

NORTH  TORM  
ACADEMY

# 3 MONTHS DIGITAL MARKETING



# ABOUT NORTH STORM ACADEMY

North Storm is passion, a passion to provide quality digital marketing to all our students. 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 knowledge 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 driven marketing.

# WHO IS THIS COURSE FOR?



# Our Students Work At



**EndemolShine  
Group**

# 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  
STRATEGY

# Live Client

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 playground to do everything they learn at North Storm Academy.





Entering the **energetic venue** will give you the **good vibes**.

# 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
- 3 HUBSPOT
- 4 TWITTER





# 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

## WEBSITE CREATION

- Creation of website from scratch
- Adding various plugins to the website
- Live chat addition on the website
- Understanding website analytics
- Creation of lead funnel on the website



# MODULES

## ■ SEARCH ENGINE OPTIMIZATION (SEO)

- Types of SEO
- How to Perform On Page SEO on your site
- Dejangoning SEO terminologies
- Creating SEO optimized Content for website
- How to develop a link building strategy
- How to perform off page SEO
- Introduction to blackhat SEO
- How to use Blogging as an SEO tools
- How to improve site speed
- Learning about innovative techniques to build inbound links
- How to perform local SEO
- How to perform Video SEO
- How to measure and analyse SEO performance





# MODULES

## ■ 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



## ■ 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 strategy

# 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

## ANALYTICS

- Introduction to Web analytics
- How does web analytics help
- Advantages of integrating web analytics
- Introduction to Google Analytics
- Implementation of tracking code
- Reading the google analytics data
- Demystifying Analytics terminology
- Implement, configure and use Google Analytics
- How to use Google Analytics to improve your website
- Setting up Key Performance Indicators (KPIs)
- How to set up goals and funnels on Google Analytics
- Using key tools and diagnostics based on different website objectives
- How to make reports using Google analytics



# MODULES

## EMAIL MARKETING

- Run effective email marketing campaigns
- Working with tools like mailchimp & send in blue
- Create impactful email templates
- How to set up a campaign for email marketing
- Configure drip marketing

## 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

## 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

## BLOGGING

- Overview on blogging industry
- How to make a blog section on a website
- How to design a blog using custom themes
- Analyse the impactfulness of headline using tools
- Check blog content plagiarism
- How to monetise your blog
- How to optimize your blog



# MODULES

## ■ **ONLINE REPUTATION MANAGEMENT (ORM)**

- Core understanding of ORM
- Digital crisis management
- Hands-on experience on ORM tools
- Best ORM case studies
- Making of an ORM report

## ■ **MOBILE MARKETING**

- Introduction & importance of mobile marketing
- Mobile app marketing
- App review marketing and management
- Mobile web advertising
- App store optimization
- Creating app engagement
- Mobile marketing trends & case studies
- Whats app marketing



# MODULES

## **E-COMMERCE & DROP SHIPPING**

- Set-up your store on eCom platforms
- How to start selling on Amazon & Flipkart
- Optimize your products on eCom website
- Understand the fundamentals of drop shipping
- How to start the drop shipping business

## **DIGITAL PLANNING**

- Create a digital marketing roadmap for your company, startup and self
- Make digital audit and SWOT analysis
- Creation of a professional digital pitch for a client
- Showcasing of some of the best digital marketing pitches by world's best agencies



# 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

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## CONTACT US



+91-9076631638 / +91-9920976247



+91-9987090857



[info@nsacademy.co](mailto:info@nsacademy.co)

