



Advanced Diploma In Digital Marketing & Business Leadership Life Time Mentorship Program

Over 5,000+ Members trust AADME to power up their careers.

AADMEYANS



CHOOSE THE RIGHT DIGITAL MARKETING COURSE FOR YOU.

About AADME

The lifetime Mentorship Program offered by **AADME** is World's most prestigious & an award-winning Digital Marketing Education, Agency/Freelancing building & Business Leadership program.

The lifetime mentorship program is exclusively designed to help Entrepreneurs & job seekers to fulfill their career objectives.

When you collaborate with the AADME team you will get immense opportunities to learn in-depth aspects of Digital Marketing, Sales & Business building mindset.

We commit that within 30 Days of your collaboration with AADME you will realize a J-curve in your marketing & business skills.

AADME FEATURED IN

ThePrint

ANI

 **Hindustan Times**

yahoo!
news

YOURSTORY

Business Standard



live**mint**

CHOOSE THE RIGHT DIGITAL MARKETING COURSE FOR YOU.

WHY AADME?

Nations Best Marketing & Agency Coach	Lifetime Access to Learning Management System	100% Practical Training
85 Plus Modules	Get Google Certified	Online & Offline Training
PaidLive Project Work	Internship Guaranteed	100+ Tools Experience

Weekly Bonus Masterclass	Lifetime Consultancy Assurance
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CHOOSE THE RIGHT DIGITAL MARKETING COURSE FOR YOU.



WARNING



**THE PROGRAM WILL FLOOD YOUR
BUSINESS WITH RELENTLESS RAIN OF
BUYERS & A FULFILLING LIFE!**

About the Course:

- The Course functions on the **LIVE Class Model** where you can interact with the trainers live during the session.
- The course is a lifetime mentoring program that means you get access to the weekend live classes that go on around the year even after the 4.5 Months tenure of your weekday regular sessions
- The course is a mix of live sessions (face-to-face live classes) & self-learning assignment-based sessions
- The course serves with weekly 6 Hours of regular sessions and unlimited doubt clearing sessions on weekends & weekdays
- It's an implementation-based program where you learn during the live sessions on your ongoing projects to realize maximum results under the guidance & handholding of the coaching team.

CHOOSE THE RIGHT DIGITAL MARKETING COURSE FOR YOU.

Meet Your Chief-Mentor



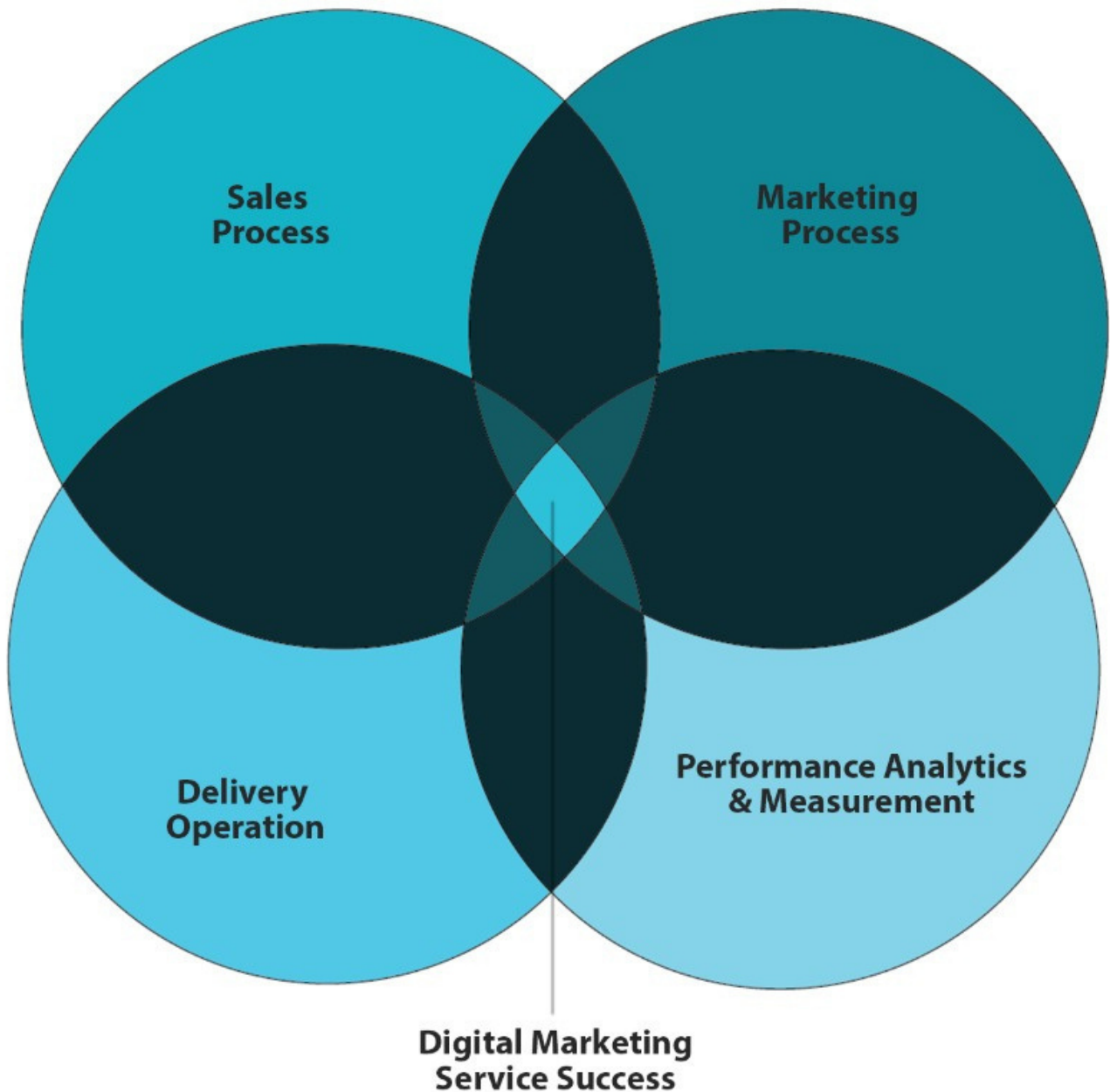
Crafting compelling ideas for powerful marketing has given nightmares to many, but the B.Tech genius of Orissa has helped thousands of individuals to live their dreams by decoding the complexity of marketing & what the industry demands.

His uncountable achievements serving at renowned organizations like Wipro, Vodafone, Gov of India, LeEco, and Unacademy have made a breathtaking impact globally.

AADME Lifetime Mentorship Program is a profound offering to the world of marketing by him & his team that truly guides you about the right marketing insights & the loopholes you should avoid to save your marketing career from getting rejected & outdated.

His favorite quote "The best way to find yourself is to lose yourself in the service of others."- tells how passionate he is towards serving to the marketing world.

CHOOSE THE RIGHT DIGITAL MARKETING COURSE FOR YOU.



AADME LEARNING ANATOMY – BIG 4 BUSINESS PILLARS!

Get excellence in marketing, sales, client service, and performance measurement to witness 360° career and business growth.

CHOOSE THE RIGHT DIGITAL MARKETING COURSE FOR YOU.

LEVEL 1: ADVANCE DIPLOMA IN DIGITAL MARKETING (4.5 Months)

Leadership -1

Go-To-Market & Business Fundamental Leadership

32 Hrs

Leadership -2

Brand Building & Advanced Social Media Selling

32 Hrs

Leadership -3

SEO in-Depth For Marketing Leaders

32 Hrs
10 Hrs

Leadership -4

E-Commerce Marketing In-depth

32 Hrs

Leadership -5

Paid Advertisement & Marketing Automation Leadership

32 Hrs
10 Hrs

Interview Preparation

7 Days Preparation Drill

Hrs
Hrs

32 Hrs
10 Hrs

CHOOSE THE RIGHT DIGITAL MARKETING COURSE FOR YOU.

LEVEL 2: DIGITAL MARKETING CONSULTANCY CERTIFIED

(4.5 Months + Lifetime Weekend LIVE Q&A)

Leadership -1

Go-To-Market &
Business Fundamental
Leadership

32 Hrs

Leadership -2

Brand Building &
Advanced Social
Media Selling

Leadership -3

SEO in-Depth For
Marketing Leaders

10 Hrs

Leadership -4

E-Commerce
Marketing In-depth

3102

Leadership -5

Paid Advertisement &
Marketing Automation
Leadership

10 Hrs

Interview Preparation

7 Days Preparation
Drill

Hrs

10 Hrs

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Leadership -6

Agency &
Entrepreneurship
Mastery

10 Hrs

Leadership -7

Business Growth
Hacking

10 Hrs

Leadership -8

Webinar Leadership

10 Hrs

Leadership -9

Personal Branding

10 Hrs

Leadership -10

Copy Writing Mastery

10 Hrs

CHOOSE THE RIGHT DIGITAL MARKETING COURSE FOR YOU.

Difference between Level 1, Level 2 & Level 3 Program

	Level 1	Most Popular Level 2	Level 3
Live Class	✓	✓	8 Consulting Calls
Course Duration	4.5 Months	Lifetime Mentorship	2 Months
LMS Leadership Access	1 to 5	1 to 10	1 to 10
Internship	2 Months Non- Paid	2 Months Paid	✗
1 to 1 Doubt Calls	✓	✓	✓
Funds for Running Ads	✓	✓	✗
Aadme Community Access	✗	✓	✓
Certifications	✓	✓	Not Required
Trial Class	✓	✓	✗

CHOOSE THE RIGHT DIGITAL MARKETING COURSE FOR YOU.

LEADERSHIP-1

**GO-TO-MARKET &
BUSINESS FUNDAMENTAL
LEADERSHIP**

Module 1: Website Planning, Designing & Selling – A Web Agency Guide

- Web Designing Agency Business Models
- Website Design Proposals- Understand, Design & Build
- How to Convince Clients for Website Building
- Types of Websites for Sale in The Market
- Building Blocks of an Agency Website
- Perfecting Wireframe for World-Class Agency
- Site Building Silo Structure for Client Website
- Selecting Brand Name for Agency Business
- Understanding Domain & Hosting
- Choosing the right domain & hosting
- Understanding content management system
- Introducing WordPress & Control Panel
- Understanding creating categories, tags, pages, and posts
- Selecting themes, Plugins, widgets
- Word press site set up
- How to choose inbuilt and 3rd party themes
- Creating pages, widgets
- Working with plugins
- Publishing Blogs
- Creating Users & Super Users
- Website Backup Techniques
- Building Your First In-Website Funnel
- Building Hello Bar, Chat Messenger, Pop-up Screen

- Building Hello Bar, Chat Messenger, Pop-up Screen
- Mastering Home Page, Service Page, Sales Page, Contact Us Page, Thank You Page
- Building Your 1st Client Website

CONTEST:-

Building Your Agency Website As Per Global Standards

Module 2: Go-To-Market (GTM)

Strategy for Entrepreneurs - A Killer Plan!

- Why Content Marketing- An Integral Part of GTM
- 5 Steps to Build a Killer Go-To-Market Plan
- Understanding Buyers Persona & Ideal Customer Profile
- Understand Buyers Journey- Design Client Profile
- Market Research- Understanding Your
- Consumer Introducing Marketing Funnel
- Understanding & Crafting the USP of a Business
- Understanding STP- Segmenting, Targeting & Positioning for Freelancers & Business Owners
- Building Positioning Statement
- Mapping Content to the Funnel
- TOFU, MOFU, BOFU
- Different Types of Content
- Content Promotion
-

- How to Find Content Ideas
- Building Marketing Calendar
- Tools for Content Ideation
- What is Copywriting, Proofreading & Editing
- Understanding Marketing Funnel Topology
- Content Marketing Certification from Hubspot University

Module 3: Marketing & Sales Funnels Architecture – GodMode Funnel Hack!

- Different Layers of Funnels
- Platforms That Mobilize The Funnels
- Tools To Construct Funnel
- Understanding Funnel Layout For
- Business How To Build Funnels
- Most Profitable Layers Of Funnel

Module 4 : Agency Marketing & Sales Funnel- Complete Customer Onboarding Journey

Module 5 – How to Announce Your Business?

- How To Announce Your Business?
- Informing Your Network
- Telephonic Script To Inform Your Network

Module 6: Hottest Markets & Niche Audience – Beginners Guide!

- What Exactly Is A Niche?
- Core Principles – TAM, SAM, SOM
- Debunking Myths Of Niche Market
- Understanding Agency Entrepreneur- IKIGAI
- Top High Paying Niche
- Agency Brand Building To Make Your Viewers As Followers- Followers Into Meetings

Module 7: Hottest Markets & Niche Audience- Mature Agencies Guide!

- Understanding Account-Based-Marketing- Killer Strategy To Agency Scaling
- Identifying Hot Locations, Geography In The Global Market To Target
- Client Referral Strategy
- Client Testimonial Mobilization To Attract New Clients

Module 8: Landing Page Mastery

- Landing Page Copy Writing
- Landing Page Breakups – Types & Elements
- Importance Of Landing Pages In Campaigns
- Tools To Build Landing Page
- Building A Converting Landing Page
- Psychology Of Landing Page

Module 9: Lead Generation A to Z (Part 1)

- Who Is A Lead?
- Types Of Leads- Green Zone, Blue Zone, Red Zone
- Art Of Qualifying A Lead
- Lead Generation Funnel
- Lead Magnet Fundamentals
- Building Offers That Attracts Clients
- Lead Magnet Research Templates
- Calculation Of Leads Generation Target-
Entrepreneurs Goal Setting Kit!

Module 10:- Lead Generation A to Z (Part2)

- Understanding Autoresponders & Email Automation
- Building Your First Lead Generation Campaign With Autoresponders
- Understanding 3-Stage Baby Funnels
- LIVE Funnel Building- Practical Assignments

Module 11:- (Master Class) Creative Designing For Agency & Freelancers

- Storytelling With Creatives
- Creative Designs Tools
- Build Your Portfolio
- Designing Your Marketing Kit:-
Corporate Presentation, Business Cards
- Lead Magnet Mockup Design

- Design Social Media Post
- Prospecting Banners & Posts
- Designing Proposal Templates

Module 12: Google Analytics 4 (GA4)

- Setting Up Google Analytics
- Google Analytics Dashboards
- Acquisition Overview
- Audience Overview
- Behavior Overview
- Reporting
- Understanding The Reports
- Understanding Affinity & In Marketing
- Audience Behavior Flow
- Property Management
- User Management
- Creating Goals & Actions
- Restricting Traffic, Conversion & Admin Panel
- You Achieve Your First Google Certification
-

Project Submission

Assignment Review

SELF LEARNING MODULES:-

Module 13: Introducing Digital Marketing

- What is Digital Marketing
- How Digital Marketing Can Help You?
- Traditional Marketing VS Digital Marketing
- Functions of Marketing
- Digital Marketing Funnel
- Understanding Digital Marketing Campaigns
- Understanding Competitive Analysis Tools
- What is Niche Marketing?
- Micro Niche VS Macro Niche
- Inbound Marketing VS Outbound Marketing

Module 14: Video Development Fundamentals (LS)

- Story Boarding
- YouTube Intro Videos
- 2D Explainer Videos
- 3D Explainer Videos
- Video Animation

LEADERSHIP-2

**BRAND BUILDING AND
ADVANCED SOCIAL MEDIA
SELLING**

PHASE-1

Module 1: Social Media Content Strategy- LIGHT HOUSE TECHNIQUE

- How to Create Social Media Content? Light
- House Strategy For Social Selling Lighthouse
- Strategy - Case Study

Module 2: Personal Brand Building & Video Marketing

- Create Multiple Sources Of Income From Single Videos
- The Mindset To Build Video Marketing Introducing
- VSL
- Cash Flow Quadrant To Scale Your Business Career

CONTEST

21 Days VSL Challenge Module 3: VSL In Depth

- How To Use Videos in the Funnel?
- Offer Promotional VSL, Home/Sales Page VSL, Thank You Page VSL
- How To Design a VSL- PAS Technique
- Writing a Screen Play
- ScreenPlay & Story Boarding Case Studies
- Walk Through Of Small Business VSL Walkthrough

- VSL for Freelancers & Agency Owners
- VSL for E-Commerce Business To Generate Site Visitors

Module 4: Art Of Social Selling-Journey Of Consumer To Creator

- Top Social Media Channels To Get Freelance & Agency Clients
- How To Succeed In Selling on Social Media
- Importance Of Omnipresense
- Mapping Social Media To Marketing Funnel

Module 5: Getting Client Meetings from Social Media- MASTER STROKE CTA

- Social Media Funnel
- Connect- Convey - Convince Principle
- Booking Meetings with MSC (Master Stroke CTA) Pre- Consultation Booking Application
- Driving Followers To Consultation

Module 6: Art Of Social Selling-Journey Of Consumer To Creator

- Top Social Media Channels To Get Freelance & Agency Clients
- How To Succeed In Selling on Social Media
- Importance Of Omnipresense
- Mapping Social Media To Marketing Funnel

Module 7: YouTube Marketing & Video Optimization

- Pro & Affordable Video Equipements
- Apps & Software To Create High-Quality
- Videos Lighting SETUP
- How to Make Video Scripts For YouTube
- YouTube Video Optimization To Rank High On YouTube

Module 8:- How to Promote Videos & Get Eyepopping Views

- YouTube SEO
- YouTube Video Growth Hacking
- How To Get Skyrocketing YouTube
- Views Channels To Distribute YouTube Content

Module 9: Build Ninja Offers- The Universal Rule!

- AADME Secrets To Build NINJA Offers to Generate Meetings Round The Year
- NINJA Offer Framework
- How To PITCH A NINJA Offer
- NINJA Offer Sales Page
- Strategy To Build Offers - Email Course, Webinars, etc

Module 10: Business Audit Process & Opportunity Mapping To Sell Services

- Finding Business Strengths & loopholes- Marketing Audit Work
- Building Marketing Strategies- A Pro Sales Consultant Guide
- Tools & templates to Understand Client Requirements
- GroundWork Before Client Meeting

PHASE-2

Module 11: Website Clients Prospecting

- Building Web Development Proposal
- Templates & Proposals
- Website Client Meeting Questionnaires

Module 12:- Discovery Call Strategy & Project Planning

- How To Conduct an Effective 20 Mins Probing Call? Importance of User Requirement Gathering
- List of Client Meeting Questions- SPIN Technique
- Strategy Call Templates
- Discovery Call Scripts

Module 13:- Customer- Suspecting & Prospecting

- Who is Not Your Customer?
- Attributes & Signs of Serious Buyer Identifying
- Cheap & Time Passers

Module 14: How to Get Your First Client?

- Who Are Your First 3 Clients?
- How To Approach
- The Objective Of The First Stage Acquisition

PHASE-3

Module 15: Instagram Marketing For Business

- What Exactly Is Instagram- Busting The Myth!
- Why Instagram For Business
- Instagram Optimization For Greater Visibility
- Instagram Post- Types & Rules
- Capitalizing On Instagram LIVE
- Mindset & Importance Of Stories
- Repurposing- Secret To Create 100 Pieces Of Content/Day
- Instagram Algorithmic Hacks
- Psychology Of Hashtags To Reach Potential Clients
- SMM Calendar Management
- Content Planning & Distribution

Module 16: Social Media Strategy Client Assignments

- SMM Strategy Ground Work: C-P-C **Framework** Build
- a Calendar
- Content Designing - Copy & Creatives (Classroom Presentation)
- 62 Pieces of Content Per Day- Wild Fire Strategy!

Module 17: LinkedIn Marketing

- Introduction To LinkedIn & Building A Killer LinkedIn Profile
- LinkedIn Growth Hacking And Lead Generation
- LinkedIn Sales Navigator
- Messaging Templates To Potential Clients- Prospecting, Informing & Nurturing

SELF LEARNING MODULES:-

Module 18: Facebook Marketing & Management

- FB Channels To Distribute Your Content
- Killer Post Ideas For Facebook Marketing
- Building Facebook Page
- Setting Up FB Shop for Local Business
- Owners FB Page Optimization
- Psychology of FB Groups

Module 19:- Twitter Marketing

- Understanding Twitter Terminologies Optimizing
- Twitter Profile
- Using Twitter As a Customer Service Platform

Module 20:- Neuromarketing Fundamentals

- Introducing Neuroscience + Marketing fMRI
- Technology In Marketing Implementing
- Neuromarketing

**60 DAYS INTERNSHIP
ON REAL-TIME
PROJECTS**
(Side by side of the Training)

Salient Features Of The Internship

- SEO Assignment
- Social Media Management & Reporting
- Paid Marketing Walkthrough
- Content Marketing Activities
- Earn an Experience Letter
- Work with Industry Team
- Run Google Ads With Live Budget
- Run Facebook Ads With Live Budget
- Daily Reporting & Project Submission Report

30 Days Copywriting Championship Starts

Copywriting Bootcamp is a 30-Days Action-Packed learning camp where mentees need to Undergo 16 Hours of add-on LIVE sessions under Expert Copy Writers.

Copywriting Bootcamp is a profound offering that improves your writing & thinking abilities

Participants need to invest 20 mins every day up to 30 days to practice Copywriting and gain mastery in content development that wins client's heart & wallet.

Note: Mentees Enrolled in the Level 2 Program are eligible for Copywriting Bootcamp

LEADERSHIP-3

(SEO IN-DEPTH FOR MARKETING LEADERS)

CHOOSE THE RIGHT DIGITAL MARKETING COURSE FOR YOU.

Live Sessions Topics

- How a search engine works
- Introducing crawlers
- On-page optimization
- Introduction to keywords
- Long-tail Keywords
- Latent semantic indexing keywords
- Keyword research tools
- Google Keyword Planner
- Other Keyword tools
- The keyword research strategy for start-ups
- Selecting the right keywords
- HTML Optimization
- Using the Yoast SEO/RankMath plugin
- On-page Optimizing your webpage
- URL Optimization
- Keywords distribution & density
- Silo Structure
- Implementing LSI
- Optimizing tags
- Image and Video SEO
- Understanding UI & UX
-

Please Note: –

SEO is a highly intensive and practical-driven marketing practice.

Thus, AADME offers the subject SEO in form of 30% via Theoretical live Sessions & 70% via Internship led work allotments.

Trainer's 24/7 Availability:

In case of any query, while doing your assignments, our trainers will guide you even during your self-learning hours.

The Benefit of 70% Practicality:

We believe the more you will get your hands on doing SEO practically the “faster”, “Better” & “Professional” you will become.

How to perform the Practical Assignments?

After every LIVE class, you will be provided the assignment that you need to perform.

Guide for Reference:

Apart from our trainers, you can always watch the Recorded video in the LMS along with the tutorial whenever you get stuck.

So, Get ready to learn SEO practically!

SELF LEARNING MODULES:-

Module 3: Off-Page SEO

- Introducing Off-page optimization
- Introducing Links and Link syntax
- Internal & External Links
- Introducing Backlinks
- Determining Domain Authority, Page Authority with tools
- Do-follow and No-follow links
- Implementing no-follow tags
- Types of links

Module 4: Link Building strategies

- Forum posting
- Blog commenting
- Directory submissions
- Article submissions
- Blog submissions
- PDF submissions
- PR submission
- Sky Scrapper

Module 5: Advanced Search Engine Optimization

- Finding keyword Competition
- Strategizing link building campaigns
- Google operators

- Competition analysis
- Creating SEO Roadmap
- Think Link opportunity
- Link Outreach techniques
- Guest Posting
- Broken link-building
- SEO tools
- Ahrefs
- SEMrush

Module 6: Technical SEO

- Rank Brain & sky scrapper
- SEO Audit
- Google Search Console
- XML Sitemaps
- Robots.txt
- Accelerated Mobile Pages
- Site speed audit
- Mobile-friendliness
- responsiveness Essential plugins
- SSL Certification
- Canonical tags
- Types of Redirects – 301 & 302

Module 7: Local SEO For Business

- Scouting local link building
- Local citations
- SEO local page optimization
- NAP Configuration
- Local SEO- Case Studies

Module 8 : SEO Strategies

- Tiered Link Building Strategy
- How to Make Find SEO Clients?
- How to strategise SEO Project?
- Keyword Research for Agency Website
- SEO Strategy for Agency Website
- eCommerce SEO
- International SEO

Module 9: Google My Business (GMB)

- Listing your on Google
- Verifying GMB page on
- Google Publishing on GMB
- GMB Ranking factors
- Running GMB Advertisements
- GMB User management

Module 10: Voice Search Algorithm

- Future of Voice
- Voice Search Industry
- Virtual Assistants
- Voice Search Algorithms

Project Work

Mock Interview & VIVA Rounds

Assignment Review

SELF LEARNING:-
LEADERSHIP-4
ECOMMERCE MARKETING

CHOOSE THE RIGHT DIGITAL MARKETING COURSE FOR YOU.

Module 1: Basics and Introduction & Future of E-commerce

Module 2: Theme Selection and List Of Plugin Installation

Module 3: Plugin Configuration and Usage process

Module 4: Email, Facebook, Google Merchant, Payment Gateway Integration

Module 5: Useful Tools, and Designing

Module 6: Product uploading (Simple and Variation Products)

Module 7: Autoresponder, Abandoned Cart

Free Bonus:

Premium plugins

Premium Themes

Email Swipes for Order, Abandoned Cart

LEADERSHIP-5

**PAID ADVERTISEMENT &
MARKETING AUTOMATION
LEADERSHIP**

CHOOSE THE RIGHT DIGITAL MARKETING COURSE FOR YOU.

Module 1: Advertisement Mindset

- Understanding Ad Investment Mindset
- How successful Advertisers Think & Act

Module 2: Advance Google Advertisement Fundamental & Advance Search Ads

- Fundamental Of Google Ads
- Where Do Google Ads Appear
- Types of Google Ads
- Objectives of Ads
- Hierarchy of Google Ads Account
- Understanding Billing
- Introducing Search Ads
- Account, Campaigns, Ad Sets, Ad Copies- Walkthrough
- Setting Up Your First search Ad Campaign
- Understanding Ad Position
- Quality Score Ad Rank
- How to Set Budget
- Bid Strategies
- Google Search Ads
- Understanding Negative Keywords Modifiers
- Understanding Ad Extensions Spyfu &
- SEMRush for Search Ads
- Writing Killers Search Ad Copies

Module 3: Online Display Ads

- Psychology of Display Ads
- Importance of Display Ads in Ad Funnels
- Understanding Display Network
- Ad Copy Size & Resolution
- Understanding Audience & Targeting
- Running Your First Display Ad Campaign

Module 4: Video Ads

- Introducing YouTube Ads
- Skippable, Non-Skippable, Bumper, Story Telling Ads
- Running YouTube Ads to Gain More Subscribers
- Running YouTube Ads to Gain More Leads
- Video Optimization to Low Down CPV

Module 5: Remarketing & Custom Audience Ads

- Understanding Custom Audience
- Installing Pixel Code
- Understanding Customer Conversion
- Google Remarketing Implementation
- Setting Up Google Site tag
- Merging Display Ads + Remarketing Ads

Funds Allocation For Ads

Module 6: Facebook Paid Marketing

- Different Ways of FB Marketing
- Optimizing FB Pages Using FB Groups
- Understanding Campaign Objective
- Types of Budget What is FB Remarketing
- CBO - Importance & Myths
- Understanding Custom Audience
- Installing Pixel Code
- Understanding Custom Conversion
- Setting And Targeting Audience
- Understanding Placements
- Narrow Down Audience
- Running Live Custom Audience
- Performing Ads Split Testing
- Running Personalized Recall Ads
- Targeting Email Database with Custom Audience
- LIVE Campaign- Cold Audience Targeting for Email Signups
- LIVE Campaign- Warm Audience Targeting for Email Signups

Module 7: Email Marketing

- Understanding ROI of Email Marketing
- Integrating Email Automation with Website
- Email Marketing And Funnel Automation
- Creating Forum With Sendinblue, Mailchimp, & Get Response
- Building Your First Email Campaign

- Building Your First Email Campaign
- Email Scheduling And A/B Testing
- Building Automation Email Sequence
- AIDA Model for Writing Business Email
- HTML Email Templates
- How to Get More Email Signups
- How to Increase Email Open Rate

Module 8: Marketing Automation

- What Is Marketing Automation
- Setting Up Autoresponder
- How To Set Up Automation
- How To Write A Email Copy
- How To Create Round The Year Nurturing Plan
- How To Register For Webinars
- How To Build Email Courses

Module 9: Advanced Performance Marketing

- Fundamentals of Performance Marketing
- Why Performance Marketing is Important?
- How to Track Campaign Performance?
- Steps to Track Campaign Performance

SELF LEARNING MODULES:-

Module 10: Messenger Bot Marketing

- Chatbot Via Collective
- Chat Email Automation
- Why Automation Is So Important

Module 11: Online Reputation Management Introduction Of ORM

- How It Works
- ORM Goals
- How To Maintain ORM

Module 12: Growth Hacking

- Who Is Growth Hacker
- What Is Growth Hacking
- Growth Hacking Funnel
- Startup Growth Hacking Case Studies-
Paypal, Airbnb, OLA, Amazon Prime, etc

Module 13: Master Class LinkedIn Ads

- LinkedIn Introduction
- How To Make LinkedIn Business Page
- How To Get Business From LinkedIn
- How To Run Conversion Ads On LinkedIn

LEADERSHIP-6

**AGENCY & ENTREPRENEURSHIP
MASTERY**

CHOOSE THE RIGHT DIGITAL MARKETING COURSE FOR YOU.

Module 1: Mindset Mastery & Setting Entrepreneurship Goal

- Find Your "**Why**" to Unlock Your Internal
- Strength Documenting Business Goals
- "**Change**" Is The Only Constant
- What's Good About Selling
- How To Deal With Difficult Times
- Reaching Out Will Not Make You Look Stupid
- How to Be Productive At Home During
- Downtime Finding Your **Inner Superhero**
- And Much More that builds the Foundation of Entrepreneurship
- Connecting **Spirituality to Business**- Billionaire Guide To ULTRA SUCCESS

Module 2: How Millionaire Agency Owners Think & Act

- Agency is Not Just Entrepreneurship- Its An Investment
- How to Invest Smartly in Business
- Job Responsibilities of an Agency CEO

Module 3: Legalities & Sample Proposals

- Legality And Logistics
- All Types of Proposals
- SOW & Project Onboarding
- Email Invoice Templates

Module 4: Sales Conversion- An Art Of Closing!

- Hidden Art Of Hypnotize Customers Objection Handling- Follow Leadership Module
- Followup Technique
- LIVE Q&A Every Weekend

Module 5: Building an Unbreakable Team

- Key Team Members in Your Agency
- Job Description to Hire Right Candidates
- How to Hire & Fire
- How to Track Team's Performance
- Team Building Skills- Constructing Family or Army? How to Retain Team Members?
- Offer Letter Templates

SELF LEARNING MODULES:-

Module 6: Agency Business Model- Psychology of Agency Building

- Three Pillars of Agency Operation
- Importance of Service: Flywheel Technology
Integrating Agency Operations: Marketing- Sales - Operations - L&D
- Daily Talk of an Agency Leader
- Agency Work Allocation Technique: Pareto Analysis

Module 7: Personal & Finance Management To Business Growth Blueprint

- First Step Before Agency – Fulfilling Financial Liabilities & Stability
- 5 Stages of Personal & Business Growth

Module 8: Get Clients Marathon- 41 Out Bound Methods

- Creative Business Identity & Assets Proposals And Follow-Ups
- Impress Client With A Killer Portfolio
- **41 Ways to Get Hot Leads Using Outreach Methods**

Module 9: Agency Skill and Building Blocks

- How To Get Your First 5 Clients
- Channels For Hunting Clients
- Step By Step Guide To Start Freelance Digital Marketing Agency From Your Dorm Operational Prequisitions
- You Should Be A Subject Marketing Expert Legality And Logistics
- Untold Skills Required
- Project Management
- Choose Your Niche

Module 10: How To Price Your Services

- How To Price?
- What Is The Market Price
- Defining Cost & Profit Margins
- How To Calculate Your Service According To Your Value?
- How To Calculate Market Price

Module 11: Building Agency Portfolio For Lead Generation And Get SEO Clients

- SEO Growth Hacking Techniques
- Business Identity And Assest

Module 12: How To Conduct a Strategy Meeting?

- Exact Slides to Present In Sales Presentation Asking Ice Breaking Questions
- How To Psychologically Overcome Customer Objection

Module 13: 360 Degree Agency Marketing Blueprint

Module 14: Get Facebook AD Client

- How To Get Facebook Clients
- Strategies And Techniques

Module 15: How To Find Website Designing Clients Who Pay You 30-50k Per Month

- How To Get High Paying Website Clients
- How To Reach Out To Your Clients Whom Will Pay You
- Strategies For Getting Clients
- Subscribe to Website Design Agency Knowledge Kit

Module 16 : Time Management For New Agency Owners

- How will you Utilize your Time
- How to Manage Your Plans
- Priorities And Lot More..

Module 17: Digital Marketing Strategy For Coaching Business

- Marketing funnel discussion
- Digital marketing strategies for business introduction part -1
- Digital marketing strategies for business depth discussion part-2

Module 18: Why You Should Charge For Your Strategy Call/Meeting?

- In-Depth Discussion & LIVE Coaching Calls

Module 19: Client Retention Technique

- Weekly Capacity Building to Engage Customers
- Why professional Onboarding Retain Clients
- Account Management- Health Check Calls
- Client Relationship Building Marathon

INNER POOL LIVE SESSION

**SELF LEARNING ASSIGNMENT
BASED:-**

**LEADERSHIP-7:
BUSINESS GROWTH HACKING**

Module 1: Growth Hack Funnels

- Strategizing Business Funnel
- How to Make Business Funnel
- What Are The Different Applicable for Every Business

Module 2: Affiliate Marketing

- Who Is An Affiliate
- How Affiliate Marketing Works
- Secret Method To Be Successful In Affiliate Marketing
- How We Can Start Amazon Affiliate Marketing
- How To Register On Amazon For Affiliate Marketing

**SELF LEARNING ASSIGNMENT
BASED:-**

**LEADERSHIP-8:
WEBINAR LEADERSHIP**

Module 1: Webinar Marketing Funnel Fundamentals

- How You Can Earn From Webinar Marketing
- Conversion Rate Of Webinar Marketing
- Webinar Marketing Framework & Strategies

Module 2: Automating Webinar Registration Using ZOOM & Autoresponder

- Step-By-Step Guide To Automation Using Zoom

**SELF LEARNING ASSIGNMENT
BASED:-**

**LEADERSHIP-9:
PERSONAL BRANDING**

Module 1: Intro, Finding Your SuperPower & Core Of Personal Branding

- What Exactly Is Personal Branding
- How to Do Personal Branding
- What Is Your Super Power
- How to Introspect Yourself

Module 2: Personal Branding Strategy Framework

- Build Your Authenticity
- Know Your Audience
- Create An Irresistible Offer
- Optimize Your Personal Website
- What Is Messaging Strategy?
- What Is Visibility Strategy?
- Build A Community

**SELF LEARNING ASSIGNMENT
BASED:-**

**LEADERSHIP-10:
COPYWRITING MASTERY**

Module 1:

Introduction To Copywriting

Module 2:

What is WIIFM

Module 3:

Convert Feature Into Benefits

Module 4:

Secrets of powerwords

Module 5:

Use Emotion To Get Conversion

Module 6:

How To Create Conversion Copy That Sells

Module 7:

How to find and write HOOK?

Module 8:

Web Sales Copy Landing page

Module 9:

Mechanism & Fascination

Module 10:

Copy Writing - One Big Idea

Module 11:

30 Days Copywriting Bootcamp

Module 12:

Email Marketing

Module 13:

Live Presentation to Write SALES Copy

YOUR SUCCESS & GROWTH ROADMAP

LEVEL 1: ADVANCED DIPLOMA IN DIGITAL MARKETING (4.5 Months Weekday LIVE Sessions)

L-1

Go-To-Market & Business
Fundamental Leadership

L-2

Brand Building & Advanced Social
Media Selling

L-3

SEO in-Depth For Marketing Leaders

L-4

E-Commerce Marketing In-Depth

L-5

Paid Advertisement & Marketing
Automation Leadership

LEVEL 2: DIGITAL MARKETING CONSULTANCY CERTIFIED

(4.5 Months + Lifetime Weekend LIVE Q&A)

L-1

Go-To-Market & Business
Fundamental Leadership

L-2

Brand Building & Advanced Social
Media Selling

L-3

SEO in-Depth For Marketing Leaders

L-4

E-Commerce Marketing In-Depth

L-5

Paid Advertisement & Marketing
Automation Leadership

L-6

Agency & Entrepreneurship Mastery

L-7

Business Growth Hacking

LEVEL 2: DIGITAL MARKETING CONSULTANCY CERTIFIED

(4.5 Months + Lifetime Weekend LIVE Q&A)

L-8

Webinar Leadership

L-9

Personal Branding

L-10

Copy Writing Mastery

**"We Build Marketing
Leaders, Not Managers"**

- AADME

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