



Applied Digital Marketing Course

Video Course & Live Training On  zoom To Help You:

- Get a Job
- Start a Business
- Earn Passive Income



Turn Your Dreams Into Reality With Digital Marketing

Ideal for



Students



Job Aspirants



Working Professionals

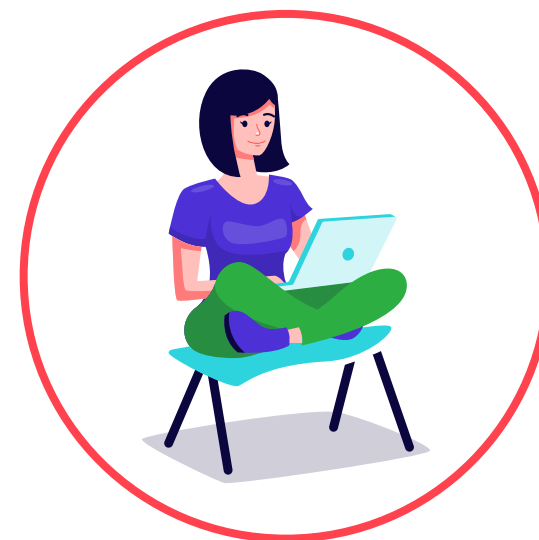


Online Income Enthusiasts

Who wish to



Get a Job



Start Freelancing



Start Business / Digital
Marketing Agency



Earn Passive Income from
YouTube, Affiliate

What is Applied Digital Marketing?



Learn the concepts
via Practical Examples



Apply the concepts
on your own Live Project



Share your work
with friends/colleagues



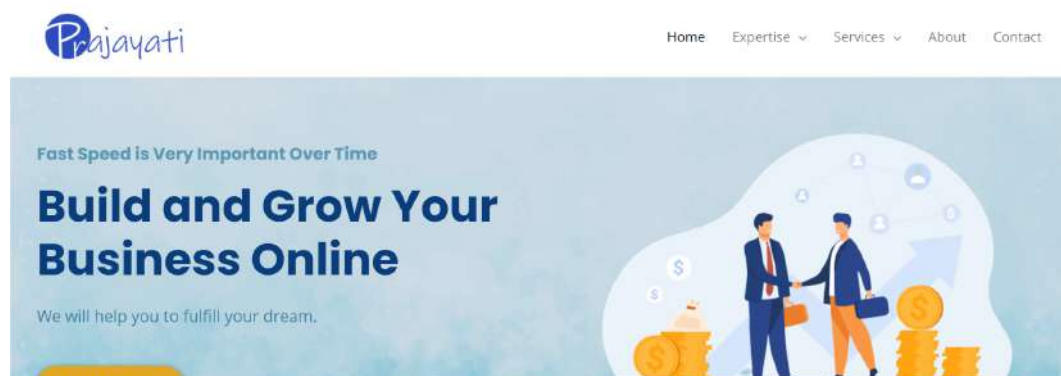
Get feedback
and keep improving

As a result of application based learning, you are able to apply all the concepts you learn in real time, spend more time on practice and come up with a high quality portfolio.

If you have a live portfolio to showcase your work, who can stop you from getting a Job or converting a client for a project? Think about it!

“80% of my students start earning within 21 days of joining the course”

It is a big statement & I mean it.



I started the course and got my first website creation project within 3 weeks.

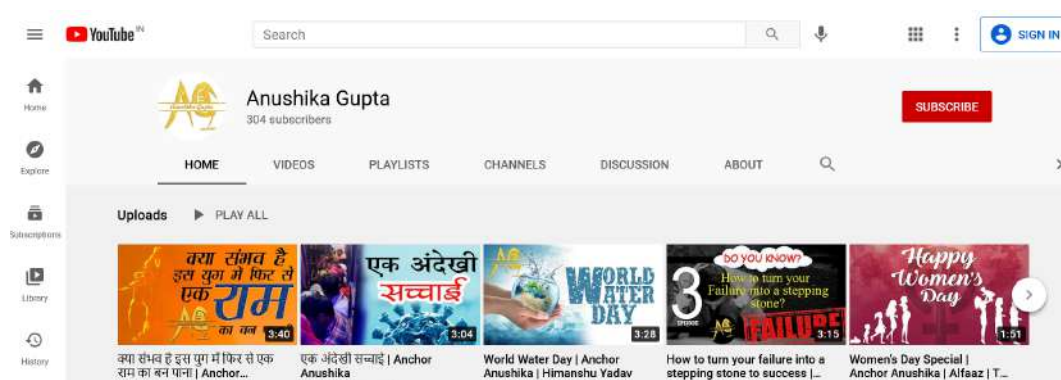
Recovered half of my fees 😜

Chetan Bodana - Prajayati.com



I was already having over a few million Instagram followers but still took up this course as I wanted to master a few more concepts.

Sayyam Jain - Love School Instagram



I was working in an event management company and wanted to start my YouTube channel. Now, I have done it & it's a decent success.

Anushika Gupta - Anchor Anushika

Get The Best-in-Industry Learning, Resources & Support



100+ hours live training
on Zoom



Access to video course
(optional)



Unlimited doubt clearance
validity



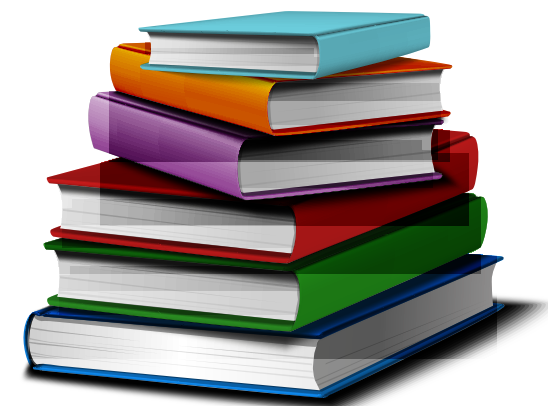
Industry leading Certifications
from Google



Access to VIP Telegram Group
for instant chat support



100% placement assistance
& business setup assistance



Industry leading study
material & resources



Free bonus like premium
plugins worth Rs. 75,000/-

Course Options

1

Applied Digital Marketing Course Bundle (18 Courses)

100+ hours live training on Zoom by Rahul Arora

Fees: Rs. ~~45,000/-~~ 27,000/-

40% off valid for a limited time.

EMI option available on select Credit & Debit cards via Razorpay secure pay.

2

Single Course

Ideal for students who just want to learn a few selected concepts

Starting from Rs. 3,500/-

Different fees for every single course. Please refer to pages ahead.

The courses are economical, very high in value and ROI

If due to some financial issues, you are unable to pay the fees upfront, please get in touch with me on connect@rahularora.academy

SYLLABUS

What all you will learn?

1. Foundations of Digital Marketing
2. Copywriting
3. Graphic Designing
4. Video Editing
5. Website Creation (without coding)
6. Search Engine Optimization (SEO)
7. Google Analytics
8. Google Ads
9. Facebook

10. Instagram
11. LinkedIn
12. Lead Generation
13. Email Marketing
14. Blogging
15. Affiliate Marketing
16. YouTube
17. Podcast
18. Addon Topics

Course 1

Foundations of Digital Marketing

You Will Learn:

- Career & Income Opportunities In Digital Marketing
- Goal Setting & Preparation For The Course
- What is Digital Marketing
- M.B.A. Level Marketing Concepts In A Nutshell
- Marketing & Sales Funnel
- Flywheel Model
- Customer Avatar & Customer Journey
- Complete List Of Digital Marketing Techniques
- Mobile First Approach
- KPI's & Success Metrics
- Steps To Become A Pro Level Digital Marketer
- Why Learn Digital Marketing From Rahul Arora
- Hall Of Fame - Student Success Stories
- Case Study - MotionGility
- Digital Marketing Dictionary (.pdf)

After this course, you will be able to:

- Understand what is Marketing
- Understand what is Digital Marketing
- Income opportunity for you in this stream
- How to become a Pro Level Digital Marketer

This course is like a mini M.B.A. in Marketing. You cannot imagine yourself doing Digital Marketing if you are not clear with the concepts taught in this course.

Megha Savalakhiya, Digital Marketing Manager



Important Note:

Without the knowledge of these classic marketing concepts, you can NEVER attain success in Digital Marketing industry.



Course 2

Copywriting

You Will Learn:

- Importance Of Copywriting
- Copywriting Fundamentals & Tools
- Pre-Writing Research
- Principles Of Copywriting That Work In 2021
- Copywriting For Website
- Copywriting For Blog
- Copywriting For Landing Page
- Copywriting For Email
- Copywriting For Social Media
- Copywriting For Ad Copies
- Script Writing For Videos
- Copywriting For Ebook
- How To Write Comments, Reviews & Answers
- How To Become A Freelance Content Writer
- Copywriting & SEO
- Content Distribution Strategies

After this course, you will be able to:

- Understand the benefits & ROI of copywriting
- Write content for Website, Blog, Landing Page, Email, Social Media, Ad Copies, Videos, Ebooks, Comments & Answers
- Optimize content for SEO

Income Opportunity:

- Get a content writer job or attain growth as a digital marketer
- Provide freelance copywriting services to clients
- Earn passive income with blogging & affiliate marketing

Assignment:

- Writing 3 sets of 2000+ words articles
- Writing social media post content
- Writing 3 sets of email copy
- Writing facebook ad copy

Course Duration: 6 hours (1 week)

Also available as Single Course for Rs. 3,500/-

Live Training On Zoom



Course 3

Graphic Designing

You Will Learn:

- Career & Income Opportunities In Graphic Designing
- Principles Of Graphic Designing
- How To Get Stock Free Resources
- How To Click Photos Like A Pro
- Graphic Designing Using Canva
- Graphic Designing Using Gravit Designer
- Graphic Designing Using Photopea
- Graphic Designing Using Adobe Illustrator
- Graphic Designing Using Adobe Photoshop
- How To Design Logo
- How To Design Social Media Post
- How To Design Infographics
- How To Design Catalogue / Brochure
- How To Design Presentations
- How To Design Infographics
- How To Design Website / App UI
- How To Become A Freelance Graphic Designer

After this course, you will be able to:

- Create graphics using tools like Canva, Illustrator & Photoshop
- Design Logo, Social Media Post, Catalogue & Website
- Have a good portfolio to showcase your work

Income Opportunity:

- Get a graphic designer job
- Provide freelance graphic designing services to clients
- Start your own Digital Marketing Agency

Visual communication is in huge demand and people are ready to pay good for your work. Grab the opportunities on Fiverr, Upwork or build your own clients on LinkedIn.

Gulshan Patidar, Founder at Patidar IT Solutions



Course Duration: 12 hours (2 weeks)

Also available as Single Course for Rs. 4,500/-

Live Training On Zoom



Course 4

Video Editing

You Will Learn:

- Career & Income Opportunities In Video Editing
- Principles Of Video Editing
- How To Get Stock Free Resources like Music, Templates
- Tools & Equipments
- Setting Up A Room For Video Shoot
- How To Shoot Videos Using Mobile
- How To Shoot Videos Using Camera
- Video Editing Using Adobe Premiere Pro
- Video Editing Using Adobe After Effects
- Video Editing Using Online Tools
- Video Editing Using Mobile Apps
- How To Create Presentation Videos
- How To Create Marketing Videos
- How To Create Logo Animation
- How To Create Animated Explainer Videos
- How To Create Talking Head YouTube Videos
- Sound Editing & Voice Over

After this course, you will be able to:

- Shoot videos using camera & mobile
- Edit videos using Premiere Pro & online tools
- Create different types of videos like YouTube, Marketing, Logo Animation & Presentation videos.

Income Opportunity:

- Become a creator & start your own YouTube channel
- Earn affiliate income, sponsored income, influencer income via YouTube
- Create videos for other creators
- Provide freelance video editing and / or creation services to clients
- Get a job in a marketing company
- Get a job in any company as video editors are required in every business
- Start your own Digital Marketing Agency

If you become good at creating videos, then you can become super-successful in Digital Marketing. Take my words.

Course Duration: 12 hours (2 weeks)

Also available as Single Course for Rs. 4,500/-

Live Training On Zoom



Course 5

Website Creation (Without Coding)

You Will Learn:

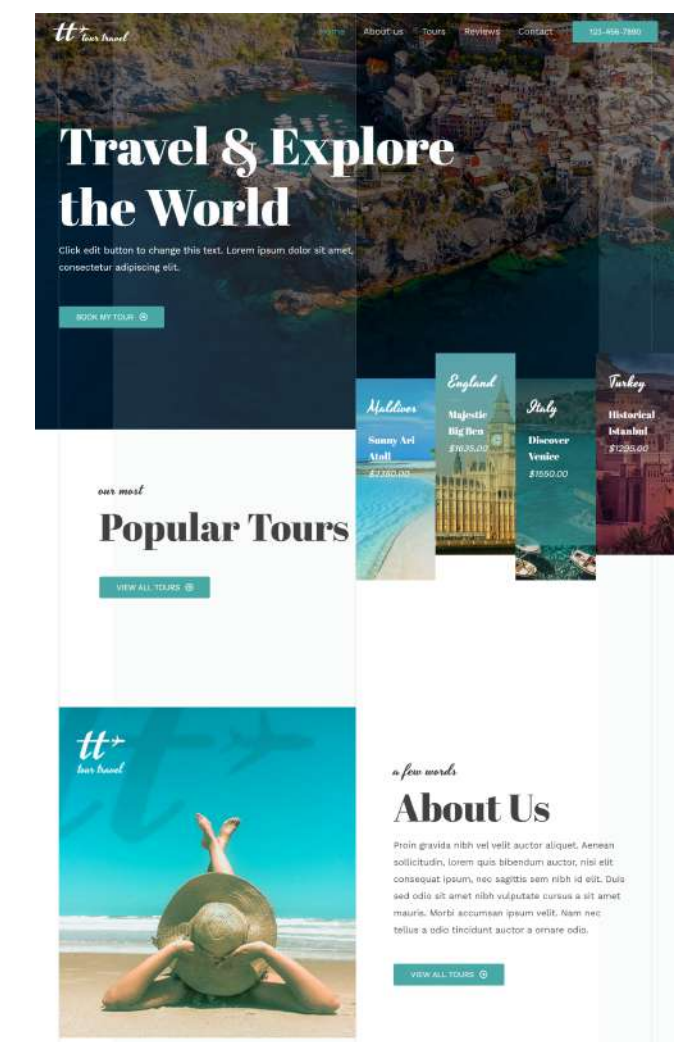
- Foundations Of Website Creation
- Structure Of A Webpage
- UI (User Interface) & UX (User Experience)
- The Color Theory & Typography
- Copywriting For Website
- Graphic Designing For Website
- Building A Template Library For Reference
- Designing The Website In Prototyping Tool
- Domain Name & Hosting Plan
- Setting Up WordPress
- Mastering The Elementor (No-Code Development)
- Setting Up The Blog
- Creating Landing Pages
- Setting Up An E-Commerce Store
- Integrating Tracking Tags & Chatbot
- How To Start A Website Development Business
- How Much To Charge For A Website

After this course, you will be able to:

- Create Professional Business Websites
- Create Landing Pages & Blogging Site
- Create an E-Commerce Site, all without any coding
- Build a high quality portfolio to showcase to clients

Income Opportunity:

- Create website for your own business
- Create a blogging site & earn from AdSense, Affiliate Commission & Sponsored Post
- Provide freelance website creation services to clients around the world
- Start your own Digital Marketing Agency
- Always keep in mind - Everyone needs a website
It's upto you how many you can create.



Course Duration: 12 hours (2 weeks)

Also available as Single Course for Rs. 4,500/-

Video Course available on



Live Training On Zoom



Course 6

Search Engine Optimization (SEO)

You Will Learn:

- Getting Started With SEO
- Keyword Research
- On-Page SEO
- Off-Page SEO
- Industry-level Link Building Techniques
- SoLoMo SEO
- Structured Data
- Google Search Console
- SEO Audit & Reporting
- SEO Strategy Sheet
- SEO Tools
- Content Writing For SEO
- YouTube SEO
- Google Algorithm Updates
- Evolution Of SEO

After this course, you will be able to:

- Get a website crawled & indexed in Google
- Do keyword research
- Rank webpages on Google
- Rank videos on YouTube
- Prepare an actionable website audit report

Income Opportunity:

- Get a job in any Digital Marketing Agency
- Provide freelance SEO services to clients
- Start your own Digital Marketing Agency

Course Duration: 6 hours (1 week)

Also available as Single Course for Rs. 4,500/-

Live Training On Zoom



Course 7

Google Analytics

You Will Learn:

- Importance Of Analytics In Digital Marketing
- Analytics Process
- Common Terminologies
- Setting Up Google Analytics
- Google Tag Manager
- Google Analytics User Acquisition Report
- User Engagement Report
- Monetization Report
- User Retention Report
- User Demographics
- Conversions & Event Tracking
- Goal Setting
- Attribution Modelling
- Actionable Analytics
- Reporting To Clients
- Google Analytics Certification Exam

After this course, you will be able to:

- Analyse the user response to Digital Marketing activities
- Use Google Analytics like a Pro
- Submit reports to manager / client
- Clear the Google Analytics Certification Exam

Digital Marketing without analytics is like driving a car in dark night without headlight. Higher probability is that you will fail and loose money without analytics.

Rohit Kakkar, AM at Citi Bank, Bengaluru



Course 8

Google Ads

You Will Learn:

- Getting Started With Google Ads (PPC)
- Google Ads Account Setup
- Google Ads Fundamentals
- Campaign Types
- Ad Format & Extensions
- Keyword Match Types
- Campaign Structure
- Bidding & Budget
- Targeting
- Search Ads In Google
- Display Ads In Google
- Video Ads In Google
- Mobile App Ads In Google
- Shopping Ads In Google
- Retargeting Ads
- Analysis, Optimization & Reporting
- Google Ads Certification Exams

After this course, you will be able to:

- Create, Run & Optimize Google Search Ads, Display Ads, Video Ads, Mobile App Ads & Shopping Ads
- Run Retargeting Ads in Google
- Analysis & Reporting to clients
- Clear Google Ads Certification Exams

Income Opportunity:

- Get a job in Digital Marketing Agency for PPC
- Provide freelance Google Ads services to clients
- Google Certifications will add value to your profile

Course Duration: 6 hours (1 week)

Also available as Single Course for Rs. 4,500/-

Live Training On Zoom



Course 9

Facebook

You Will Learn:

- Why Facebook
- Setting Up A Facebook Business Page
- Content That Works On Facebook
- How To Design Facebook Post & Creatives
- Tags & Hashtags
- Engagement Rules
- Facebook Groups & Events
- Getting Started With Facebook Ads
- Setting Up Facebook Business Manager
- Facebook Pixel
- Audience Targeting
- Types Of Facebook Ad Campaigns
- How To Set Up An Ad Campaign
- Automated Rules
- Retargeting Ads In Facebook
- Facebook Analytics & Reporting
- Other Facebook Features Like Workplace, Creator Studio

After this course, you will be able to:

- Setup a facebook business page
- Design facebook post
- Setup facebook pixel
- Run facebook ads like a pro

Income Opportunity:

- Get a job to manage social media
- Provide freelance facebook marketing service to clients
- Start your own Digital Marketing Agency
- Everyone needs an active facebook page, so think about the income potential yourself

Course Duration: 6 hours (1 week)

Also available as Single Course for Rs. 3,500/-

Live Training On Zoom



Course 10

Instagram

You Will Learn:

- Why Instagram
- Setting Up An Instagram Profile
- Integrating Instagram With Facebook
- Content That Works On Instagram
- How To Design Instagram Post & Creatives
- Instagram Reels & Videos
- Tags & Hashtags
- Engagement Rules
- Running Instagram Ads
- Instagram Analytics & Reporting
- Instagram Growth Hack

After this course, you will be able to:

- Setup an Instagram profile
- Design Instagram Post & Stories
- Creating Videos For Instagram
- Run Instagram Ads

Income Opportunity:

- Get a job to handle social media marketing
- Provide freelance services to clients to manage Instagram
- Start your own Digital Marketing agency
- Become an Instagram influencer

Course Duration: 4 hours

Also available as Single Course for Rs. 3,500/-

Live Training On Zoom



Course 11

LinkedIn

You Will Learn:

- Why LinkedIn
- Setting Up A LinkedIn Profile
- LinkedIn Profile Content Writing
- LinkedIn Connections Mastery
- Content That Works On LinkedIn
- Engagement Rules
- Setting Up A Business Page In LinkedIn
- LinkedIn Ads
- Campaign Types
- Audience Targeting
- Analytics & Reporting
- LinkedIn Growth Hack
- LinkedIn Lead Generation
- LinkedIn Sales Navigator

After this course, you will be able to:

- Setup a LinkedIn profile
- Build connections with relevant people in the industry
- Generate leads on LinkedIn
- Run ads on LinkedIn

Income Opportunity:

- Get a job to generate leads for business
- Provide freelance services to clients to manage LinkedIn
- Start your own Digital Marketing agency

Course Duration: 4 hours

Also available as Single Course for Rs. 3,500/-

Live Training On Zoom



Course 12

Lead Generation

You Will Learn:

- Fundamentals Of Lead Generation
- Customer Avatar
- Buyer Journey
- Lead Magnet
- Funnels & Workflow
- Lead Generation via Organic Channels
- Lead Generation via Paid Ads
- Lead Mining
- Lead Qualification
- Lead Nurturing
- Role Of Chatbots
- Optimization Techniques To Reduce Cost Per Lead

After this course, you will be able to:

- Understand lead generation workflow
- Generate leads via organic channels
- Generate leads via paid campaigns
- Optimization techniques to reduce cost per lead



Course 13

Email Marketing

You Will Learn:

- Getting Started With Email Marketing
- Types Of Email
- Common Terminologies
- Email Capturing Workflow
- Landing Page
- Forms, Popups & Chatbots
- Setting Up MailChimp
- Setting Up Mailing List
- Mailing List Tag & Segmentation
- Automation Sequence Workflow
- Email Copywriting
- Designing An Email Newsletter
- Engagement Metrics
- Improving Email Deliverability
- Reporting & Analysis
- A/B Testing
- How To Grow Mailing List

After this course, you will be able to:

- Understand what is Marketing
- Understand what is Digital Marketing
- Opportunity for you in this stream
- How to become a Pro Level Digital Marketer



Course 14

Blogging

You Will Learn:

- Opportunities In Blogging
- Challenges In Blogging
- Framework To Select Blogging Niche
- Content Research
- Buying A Domain Name
- Buying A Hosting Plan
- Setting Up WordPress
- Themes & Plugins
- Designing A Blog
- Forms, Popups & Chatbot
- Traffic From SEO
- Traffic From Social Media
- Blog Monetization
- Blogging For A Business Website
- Analytics
- Tips To Become A Successful Blogger

After this course, you will be able to:

- Understand what is Marketing
- Understand what is Digital Marketing
- Opportunity for you in this stream
- How to become a Pro Level Digital Marketer

Income Opportunity:

- Start your own niche blog
- Earn via Google AdSense & Affiliate Sales
- More income opportunities via sponsored content & authority linking

Course Duration: 6 hours (1 week)

Also available as Single Course for Rs. 4,500/-

Live Training On Zoom



Course 15

Affiliate Marketing

You Will Learn:

- What Is Affiliate Marketing
- Why Affiliate Marketing
- Niche Selection
- Affiliate Marketing Marketplace
- Affiliate Marketing Programs
- Affiliate Marketing via Website
- Affiliate Marketing via Email
- Affiliate Marketing via Social Media
- Affiliate Marketing via YouTube
- Affiliate Marketing via Telegram
- Important Tools In Affiliate Marketing
- Setting Up An Affiliate System For Your Brand
- Future Of Affiliate Marketing

After this course, you will be able to:

- Understand the power of Affiliate Marketing
- Explore various Affiliate Marketing programs
- Building an audience for Affiliate Marketing
- Setup Affiliate Marketing for your own products

Income Opportunity:

- Earn affiliate commissions via referrals
- Earn affiliate commissions via educating buyers



Course 16

YouTube

You Will Learn:

- Why YouTube
- Challenges In YouTube
- Content That Works On YouTube
- Niche Selection
- Setting Up A YouTube Channel
- Shoot YouTube Videos Using DSLR
- Shoot YouTube Videos Using Mobile Phone
- Edit Videos On Computer
- Edit Videos On Mobile Phone
- Video Views via YouTube SEO
- Video Views via Organic Methods
- Video Views via Paid Methods
- YouTube Analytics
- Competitor Analysis
- YouTube Monetization

After this course, you will be able to:

- Understand the real depth of YouTube
- Shoot videos & record audio
- Optimize YouTube video for SEO
- Different monetization sources

Income Opportunity:

- Start your own YouTube channel
- Help clients in setting up a YouTube channel
- Earn via YouTube monetization
- Earn via sponsored content & JV

Course Duration: 6 hours (1 week)

Also available as Single Course for Rs. 4,500/-

Live Training On Zoom



Course 17

Podcast

You Will Learn:

- What Is Podcast
- Why Podcast
- Content That Works In Podcast
- Niche Selection
- Podcast Channels
- Getting Listeners via Organic Methods
- Getting Listeners via Paid Methods
- Income Opportunities in Podcast

After this course, you will be able to:

- Understand the benefits of Podcast
- Create engaging content for Podcast
- Setup a Podcast channel
- How to earn revenues via Podcast

Income Opportunity:

- Start your own podcast
- Help you clients or company setup a podcast
- Earn via sponsored ads & sponsored content



Course 18

Addon Topics

You Will Learn:

- Twitter
- Pinterest
- Quora
- Google My Business
- Content Marketing
- Inbound Marketing
- Local Marketing
- Online Reputation Management (ORM)
- Online PR
- Native Ads
- Growth Hacking
- Influencer Marketing
- Viral Content
- Digital Marketing Strategy
- Digital Marketing Tools
- Starting & Growing Your Career As A Freelancer
- Starting Up Your Own Digital Marketing Agency

After this course, you will be able to:

- This will complete your Digital Marketing learning
- Manage multiple channels for your client
- Work out an integrated Digital Marketing strategy
- Start your own Digital Marketing agency

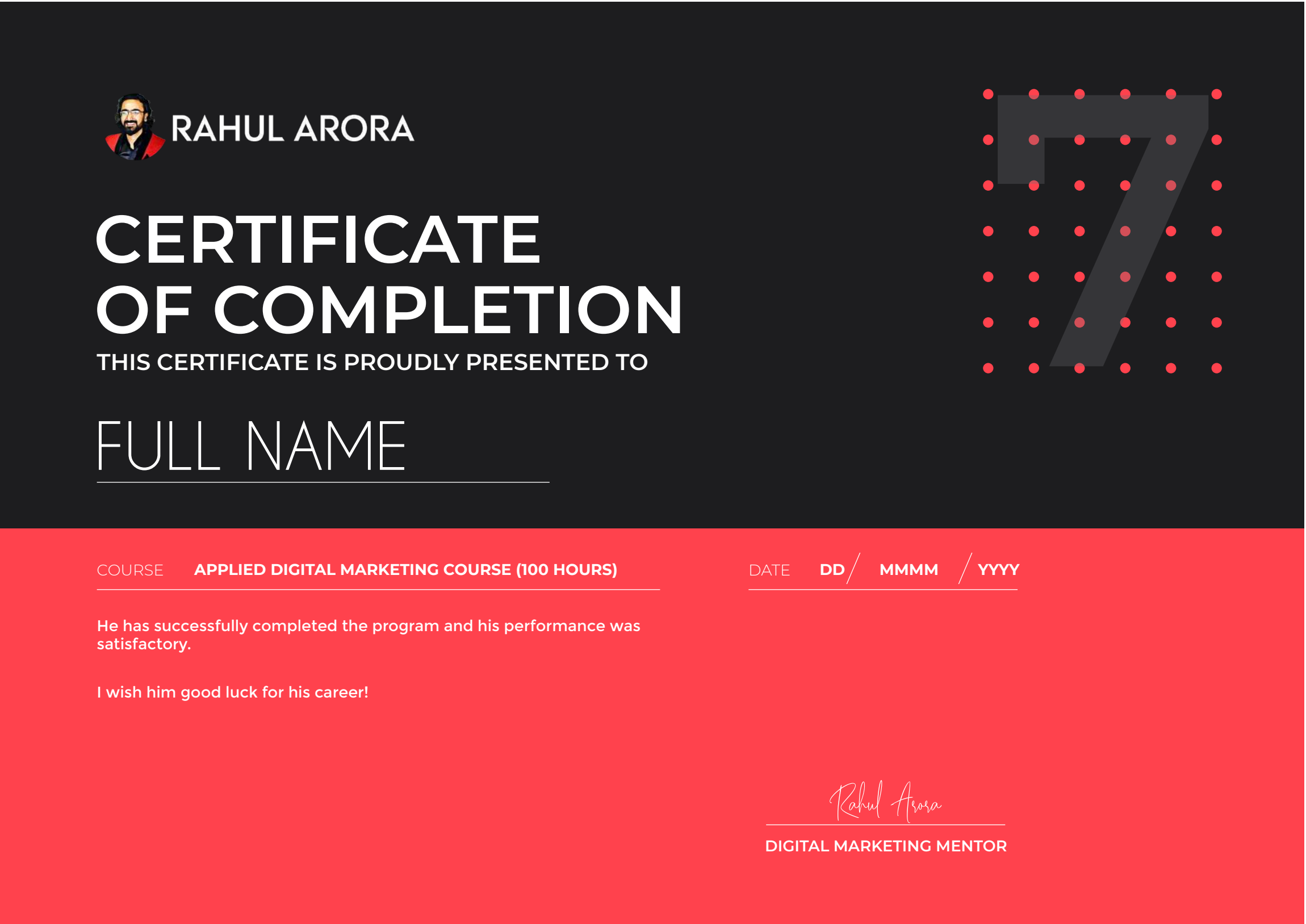
Income Opportunity:

- Become a freelancer & provide website creation, graphic designing, video editing, copywriting, social media management or other Digital Marketing services
- Companies would love to hire you because you will be able to manage various different channels providing a holistic Digital Marketing



Certifications

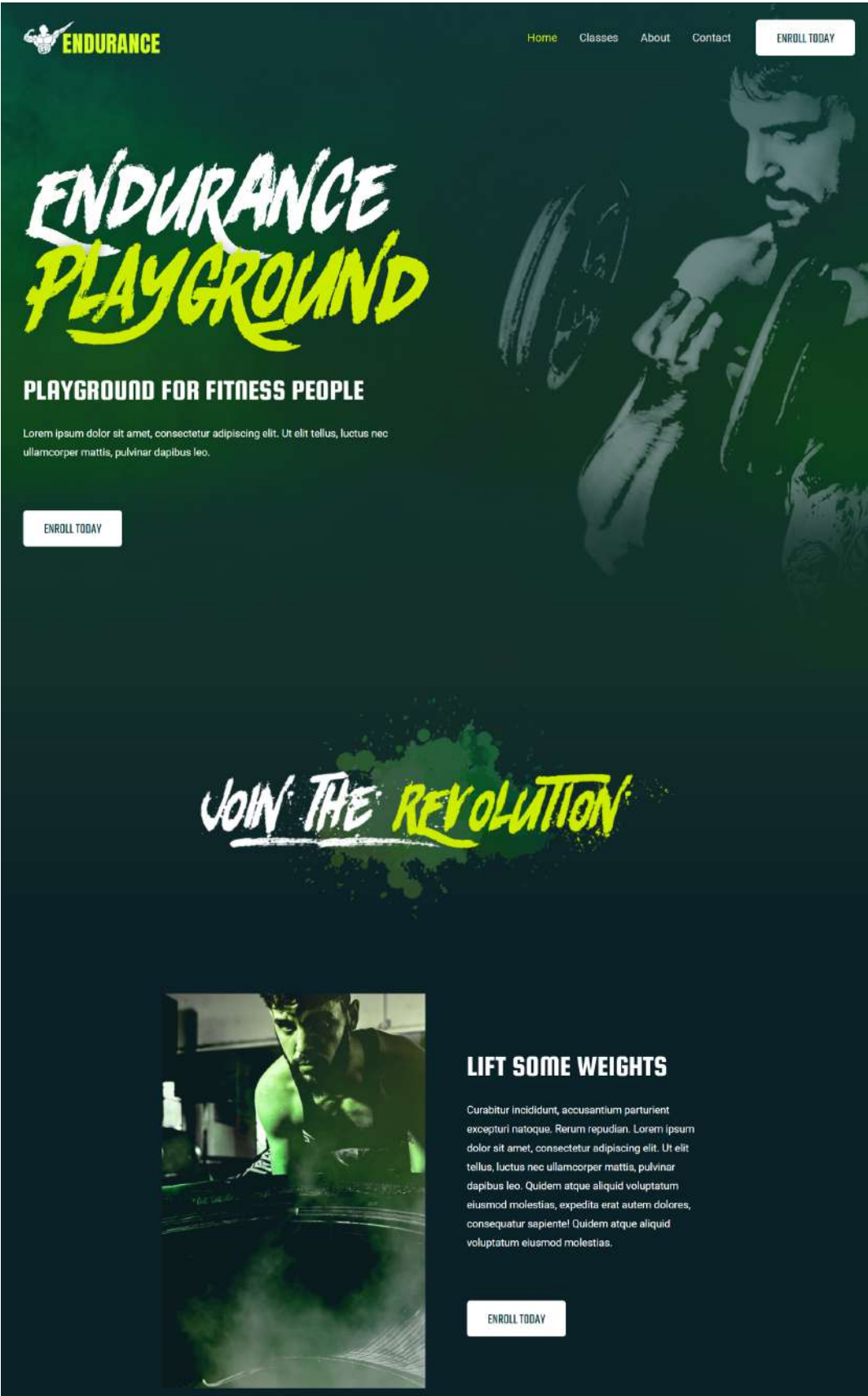
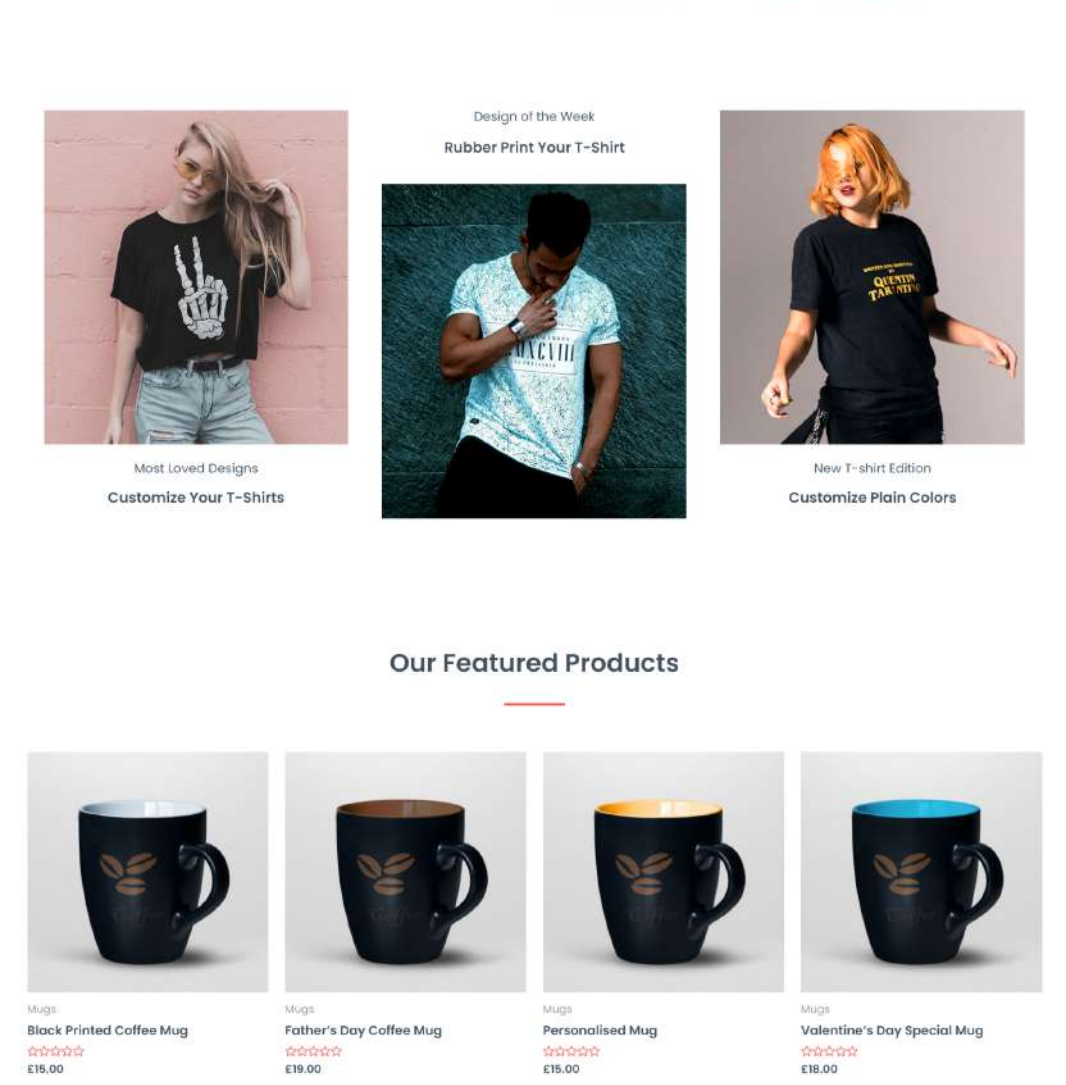
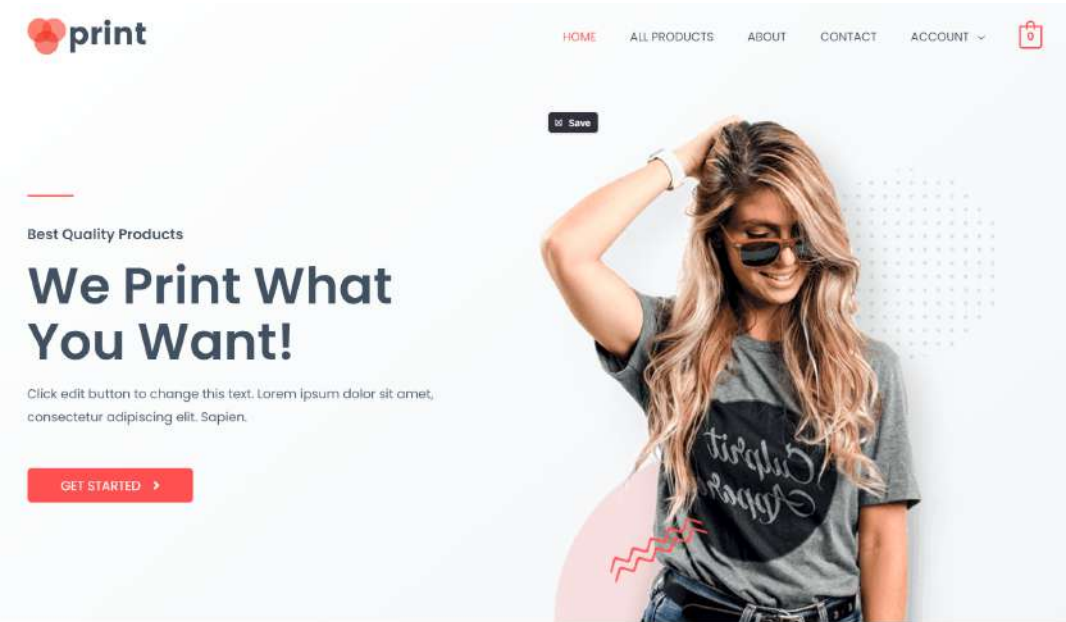
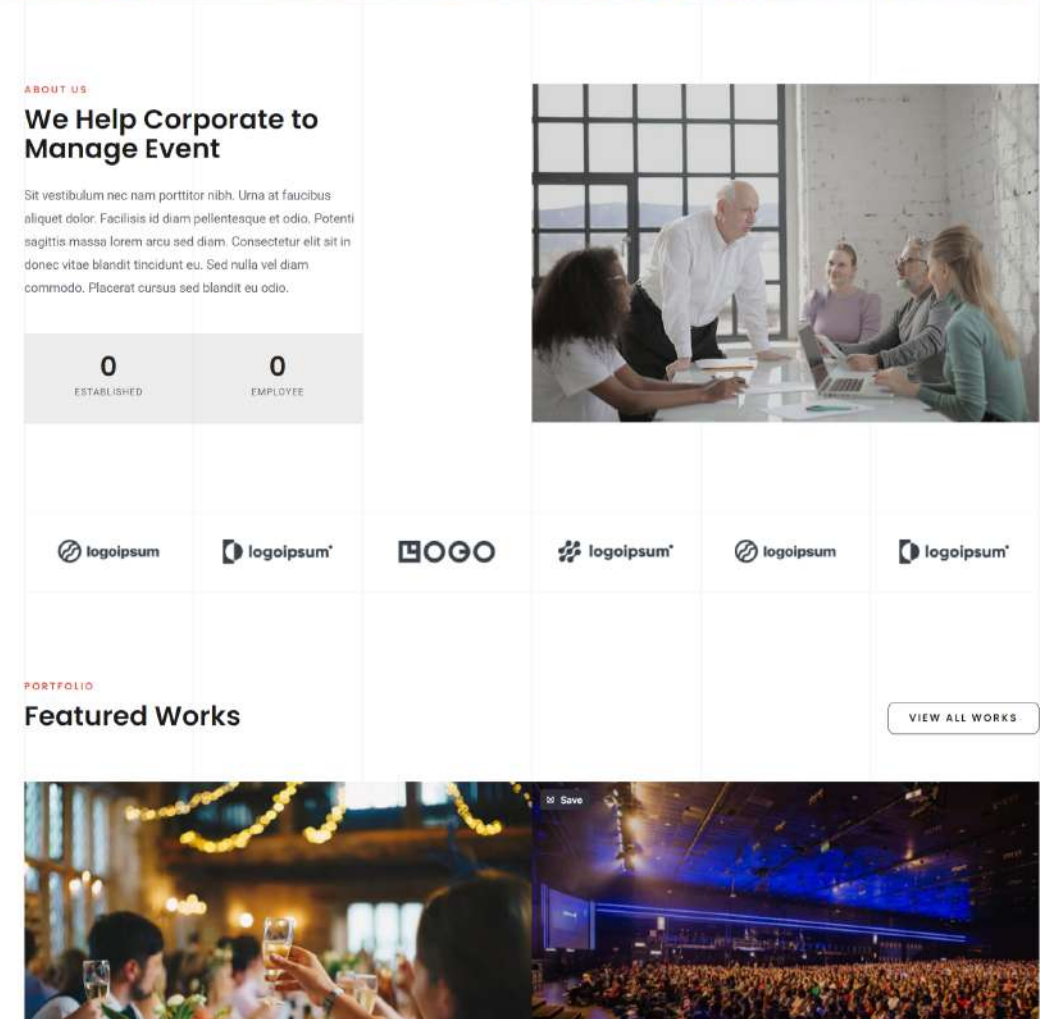
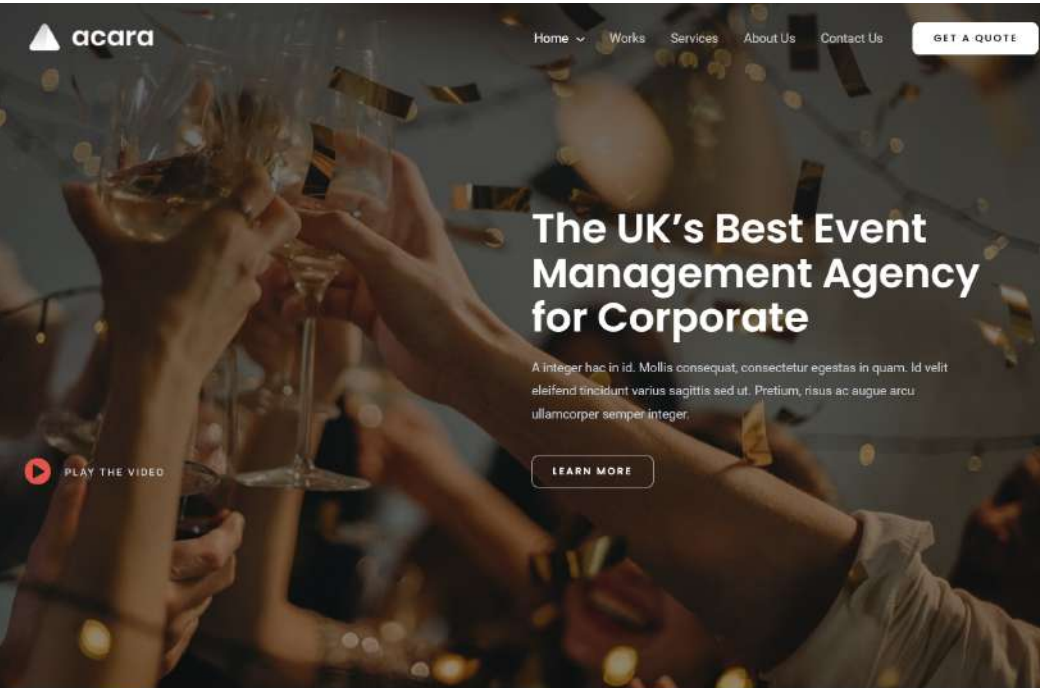
- 1. Certificate of Completion by Rahul Arora
- 2. Search Ads Certificate by Google Ads
- 3. Display Ads Certificate by Google Ads
- 4. Video Ads Certificate by Google Ads
- 5. Mobile Ads Certificate by Google Ads
- 6. Shopping Ads Certificate by Google Ads
- 7. Analytics Certificate by Google



Course Completion Certification By Rahul Arora Academy

Your Portfolio

Certifications alone doesn't work. I'll make you build your Portfolio that you can show to your Employer or Clients.



Enroll Today In

Applied Digital Marketing Course

Get In Touch

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Telegram : t.me/arahul01

Visit : www.rahularora.academy



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