



# THE WORLD IS GOING DIGITAL WHEN WILL YOU?



GET READY FOR JOB OR BECOME AN

**ENTREPRENEUR**

“Around **15 Lacs** New **DIGITAL MARKETING JOBS** are expected by 2024”

## Bhopal

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## Raipur

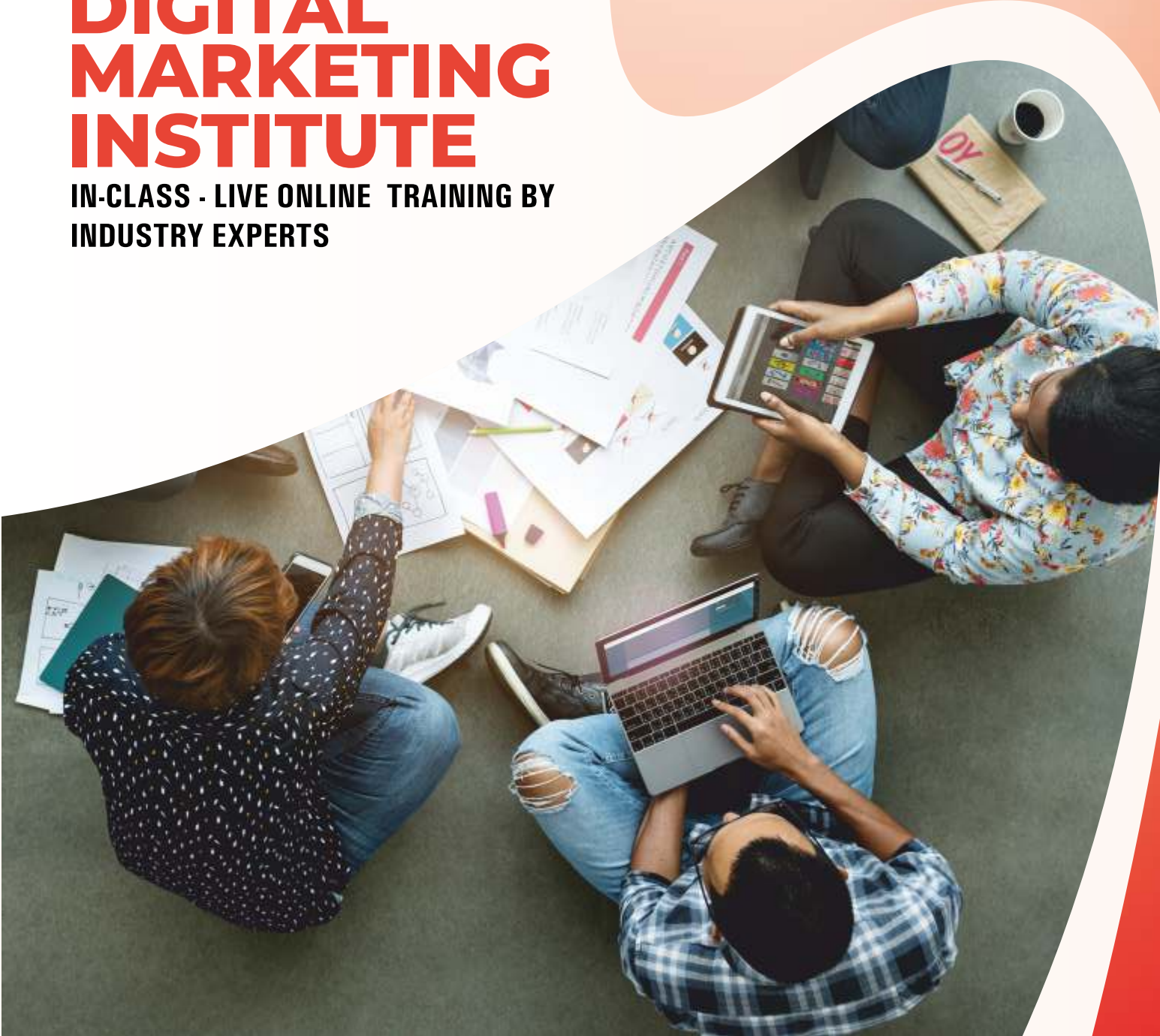
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# CENTRAL INDIA'S PREMIUM DIGITAL MARKETING INSTITUTE

IN-CLASS - LIVE ONLINE TRAINING BY  
INDUSTRY EXPERTS

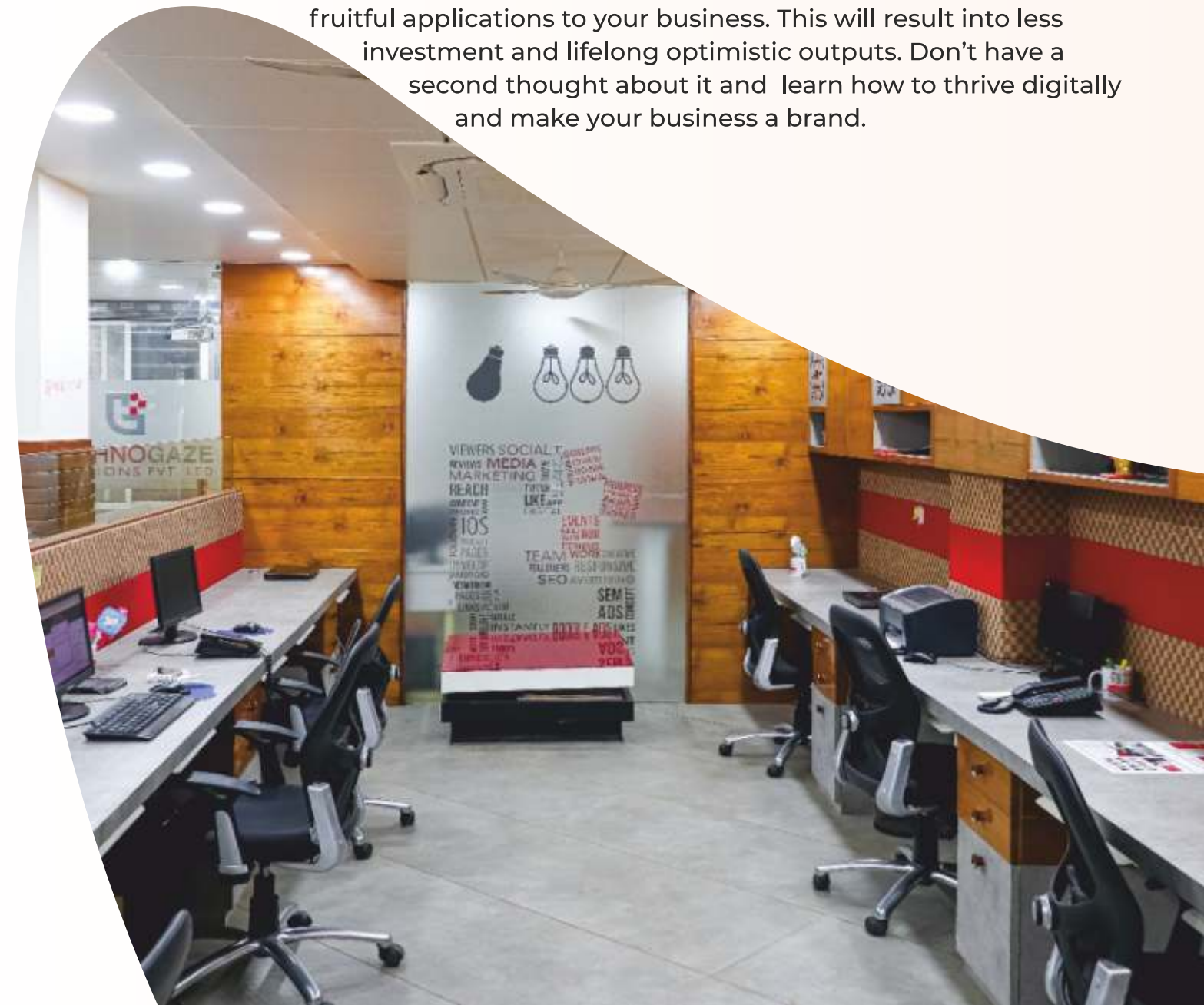


## INTRODUCTION

Technogaze Solutions Pvt. Ltd. is a legacy established a decade ago, with the proven experience of turning the 1500+ raw talents into the professionals. We are offering you an opportunity to flourish your skills in digital marketing, web development, graphic designing and self management. In this digital era there is immense competition in the market where people are unable to find the right place to find and grow their hidden talent and flourishing their skills to grab the better career opportunities. We are here to guide you the best and to develop your skills not only this we also promise your placement too. Yes, you heard right so don't wait just join us and master the skills to set your career with the right knowledge and skills along with an unbeatable confidence.

This is the opportunity for those entrepreneurs who are looking forward to boost their business or planning to commence a business in the IT field; you can also join us and give your business a new thriving turn with the excellent knowledge and skills. The pros of having this advanced course for the young dynamics is they would not need any third party to play such roles for your own business all you need is the knowledge and techniques to implement these

fruitful applications to your business. This will result into less investment and lifelong optimistic outputs. Don't have a second thought about it and learn how to thrive digitally and make your business a brand.





## YOUR DIGITAL FUTURE AWAITS.

# WELCOME

Digital technologies have changed the way we work, live and communicate. We know this huge shift can pose challenges for your current role. We understand that advancing & progressing your future career is important to you.

That's why we have designed a professional digital marketing program that can make a difference in your career.

Industry aligned, it can help you stand out from the crowd and highlight your capabilities.

It can boost your credibility.

It can transform you into a specialist in digital world.

Become a specialist and a leader in digital industry by becoming a certified digital marketing professional now.



## WHAT IS DIGITAL MARKETING?

Digital marketing is the act of promoting and selling products & services by leveraging online marketing tactics such as social media marketing, search marketing, and email marketing.

If you're new to digital marketing, it may feel overwhelming.

We get that...

But in many ways, digital marketing is no different than traditional marketing.

In both, smart organizations seek to develop mutually beneficial relationships with prospects, leads, and customers.

Now, think about the last important purchase you made. Perhaps you purchased a home, hired someone to cut your hair, or called furniture suppliers at your office.

Regardless of what it was, you probably began by searching the Internet to learn more and find your best options. Your ultimate buying decision was then based on the reviews you read, the friends & family you consulted with, and the solutions, features, and pricing you researched.

Today, most purchasing decisions begin online.

That being the case, an online presence is absolutely necessary, regardless of what you sell.





## Who is this program for?

This program is designed for individuals who want to be a part of the digital revolution.

If you aspire to learn marketing in the modern times from India's best faculty, network with industry leaders in business & marketing and apply these learnings to your business - then this course is what you are looking for.



## Sales & Marketing Professionals

Who want to develop deep understanding of digital marketing, integrate traditional and digital media and get best results for their digital campaigns.

## Senior Management Leaders

Who understand that digital marketing know-how would be critical in enabling strategies for businesses and companies to succeed.

## Entrepreneurs

Who plan to incense their customer outreach via digital medium in a cost-effective, time proven and scalable manner.

## Job Aspirants

Who has completed their degree or appearing in final exams, and are looking to work in the fastest growing digital industry.

MBA, BBA, MCA, BCA, BE, B.TECH, M.TECH, M.SC., BSC.

Any other graduate, post graduate.



## What will you learn?

By earning PG Program in Digital Media you will be able to:

- Build and publish a well-designed and high performing and optimized website aligned to your business goals.
- Boost your website's organic ranking by optimizing technical on-page and off-page elements.
- Conduct digital research, set business objectives for campaigns and develop a targeted digital marketing strategy.
- Create and manage paid search campaigns in Google AdWords and use Google Analytics to measure performance.
- Use Google AdWords to create display and video advertising campaigns and ads using a variety of platforms to evaluate their impact and performance.
- Set up, optimize, create, execute and report on organic and paid ad campaigns on Facebook, Twitter, LinkedIn, Instagram & Snapchat.
- Create and curate compelling and innovative content that drives ROI.
- Design effective emails that generate leads, retain customers and inspire evangelists.
- Set goals for your business and website, and understand how analytics tools are used to help measurement.
- Use owned, accessed, desk, audience, competitor and social listening research to create a how-to guide for all digital marketing activities Certified Digital Marketing Professional.



# WHY DIGITAL MARKETING?

- ✓ 20 lacs jobs to be created in the next 5 years
- ✓ The future of business is digital Forbes
- ✓ Digital India Campaign
- ✓ India has become 2<sup>nd</sup> most populous internet market in the world
- ✓ Digital Marketing has beaten all the traditional educational streams etc engineering, MBA by offering highest number of job opportunities

# WHO CAN JOIN US?

MBA	MCA	BE	BCA	BSC
B.COM	BBA	B.TECH	M.TECH	
JOB SEEKERS		PROFESSIONALS		
HOUSE WIFE		ENTREPRENEURS		



## GET HANDS-ON DIGITAL MARKETING

### IN-CLASS PROJECTS:

**Project 1:** Create & Promote your Website

**Description:** Create your own website or a blog and learn how to add that to google. In this, we will teach you to create your online property with various tools and promote that on the web.

**Duration:** 2 Hours



**Project 2:** Work on Live Search Engine Optimization (SEO)

**Description:** Learn to research the right keywords for promoting your website and initiate the perfect off-page SEO strategy to get your website ranked on the search engines. In this project, you will get in-depth knowledge of various on-page & off-page SEO techniques.

**Duration:** 3 hours



**Project 3:** Search Engine Marketing (SEM) Project

**Description:** Learn to run live ads on Google ads platform for your website and explore the various techniques to convert prospective clients through search, display & video advertising.

**Duration:** 2 hours



**Project 4:** Social Media Marketing (SMM) Project

**Description:** Learn to create profitable social media pages which should convert your viewers by creating & posting impactful content that should provoke them to visit your business website.

**Duration:** 2 hours





# LEARN THE ART OF TELLING YOUR STORY TO THE RIGHT AUDIENCE

IN-CLASS - LIVE ONLINE TRAINING BY INDUSTRY EXPERTS



## SALIENT FEATURES



Hands-on Project & Assignment



Live Case study in Guidance of Experts (100+ Expert)



Placement Assistance for Fresher & Digital Marketing Experts



Research Based Internship

## IN TODAY'S ERA SKILLS & KNOWLEDGE MATTERS, DEGREES DON'T

Add valuable skills & knowledge that will help you to succeed. Become a Google & Facebook Certified Digital Marketer...



### SOCIAL MEDIA ANALYST

Salary: 18k to 30k  
After 3 years of experience  
Designation Social Media Manager  
salary 35k to 65k



### PPC ANALYST

Salary: 18k to 30k  
After 2 years of experience  
Designation Sr. PPC Analyst  
Salary: 35k to 65k



### DIGITAL MARKETING EXECUTIVE

Salary: 21k to 35k  
After 3 years of experience  
Designation Digital Marketing Manager  
Salary: 50k to 75k



### CONTENT MARKETING EXECUTIVE

Salary: 21k to 35k  
After 3 years of experience  
Designation- Content Marketing Manager  
Salary: 40k to 60k



### ONLINE REPUTATION EXECUTIVE

Salary: 21k to 30k  
After 3 years of experience  
Designation- Online Reputation Manager  
Salary: 30k to 50k



### FREELANCE DIGITAL MARKETER

Monthly earning with just 2-3  
Projects: 40k to 75k  
Earning with just 4-5  
Projects: 1 Lac to 1.5 Lacs



### SEO EXECUTIVE

Salary: 12k to 20k  
After 3 years of experience  
Designation- Seo Executive On Page / Off Page  
Salary: 25k to 30k

## GET HANDS-ON DIGITAL MARKETING

### IN-CLASS PROJECTS:

#### Project 5: Web Analytics Project

**Description:** Learn how web data works and how it can be presented in the right format. Get hands-on experience on Google Analytics & learn to check and review business audience, acquisition, behavior and other metrics that define your business success.

**Duration:** 2 hours



#### Project 6: Email Marketing Projects

**Description:** learn email marketing, develop an in-depth understanding of how to promote a product or service as well as solicit sales. By the end of the course, you will understand the nuances of building loyalty, trust, and brand awareness through email marketing.

**Duration:** 6 hours



#### Project 7: Affiliate Marketing Project

**Description:** learn where you promote another company's product or service in return for a commission on the sales you generate at Low-cost and low-risk and Easy to scale

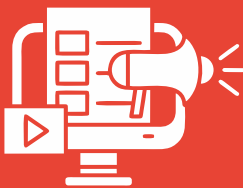
**Duration:** 6 hours



#### Project 8: Digital Marketing Final Thesis Project

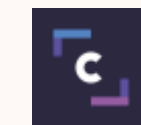
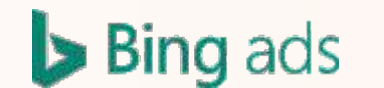
**Description:** This is the final project of your digital marketing course in which you will be assigned a group and then, have to create an overall digital strategy for your business including all aspects of digital marketing. Then, there will be a group presentation where one of the groups will get a special recognition certificate. With this project, you will learn the art of working in a group, teamwork, presentation, and will be able to improve your business communication skills.

**Duration:** 6 hours



## INTERNATIONAL TOOLS

### THAT WE WILL BE COVERING



& More...

# LEARN FROM INTERNATIONAL CASE STUDIES & OUR OWN CASE STUDIES

## SEO Case Study:



**Description:** Discover how Nike leveraged its SEO & got 169% Total Increase in Organic Search Traffic.

**Duration:** 1 hour

## SEM Case Study:



**Description:** Discover how ClearTrip used Mobile Marketing to Improve its Cost Per conversion (CPC) by 40%

**Duration:** 1 hour

## SMM Case Study:



**Description:** Discover how Mercedes got successful in delivering back to back results-drives social media campaigns.

**Duration:** 1 hour

## SMM Case Study:



**Description:** Learn how woodland's ProPlanet LinkedIn contest has more than 100,000 Impressions & how they have used LinkedIn Marketing

**Duration:** 1 hour

## Content Marketing Case Study:



**Description:** Learn how "CocaCola" used the power of content to influence their loyal customers.

**Duration:** 1 hour

## Web Analytics Case Study:



**Description:** Discover how Puma have increase their order rate by up to 8% & used the web analytics insights to enhance their profit .

**Duration:** 1 hour

## ORM Case Study:



**Description:** Learn how Sunfeast yippee Suppress 98.3% of its negative conversations in 5 months.

**Duration:** 1 hour

## Email Marketing Case Study:



**Description:** Discover how Sony's Email Marketing campaign got them a 300% conversions rate increase through their existing customer data.

**Duration:** 1 hour

## Inbound Marketing Case Study:



**Description:** Learn inbound marketing from one of the largest e-commerce platforms & discover how they have leveraged digital marketing techniques to create their brand online image.

**Duration:** 1 hour

# DIGITAL MARKETING RESOURCES



**E-BOOKS**  
2000+ PAGES



**WEBINARS**  
100+



**PODCAST**  
500+



**FREE  
DIGITAL  
MARKETING  
TOOLSWORTH: INR 20,000+**

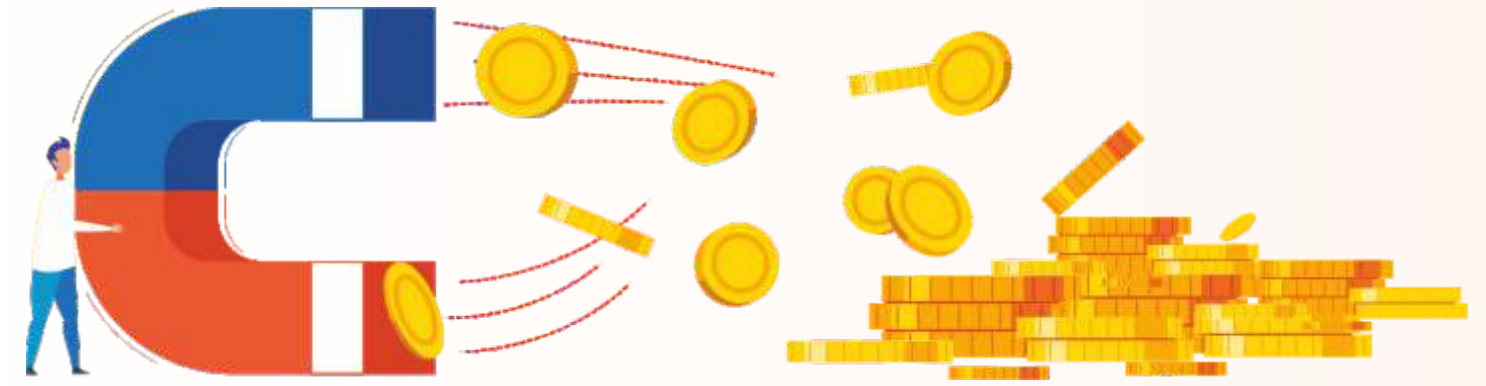


**THE CAREER  
DIMENSION  
THAT COUNTS**  
BREAK ON THROUGH TO THE  
OTHER SIDE



# COMPARE

## DON'T JUST TAKE OUR WORD FOR IT!



	Duration	Fee	No. of Jobs	No. of Job Seekers	Average Monthly Salary	Placement by Courses
<b>MBA</b>	2 Years	8-12 Lacs	1 Lac	3 Lac	21K to 35K	26%
<b>MCA</b>	2-3 Years	2-4 Lacs	58K	2 Lacs	12K to 25K	18%
<b>B.Tech</b>	4 Years	3-12 Lacs	4 Lacs	18 Lacs	10K to 25K	13%
<b>PGDM</b>	2 Years	4-8 Lacs	60K	4 Lacs	18K to 30K	23%
<b>Advance Digital Marketing Course</b>	2-3 Months	25K TO 40K	10 Lacs more in next 3 years	45k	8K to 15K	70%

# 18 REASON WHY YOU WOULD LOVE TECHNOGAZE



**Domain Specific**  
Digital Domain Specific Skills Training Institute



**LMS**  
Fully Featured Learning Management System



**Certified Trainers**  
Certifies Trainers to ensure you get the best from the learning experience



**Wide Course Range**  
Multiple course based on your exact learning goals



**Tools**  
Over 200 Tools used during Training for On-Job Experience



**Practical Labs**  
Labs for students to practice course after theory Classroom



**Communication Skills**  
Special Modules to Boost Employability



**Industry Connect**  
Recruiters hiring Technogaze



**Collaborative Classroom**  
Courses Planned keeping Group activity & End-End learning



**Live Exercise**  
Learn Best Practices with Hands on practical & Case studies



**Learning Infrastructure**  
State of the Art Training Infrastructure



**Entrepreneurship Skills**  
Special Modules to help you earn as a Digital Entrepreneur



**Simulation & Mock Interviews**  
Ensuring that you meet Industry Hiring Needs



**Placement Cell & Tie-ups**  
Dedicated Central & Zonal Placement cell



**Build your Website**  
Create Your Own Mobile Friendly & Responsive Website



**Learn A-Z of Digital Marketing**  
Become Google Certified Digital Marketing Professional



**Free backup & Doubt Sessions**  
Free Backup & Doubt Sessions in Case of Missed Classes



**Group & Individual Assignment**  
Develop A Habit of Collaborative Learning & Growing



**World Class Training Room**  
Equipped With Highly Advanced System



**Most Promising Institute in India**  
Leading & Fastest Growing Digital Marketing Institute in Central India



## Marketing & Web Presence Foundation Modules

### SECTION 1

Learn the essential concepts of Branding & Marketing through multiple case-studies.



**MODULE 1**  
**INTRODUCTION TO ONLINE MARKETING**  
Growth of Online Marketing  
Online Marketing Channels  
Careers in Digital Marketing



**MODULE 2**  
**HOW TO PLAN DIGITAL MARKETING CAMPAIGN?**  
- Objectives of Online Marketing  
- Digital Marketing Case Studies  
- Elements of Digital Strategy  
- Live Exercise: Defining a Business Objective



**MODULE 3**  
**BUILDING YOUR WEBSITE**  
- Buying Domain & Hosting  
- Understanding C-panel  
- Installing WordPress  
- Customizing Theme  
- Building Home Page & Blog  
- Adding Squeeze Pages  
- Customizing Menu



**MODULE 4**  
**WEB ANALYTICS & TRAFFIC REPORTING**  
- Introduction to Web Analytics  
- Setting Up Google Analytics  
- Overview of Key GA Reports from Existing Data  
- Other Analytic Tools  
- Live Exercise: Analytics Report Audit



**MODULE 5**  
**WEBMASTER TOOLS**  
- Introduction to Webmasters tool  
- Verifying Webmaster Code  
- Key Webmaster Reports  
- Live Walkthrough: Using Webmaster for Site Audits



**MODULE 6**  
**TAG MANAGER & ADVANCED GOOGLE ANALYTICS**  
- Tag Manager & Advanced Google Analytics  
- Google Tag Manager  
- Setting Goals & Funnels  
- Applying Segments and filters  
- Event Tracking  
- Custom Metrics & Dimensions  
- Advanced Reports  
- Conversion Attribution Modelling

### Live-Tools Walkthrough:





# World Of SEO

Learn How Rank Website on Leading search Engines

## SECTION 2



- MODULE 7**  
**INTRODUCTION TO SEO**
- Introduction to Search Engines
  - Anatomy of SERP
  - Introduction to 1,000 Ranking Factors
  - SEO Algorithms
  - Live Exercise: Understanding SEO



- MODULE 8**  
**BASIC EXCEL & HTML FOR SEO**
- Basics Excel Formatting
  - Key Excel Function For SEO
  - Understand HTML Web Page Structure
  - Live Exercise: Search Robots vs User View



- MODULE 9**  
**KEYWORDS PLANNING & RESEARCH**
- Introduction to Keywords
  - Why are Keywords Important in SEO
  - Keyword Research Tool
  - Live Exercise: Keyword Research For Website



- MODULE 10**  
**ON PAGE SEO**
- Head Tags Optimization
  - Body Tags Optimization
  - Website Structuring & URLs
  - Live Exercise: Optimized SEO Page Creation

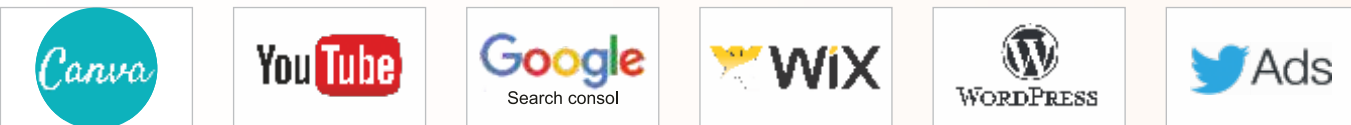


- MODULE 11**  
**LINK ANALYSIS & OFF PAGE SEO**
- Link Analysis
  - Live Exercise: Competitor Back Link Analysis
  - High Value Link Building Techniques
  - Black HAT Techniques & Why To Avoid It
  - Live Exercise: Link Building



- MODULE 12**  
**LOCAL, INTERNATIONAL & MOBILE SEO**
- Map Listing Optimization
  - Classified Submission
  - NAP Usage
  - Live Exercise: Local SEO Optimization
  - International SEO
  - Mobile SEO
  - Mobile SEO Audit
  - Mobile SEO Best Practices

### Live-Tools Walkthrough:



# World of Social Media

Learn How to Promote Business on Social Media Channels

## SECTION 3



- MODULE 13**  
**SEO CONTENT WRITING**
- Writing For SEO
  - How to Avoid Penalties
  - Value vs Keyword Stuffing
  - Live Exercise: Writing a SEO Content Copy



- MODULE 14**  
**WEB CONTENT WRITING**
- Elements of Effective Blog post
  - Helpful Tools to Create a Blog post
  - Live Exercise: Creating & Marketing a Blog Post
  - Ad Copy Writing for Text & Banner Ads
  - Live Exercise: Text & Banner Ads Copy Writing



- MODULE 15**  
**INBOUND MARKETING**
- What is Inbound Marketing
  - How to Generate Content Ideas
  - Building Content Calendars
  - Content Repurposing



- MODULE 16**  
**ONLINE ADVERTISING FOUNDATION**
- Why Use Online Advertising
  - Understanding Online Ad Platforms & Ad Buying Models
  - Programmatic & Direct Ad Buying



- MODULE 17**  
**GOOGLE Ads**
- Bidding & Auctions
  - Google Ads Campaign Structure
  - Billing & Account Setup
  - Google Search Ads
  - Live Exercise- Creating Search Ad Campaign
  - Conversion Tracking Setup
  - Search Ad Campaign - Best Practices & Data Analysis
  - Google Display Ads
  - Live Exercise-Creating Display Ad Campaign
  - Building a Right Display Marketing Strategy
  - Display Ad Campaign-Best Practices & Data Analysis
  - Introduction to Video Ad Campaigns
  - Live Exercise- Creating Video Ad Campaign
  - Advanced Bidding Methods



- MODULE 18**  
**BING ADS**
- Introduction to Bing Ads
  - Setting Up Bing Search Ads campaign
  - Bing Ads Best Practices

### Live-Tools Walkthrough:





## World of Social Media

Learn How to Promote Business on Social Media Channels

### SECTION 4



- MODULE 21**  
**FACEBOOK BUSINESS MARKETING**
- Profile vs. Group Vs. Page
  - FB Page & Post Best Practices
  - Page Insights & Boost Post
  - Live Exercise: Facebook Page Customization
  - Case Studies: FB Business Pages



- MODULE 22**  
**INSTAGRAM BUSINESS MARKETING**
- Instagram Profile Creation & Customization
  - Instagram Posting & Growth Best Practices
  - Case Studies: Insta Business Profiles
  - Live Exercise: Instagram Posting



- MODULE 23**  
**TWITTER BUSINESS MARKETING**
- How Twitter Works
  - Twitter Terminology
  - How Businesses Use Twitter
  - Quick Guided Setup
  - Twitter Best Practices
  - Live Exercise: Twitter Posting



- MODULE 24**  
**LINKEDIN MARKETING**
- Introduction to LinkedIn
  - Profile & Posting Best Practices
  - LinkedIn Messaging & inMails
  - Live Exercise: LinkedIn Message & Network Building



- MODULE 25**  
**QUORA MARKETING**
- Introduction to Quora
  - Quora Profile Best Practices
  - Live Exercise: Building Quora Profile & Answering Questions
  - Quora Traffic Building Strategies

## Media Buying

Learn How to Maximize Sales, Using Modern Digital Techniques

### SECTION 5



- MODULE 28**  
**YOUTUBE MARKETING**
- Customizing YouTube Channel
  - YouTube Profile & Post Best Practices
  - Live Exercise: YouTube Customization & Upload



- MODULE 29**  
**LINKEDIN ADVERTISING**
- FB vs LinkedIn Advertising
  - LinkedIn Ad Objectives
  - LinkedIn Ad Format
  - Targeting, Budget & Scheduling Options
  - Billing & Account Setup
  - Live Walkthrough- LinkedIn Ad Campaign Creation
  - Case Studies: LinkedIn Advertising



- MODULE 30**  
**TWITTER ADVERTISING**
- Billing & Account Setup
  - Objective & Types of Twitter Ads
  - Audience Bidding, Budgets & Creative
  - Live Walkthrough- LinkedIn Ad Campaign Creation
  - Case Studies: Twitter Advertising



- MODULE 31**  
**REMARKETING & RECALL ADS**
- Setting Remarketing Pixels- FB & Ads
  - Customizing Google Ads Remarketing List
  - Customizing FB Remarketing List
  - Remarketing Campaign Setup- Google Ads
  - Remarketing Campaign Setup- Facebook



- MODULE 32**  
**ONLINE TRAFFIC BUYING**
- Getting Traffic From CPA Networks
  - Other Traffic Buying Networks

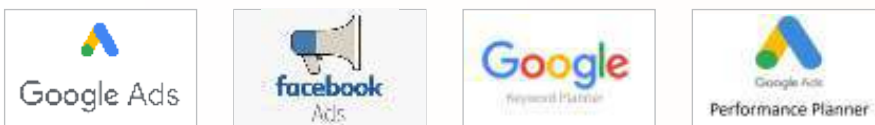


- MODULE 26**  
**ONLINE REPUTATION MANAGEMENT & SM TOOLS**
- Online Sentiment Analysis
  - ORM & Social Media Scheduling Tools
  - Case Study: Social Crisis & Response Management
  - Live Exercise: Building Social Media Calendar
  - ORM Strategy
  - Best Social Media Tools



- MODULE 27**  
**FACEBOOK ADVERTISING**
- Facebook Campaign Structure
  - Role of Social Media in Customer Journey
  - Facebook Ad Objectives
  - Billing & Account Setup
  - Live Exercise - Creating FB Lead Generation Ad
  - Advanced FB Ads Optimization
  - FB Strategy Funnel Creation

### Live-Tools Walkthrough:



### Live-Tools Walkthrough:





## SEO Tracking Automatics & Growth Hacking

Learn How to Use Previous  
to Create Effective  
SEO Strategies Track Analyses  
and Impalement

### SECTION 6



#### MODULE 37 CONVERSION RATE OPTIMIZATION

- Key Conversion Pillars
- Top Testing Tools
- A/B Testing Status
- A/B Testing Do's & Don'ts
- Running A/B Tests
- Tests Scheduling
- Exercise: Creating Test Reports
- Managing Redesign



#### MODULE 38 E-COMMERCE MARKETING

- Setting Up Your Own E-Commerce Store
- Introduction to DIY E-Commerce Tool
- Setting Up Your Own E-Commerce Store
- E-Commerce Store Customization & Essentials
- Creating Product Feed
- Selling On FB



#### MODULE 39 GROWTH HACKING

- Introduction to Growth Hacking
- Growth Funnel and Tactics
- Growth Hacking Tools
- Case Studies – Growth Hacking



#### MODULE 40 PERSONAL BRANDING & INFLUENCER MARKETING

- What Is Personal Branding & Influencer Marketing
- Key Personal Branding Platforms
- Personal Branding 60 Days Roadmap
- Making Money with Digital Products



#### MODULE 41 EARNING AS AFFILIATE MARKETER

- Introduction to Affiliate Marketing
- Introduction to Affiliate Platforms
- Registration at Affiliate Portals
- Affiliate Panel Overview
- Finding Right Offers In your Niche
- 7 Steps Strategy to Earn 100\$ In First Week

## Personal Branding & Growth

Learn How to Promote Yourself  
in The Digital World to Get  
Better Jobs, Salary raises &  
Business Opportunities Also  
Learn How to Create An  
E-Busienss.

### SECTION 7



#### MODULE 42 MAKING MONEY WITH BLOGGING

- Niche Blogging & Category Selection
- Strategizing 90 Days Plan
- Live Exercise: Customizing Website for Monetizing
- Applying for AdSense & Other Ad Options



#### MODULE 43 EARNING AS A DIGITAL MARKETING FREELANCER

- Freelancing Platforms
- Building Freelancing Profiles
- Live Walkthrough: How to Grab Projects
- How to Price Your Services



#### MODULE 44 ROADMAP FOR DIGITAL MARKETING AGENCY

- Digital Marketing Agency Resources
- Roadmap Digital Marketing Agency Statrup
- Live Exercise



#### MODULE 45 DIGITAL BANNER DESIGNING

- Graphic Design Fundamentals
- Logo & Key Banner Designing
- Live Exercise: Logo Designing



#### MODULE 46 E-BOOKS PUBLISHING

- E-Books - Why Create
- Types of E-Books
- Live Exercise: E-Books Designing
- How to Promote E Books



#### MODULE 47 VIDEO CREATION STRATEGY

- Importance of Video Marketing
- Types of Online Videos
- Building Explainer Video Scripts
- Live Exercise: Creating Explainer Videos



#### MODULE 48 HOW TO GENERATE LEADS ONLINE

- Objectives of Online Marketing
- Digital Marketing Case Studies
- Elements of Digital Strategy
- Live Exercise: Defining a Business Objective



#### MODULE 49 EMAIL & WHATSAPP MARKETING

- Importance of Email & WhatsApp Marketing
- Email & WhatsApp Marketing Tools
- Live Walkthrough- Email Marketing Tool
- How to Write Effective Emails
- Weekly Email Strategy Creation
- Live Exercise: Email & WhatsApp Campaigns
- How to Build Effective Email List with Tools
- Live Exercise: List Building Campaign



#### MODULE 50 DIGITAL MARKETING INTERVIEW PLAN

- Interview Process & Preparation
- Understanding Your Career Path
- Ensuring Your Skill Proficiency
- How A Great CV Looks Like
- Live Exercise: Creating Customized Cover Letters
- Mock Interviews



#### MODULE 51 CERTIFICATION GUIDANCE

- Google Ads Certification
- Google Digital Unlocked Certification
- Facebook Blueprint Certification



#### MODULE 33 ONLINE MEDIA BUYING STRATEGY

- Online Media Buying Process
- Live Exercise-Online Media Budget Allocation



#### MODULE 34 DROPSHIPPING

- Introduction To DropShipping
- RoadMap For DropShipping
- Market & Competition Research
- Best Practices: High Converting Strategy



#### MODULE 35 MARKETING AUTOMATION

- Introduction To MA
- Top Automation Tools & Key Features
- Building Automation DRIP
- Live Walkthrough: Setting Automation Funnel



#### MODULE 36 MULTI TOUCH POINT MARKETING

- SMS Marketing
- WhatsApp Marketing

# TG GLADIATOR

Become a  
**'T- Shaped Digital Marketer'**  
with Hands-On Experience

Get 3 Months of Super- Intensive  
Mentorship Based Specialization with

8 Masterclasses

3 Capstone Project

9 Super Specialization Badges.



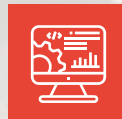
# MASTER CLASSES 08



Masterclass 1  
**Social Media Client Handling**



Masterclass 2  
**Online Reputation Management**



Masterclass 3  
**Search Engine Optimization**



Masterclass 4  
**Search Engine Marketing**



Masterclass 5  
**SEO & Link Audit**



Masterclass 6  
**Integrated Marketing Strategy**



Masterclass 7  
**Brainstorming Brands**



Masterclass 8  
**Proposal & Consultations**

## Specialization in SOCIAL MEDIA MARKETING

Capstone Project: Duration 3 Weeks



**SPECIALIZATION BADGES EARNED**

# Specialization in SEARCH ENGINE OPTIMIZATION

Capstone Project: Duration 3 Weeks



SEO KEYWORD  
PLANNING & MAPPING



SEO CONTENT & TAG  
RESTRUCTURING



ADVANCED LINK  
BUILDING TECHNIQUES



**SPECIALIZATION  
BADGES EARNED**

# Specialization in ONLINE ADVERTISING

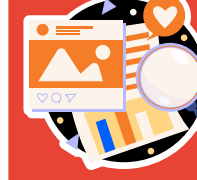
Capstone Project: Duration 3 Weeks



SEARCH ENGINE  
ADVERTISING



SOCIAL MEDIA  
ADVERTISING



DISPLAY, VIDEO &  
REMARKETING ADS



**SPECIALIZATION  
BADGES EARNED**



# BECOME A GOOGLE & FACEBOOK CERTIFIED PROFESSIONAL

## Training Programs - Certifications

It is only skills and not degree that can help you grow. But if you are one of those individuals who believe in getting certified along with skills then we have got you covered. After completion of the training not only will you become an expert in digital marketing but you will also be a Google & Facebook Certified Professional.

**Adwords Search Cetificate**



**AdWords Display Cetificate**



**Adwords Mobile Cetificate**



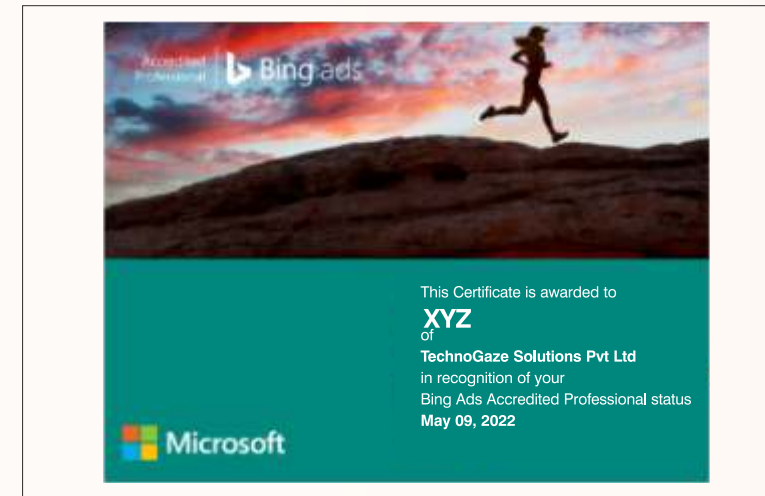
**AdWords Video Cetificate**



**Analytics Certification**



**Bing Ads Cetificate**



**Shopping Ad Cetificate**



**Inbound Cetificate**



**Business Manager Cetificate**



**Email Marketing Cetificate**



**Business Manager Cetificate**



# TECHNOGAZE CERTIFICATE



✓ 6 Adwords certification - To become Adwords Certified, you'll need to pass the Adwords Fundamental exam and one more Adwords exam. Technogaze will prepare and help you to clear all these exams:

- Adwords Fundamental
- Search Advertising
- Display Advertising
- Video Advertising
- Shopping Advertising
- Mobile Advertising

- ✓ Google Analytics Certifications
- ✓ Facebook Blueprint Certifications
- ✓ Industry Recognized Technogaze Certificate

# STUDENT

## FEEDBACK



### Ayan sayed

I recently enrolled in TECHNO GAZE a digital marketing coaching program at this center, and I must say it exceeded all my expectations!



### Vedant Chaturvedi

The digital marketing institute provides comprehensive training with up-to-date strategies and tools. Experienced instructors offer hands-on learning opportunities, ensuring students gain practical skills in SEO, social media marketing, and more. Overall, it's a top-notch institute for those looking to excel in the ever-evolving world of digital.



### The Stuti Tiwari

Technogaze is undoubtedly one of the best-reputed digital marketing institutes in Bhopal. I have enrolled on a Digital Marketing course here. The faculty here is highly professional, they teach at a pace that students understand the concepts. Institute also has separate doubt-resolving sessions and backup classes for current students and also for students who have completed the course. I highly recommend this institute to all digital marketing aspirants.



### Ayush Nagar

Technogaze is one of the best-reputed digital marketing / web development institutes in Bhopal. I have enrolled on a web development course here. The faculty here is highly professional, they teach at a pace that students understand the concepts.



### Bhupendra Vishwakarma

The teachers are extremely dedicated about making the topics clear to each and every student. They handle the class well and provide immense support and help to students from having zero knowledge to basics. The classes are not only insightful but motivating as well! TechnoGaze solutions pvt. Ltd.



### Siddharth Pal

I am connected with Technogaze For more than 6 years and I've seen multiple good things in this long time. From a small classroom to a perfect lab for students, from serving small clients to managing big brands, everything is just perfect.



### Sneha Paradkar

Technogaze is the best Digital Marketing Training Institute. Shivam Sir is the amazing & best Teacher. Overall My Experience is Best and Amazing in My Life. Thank You So Much.



### kavita singh

The best institute for Digital marketing and here digital marketing coach and management all are good Good place for Digital marketing training



### Sanjana Rawani

They provide best digital marketing classes and services in bhopal even the teachers are too good



### Emraan ansari

I search for digital marketing institute in bhopal then I found technogaze. After I join this institution then I really enjoy all the lecture by shivam sir infact I never miss a single lecture. Shivam sir is very good teacher and mentor if he teach a deaf guy then he become master in digital marketing within 3 months. After all this is best digital marketing institution in bhopal



### Anurag singhai

Best digital marketing service in Bhopal also here you can learn different type of courses



### Bhairav Chauhan

This institute is best for larn degital marketing and Shivam sir is tha best teacher



### Ayushi Dandge

Hello guys i really enjoy this digital marketing certification course I learned so many things like seo, paid marketing and SMO etc. Specially thankyou so much Shivam Sir you guide us so well.



### Palak Sharma

Amazing experience! Great institute for learning digital marketing.

# LIFE @TECHNOGAZE

# LIFE @TECHNOGAZE



## OUR ACHIEVEMENTS



News18 to distinguish **TechnoGaze Solutions Pvt Ltd** amongst other business leaders in the corporate world. Special thanks to **Dr. Narottam Mishra** (Home Minister of Madhya Pradesh), **Mr. Om Prakash Sakhlecha** (Minister of Science and Technology of Madhya Pradesh), & **Dr. Prabhuram Choudhary** (Health Minister of Madhya Pradesh).

## OUR ACHIEVEMENTS



The Wise Purpose Of **Plastic Recycling And Waste Management** Around The Globe.To Have Awarded As "**Media Partner Of The Year**" Has Been A Matter Of Pride To The Entire Team Of **TechnoGaze**. We Are Heartily Thankful To '**Plastic Recycling Conference ASIA - 2022**' For The Great Honor.Their Trust & Constant Belief In Our Work Is Highly Appreciated. It Drives Us To Work Even Harder To Keep Delivering The Very Best In Future Endeavors.We Are Committed To Contribute Positively To The Triple Bottom Line Of 'People, Planet & Prosperity'.

## OUR ACHIEVEMENTS



Proud Moment for **TechnoGaze Solution Private Limited**, Media Partner with **CREDAI Chhattisgarh** to achieve the award from honourable **Minister Brij Mohan Agarwal**

# PLACEMENTS



Vishesh Kumar Singh  
Khan Study Group  
Bhopal



Deepesh Sabhnani  
Hacker Kernel  
Bhopal



Pushpraj Singh Jadon  
The Conversions  
Bhopal



Bhairav Pratap Singh  
The Conversions  
Bhopal



Soumya Kewat  
Zappian MediaLab  
Bhopal



Ayaan Sayed  
DGVALLEY  
Bhopal



Nilesh Satankar  
Orphic Solutions  
Bhopal



Parag  
Professional Freelancer  
Bhopal



Mouryajeet Singh Rajput  
Digital Marketing Agency  
Owner



Hemant Singh Chouhan  
IOTA Informatics Pvt. Ltd.  
Bhopal



Prateek Singh Chouhan  
Second Medic  
Bhopal



Khushi Tiwari  
The Sootr  
Bhopal



Aman Singh  
ITSC Technologies  
Bhopal



Meenal Matta  
Digital space  
Mumbai



Piyush Deorankar  
SEO Beam  
Bhopal



Ritu Rajput  
Freelancer



Ravina Bhodekar  
SEO Valley  
Bhopal



Akash Singh  
SEO Valley  
Bhopal



Yash Sharma  
Startup Company



Deepa Manwani  
SEO Valley  
Bhopal

# PLACEMENTS



Raj Doble  
Freelancer



Pratigya Shrivastava  
Freelancer



Prateek Patil  
SEO Beam  
Bhopal



Saiyam Vyas  
Startup Company  
Bhopal



Monica Chandrikapure  
Social Media Executive  
Pune



Neelu Dheemar  
Digital Marketer  
Bhopal



Diksha Manwani  
SEO Beam  
Bhopal



Bhim Singh Thakur  
SEO Beam  
Bhopal



Anya Sen  
SEO Beam  
Bhopal



Anuj Sharma  
SEO Valley



Anirudh Pal  
SEO Beam  
Bhopal



Suraj Rajput  
SEO Beam  
Bhopal



Harshit Suryavanshi  
Applied AI  
Intelligence Delivered



Mayur  
Orphic Solution

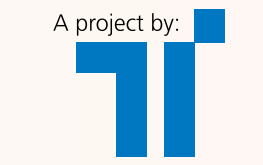


Lucky Kubhchandani  
Moxie Morons



Aniket Amrute  
Praadis  
Complete Solutions

## TechnoGaze Our Clients



## Placement Cell

Providing Central & Zonal Placement Activities

Our placement cell is divided into Head Office & Zonal teams to ensure we are able to find & offer region wise Job & Internship opportunities for candidates.



In-Course  
Internships



LMS Jobs



Mock  
Interviews



Resume  
Building



Campus  
Drives



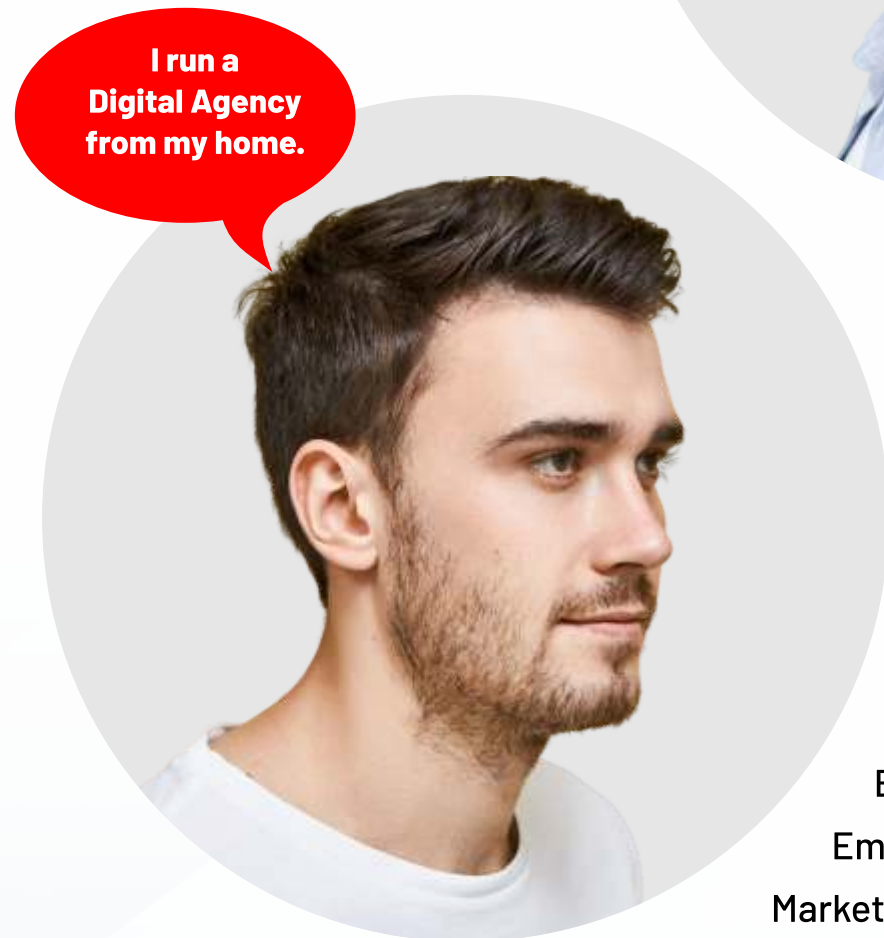
Interview  
Communication

# Digital Marketing Part Time/Freelancing Roles:

## Affiliate Marketer:

You can earn as

- Email Affiliate
- Online Influencer
- Blogger
- Product Affiliate
- PPC Affiliate

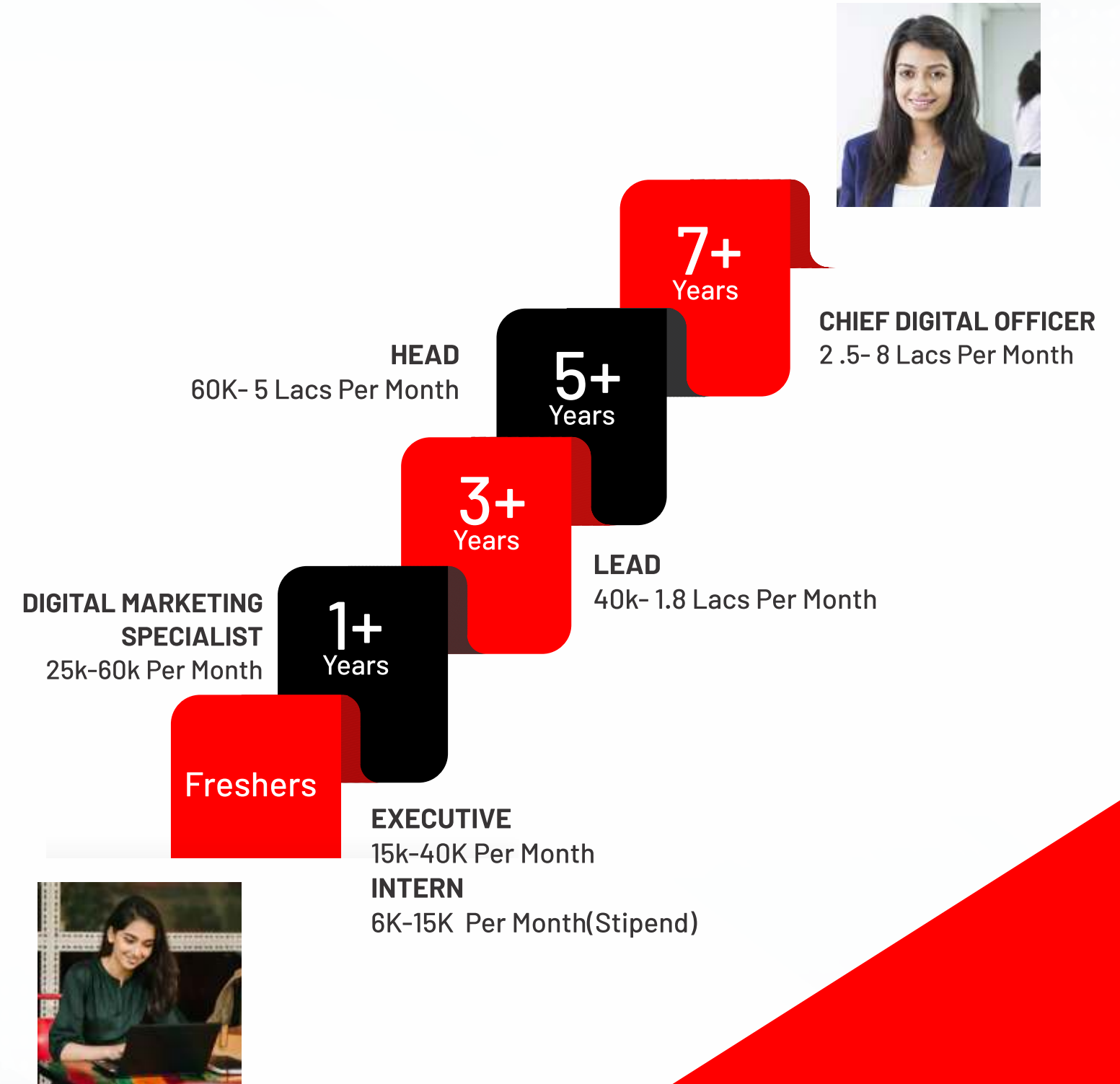


## TechnoGaze:

Services you can offer

- Content Writing
- Social Media Management
- SEO Services
- Lead Generation
- Brand Consulting
- Email & Marketing Automation
- Marketplace Management

# Fresher Career Growth Chart: Digital Marketing Professional in India\*



\*Note: Your Experience, Disciplined Learning, Personal Preferences and Interview Preparation play a crucial role in package you will receive.

## ABOUT THE TRAINERS



**Devendra Gour**  
(Founder & Director)

Expertise in Digital media space with his 14+ years of work experience, he is an Anchor for the company with a vision to provide solutions to complex problems in nature & impart his knowledge to other people  
He is a software engineer who was born to be an entrepreneur & conceptualized his vision of a Digital Marketing Service Company & founded Technogaze Solution in 2009

Over the past 13 years, he has started up and successfully operated Technogaze solutions a leading digital marketing services company with the aim to create a strong online presence, not only this but to help others to maintain a strong online presence through social media, and other online marketing tools.

He follows the footsteps of his idol Ratan Tata and believes that "None can destroy iron, but its own rust can! Likewise, none can destroy a person, but its own mindset can!" so with a strong team of young & creative minds and a positive mind-set he focuses on growing different businesses out in the world.



**Shivam Singh**  
(Team Leader & Trainer)

A Google Certified Digital Marketing Professional, in a short span of just 5+ years, he has built a strong team to help brands connect with people

He leads & trains people passionate about making advertising work better in the world. He plays a vital role in the company, where he helps ensure a healthy ecosystem for brands and shares his passion for developing innovative solutions.

In addition, he leads & manages all PPC campaigns by Creating, developing & implementing effective paid search strategies, so the clients of Technogaze Solutions can benefit from breakthrough intelligence and capabilities.

He is Digital Marketing Trainer and a Digital Marketing Expert who loves teaching and exploring the world digitally. SEO specialist, Social Media strategist consultant, and Ads expert who helps visionary entrepreneurs, business owners, and start-ups enhance their online presence, build a personal brand and generate leads. He is an expert in using Social Media platforms like Instagram and Facebook, runs ads to find creative ways to grow, influence viewers, and increase sales online. With years of experience, he has digital marketing expertise to share with others. Teaching is an art and he has mastered it.

## PRICING METHODOLOGY

### Beginner Orientation Digital Marketing Demo

**Theory:** To make the base strong, you are being imparted in-depth theory at Technogaze by trainers who are industry leaders and experts having years of experience in Digital Marketing domain.

**Practical:** To understand better what you have learnt in theory, you are being delivered practical learning simultaneously by trainers who also share the industry tricks and techniques with you.

**Assignments:** To check your progress and the understanding on the subject you are being given regular assignments and this is the way trainers here take away the flaws in you if it's there.

### Evaluation

Your regular assessment is done through the evaluation of the assignments that are being given to you during the training period. Based on the evaluation you have various doubt clear sessions at Technogaze Case Study In Technogaze you work on real and live examples to get you have the full exposure of the digital marketing industry before you step in to it.

### Certificate

We provide you with an industry recognized certificate as we have made our brand and have participated in various events.

### Digital Marketer

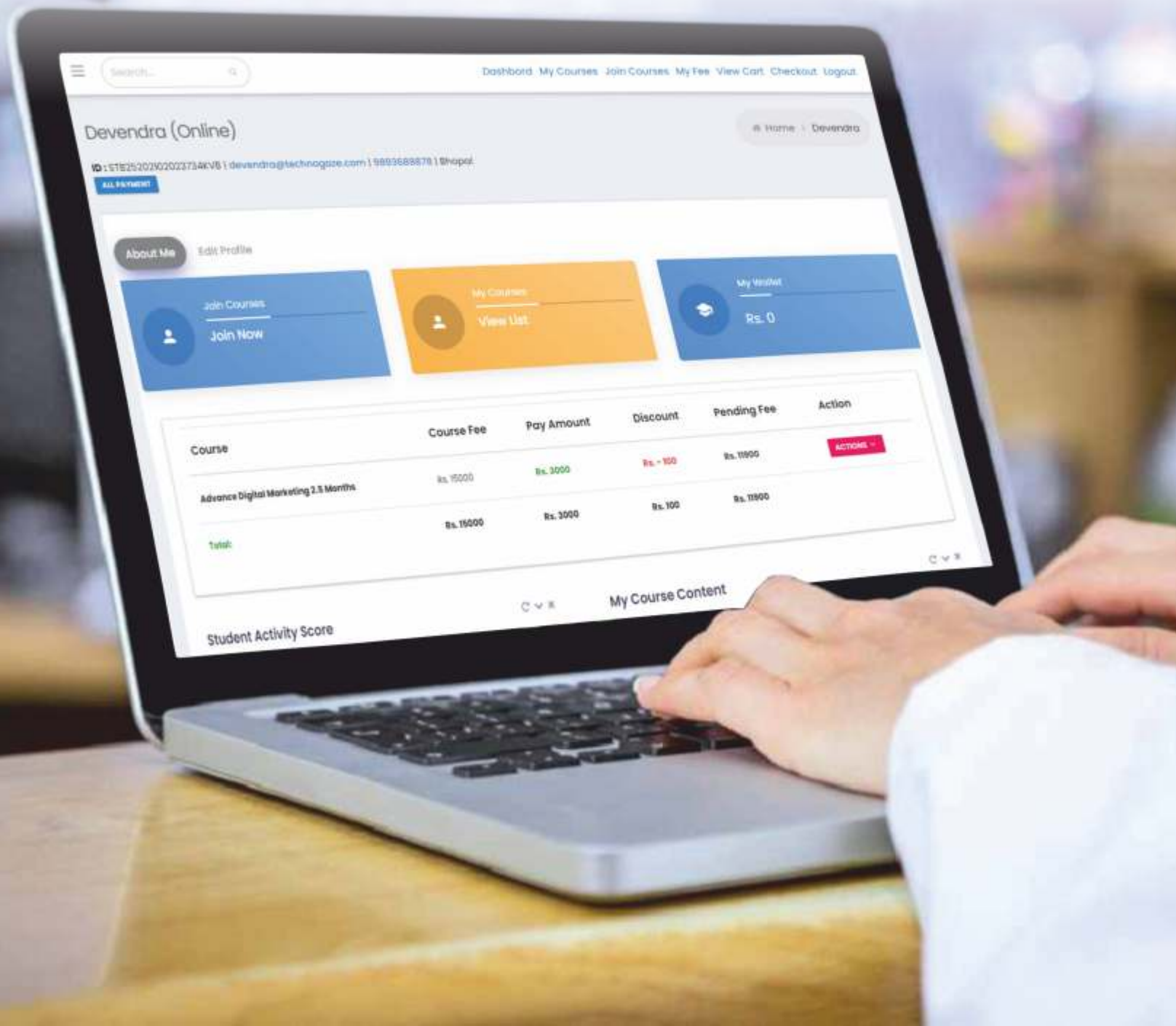
By the time you complete your training you have already become a complete digital marketing professional as all your rough edges are being treated during the training it self

**Core Project:** Action Plan



Bringing the Best of Hybrid Learning to you.

**Hybrid Learning = Collaborative Classroom + DOLMS**



## See How Our Trainees Rate Us...



Trainers Knowledge & Deliverability - 9.5/10



Infrastructure & Management - 9.1/10



Course Curriculum - 9.6 /10



Placement Facility - 9.7/10



Overall Training - 9.4 /10