

BECOME A LEADING  
**DIGITAL MARKETING** SPECIALIST

GET  
**CERTIFICATION**  
IN DIGITAL MARKETING



**10+ YEARS**  
OF TRAINING EXPERIENCE

Affiliation with  
**Government**  
Skilling Projects

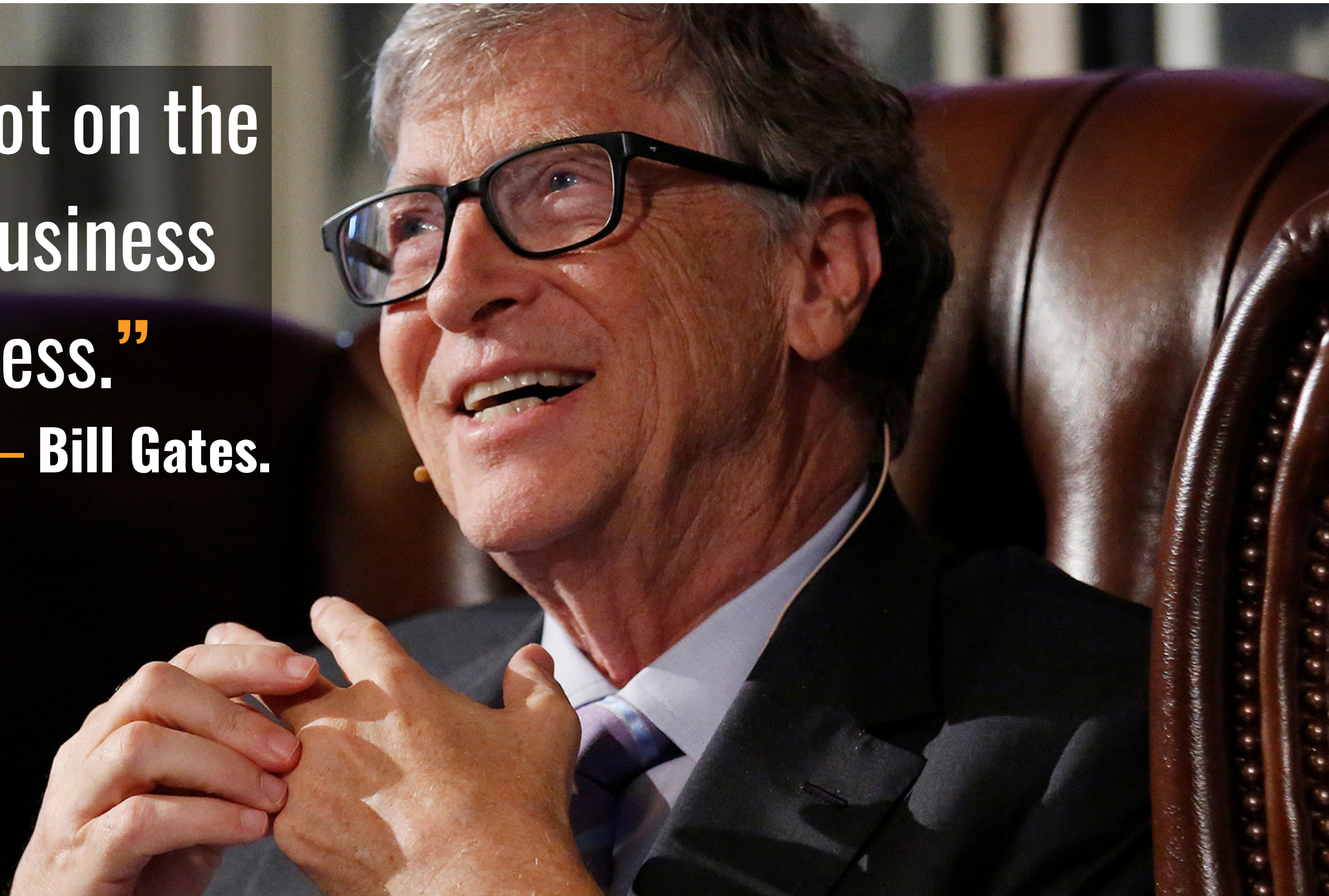
**5000+**  
Successful students placed

**50+**  
Partnerships with MNCS

It doesn't matter what your industry is, or what products and services you offer digital marketing trends cannot be ignored.

**“ If your business is not on the internet, then your business will be out of business.”**

**— Bill Gates.**



# ARE YOU TENSE ABOUT **PLACEMENT?**

Transorze Solutions offers  
**100% Job Assurance**  
for trainees to get employed in  
**Top Companies**

# Ask yourself ...

- Are you looking for fast and lucrative ways to earn money??
- Do you want to expand your business? Do you want to start e-commerce activity?
- Do you want to earn lucrative income through freelancing?
- Do you want to earn money through setting up a website for a regular passive income? Has your degree failed to provide you employment opportunities?
- Do you have a creative bent of mind coupled with excellent logical thinking?

If the answer is **Yes** to the above, then **you are the right person** to take up training in Digital Marketing.

**Digital Marketing is a very rewarding career if you love the subject and lifestyle that comes with it.**

**More than 52,000 Job Opportunities in India**

**BECOME JOB READY IN 3 MONTHS.**

**BUILD YOUR DREAM CAREER IN DIGITAL MARKETING**

# What is Digital marketing?

- Marketing of products or services using digital technologies on the Internet, mobile phones, display advertising, and any other digital medium.
- In simple words, any marketing if you want to promote your product or services using internet is called Digital marketing.
- Internet access is main-stream. It has intensified the use of mobile phones, computers, and laptops.
- Be it social media, surfing for information on Google or making purchases, India has transformed this medium into a full-fledged market.
- This market has flourished into creating Digital Marketing as a prime source of bringing business through the internet.

# WHAT IS TRADITIONAL MARKETING?

Traditional Marketing means marketing methods like Newspaper Advertisement, Outdoor Marketing, Paper Pamphlets, TV, Radio, Magazine Ads etc.

## TRADITIONAL **VS** DIGITAL MARKETING

### TRADITIONAL MARKETING

- Harder to target audience
- Less information High price for advertising
- Lesser audience
- Biased news or opinions
- Difficult to get information on real time basis

### DIGITAL MARKETING

- Wider range of sources
- Low cost
- Measurable online marketing
- High rate of customer engagement
- High conversion rate
- Valuable business and education tool
- Faster communication with larger audience



# Why Digital Marketing

- In 2020, new technologies and tools are forcing marketers to adapt in order to keep their organizations at the top.
- Mobile internet has been such a positive development in the country's digital progress, that in 2019, over 73 percent of India's total web traffic came from mobile phones.
- The technology landscape is changing with each passing year. More than half the world's total population is accessing the web all over the world.
- People are shifting from Newspapers, Magazines & Radio etc. to their mobile phones at an increasing rate. People prefer to source information from Facebook ,Instagram, Youtube, Google search, reading blogs etc.
- India also has the World's largest Facebook population. The high-speed digitization, online portals, social media channels, etc. lead to a growth of digital marketing in a trend par imagination.

# What can you achieve through digital marketing?

- You will learn Digital Marketing hacks
- You will get ample knowledge of multiple online tools and platforms
- You can start websites, create products, and sell them to the targeted market.
- You will be able to promote a product or service online

## Who should undertake this course & why?

- Entrepreneurs - Not happy with your growth? Reach a larger audience and watch the sales increase
- Fresher Graduates - Cannot find a job? Start your dream career in top MNC.
- Marketing Professionals - Not getting a promotion? Enhance your employability. Give wings to your career.
- Other Industry professionals - Is your industry getting hit by recession due to COVID-19 situation? Switch to digital marketing and give your career a boost!!
- Freelancers? This is an ideal opportunity to get individual projects.

# Current **Trends** in Digital Marketing

- 85% of people search in google before they buy a product.
- There are millions of search queries in google per day.
- 89% of users purchase based on reviews.
- 79% of people are active on Social Media sites.
- Approximately 8500 Youtube videos are viewed in 1second.

**If you are into Digital Marketing you will survive, else you will perish.**

# Scope of Digital Marketing

- Digital Marketing industry which is now worth Rs. 10,819 crores are expected to grow with a CAGR of 31.96% to reach Rs. 24,920 crores by 2021.
- Digital Marketing is growing at a rate of 25-30% in India annually.
- Digital Marketing is helping create a global network and even small businesses are flourishing internationally.
- The dynamics of digital marketing is changing every day, a digital marketer has to be agile, alert, smart and adapt to latest changes.

# What are **Aspects** of digital marketing?

- Blogging
- Search Engine Marketing(SEM)
- Search Engine Optimization(SEO)
- Google Adwords(PPC)
- Social Media Marketing(SMM)
- Social Media Optimization(SMM)
- Affiliate Marketing
- E-mail Marketing
- Content Marketing
- Online Marketing
- E-Commerce Marketing
- Web Analytics

# Why **Transorze**?

- Unique all inclusive, and holistic approach which couples technical training with soft skills and personality development.
- Very high student happiness ratio.
- Excellent past placement records.
- Customized updated training material with focus on industry requirements, which is Highly effective as it puts all topics in normal day-to-day perspective.
- Placement partnerships with more than 50 MNCs
- Provision for internships and “On-Job-Training” (OJT)
- Free Certifications Provided
- Digital marketing tools provided

# Syllabus:

- Module 1:**
- Search Engine Optimization
  - Search Engine Marketing
  - Social Media Marketing
  - Email Marketing
- Module 2:**
- Inbound Marketing
  - Web Analytics
- Module 3:**
- Affiliate Marketing Master
- Module 4:**
- E-Commerce Listing & Marketplace Listing
  - Content Marketing
  - Facebook Marketing
  - Media Buying & Planning
  - Programmatic Marketing
  - Integrated Digital Marketing Strategy
  - Adobe Analytics
  - Lead Sourcing

## Course Highlights:

- Updated curriculum of international quality
- Certified and experienced faculty
- Modular Course options
- State of the art infrastructure
- Latest audio visual training materials.
- Interactive and activity based learning methodology
- 15+ industry certifications
- Case study exercises
- Both classroom and tutor led home based training
- 100% placement assistance

## Certifications:

1. Transorze Certification in Internet Marketing Professional Course
2. Certificate in Content Marketing - In Association with LinkedIn
3. Certificate in Facebook Marketing Master Course
4. Vskills Certification
5. Certificate in Google Ads Search Advertising
6. Certificate in Google Ads Display Advertising
7. Certificate in Google Ads Video Advertising
8. Certificate in Google Ads Shopping Advertising
9. Certificate in Email Marketing by HubSpot
10. Certificate in HubSpot Inbound Marketing
11. Google Digital Sales Certification
12. Certificate in Google Ads Mobile Advertising
13. Certificate in Google Analytics Individual Qualification (GAIQ)
14. Inbound Certification by HubSpot
15. Certificate in Social Media by HubSpot
16. Certificate in Facebook Advertising Core Competencies
17. Facebook Certified Buying Professional
18. Facebook Certified Planning Professional Exam

## Assignments:

1. Search Engine Optimization (SEO ) - 8 hours
2. Search Engine Marketing (SEM) - 10 hours
3. Social Media Marketing (SMM) - 8 hours
4. Email Marketing - 8 hours
5. Inbound Marketing - 10 hours
6. Web Analytics - 8 hours
7. Build & promote your blog - 7 hours
8. Facebook advertising - 8 hours

## Free Tools Provided:

- RankWatch
- MailChimp
- Google Keyword Planner
- Google Advanced Search
- Broken Link Checker
- SPF Validation Tools
- Google Ads
- Unbounce
- Merchant Centre
- Customer.io
- Canva
- Google Analytics
- HootSuite
- Google Merchandise Store

## OUR ACCREDITATIONS:



## OUR AFFILIATIONS:





# Contact Us [info@transorze.com](mailto:info@transorze.com)

**CUSTOMER CARE:** Transorze Solutions,  
SBC-22, Minus 2, Thejaswini Building,  
Technopark, Trivandrum -695581

**HEAD OFFICE:** Transorze Solutions,  
T.C 48/48-2, Rahath Towers,  
Bypass Road, Ambalathara Jn,  
Trivandrum- 695026

**PHONE:** 8281114353, 0471-2380244

**COCHIN:** Transorze Solutions,  
Parekkat Plaza, Karikkamuri Rd,  
Ernakulam South, Ernakulam,  
Kerala - 682011

**PHONE:** 8281114441, 0484-2376004

**CALICUT:** Transorze Solutions,  
First Floor Vijaya Apartment,  
Parayencheri, Mavoor Rd,  
Kozhikode - 673016

**PHONE:** 8281114442, 9846933455

**COIMBATORE:** Transorze Solutions,  
Cheran Nagar, GN Mills P.O,  
Mettupalayam Road, Coimbatore,  
Tamil Nadu 641029.

**PHONE:** 6379765598, 6379750858

**FRANCHISEES:** DUBAI | BANGALORE | KOLLAM | WAYANAD | KASARGOD |  
KOTTAYAM | THRISSUR | MALAPPURAM | CHENNAI |  
PALAKKAD | COIMBATORE | NAGERCOIL

## Placement Partners:

