placement assistance in companies. We have placed more than thousands of students over the years with **TOP GLOBAL Organizations**.

Become A Google & Facebook Certified Professional

Skillset is what it takes to grow the Career Ladder. If you believe in Certification and Skillset Training, HYSE Academy has it all for you. After the Training Program and Internship Stint, you would be a Certified Google, Facebook HubSpot Certified Professional.
READY TO TAKE ON THE MARKET



LIST OF CERTIFICATIONS

Fasten your Career & Business Growth

Become an expert in Brand Management, SEO specialist,
Content Manager

1

Digital Marketing Course

- Digital Marketing Overview
- Website planning and creation
- Email Marketing
- Lead Generation
- Google Ad Words
- Google Analytics
- Facebook Marketing
- LinkedIn Marketing
- Twitter Marketing
- Video Marketing
- Instagram Marketing
- Pinterest Marketing
- Search Engine Optimization (SEO)
- Online Display Advertising
- Ecommerce Marketing
- Mobile Web Marketing
- Content Marketing
- Online Reputation Management
- Affiliate Marketing Basics
- Adsense & Blogging
- How to Get Freelancing projects
- Black Hat Techniques

2

Advanced Marketing Techniques and Course

1. **Competitor Analysis**
2. **Influencing Marketing**
3. **Email Marketing**
 - a. **How to write great subject lines to ensure high opening rates**
 - b. **Optimization Techniques**
 - c. **Ensuring high Inbox Delivery (How to escape Spam filters)**
 - d. **Email Marketing Strategies**
4. **Lead Generation**
 - a. **Optimizing Landing pages**
 - b. **A/B Testing**
 - c. **Sales Funnels**
5. **Facebook Ads**
 - a. **Optimization Techniques**
 - b. **Automation**
 - c. **Advance Scaling Strategies**
6. **Twitter Marketing**
 - a. **Multiple strategies to increase organic reach with examples**
 - b. **Twitter Cards**
7. **Instagram Marketing**
 - a. **Proven case studies to increase followers organically within a year**
8. **Growth Hacking**
9. **SEO Secrets**
10. **Google AdWords**
 - a. **Advanced Optimization for campaigns**
 - b. **Competitor analysis**
 - c. **Decoding Google AdWords Algorithm**
 - d. **Scaling strategies**
11. **Media buying using programmatic and google Double Click**
12. **Tools usage to enhance the performance and speed with accuracy**

3

Search Engine Optimization

1. Basics of Search Engine Optimization
2. Google Webmaster tools
3. Keywords research and analysis
4. WordPress CMS with HTML/CSS Basics
5. On-Page Optimization
 - a. Google Web Protocols
 - b. Site Speed Analysis
 - c. Domain name Importance
 - d. SEO content writing
 - e. Anchor Links Optimization
 - f. Sitemap Submissions
 - g. Image Tag Optimization
 - h. Black HAT SEO Techniques
6. Off Page Optimization
 - a. Introduction to Offsite Optimization
 - b. Submission to search engines
 - c. Google link submission guidelines
 - d. Link analysis tools
 - e. Social bookmarking
 - f. Local Business listing
 - g. Submission to google places
 - h. Blog linking, internal linking
 - i. Blogging and Guest Blogging
 - j. Press releases
 - k. Social media links
7. Local SEO
 - a. Local Site Listings
 - b. Strategy for Local SEO
8. Reports and Management
 - a. Website position analysis
 - b. Website Monthly reports
 - c. Paid tools for Reporting
9. Google Analysis for SEO
10. Tools for SEO analysis

If you are WILLED, we' ll make you SKILLED

Improve Your SKILLSET & KNOWLEDGE



Social Media Analyst

Salary : 17k to 28k

After 3 years of experience

Designation : social Media Manager

Salary : 35k to 50k



PPC Analyst

Salary : 20k to 30k

After 2 years' experience

Designation : Sr. PPC Analyst

Salary : 40k to 65k



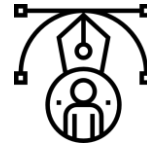
Digital Marketing Executive

Salary : 17k to 28k

After 3 years of experience

Designation : Digital Marketing Manager

Salary : 35k to 55k



Content Marketing Executive

Salary : 25k to 38k

After 3 years of Experience

Designation: Content Marketing M.

Salary : 45k to 65k

UPGRADE YOUR SKILLS NOW

**HYSE TRAINEES
WORKING AT**



HYSE ACADEMY

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