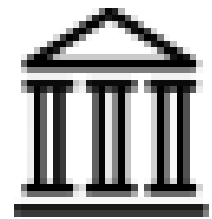


LEARN DIGITAL MARKETING FROM INDIA'S  
LEADING DIGITAL MARKETING ACADEMY

# BECOME A DIGITAL MARKETING EXPERT

A guide to your Digital Marketing Success



PickdUp

Since 2016

# DIGITAL MARKETING CERTIFICATION PROGRAM

**17,000+**  
**Participants**

**2,000+**  
**Students**

**Students from 24**  
**states in India**  
**& 7 countries**

# The Digital Marketing Opportunity & the PickdUp Advantage

1

## JOBS

There are over 8 lakh+ jobs to be created in Digital Marketing in 2018 according to Times of India

2

## RISING INTERNET USERS

The total number of Internet users globally will surpass 3 billion to reach 42.4% of the entire world's population

3

## GROWTH

With over \$135 billion spend in online advertising globally, Digital Marketing is one of the fastest growing industries today

4

## ADVANTAGE

This course will help you build mastery in various disciplines of Digital Marketing - SEO, Social Media, Google Analytics, Adwords, Facebook

# KEY FEATURES

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GET THE PICKUP ADVANTAGE



**Mentorship of faculty from IITs, IIMs**



**Industry oriented Online course, latest case studies to get you Job Ready.**



**Students from over 24 states in India & over 7 countries**



**Awarded by Global Youth Marketing Forum**



**Demo lectures of important tools**



**100% Placement Assistance**

# Who should join the program?

1

## STUDENTS & FRESHERS

Students or Freshers have the most to gain by learning Digital Marketing. India alone has over 2 Lac Digital Marketing jobs only expected to grow in future.

2

## MARKETING PROFESSIONALS

You get access to more than a \$150 billion global digital marketing industry, which is expected to grow by 35%. 61% of global Internet users research products online.

3

## SALES PROFESSIONALS

Get access to an extremely powerful channel i.e. internet to boost your sales. This is applicable both for a B2B and a B2C businesses

4

## ENTREPRENEURS & BUSINESS OWNERS

For a Business owner or an entrepreneur, Digital Marketing is the key to success and driving business growth

# HOW MUCH DO DIGITAL MARKETING PROFESSIONALS EARN?

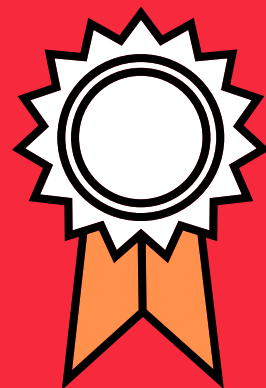
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- Fresh graduate: 3-4 lac p.a.
- Experience up to 5 yrs: 7-10 lacs p.a.
- Experienced professional: 30Lac - 70Lac p.a.

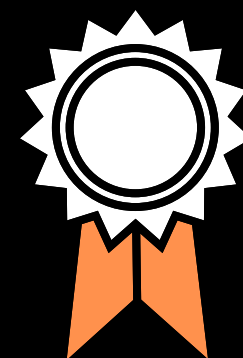
# BECOME A CERTIFIED PROFESSIONAL

IN 1 PROGRAM GET 3 IMPORTANT CERTIFICATIONS

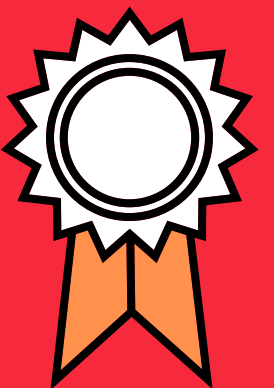
Search Engine  
Optimization  
Professional  
Certification



Google  
Analytics  
Power  
Program  
Certification



Digital  
Marketing  
Professional  
Certification



# CORE MODULES

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Influencer  
marketing



Analytics



Content  
Marketing



Pay-per-click  
advertising



Search Engine  
Optimization



# INTRODUCTION TO DIGITAL MARKETING

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THIS MODULE WILL HELP YOU UNDERSTAND THE DIGITAL MARKETING LANDSCAPE AND WILL HELP YOU CREATE A DIGITAL MARKETING PLAN.

IT WILL HELP YOU BUILD A DIGITAL MARKETING PLAN THAT CAN COME IN HANDY IN YOUR JOB, START-UP, OR SMALL BUSINESS. IT'LL ALSO HELP YOU UNDERSTAND ESSENTIALS OF ANY DIGITAL MARKETING PLAN.

Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the internet, but also including mobile phones, display advertising, and any other digital medium.

This section covers

1. Introduction to Digital Marketing its importance and relevance.
2. Why Digital Marketing?
3. Important Digital Marketing & Advertising terms : Important terms, concepts and their meanings that are critical in understanding Digital Marketing. These include terms such as C.P.M., C.P.C., C.T.R etc. and their relevance in digital marketing campaigns.
4. Types of Media: Paid Media, Earned Media and Owned Media:
5. Planning a Digital Marketing Campaign:

# SEARCH ENGINE OPTIMIZATION

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**S.E.O. IS ONE OF THE MOST POWERFUL AND THE MOST IMPORTANT ASPECT OF DIGITAL MARKETING FOR ANY BUSINESS**

Search engine optimization or SEO in short, is a set of rules that can be followed by website (or blog) owners to optimize their websites for search engines and thus improve their search engine rankings.. Search engines serve millions of users per day looking for answers to their questions or for solutions to their problems. This section covers

1. Introduction to Search Engine Optimization
2. SEO Basics - I: on-the-page S.E.O.
3. SEO Basics - II: Off-the-page S.E.O.
4. SEO Basics - III: How to do S.E.O. for your website

# ADVANCED SEARCH ENGINE OPTIMIZATION

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GET IN TO THE DEPTH OF SEARCH ENGINE  
OPTIMIZATION AND GET A PROFESSIONAL  
SEARCH ENGINE OPTIMIZATION  
CERTIFICATION

Search engine optimization is a vast concept and we've added special modules to give an advanced understanding of search engine optimization.

1. Advanced S.E.O. I: Website design for implementing on-the-page S.E.O.
2. Advanced S.E.O. II: Implementing off-the-page S.E.O. and violations
3. How does Google search work:
4. How to create an SEO Strategy:
5. Search queries and webmaster tools:
6. Search Engine Optimization for small sites and startups:

# PAY-PER-CLICK ADVERTISING

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PAY-PER-CLICK ADVERTISING IS ONE OF THE MOST IMPORTANT ASPECTS OF DIGITAL MARKETING.



Google AdWords is an online advertising service that enables advertisers to compete to display brief advertising copy to web users, based in part on cookies, keywords, predefined by the advertisers that might link the copy to the content of web pages shown to users. Learn about how the Google Adwords auction system works, a tutorial on the bidding system and finally how you can get started with Google Adwords.

Pay per click (PPC), also called cost per click, is an internet advertising model used to direct traffic to websites, in which an advertiser pays a publisher (typically a website owner or a network of websites) when the ad is clicked. Pay-per-click is commonly associated with search engines.

This section covers

- Basics of pay-per-click advertising.
- Pros and Cons of Pay-Per-Click advertising.
- Google Adwords
- Search Engine Marketing:

# CONTENT MARKETING

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CONTENT IS THE HEART OF SOCIAL  
MEDIA.

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience – and, ultimately, to drive profitable customer action.

This section covers

1. Introduction to Content Marketing:
2. History of Content Marketing
3. Creating a content marketing plan (including a case study that details out successful implementation of content marketing)

# INFLUENCER MARKETING

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INFLUENCERS AND WORD OF MOUTH  
DRIVE OPINION BUSINESSES AND  
BRANDS ON SOCIAL MEDIA

Influencer marketing, (also Influence Marketing) is a form of marketing that has emerged from a variety of practices and studies, in which focus is placed on specific key individuals (or types of individual) rather than the target market as a whole. We'll explore how you can plan and implement an influencer marketing campaign. It covers important aspects of the plan and metrics that should be tracked to measure the success of an influencer marketing campaign.

This section covers

1. Introduction to Influencer Marketing
2. Planning an influencer marketing campaign

# GOOGLE ANALYTICS POWER PROGRAM

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GOOGLE ANALYTICS IS ONE OF THE SIMPLEST AND THE MOST POWERFUL TOOLS TO UNDERSTAND YOUR WEBSITE TRAFFIC, CALCULATE ROI, AND BETTER UNDERSTAND YOUR AUDIENCE.

Google Analytics is a very important tool for marketing professionals to get more data and insights about the users visiting a particular website. This has important implications for website and App designers, and digital marketing professionals.

1. Introduction to Google Analytics:
2. Overview of the Google Analytics Dashboard
3. Audience Insights:
4. Audience Insights - Understanding Geography:
5. Audience Insights - Interest:
6. Understanding Mobile, Technology and Engagement:
7. Understanding Acquisition in Google Analytics
8. UTM Parameters and Google URL Builder.
9. Exporting Data and tracking ROI
10. Understanding User Behavior in Google Analytics:

# CERTIFICATION CRITERIA

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## HOW DO YOU GET A CERTIFICATION?

You need to fulfill the following requirements to get a certification

- Minimum 8 hours of course content has to be viewed
- Attempt review quizzes in the learning management system
- A minimum of 40% has to be achieved in review quizzes
- Between review attempts, you have to wait for atleast 2 days
- Courses have to be completed in 6 months

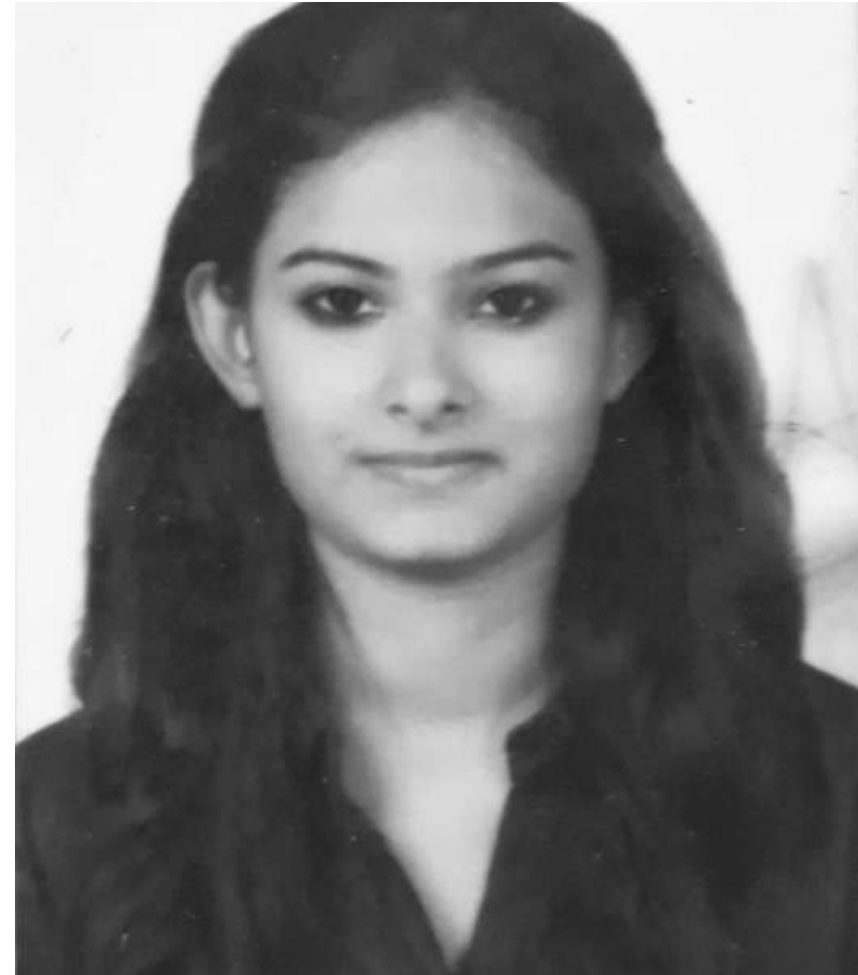


# What our students say...



**Vidhi Kothari**

Great video content so that you don't have to read a lot. Also, the course offered tests after every chapter so that you know what you have learned



**Pradeep Thombre**

It is a great starting point and a massive knowledge hub. I think Pickup has become synonymous with today's aspiring Digital marketing students and information seekers



**Vishal Verma**

The course on digital marketing that I have gone through was fantastic. Well arranged and quality content was provided. One can easily access the resources and can learn at one's choice

# What our students say...



## Dhruvil Parekh

Course fee is very affordable and duration to complete the program is very much enough. Course content as per the price is very good.



## Navneet Mishra

It was a great experience and good learning with PickdUp. Best part is 24\*7 access. Each module is designed with step by step and overall support was good



## Nitesh Kumar Pandey

Today I can work as a digital marketing professional. Best place to learn some excellent skills of digital marketing.

# MEET THE EXPERTS

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**Susan Dolan**

Google Consultant



**Prof. Sanjay Dhir**

Chairman and Assistant Professor in the area of Strategic Management at Department of Management Studies, IIT Delhi.



**Dev Batra**

Chief Evangelist at Lyxel Labs - Digital Media Incubator

# HOW DOES THE E-LEARNING PROGRAM WORK?

GET CONVNIENCE, ACCESS, AND QUALITY

## 1. Enroll & Get login Details

Post enrollments you will get access to the learning management system

## 2. Explore the platform

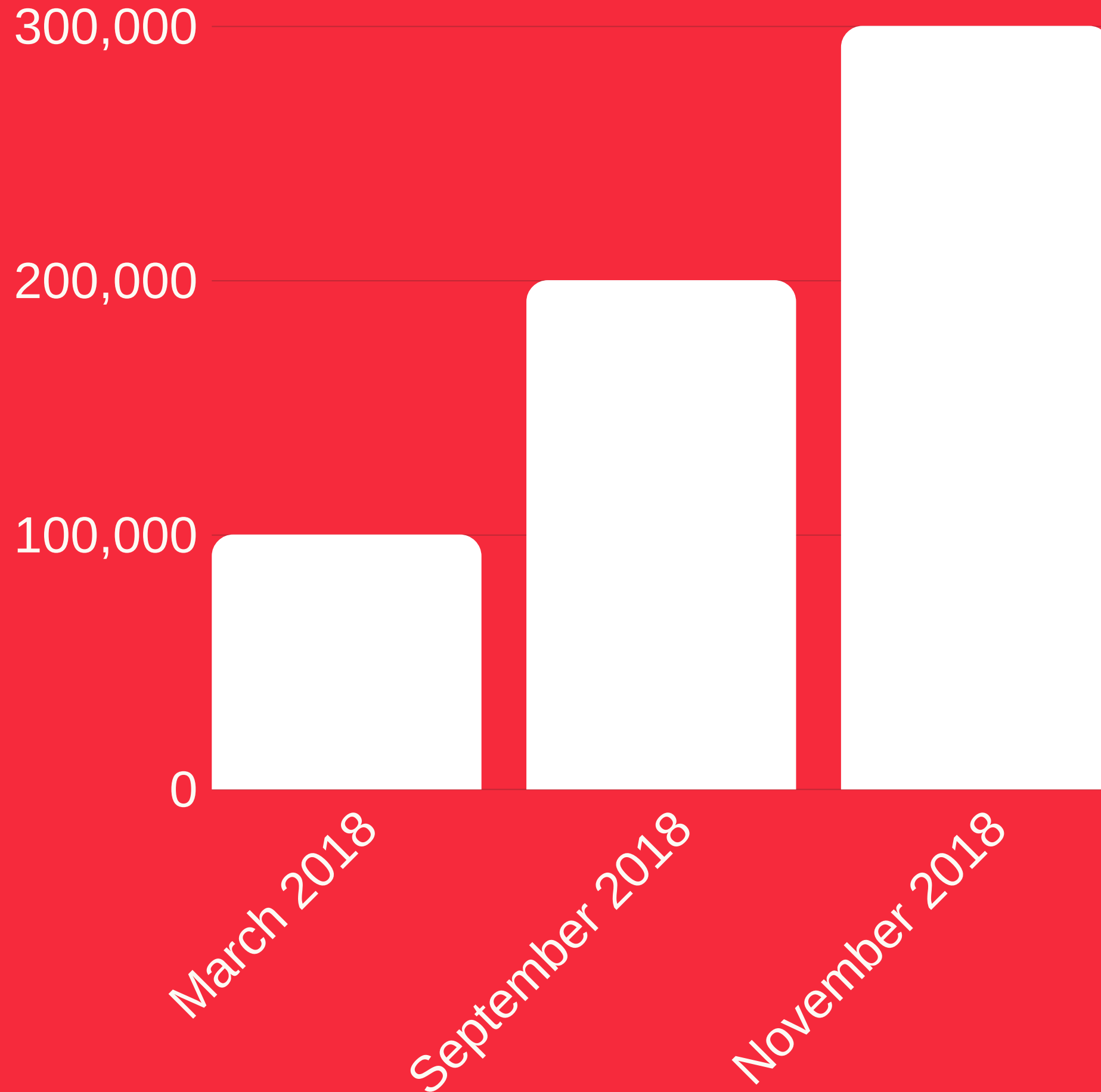
Follow the enrollment instructions and explore the learning management system

## 3. Weekly tasks & updates

You will get weekly tasks and uodates for various lectures. View them at your own pace

## 4. Certification Quiz

Complete the certification quiz and download your certification with a unique QR code.



**PICKDUP HAS RECEIVED 3 LAC+ VIEWS ON DIGITAL MARKETING COURSES**

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As on November, 2018

# GET IN TOUCH WITH US

**LEARN  
DIGITAL  
MARKETING  
TODAY!**

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