NORTH STORM ACADEMY

3 MONTHS DIGITAL MARKETING

ABOUT NORTH STORM ACADEMY

North Storm is passion, a passion to provide quality digital marketing to all our studnets. We are on a journey to embark our students on a digital journey to make you tomorrow ready. Over the years we have trained 1000+ students, held many corporate trainings but above all we added the most important skill of the era - the digital skill.

WORKING PROFESSIONALS

Adding digital marketing to your skillset will boost your knowlege in marketing.

STUDENTS

Digital marketing is one of the most preferred skill while looking for a job.

BUSINESSMAN

Understand how digital marketing can help you grow your business.

STARTUPS

Grow your startup using Digital Marketing which is the most ROI dirven marketing.

WHO IS THIS COURSE FOR?

Our Students Work At

Hear It From Our Students

"North Storm Academy's Digital marketing course has turned out to be a great decision for my career, the learning very practical and it helped once I started working after the course. The professors go out of their way to help us out"

- Yesha Dattanii

"Learning digital marketing has helped me with my sales profile, understanding various types of marketing campaigns that you can run to get leads is commendable. Doing this course was a definite career boost."

- Savin Chauhan

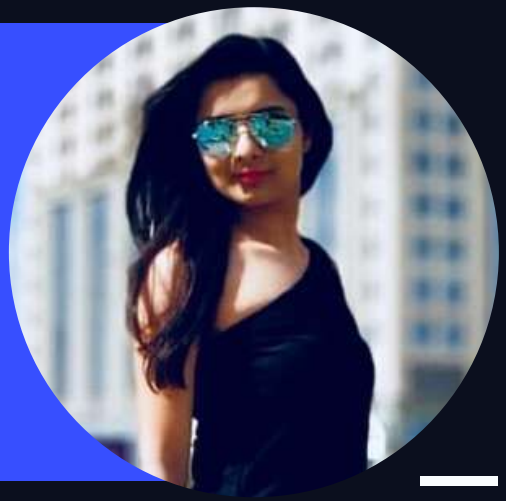
Hear It From Our Students

My experience with North Storm Academy was brilliant. I had been consulting brands for their social media marketing for almost a year before joining North Storm Academy. But after the course, the brands could see an instant evolvement in my work. The faculty is hands-on and extremely welcoming. They have been kind enough to provide with multiple work opportunities and have helped me everytime I got stuck with something even after the course got over.

- Ruchika Dhawan

My experience with North Storm Academy has been excellent the course content is great, the trainers are extremely passionate about the teachings. They are well versed with the course and are able to handle queries really well. Plus, they make sure that you have fun while learning.

- Yugmala Singh



Video Testimonials

CLICK TO WATCH THE VIDEO ON YOUTUBE

WHY NORTH STORM ACADEMY?

Hands-on Experience

Certification

Industry Trainers

Job Assistance

Live Client

Lifetime access

WHAT YOU'LL NEED

GET CLIENT READY

FACE THE REAL WORLD OF MARKETING

1. LIVE CLIENT INTRODUCTION
2. KNOW YOUR CLIENT
3. HANDLE CLIENT'S SOCIAL MEDIA
4. CREATE CONTENT, SEO & ADS
5. INCORPORATE CLIENTS FEEDBACK
6. MAKE CLIENTS STRATERGY

SIMULATED CLIENT EXPERIENCE

Digital Marketing is like learning how to drive a car, you don't really know unless you drive it yourself. We allocate a live client to our students so that it becomes a practical play groud to do everything they learn at North Storm Academy.

CREATIVE CLASSROOMS

Our lectures are conducted in 'creative classrooms', they give you the perfect vibes to motivate you and make learning fun!

CERTIFICATIONS

1. GOOGLE ADWORDS

2. NORTH STORM ACADEMY

WHAT IF I MISS A LECTURE?

1. GET RECORDED TUTORIAL VIDEO OF THE MISSED LECTURE

2. SIT FOR SAME LECTURE IN THE FUTURE COMING COURSE FREE OF COST

3. LIFETIME ACCESS TO ALL THE PRESENTATION SHARED IN THE CLASSROOM

MODULES

FUNDAMENTAL OF DIGITAL MARKETING

- Introduction & importance of Digital Marketing
- Traditional Marketing vs Digital Marketing
- Core concepts of Digital Marketing
- How to build a Digital Marketing Plan
- Key components of Digital Marketing

CONTENT MARKETING

- Understanding Content Marketing
- Content on different platforms
- Power of story telling for business
- Generating content ideas
- Building a content strategy
- Making Content Calendars
- Preparing & repurposing content buckets
- Tools to check grammar & plagiarism

MODULES

DESIGN

- Creating attractive social media designs with photoshop
- Importance of visual content in Digital
- Understanding design language
- Using free online tools to create graphics, videos & gifs
- Creative copy writing to make impactful post and ads

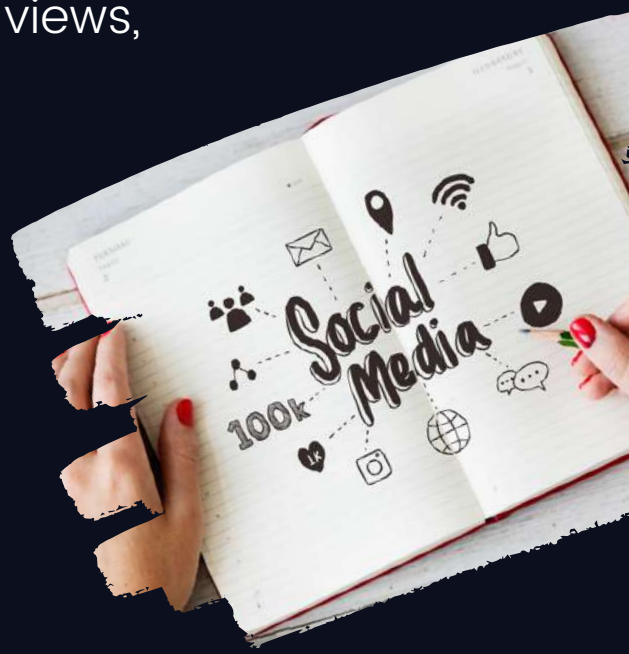
ADVANCE SOCIAL MEDIA MARKETING

- Understanding various social media platforms
- How to effectively grow fan base on Social Media
- Creating Social Media strategy
- Social Media content amplification

MODULES

PAID MEDIA - SOCIAL MEDIA (ADVANCE LEVEL)

- Creating ads on Facebook, Instagram, LinkedIn & Twitter
- Retargeting on Social Media platforms
- Running highly targeted ads
- Paid campaign optimization
- Objective based ads like - Lead generation, video views, engagement, app installs and website visits
- Effective ad campaign stratergy



MODULES

SEARCH ENGINE MARKETING (SEM)

- Overview of Search Engine Marketing - Understanding concept of Pay Per click (PPC)
- Introduction to Paid Advertising Services
- How to set up an account on Google Adwords
- Understanding types of Keywords
- Using Google keyword planner tools
- How to set up campaigns on Google Adwords
- How to target right customers with Demographics, interest, location etc
- How to set the right bid on Google Adwords
- How to work with Ad Groups & conduct A/B testing
- Creating Reports for Adwords and how to automate Report Generation
- Understanding importance of Quality score & how to improve quality score

MODULES

INFLUENCER MARKETING

- How to engage with influencers
- Engage, negotiate and implementation of influencer marketing campaign
- Strategically create influencer marketing campaign
- How to create an influencer progress report

AFFILIATE MARKETING

- Introduction to affiliate marketing
- How to become an affiliate for a product
- How to set up affiliate marketing campaigns
- Using Webinar, Youtube videos, blogs as a tool to promote affiliate products

MODULES

MEDIA PLANNING

- Understanding media planning
- Media Planning terms - CPC, CTR, CPS etc
- Search based media planning
- Creating a robust media plan
- Media budgeting

ART OF PITCHING

- Pitching essentials
- Best practices of pitching
- Client negotiation
- Creation of full fledged client pitch

Let's Talk

CONTACT US

+91-9076631638 / +91-9920976247

+91-9987090857

info@nsacademy.co