



Vidhyashala



Get An Education, Not Just A Degree.

DIGITAL **MARKETING**



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ABOUT US

Vidhyashala is an edutech company dedicated to helping students enhance their skills and education. We offer a wide range of courses designed to meet the evolving needs of the modern job market. Our mission is to provide accessible and high-quality learning experiences that empower students to excel academically and professionally.

At Vidhyashala, we combine expert instruction with cutting-edge educational technologies to create engaging and interactive content. Our team of seasoned educators and industry specialists ensures that our curriculum is relevant and practical, equipping learners with the knowledge and skills needed to succeed.

We believe in fostering a supportive learning environment that encourages exploration and growth. Whether you're looking to advance in your career or explore new interests, Vidhyashala is your trusted partner in lifelong learning. Join us to unlock your full potential and achieve your educational and career goals.

DIGITAL MARKETING

Digital marketing is the practice of promoting products or services through digital channels such as search engines, social media, email, and websites. It encompasses a wide range of tactics, including content marketing, search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, and email campaigns. Digital marketing allows businesses to reach a global audience, target specific demographics, and track the effectiveness of their campaigns in real-time, making it a powerful tool for driving brand awareness, engagement, and sales.

OUR OBJECTIVE

The objective of Vidhyashala is to revolutionize education through innovative technology and high-quality content. We aim to provide accessible, engaging, and effective learning solutions that cater to diverse needs. By leveraging cutting-edge tools and resources, we empower students to enhance their skills and knowledge. Our goal is to make education more personalized and impactful, helping learners achieve their academic and professional aspirations in a digital age.

THE PROGRAM

Two-month training and internship program. The first month is industrial training from experts with more than ten years of experience in the field of psychology through live interactive sessions and lifetime access to recordings. The second month is an internship with two project opportunities. One individual project for implementation and evaluation. One major project from our affiliated companies in order to provide industry exposure and experience the work environment in MNCs.

Modes of Training

Self Paced

- Recorded sessions with doubt-clearing
- opportunities Lifetime access to study
- material Training Certification + Internship

Opportunity

Mentor Led

- Live interactive sessions with doubt clearing
- Lifetime access to recordings Training
- Certification + Internship Opportunity
- Live interactive sessions with doubt clearing.
- Lifetime access to recordings One additional month of placement training
- Training Certification + Internship Opportunity + Placement Assistance.

1ST MONTH



The first month is the training phase in which the students will be trained in their respective domains via live/recorded sessions. The training will cover the basics in all the domains such that even students with no previous experience will be able to learn effectively.

Learning module :



Self-paced:
Recorded Session



Mentor Led

2ND MONTH

The second month featured two project opportunities to implement the concepts they have learnt. The first is a minor or individual project for 7 days to introduce the students to the practical applications of the domain. The second is a major or group project in which the students will be placed in teams of 5-8 members to simulate the environment of working in MNCs under the guidance of their mentors who will act as their supervisors while guiding them through the project.



TOPICS TO BE COVERED

**SEARCH ENGINE
OPTIMIZATION (SEO)**

CONTENT MARKETING



SOCIAL MEDIA MARKETING

EMAIL MARKETING

**PAY-PER-CLICK (PPC)
ADVERTISING**

**ANALYTICS AND DATA
INTERPRETATION**



**INFLUENCER AND AFFILIATE
MARKETING**

SCOPE IN DIGITAL MARKETING

Content Marketing:

Involves creating, publishing, and distributing valuable and relevant content to attract and engage a target audience, ultimately driving profitable customer actions.

Search Engine Marketing (SEM) and Optimization (SEO):

Focuses on increasing visibility in search engine results through paid ads (SEM) and organic optimization techniques (SEO) to drive traffic to websites.

Data Analytics and Performance Measurement:

Involves tracking, analyzing, and interpreting digital marketing metrics to assess campaign effectiveness and inform decision-making for future strategies.

Social Media Marketing:

Utilizes social media platforms to promote products, engage with customers, and build brand awareness, leveraging both organic and paid strategies.



TRAINING CURRICULUM



INTRODUCTION OF DIGITAL MARKETING

- What is digital marketing, and how does it differ from traditional marketing?
- Why is digital marketing important for businesses in today's digital age?
- What are the key components of a successful digital marketing strategy?
- How has the rise of mobile devices influenced digital marketing trends?
- What role do search engines play in digital marketing?

KNOWING PERSONALITY

- How do you stay motivated and inspired when working on long-term digital marketing campaigns?
- How do you handle creative blocks or challenges when developing new content or marketing strategies?
- What role does data play in your decision-making process for digital marketing?
- How do you balance creativity with analytical thinking in your digital marketing approach?
- How do you prioritize tasks and manage your time when juggling multiple digital marketing projects?

SELF CONCEPT

- **How does understanding your target audience influence the creation of your digital marketing strategy?**
- **What role does brand identity play in shaping your digital marketing self-concept?**
- **How can you align your digital marketing efforts with your company's core values and mission?**
- **In what ways can personal branding enhance the effectiveness of your digital marketing campaigns?**
- **How do you measure the success of your digital marketing initiatives in relation to your self-concept?**
- **What strategies can you use to maintain authenticity in your digital marketing while adapting to industry trends?**

ABNORMAL DIGITAL MARKETING

- **How should a digital marketing strategy adapt when a company faces a sudden, unexpected reputational crisis online?**
- **What approaches can be taken when traditional digital marketing tactics fail to reach a niche or hard-to-target audience?**
- **How can digital marketers effectively respond to negative viral content or misinformation spreading about their brand?**
- **What are the best practices for digital marketing during periods of extreme market volatility or economic downturns?**

PROJECTS

Leveraging SEO and Content Strategies to Drive Organic Traffic Growth



Developing a Comprehensive Social Media Marketing Plan for Brand Engagement



Maximizing ROI: Analyzing the Impact of PPC Advertising on Conversion Rates



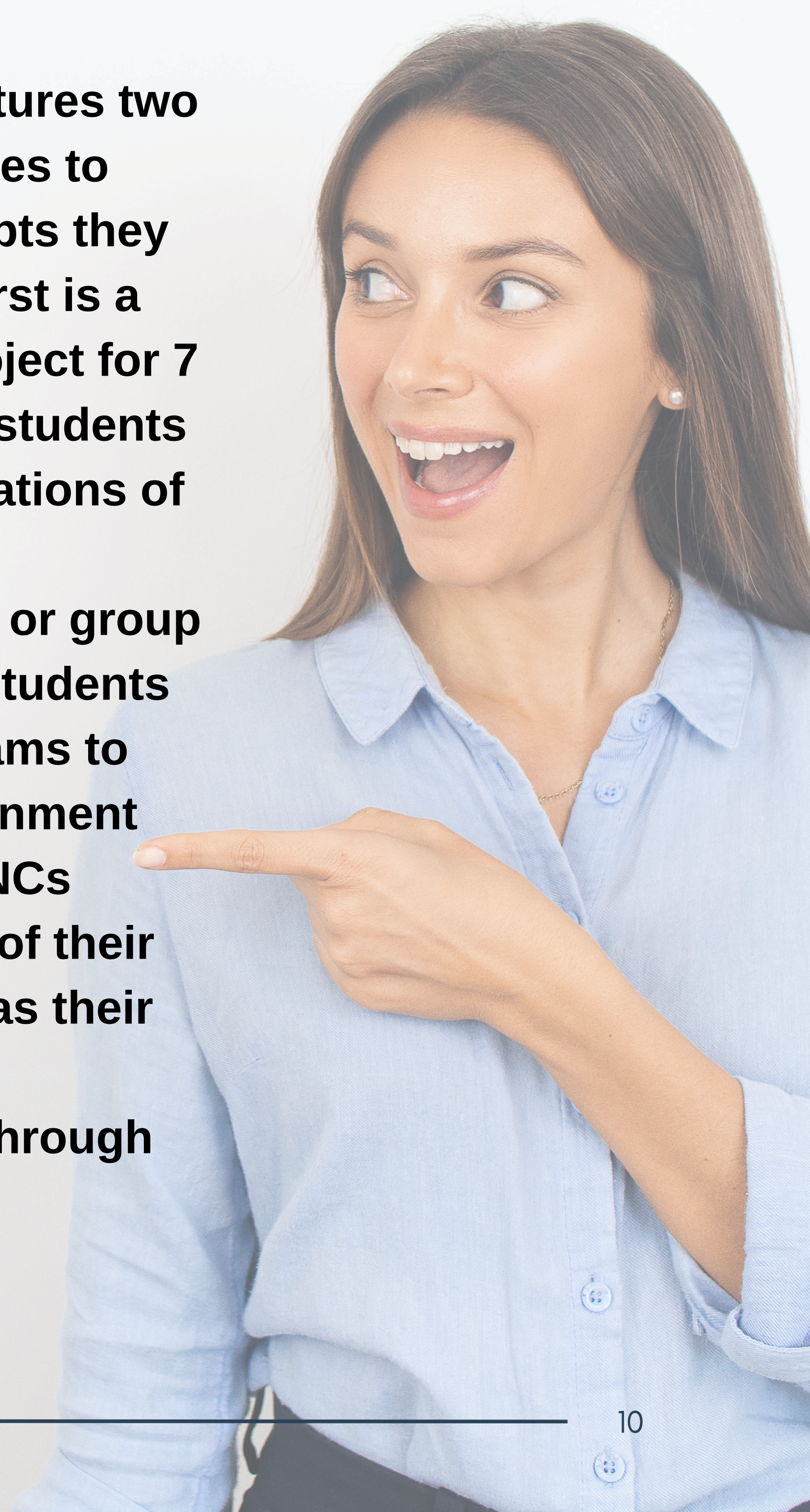
Crisis Management in Digital Marketing: Responding to Online Reputational Challenges



INTERNSHIP MONTH

The second month features two project opportunities to implement the concepts they have learned. The first is a minor or individual project for 7 days to introduce the students to the practical applications of the domain.

The second is a major or group project in which the students will be placed in teams to stimulate the environment of working in MNCs under the guidance of their mentor who will act as their supervisors while guiding them through the project.



BRANDS WHERE OUR ALUMINI ARE

Infosys

 Microsoft

Deloitte.

ORACLE

CHALO

IBM

 IDEALISTIC
COMPLIANCE
COUNSEL

 genpact

 Mindtree
Welcome to possible

 cognizant®


BARCLAYS


BANK OF AMERICA

DELHIVERY

 **GAMES** 24
SEVEN

CGI



ninjacart

STUDENTS FEEDBACK



Ishita Singh



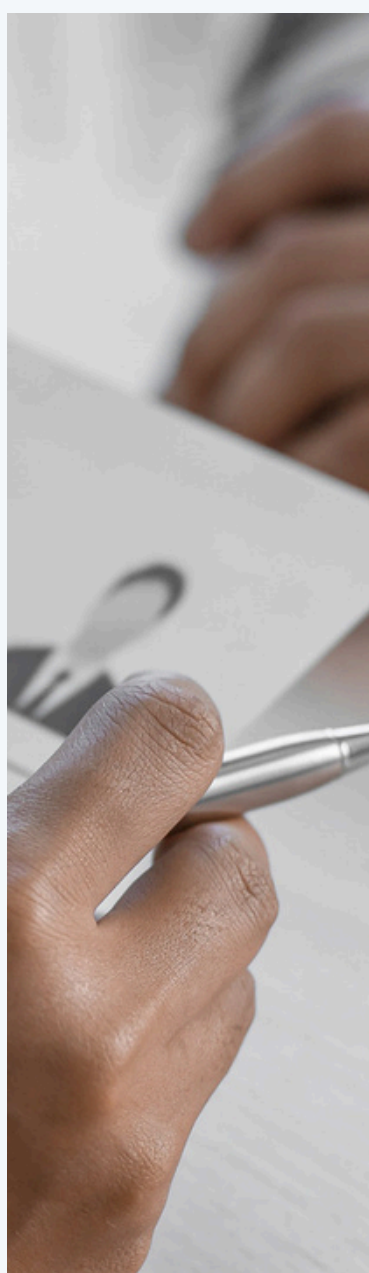
"Vidhyashala has delivered outstanding educational quality, surpassing all my expectations. The mentor's expert guidance and thoughtful support have been instrumental in advancing my skills and knowledge. The dedication to providing top-notch education has made a remarkable difference in my learning experience. I truly appreciate the commitment to excellence and the impactful guidance that has greatly contributed to my personal and professional growth."



Aniket Tripathi



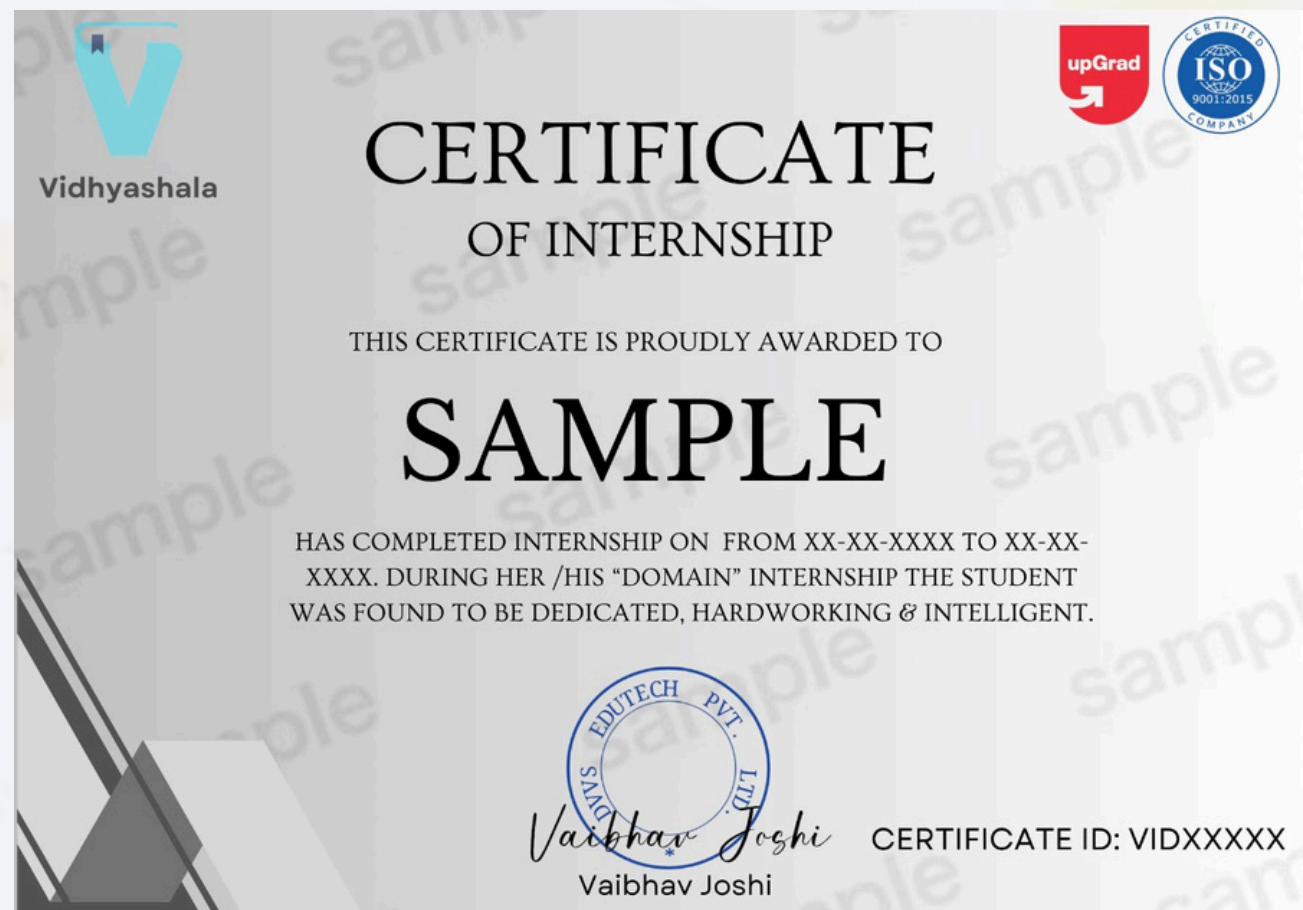
"Vidhyashala has truly exceeded my expectations with its exceptional quality in education. The mentor provided insightful guidance and support, which has significantly enhanced my skills and knowledge. The personalized approach and expert instruction have been invaluable in my learning journey. I'm grateful for the opportunity to grow and improve through such a dedicated and professional platform!"



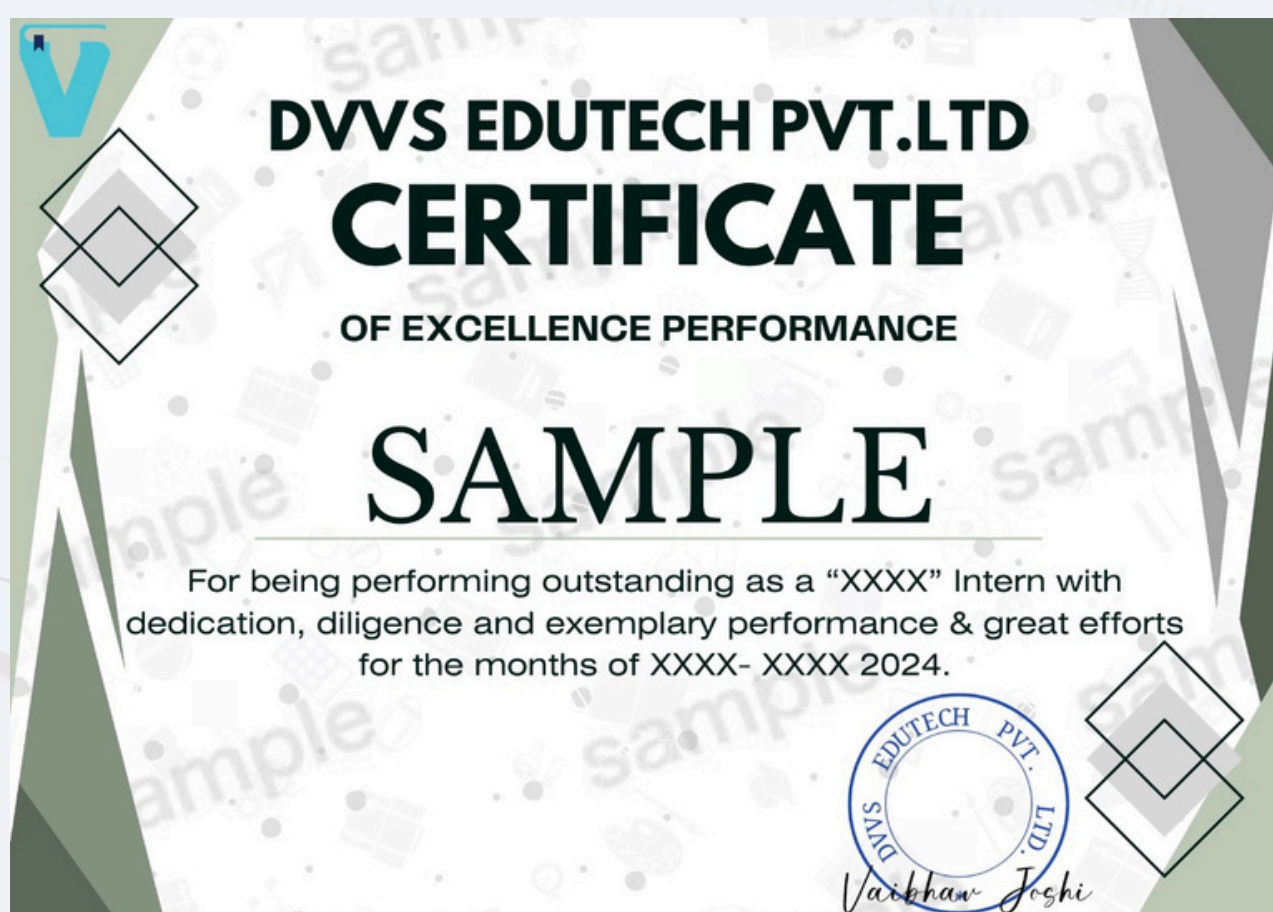
PLACEMENT ASSISTANCE

All candidates (according to their performance) eligible for placement assistance based on their performance will receive the benefit of interviews from our affiliated companies for paid internships or full time job roles in the case of degree holders

CERTIFICATES



Internship Completion Certificate



Certificate Of Excellence