



ACADEMY

Rhameson Institute of Marketing & Applied Research

Advanced Professional Certification in **Digital Marketing**

1:10 Teacher-Student Ratio | Live projects | 100% Placement*



TARAN GUPTA | NOIDA
5.8 LPA

LAXMI GOEL | DELHI
7 LPA

What makes Rhomeson Academy stand out?



1:10 Teacher to Student Ratio

We believe in Quality rather than Quantity. Small class size allows our students to grasp concepts quickly—more One-on-One time.



Work on live Projects

This program is designed with the perfect balance of theoretical and practical knowledge. You'll get to work on different live projects to enhance your learning.

10+ Live Projects | 20+ Assignments



100% Placement Assistance

We not only train you but also become the catalyst you need to get placed in leading companies.

2000+ Placed Students | Avg. Salary 27K per month





Overview

- The driving forces of job growth in digital marketing are the waves of technological advancements in personal and mobile computing.
- Further development in artificial intelligence and augmented/virtual reality will create new opportunities for businesses to connect with customers and influence behavior.
- This program will provide students with the managerial and organizational skills to refine key messaging and position brands & products for optimum success now and in the future.



Who Should Enroll?

Working Professionals:

This certificate program is designed for marketing, communication, and product management professionals who want to positively influence business strategy and create relevant marketing and communications plans for their organizations.



Students or Freshers:

The curriculum is also suited for aspiring to enter this growing field and offers a foundational overview of launching and managing digital marketing campaigns on several platforms.



Career Switchers:

The program is well suited for professionals looking for high-paying, high-demand jobs. Digital marketing will give you a large field to explore your path.



Entrepreneurs:

This Certificate program can help entrepreneurs increase their growth by 10X. Understand their customer behavior to make analytical decisions.



What will this **Program** do for you?



After completing the program, participants will be able to:

- Use digital marketing models, processes, frameworks, and analytics tools to develop strategies and measure success.
- Understand how the internet and social media impact consumer behavior and expectations.
- Describe the best practices and future of digital marketing.
- Identify opportunities to enhance the customer experience and engagement through customer journey mapping.
- Leverage paid advertising to maximize reach, engagement, and conversions on social media and search engine platforms.



Curriculum Overview

Introduction to Digital Marketing Framework



- Tenets of New Customer Journey
- Moments of Truth
- What are the various Mind States of Customers' Digital Journey?
- How Brands Can Leverage Digital Journey?
- What is the New Look at Media- Paid, Shared, Owned, and Earned?
- What are the Challenges of Digital Marketers?
- How to create a Buyer Persona?
- What is a Digital Marketing Funnel?

Website Planning & Creation



- Introduction, fundamentals of digital property
- Walkthrough on how to register a domain name, and host your website
- Developing Brand Voice
- Type of Content and 3H Content Theory
- Creating a long-term content plan
- Content Audit through Planning Template
- Developing a Content Marketing Plan
- Frameworks for creating content
- Consumer-Generated Content

How to Create a Website in WordPress?



- Walkthrough on how to build a website using WordPress
- Live backend demonstration of WordPress CMS, Theme, Pages, Categories, Plugins
- Setting up Google Webmaster Tool
- Installings Plugins to Customize the website

Curriculum Overview

General Overview of Web Concept & Hosting



- Introduction to Web Concept and Hosting.
- Various Hosting Platforms
- Types of Web Hosting
- Hosting Components
- Domain Name Server
- Features of a Web Hosting Plan

Search Engine Optimization (SEO)



- SEO Basics- 3 key pillars
- The PR Model
- Factors that affect the rankings on a webpage
- On-page and Off-page SEO
- SEO Audit - Optimization
- Handling SEO Growth
- Content marketing for SEO Success • Link Building
- Tools: HubSpot Website Grader, Screaming Frog, Google Search Console, Google Keyword Planner, Mozbar, GTMetrix, Yoast SEO etc.

Google Adword PPC & Paid Search



- Digital Marketing Channels Overview
- Paid Marketing Overview
- Google Universe for Marketers
- Planning your Google Paid Marketing & Walk-throughs
- Detailed Walk-throughs of AdWords
- Tools – Google Keyword Planner, Google Ads, Google Trends, Similar Web etc.

Curriculum Overview

Email Marketing



- Introduction and Significance
- Designing email marketing campaigns
- Email marketing strategy and monitoring
- Email Automation
- Building relationships with customers through Email.

Social Media Marketing



- Intro to Social Brand Management
- Facebook and Instagram
- LinkedIn
- Social Listening
- YouTube
- Tools: Facebook Business Manager, Facebook/Instagram Ads, Facebook Insights, LinkedIn Ads, YouTube Ads etc.

Tracking Performance & Measurement in Google Ads



- Goals you can improve
- How to Set up and Integrate Google Analytics for a website
- Data Collection
- Metrics in Google Analytics
- Hands-on - Google Analytics Audience Reports
- Hands-on- Google Analytics Acquisition Reports
- Hands-on- Google Analytics Behaviour
- Hands-on- Google Analytics Conversions Reports
- Tools: Google Analytics

Curriculum Overview

Youtube Marketing

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- Creating Optimised Youtube Channel
- Learning Youtube SEO
- Generating Revenue through YouTube Monetisation
- Walkthrough YouTube Content Studio
- YouTube SEO
- Walkthrough on Google Adsense
- Tools: WordPress, GoDaddy, Google Tag Manager, Yoast SEO Plugin, Mailchimp, YouTube Studio, Google Adsense, etc.

Graphic design/video editing

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- Introduction and Significance
- Understanding design principles such as colour theory, composition, and typography
- Knowledge of video editing techniques and effects, including color correction, audio mixing, and motion graphics
- Knowledge of best practices for file organization and management, and understanding of design file formats and resolution.

Online Advertising

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- Online Advertising v/s Traditional Advertising
- Types of Online Advertising
- Goals of Digital Advertising
- Designing Online Advertising
- Budgeting and Allocation of Funds.
- Ads Distribution
- Monitoring Online Ads.

Curriculum Overview

Growth Hacking

- Overview: What is Growth Hacking
- Cost-effective DM Tactics
- Explaining Provable ROI in low cost
- How to calculate per-user LTV
- Analysis of Growth marketing tools
- Power of story telling in Growth Hacking
- Experiments and A/B Testing

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Online Reputation Management

- 4 main types of ORM media channels
- Importance of ORM for maintaining brand value
- How to audit current reputation of your business with tools
- How to response and deal with negative feedback by customers
- Monitoring Brand mentions online
- How to encourage customers online to leave feedback

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Affiliate Marketing

- Introduction to Affiliate marketing
- Difference b/w Affiliate and Influence marketing
- Making money from affiliate marketing program
- Monetizing Your Blog With Affiliates, AdSense & Collab's
- How to approve for world largest Affiliates Websites cj.com?
- Live examples of Affiliate marketing
- How top companies like Amazon, Flipkart affiliate program works

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Curriculum Overview

E-commerce marketing

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- Learning basics of E-commerce marketing
- 4 Types of E-Commerce Business Models
- How to optimize E-commerce websites
- Create advance strategy for E-commerce portal
- How to make Data-Driven Decision Making for E-comm
- Learning about top E-commerce models
- Steps to Document an E-Commerce Marketing Plan
- Creating strategy

Mobile Marketing

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- Introduction and Significance
- How to optimize mobile friendly websites
- Top tools to create mobile application
- Advertisement strategy on Mobile app
- How to do SEO for Mobile app search
- SMS marketing/targeting
- TRAI rules & Regulations for Mobile Marketing

Lead Generation

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- What is Lead Generation & Best practices
- Types of Lead - SQL, PQL, MQL
- Process of Lead Generation, Lead Funnel
- How to qualify a lead
- Lead Scoring
- Tips for Lead Generation Campaigns
- How to make Compelling Landing Page

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WE CARE

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WOWTM
SKIN SCIENCE



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Do more with our **Live Projects**

Upgrade your professional skills to the next level with Live Projects, where experts and faculty will help you gain knowledge and experience

- Solve Case Studies from Star Sports, Ola, and more.
- Solve industry projects including live projects on Facebook, Google Analytics, CCSA, mbbsdirect and many more.
- In our previous live projects, Students worked on developing the CCSA website, online marketing for OLA, and increasing online traffic for Scholar Direct.

The top 3 students of the batch are provided with paid internships.



Get Hired with Confidence: Prepare for Digital Marketing Jobs with Our Mock Tests

Are you looking to land your dream digital marketing job, but unsure if you're fully prepared for the interview process? With our mock tests for digital marketing jobs, you can assess your skills and identify areas for improvement.

With our mock tests, you'll have access to:

- Realistic digital marketing scenarios and case studies
- A wide range of questions covering all the key skills and competencies in the field
- Detailed explanations and feedback on your answers, so you can learn from your mistakes
- The ability to practice and improve your skills in a safe and supportive environment

Miran J Joseph
Digital Strategist, star
network



Rachit Shirvastav
Digital marketer,
digipanda



Aman Malhotra
social media strategist,
Dmoop



Tools You Will Master



Writesonic



Ubersuggest



WIX



Quora



Apollo.io



Career Insight

Occupational summary for market research analysts and digital marketing specialists.

10,00,000+

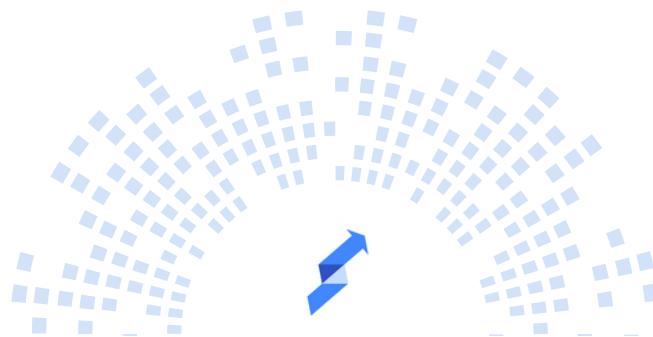
Annual Job Openings (2022)

22.4%

Projected Growth (2019-2029)

Digital Marketing jobs are among the top 10 jobs and careers to pursue in this decade and have been forecasted to remain the same for the next decade as well

Digital Marketing Role	Salary Per Annum in INR
Content Writer	3-6 Lakhs
Web Developer	4-7 lakhs
SEO Expert	7-12 Lakhs
Marketing Analyst	4-9 lakhs
Digital Marketing Head	6-14 Lakhs



Certificate



Upon successful completion of the program, you will get a certificate from Rhomeson Academy.



E-Portfolio

An e-portfolio is a snapshot of all the projects done and skills acquired during the program that is shareable across social media channels. This will help you showcase your expertise to potential recruiters.

Get Real-World Experience

Work on an area of your interest to create and grow your digital brand with guidance from the faculty. Create your own body of work to display your mastery of digital strategy

Our Achievements



15,000+ Students Trained

850+ Batches Conducted

50+ Corporate Partners

9,643+ Placements



Highest package of **18 LPA** | **50%** Avg. Salary Hike



Skill India

One of the Brand Ambassadors of Digital India & Skill India Mission.



Awarded with Digital Learning Transformations Award.

Our Success Stories



This Mom Turned into a Digital Marketer after 16 years of being a Housewife.

Purvi Tibrewala

FOUNDER

PURPLE BOX DIGITAL MARKETING

"I run a boutique company specializing in designing creatives and social media marketing. I am also a mother to 15-year-old and 11-year-old children.

I always felt a spark in me, an urge to do something, and my passion for art and technology since early childhood finally kindled this social media marketing journey.

Today I am known as 'the creative mind' to a bunch of my happy clients.

I came across Rhomeson Academy searching for some online Digital Marketing Courses. I chatted with their counselors, and the great thing about them was they took me seriously.

I enrolled in the program. This sharpened my skills and gave me more confidence. So what started as a passion turned into a profession! The rest is history, as they say."

PURVI

Our Success Stories



This fresh graduated navigated his path to become a successful digital analyst.

Ayush Arora

DIGITAL ANALYST
STAR NETWORK

"I attended college in a small town. Coming from a farmer's background there were not so many opportunities in my village. I took up B.Sc. Program for my graduation but was not very sure about what I am going to do in the future.

One day, when I was browsing the internet, I came across the website of Rhomeson Academy and I went on to read about them. A career in Digital Marketing really interested me So, so I decided to take up this program.

During the course of the program, I learned so many new things. This program helped me get my first job within a month after completion of the course. The faculty is really helpful and they will be there to help you every step of the way."

AYUSH

Our Success Stories



Meet this BPO executive who became a Digital Marketer in the same firm.

Sagar Jha

DIGITAL MARKETER

"I worked as a BPO Executive in a firm. I was fed up with that role but could not leave it because of my responsibilities.

Then I decided to improve my skills. After doing some research and suggestions from my mentor, I decided to do a digital marketing course.

I chose Rhomeson Academy as I can do the program while working, and the fee was affordable too. I had hands-on experience working on live projects.

After the course completion, I applied for a department change in my organization. They interviewed me, and after three rounds of the interview I finally, I made it. Now I am one of the brightest employees in the digital marketing department."

SAGAR

Student's **Reviews**



We believe the best people to share about online learning experiences are students who have really done it



Sheetal Yadav

DIGITAL ACCOUNT MANAGER

4.8 LPA

I have wanted to do the Digital marketing course for a long time but also wanted to continue my job. Rhomeson Academy made it possible. This course is a life-turner for professionals like me who want to grow in their careers. Just after completing the course, I landed my current job.



Rishabh Singh

WORDPRESS DEVELOPMENT

8.5 LPA

I took this course when I was in the final year of my college. I came across this course by one of my friends. I really liked the curriculum and went ahead with it. I am working as a freelancer and also doing my master's.

Student's **Reviews**



We believe the best people to share about online learning experiences are students who have really done it



Ved Vriti

SOCIAL WORKER

I am a PhD student from the Delhi School of Social Work. I always wanted to open my own NGO but in this era of the digital revolution, getting funds is a hard task. So, I decided to pursue this course. The gained knowledge helped me built my own website and market my NGO on social media and get the much-needed funding from the right channels.



MIRAN J JOSEPH

DIGITAL STRATEGIST, FREELANCER

I took this course when I was in the final year of my college. I came across this course by one of my friends. I really liked the curriculum and went ahead with it. I am working as a freelancer and also doing my master's. I thank the faculty members for their constant support and guidance.

Contact us 



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