

Growth Academy

360 Digital Marketing Training Program

SuperCharge Your Skills!
Craft Your Dream Career



Growth Academy

Powered by

#viralmafia

Growth Academy, a pioneering initiative by VIRAL MAFIA, a leading digital marketing agency with an illustrious 6-year track record in the industry. As a premium digital marketing agency with a team of experienced professionals, we specialize in providing impactful solutions to enhance your online visibility and establish your credibility. Our digital marketing institute in Calicut is open to candidates from all disciplines because we recognize that digital marketing is inclusive and accessible to everyone. Our comprehensive 3-month courses in Kerala offer in-depth training that encompasses every aspect of digital marketing, ensuring you acquire a comprehensive skill set.



Vision

Our motive is to be the go-to institution for anyone looking to succeed in digital marketing. We aim to help you stay ahead of evolving industry trends by connecting you with experts from the industry.



Mission

We envision guiding energetic young individuals to excel in the emerging field of digital marketing. We accomplish this by providing real-world learning opportunities and insights from industry experts.

Digital Marketing Training Program

Master the Art of Excellence in Digital Marketing

Program Duration - **3 Months**

Intake Period - **Every Month**

Program Modules

- Fundamentals of Marketing
- Basics of Website Development
- Digital Marketing
- Client Management
- CRM
- SEO
- Content Production
- Interview Skills
- Internship
- Placement Assistance



Fundamentals of Marketing

- Introduction to marketing concepts
- Understanding the marketing mix
- Market segmentation and targeting
- Consumer behavior

Marketing Strategy

- Developing a marketing plan
- Setting marketing objectives and goals
- Identifying target audiences
- Crafting a unique value proposition

Competition Analysis

- Analyzing competitors and their strategies
- SWOT analysis
- Differentiating your brand in the market



Basics of Website Development

1. Domain
2. Hosting
3. Introduction to C panel
4. Server types
5. SSL
6. WordPress Intro
7. WordPress website setup
8. Tag Manager Intro
9. GA4 Intro

Performance Marketing

- Search Engine Marketing (SEM)
- Google Ads
- Introduction to GAds
- Landing Page
- User Experience



○ **Types of Ads**

1. Search Ads
2. Display Ads
3. Video Ads (YouTube Ads)
4. Product Shopping Ads
5. App Promotion ads

○ **Ad Formats**

1. Smart Campaigns
2. Responsive Ads
3. Call-Only Ads

○ **Ad-extensions**

1. Location extensions
2. Affiliate location extensions
3. Callout extensions
4. Call extensions
5. Sitelink extensions
6. Structured snippet extensions
7. Price extensions
8. App extensions
9. Lead form extensions



○ Add-ons

1. ROI
2. Impressions
3. CTR
4. Conversions
5. Ads Position
6. Quality Score
7. Ad Groups
8. Google Ads Express Account
9. Types of Ads
10. Remarketing and Retargeting Ads
11. Bidding

○ Tag Manager

○ Google Analytics GA4

1. Ads Conversions
2. Landing Pages
3. Negative Keywords
4. Conversion Tracker

○ Keyword Type

1. Broad Match
2. Phrase Match
3. Exact Match



Data Analytics & Marketing

○ Digital Marketing Intro

1. Google My Business Set Up
2. Introduction to Social Media Marketing
3. Different Social Media Platforms
4. Scope of Social Platforms Intro
5. Media Marketing
6. Social Media Marketing Strategies
7. Influencer Marketing

○ Instagram

1. Instagram Marketing Introduction
2. How to Create an Instagram Business Account?
3. Ads Setup
4. Hashtags
5. Poster Designing

○ YouTube

1. Creating Channel in YouTube
2. Uploading Videos and Optimization
3. How to Increasing Subscribers
4. Understanding Copyrights and Spam
5. YouTube Analytics

○ Facebook Marketing

1. Facebook Marketing Introduction
2. Facebook MarketPlace
3. Relevance of Facebook
4. Facebook Algorithm
5. Facebook Profile Creation
6. Facebook Profile Policy
7. Facebook Page Setup
8. Facebook Basic Page Campaigns
9. Facebook Ads
10. Facebook Business Manager Facebook Marketing
11. Facebook Ads Campaign Objectives
12. Lead Generation Campaign
13. Engagement Campaign
14. Traffic Campaign
15. Catalogue sales
16. Remarketing Campaign
17. Facebook Pixel
18. Competitor Analysis
19. Targeting on Facebook
20. Quality Lead Management
21. Facebook Ad Reporting



- Twitter
- Threads
- Pinterest

- LinkedIn
- Digital Marketing Tools

CRM

1. Lead Management Training
2. Case study – LeadFox

Account Management & Client Service

Learn the art of client management and service in digital marketing.

SEO -Search Engine Optimization

1. Introduction to SEO

○ Types of SEO

1. White Hat SEO
2. Organic SEO
3. Introduction to Search Engines
4. How Search Engine Works
5. Popular Search Engines

○ **Competition Analysis**

1. Types of Competitors

○ **Keywords**

1. What Are Keywords
2. Types of Keywords
3. Keyword Research

○ **Site Analysis**

1. Introduction to Site Analysis
2. How to do Site Analysis
3. SEO Analysis Report

○ **On-Page SEO**

1. Introduction to On-Page SEO
2. Meta Title
3. Meta Descriptions
4. Snippets
5. Image Optimization
6. Video Optimization
7. Content Optimization
8. Anchor Text Optimization



○ **Technical SEO**

1. Robots.txt
2. Sitemap (XML & HTML)
3. Canonical Tag
4. Structured Data
5. Page Speed & Mobile Friendly
6. Site Links
7. Redirections
8. Duplicate Content

○ **Off Page Optimization**

1. Introduction to Off page optimization
2. Why Off page is Important
3. Link Building
4. Local SEO
5. Google My Business
6. Content Marketing

○ **Google Ranking**

1. What's Google Ranking
2. Ranking Factors



○ **SEO Tools**

1. Google Search Console
2. Google Analytics
3. Google Tag Manager
4. Bing Toolbox
5. Yandex Webmaster

○ **Google Algorithms**

1. Fred Algorithm
2. Hummingbird Update
3. Caffeine Update
4. Pigeon Update
5. Payday Loan Algorithm
6. Panda Update
7. Penguin Algorithm
8. Mobilegeddon Update
9. Exact Match Domain Algorithm
10. Intrusive Interstitial Penalty Algorithm
11. Medic update
12. Bert Update
13. Core Updates



Content Creation

- Content strategy and planning
- Types of content (blogs, videos, infographics, etc.)
- Content creation process
- Chat-GPT content
- Utilizing user-generated content

Designs

- Basics of graphic design
- Tools for creating designs
- Design principles for marketing materials



Content Reels

- Creating engaging short-form video content
- Storytelling through reels
- Using trends and challenges

Shoot

- Video shooting techniques
- Lighting, framing, and composition
- Editing and post-production basics

Placement Assistance

Expert guidance for students to find the perfect job and placement.

Interview Skills

Master interview skills to ace your next interview and land your dream career.

Internship

- 1-month practical internship with real-world projects
- Application of concepts learned during the course
- Mentor guidance and feedback

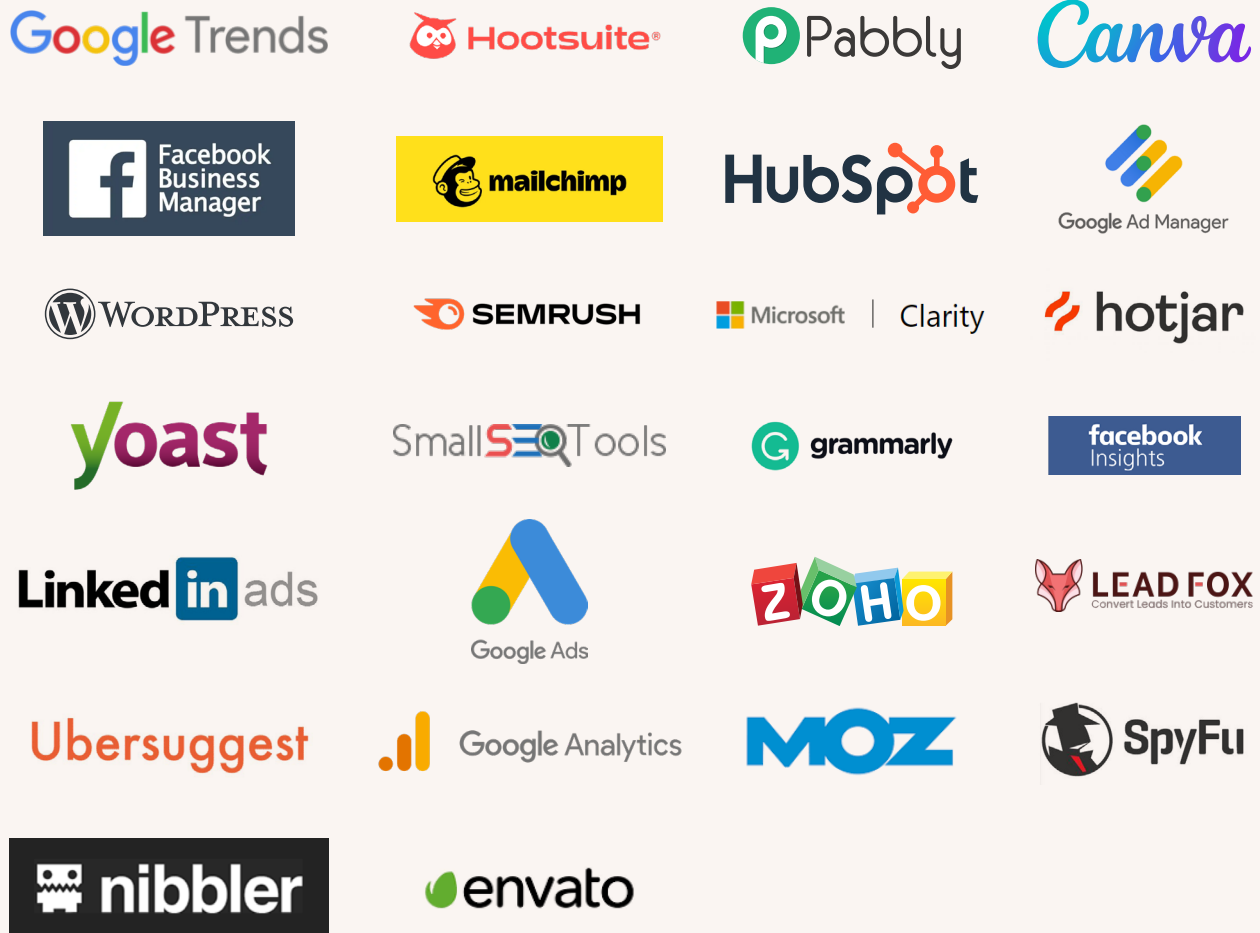
VM Knowledge Hub

A Whatsapp group exclusively for students passing out from the Growth Academy

- Discussion Forum
- Knowledge sharing
- Networking Opportunities
- Feedback Loops

* The study program schedule of 2 hours of class and 2 hours of practical sessions every day

Tools Covered



Certifications



Recent Placements



Vishnudev N.V
Digital Marketing Executive



Jithin V.G
Social Media Executive



Abhay Pulparambil
Digital Marketer



Aiswarya T
Digital Marketing Executive



Minha K
SEO & Digital Marketing Executive



Muhammed Rouf
Digital Marketing Executive



Aleena veenas
Social Media Executive



Megha
Social Media Manager



Vedhic
Social Media Manager



Sainul Abid
Digital Marketing Executive



Shammaz Thazhe Komath
Junior Digital Marketer



Akhil T
Digital Marketing Executive



Radhika S Nair
Performance Marketing Strategist



Nithula A
Digital Marketer



www.growthacademy.digital

☎ 9847 658 995 ✉ info@growthacademy.digital