

**konvertis** 

# **Placement-Focused Digital Marketing Program**

POWERED BY KONVERTIS AGENCY



[www.konvertis.com](http://www.konvertis.com)



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# WHY LEARN FROM US



- **Not a theory-based program — built for industry execution**
- **Designed to prepare students for real digital marketing job roles**
- **Training by Experienced Corporate Trainers**
- **Hands-on exposure to live ad accounts and real campaigns**
- **Learn agency-level workflows used by working performance marketers**
- **Skills aligned with placement interviews and on-the-job expectations**
- **Online & Offline Mode of Training**

Do your own thinking independently. Be the chess player, not the chess piece.

— DAVE BARRY

# WHO CAN BENEFIT FROM THIS PROGRAM ?

A hands-on digital marketing program built for real skills and real growth.



Students &  
Fresh Graduates



Working Professionals  
& Career Switchers



Business Owners &  
Entrepreneurs



Freelancers



Startup & E-commerce  
Founders

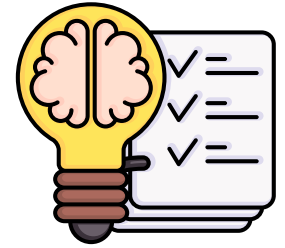


Homemakers

The future is here. It's just not widely distributed yet.

— WILLIAM GIBSON

# WHAT YOU WILL LEARN FROM US ?



- **Google Ads**
- **Social Media Marketing/ Optimisation**
- **Search Engine Optimisation(SEO)**
- **Content Marketing**
- **AI Tools**
- **Blogging**
- **Wordpress**
- **Copywriting**
- **Email Marketing**
- **Influencer Marketing**
- **Affiliate Marketing & AdSense**
- **Marketing Strategies Based on Psychological Concepts**

Ordinarily he was insane, but he had lucid moments when he was merely stupid.

— HEINRICH HEINE

# GOOGLE ADS –



## COMPLETE PERFORMANCE MARKETING SYSTEM

- Google Ads account & campaign structure (agency-level setup)
- Keyword research based on search intent & commercial value
- Keyword match types: Broad, Phrase & Exact with real-use cases
- Search campaigns for lead generation & e-commerce sales
- Display advertising: placements, audience targeting & creatives
- YouTube ads: In-stream, In-feed & Shorts campaign strategy
- Demand Gen campaigns for mid-funnel reach & assisted conversions
- Performance Max (PMax) campaigns for scale & automation
- Google Shopping campaigns & Merchant Center setup
- Product feed creation & optimization for e-commerce brands
- Remarketing across Search, Display, YouTube & Performance Max
- Audience creation using website visitors, app users & customer lists
- Bidding strategies: Manual CPC, Max Clicks, Max Conversions, tCPA, tROAS
- Quality Score, Ad Rank & relevance optimization
- Conversion tracking using GA4 & Google Tag Manager
- Budget management, scaling & cost per acquisition control

Everything popular is wrong.

— OSCAR WILDE

# META ADS



**(FACEBOOK & INSTAGRAM )-**



**ADVANCED PAID ADVERTISING**

- Meta Business Manager & Ads Manager setup
- Campaign objectives: Awareness, Traffic, Leads, Sales & Conversions
- Full-funnel paid ads structure: Cold, Warm & Hot audiences
- Audience research & targeting psychology
- Core audiences, Custom audiences & Lookalike audiences
- Remarketing & retargeting strategies
- Ad formats: Image, Video, Carousel, Collection, Reels & Stories
- Creative strategy: hooks, messaging angles & thumb-stopping visuals
- Creative testing frameworks used by performance agencies
- Budget allocation, scaling & cost control strategies
- Meta Pixel implementation & event tracking
- Conversion API (CAPI) for tracking accuracy
- Attribution models & ROAS optimization

Many a false step was made by standing still.

— FORTUNE COOKIE

# LINKEDIN ADS –



## B2B & HIGH-TICKET ADVERTISING

- LinkedIn Ads account & campaign setup
- Campaign objectives: Website visits, Lead generation & Conversions
- B2B targeting: job titles, company size, industry, seniority & skills
- Sponsored content, video ads, document ads & lead gen forms
- Lead qualification strategy & CRM handoff
- Remarketing & retargeting strategies • Bidding models: CPC & CPM
- LinkedIn Insight Tag & conversion tracking
- Optimizing cost per lead for B2B campaigns

Do your own thinking independently. Be the chess player, not the chess piece.

— DAVE BARRY

# EMAIL MARKETING & AUTOMATION



- Email marketing fundamentals & role in performance funnels
- Email list building strategies & lead magnets
- Opt-in forms, popups & landing page integrations
- Campaign emails vs automation workflows
- Welcome sequences, nurture sequences & sales emails
- Email copywriting & subject line optimization
- Segmentation & personalization strategies
- Email deliverability & spam best practices
- Email analytics: open rate, CTR & conversion tracking
- Integrating email marketing with paid ads & CRM systems

I am an old man and have known a great many troubles , but most of them never.

\_\_ MARK TWAIN

# SOCIAL MEDIA MARKETING & OPTIMIZATION

## (SMO)

- Platform-specific strategy for Instagram, Facebook & LinkedIn
- Profile optimization for reach, engagement & conversions
- Content planning calendars & posting frameworks
- Organic growth & engagement techniques
- Hashtag strategy & community building
- Analytics, insights & performance tracking
- Supporting paid ads performance with organic content



A schedule defends from chaos and whim.

— ANNIE DILLARD

# SEARCH ENGINE OPTIMIZATION

## (SEO)

- SEO fundamentals & search intent understanding
- Keyword research tools & competitor analysis
- On-page SEO: titles, meta tags, URLs & content optimization
- Technical SEO basics, site structure & page speed
- Off-page SEO & backlink acquisition strategy
- Local SEO & Google Business Profile optimization
- SEO audits, tools & reporting

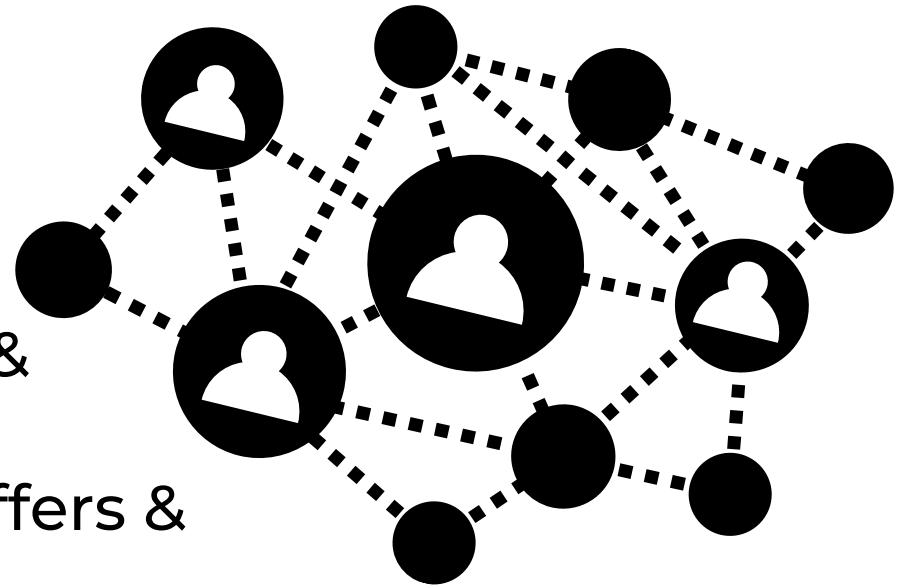


Action may not always bring happiness , but there is no happiness without action.

\_\_ BENJAMIN DISRAELI

# AFFILIATE MARKETING

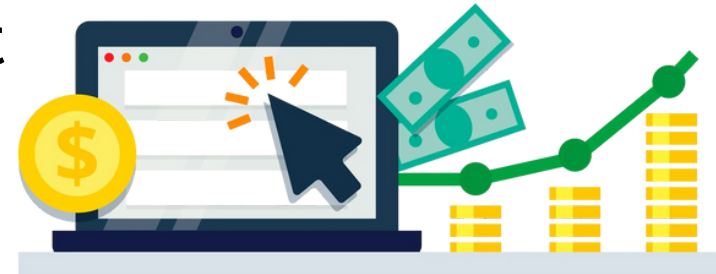
- Affiliate marketing models & ecosystems
- Finding profitable affiliate offers & networks
- Traffic sources using paid ads & organic strategies
- Affiliate funnels & landing page structures
- Tracking links, conversions & ROI
- Scaling affiliate campaigns responsibly
- Compliance, platform policies & risk management





# GOOGLE ADSENSE & WEBSITE MONETIZATION

- How Google AdSense works
- Website approval requirements & eligibility
- Ad placement strategy & layout optimization
- Increasing RPM & monetization efficiency
- Traffic quality & sustainable growth
- Policy compliance & account safety



The future is here. It's just not widely distributed yet.

— WILLIAM GIBSON

# CONTENT MARKETING

- Content strategy aligned with brand & business goals
- Blog, video & social content planning
- Content funnels: TOFU, MOFU & BOFU
- SEO + content integration • Content for lead generation & nurturing
- Content performance analysis & optimization

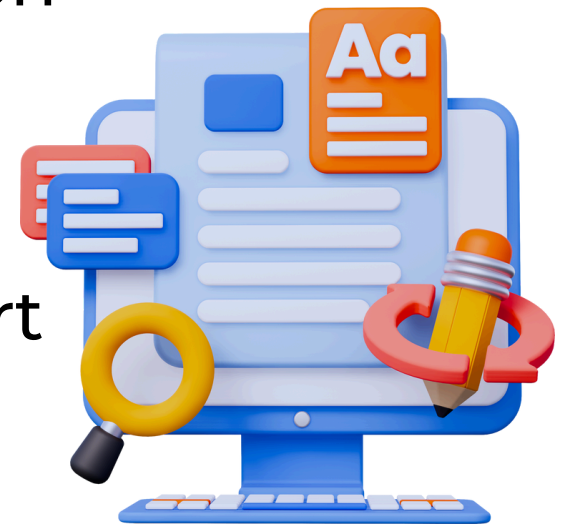


Learning to ignore things is one of the great paths to inner piece.

— ROBERT J. SAWYER

# COPYWRITING FOR ADS & SALES

- Copywriting psychology & persuasion principles
- Ad copy frameworks: AIDA, PAS & hook-based writing
- Headlines, hooks & CTAs that convert
- Landing page & sales page copywriting
- Copy testing & optimization for paid ads
- Improving CTR & conversion rate through copy

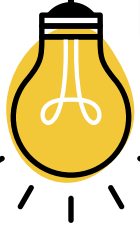


It is vain to do with more what can be done with less.

— WILLIAM OF OCCAM

# CANVA –

## DESIGN FOR DIGITAL MARKETERS



- Canva tools, interface & design workflows
- Ad creatives for Google & Meta Ads
- Social media posts, banners & thumbnails
- Brand kits & reusable templates
- Fast design systems for marketers



I not only use all the brains that I have, but all that I can borrow.

— WOODROW WILSON

# VIDEO EDITING -

## ADS & SHORT-FORM CONTENT

- Video editing fundamentals
- Reels, Shorts & video ad creation
- Hook creation & storytelling techniques
- Text overlays, transitions & captions
- Export settings for different ad platforms



Many a false step was made by standing still.

# WORDPRESS & LANDING PAGES

- Domain & hosting fundamentals
- WordPress dashboard, themes & plugins
- Landing pages for paid ads • Lead forms & third-party integrations
- Conversion-focused page design
- Basic SEO & page speed optimization



# MARKETING FUNNEL & CONVERSION OPTIMIZATION

- Customer journey mapping
- TOFU–MOFU–BOFU funnel strategy
- Paid ads funnel design
- Lead magnets & offers
- Retargeting logic & sequencing
- Conversion Rate Optimization (CRO) fundamentals



The best defense is a good offense.

— DAN GABLE

# AI TOOLS & AUTOMATION FOR DIGITAL MARKETERS



- Introduction to AI in digital marketing
- AI for keyword research & ad ideation
- AI-assisted ad copy & headline generation
- AI for creative ideation (images & videos)
- AI-powered campaign analysis & insights
- Prompt writing for marketing use-cases
- Using AI to improve productivity & efficiency

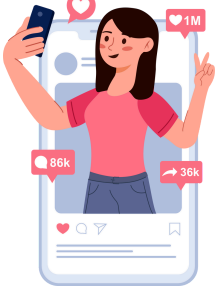


# AI TOOLS YOU'LL LEARN



Action may not always bring happiness , but there is no happiness without action.

\_\_BENJAMIN DISRAELI



# INFLUENCER MARKETING

- Understanding the Influencer Ecosystem (Nano, Micro, Macro & Celebrity Influencers)
- How to Find, Shortlist & Vet Influencers for Any Niche
- Influencer Outreach, Negotiation & Deal Structuring (Barter vs Paid)
- Campaign Planning: Briefing, Content Control & Compliance
- Tracking ROI: Reach, Engagement, Conversions & Sales Attribution
- Platform-wise Strategies (Instagram, YouTube & Creator Marketplaces)
- Common Influencer Marketing Mistakes & Brand Safety Practices



A schedule defends from chaos and whim.

— ANNIE DILLARD



# YOUTUBE MARKETING

- YouTube Algorithm Basics: How Videos Get Recommended
- Channel Setup, Positioning & Content Strategy for Growth
- Keyword Research & YouTube SEO (Titles, Descriptions & Tags)
- Thumbnail Psychology & High-CTR Video Structuring
- Organic Growth Techniques: Watch Time, Retention & Engagement
- YouTube Ads Overview: In-Stream, Discovery & Shorts Ads
- Monetization Models: Ads, Sponsorships, Affiliate & Brand Deals



Learning to ignore things is one of the great paths to inner piece.

— ROBERT J. SAWYER



# PLACEMENT SUPPORT & CAREER READINESS

- Placement assistance for entry-level digital marketing roles
- Mock interview sessions with industry-style questions
- Resume & portfolio building support • Live project experience for interview readiness
- Career guidance for agency, in-house & freelance roles
- Performance marketing role preparedness
- Continuous mentorship & skill direction



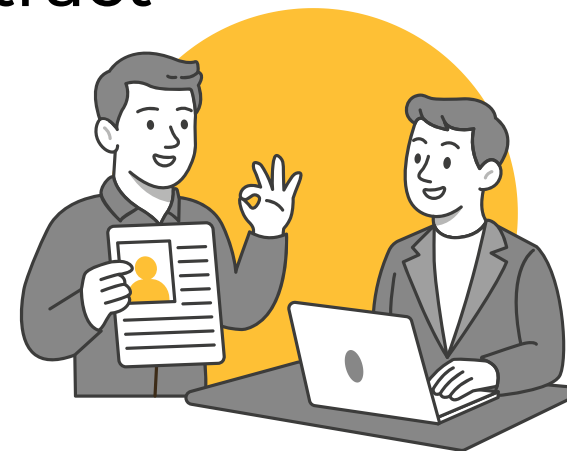
It is far better for a man to go wrong in freedom than to go right in chains.

\_\_THOMAS H. HUXLEY

# POWERFUL RESUME / LinkedIn PROFILE BUILDING AND MOCK INTERVIEW




- We'll make an effective Resume for you that will attract recruiters over job portals
- We'll guide you on how to create a powerful LinkedIn profile that will attract the recruiters
- Through mock interviews, you'll get prepared for actual interviews



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WOODROW WILSON

# HERE IS WHAT OUR STUDENTS SAY ABOUT US

←  **Sonia Kanha**  
1 review

★★★★★ 5 months ago

Best place to learn digital marketing in Rohtak! Konvertis not only provides quality training but also shares real client case studies and hands-on projects. I got certified and even started freelancing right after completing the course. Highly recommended.

←  **Vicky Sharma**  
2 reviews

★★★★★ a month ago

"One of the best digital marketing institutes in Rohtak. Ideal for beginners and learners who want to upgrade their skills. The course is well-structured and practical."

←  **Sonu Yadav**  
4 reviews

★★★★★ 3 months ago

Being a part of Konvertis Academy has been one of the best learning experiences for me. The way the mentors simplify complex concepts of digital marketing and make the sessions so engaging is truly commendable. It's not just theory — we get hands-on training, real-time case studies, and practical assignments that actually prepare us for the industry.

What I love most is the supportive environment from the mentors. A big thank you to the amazing mentor who made this journey so impactful — Sunil Deshwal Sir who brought so much clarity, energy, and industry knowledge into the sessions, and it made learning an absolute joy.


If you're serious about building a strong foundation in digital marketing, I'd highly recommend Konvertis Academy. I'm proud to be a part of this journey.

←  **Ialita Saini**  
2 reviews

★★★★★ Edited 2 months ago

Konvertis Academy truly deserves the title of the best digital marketing institute in Rohtak. The mentors here focus on practical learning, live projects, and real client work — not just theory. I gained hands-on experience in performance marketing, social media ads, and content strategy, which helped me build real confidence.

If you want to learn digital marketing the right way and start your career with practical knowledge, Konvertis Academy is the place to join!

←  **nitish jangra**  
8 reviews

★★★★★ a month ago

Konvertis Academy didn't just teach me digital marketing — it transformed the way I think about growth. Every module felt practical, every lesson felt like it came from someone who's actually in the trenches. I came in confused about Google Ads and Meta Ads... and walked out confidently running campaigns that actually convert.

This course gave me direction, clarity, and the belief that I can build a real career in performance marketing. If you want to learn digital marketing the right way — this is where your journey starts.

←  **Kanika Thukral**  
Local Guide · 5 reviews

★★★★★ 5 months ago

I joined Konvertis to learn digital marketing, and it was the best decision ever. The course is fully practical, and they even helped me run real ad campaigns. If you're serious about a career in performance marketing, this is the top digital marketing institute in Rohtak.

←  **nitish jangra**  
8 reviews

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←  **Tannu Sharma**  
1 review

★★★★★ a month ago

"Highly recommended digital marketing course in Rohtak. Whether you're a beginner or someone looking for advanced learning, the training here is simple, practical, and helpful."

Would you like me to give you a formula for success? It's quite simple, really. Double your rate of failure.

THOMAS J. WATSON

# OUR PLACEMENT RECORD



**Namrata Anand**  
Placement: **Joshtalks**



**Rahul**  
Placement: **TCS**



**Yudhvir**  
Placement: **Group M**



**Rakhi Sharma**  
Placement: **Adglobal360**



**Manish**  
Placement: **Indiabulls**



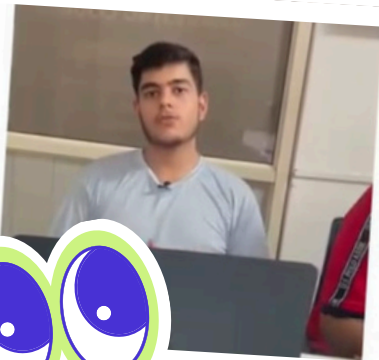
**Dinesh Sangwan**  
Placement: **Internet  
mouglas**

Life too short to be small.

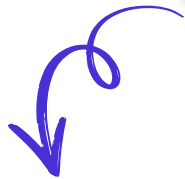
— BENJAMIN DISRAELI

# TRAINING

# IN ACTION



**FOR A FREE DEMO CLASS,  
CONTACT NOW!**



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**THANK YOU**

We can't wait seeing you  
soon with us

