

learn 
with truffid

Learn Digital Marketing
For Your Business With
Our **BizPro Edge Growth**
Course

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ABOUT US





Learn With Triffid is the education hand of Triffid Marketing, a premier full-suite marketing agency headquartered in India, extending its reach to clients from over 10 countries. With a remarkable combined experience of over 30 years, we take great pride in imparting our invaluable knowledge to as many aspiring marketers as possible.

At Learn With Triffid, our vision is to bridge the gap in the industry and equip business owners with the practical knowledge of digital marketing that is often missing in traditional educational settings. We understand that in today's fast-paced world, digital marketing is the driving force behind business success. Therefore, our aim is to provide comprehensive digital marketing courses that cater to established business owners and their teams. We want to empower individuals to master all facets of digital marketing and apply them effectively in their business to achieve exceptional results.

What sets us apart is that we aren't just educators; we are practitioners of digital marketing ourselves. As an established marketing agency, we live and breathe digital marketing daily. Rest assured, the strategies and techniques we teach are tried, tested, and proven to yield tangible results.

Let us be your stepping stone to a rewarding and fulfilling digital marketing journey. Together, let's shape a brighter future for your company.

MEET OUR
INSTRUCTORS





Mukesh Chouhan

Mastering Marketing Magic

With over 12 years of invaluable experience in the digital marketing realm, he is a force to be reckoned with. Having successfully handled a staggering 1100+ projects, his expertise spans across diverse industries and markets. His passion for marketing shines through in his dynamic teaching style, making complex concepts easy to grasp. When you learn from him, you're learning from a seasoned marketing maestro who knows how to navigate the ever-changing digital landscape.



Palash Singh Rathore

The Strategic Guru

He brings more than 8 years of experience to the table, enriched with consulting over 107 businesses to achieve marketing excellence. His strategic insights have led companies to unparalleled success, and now, he's ready to share that wisdom with you. With him as your guide, you'll gain invaluable insights into formulating winning marketing strategies that propel businesses forward. His knack for creative problem-solving and data-driven decision-making will inspire you to think critically and strategically in the digital marketing arena.



Panth Mehta

Driving Revenue To New Heights

The revenue-generation virtuoso with 11+ years of digital marketing mastery under his belt. With an impressive track record of generating a staggering \$75 Million in revenue, he is your go-to expert for achieving exceptional business growth. As your instructor, he will unveil the secrets to optimizing conversion rates, maximizing ROI, and driving revenue to new heights. Learn from the best, and watch your skill set flourish under his tutelage.

A dark, atmospheric scene featuring a brick wall. A glowing heart is visible on the left side of the wall. A spotlight illuminates the center of the wall, highlighting a yellow sign with the text 'COURSE HIGHLIGHTS'. The floor is made of cobblestones, and a curved light fixture is visible on the right side.

COURSE
HIGHLIGHTS



- **1-1 Personal Sessions Only**

Through one-to-one sessions, our experts dedicate their undivided attention to your business, ensuring focused guidance throughout the course. Embrace this tailored setting, exclusively designed to help you master digital marketing strategies for your specific business goals, resulting in maximum return on investment.

- **Your Business Specific Learning**

Every module, teaching pattern, and strategy developed is aligned with your unique vision and goals. We understand the importance of tailoring digital marketing techniques to suit your business, ensuring that you acquire knowledge that seamlessly integrates into your brand's success story.



- **The Ultimate 4 Step Guidance**

Designed to propel your business forward. First, we equip you with the latest digital marketing insights. Next, we collaborate to prepare a powerful strategy tailored to your business needs. Then, we help you execute the strategy effectively. Lastly, we guide you through result analysis, refining your approach for sustained growth and success.

- **Taught By Industry Leaders**

Benefit from the wisdom of industry-leading experts with a combined experience of over 30 years in the marketing realm. Our 3 seasoned leaders possess invaluable insights and extensive knowledge of digital marketing across diverse industries. Learn from the best and harness their expertise to drive unparalleled success for your business.





- [Learn At A Marketing Agency.](#)

Embrace a unique learning environment where education meets the practical world. Our open learning concept ensures that you gain knowledge in a professional marketing agency setup. Immerse yourself in real-life scenarios, allowing you to apply digital marketing strategies hands-on, preparing you for the dynamic challenges of the industry.

- [Take Your Business Global](#)

Break barriers and expand horizons with the right digital marketing setup. With our guidance, taking your business global becomes a seamless process. Leverage digital strategies that transcend boundaries, unlocking new opportunities and reaching audiences worldwide. Prepare your business for global success.

COURSE
MODULES



M-001

Decode Your Business

- Analysing Your Industry & Market
 - Identifying Direct And Indirect Competitors
 - Knowing The Types Of Marketing
 - Leveraging Traditional And Digital Marketing
 - Benefits Of Digital Marketing
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M-002

Align Your Goals

- Defining Your Annual Targets
 - Setting Up Marketing Goals
 - Important Digital Marketing Metrics
 - Preparing Digital Marketing Strategy
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M-003

Competitor Analysis

- Business SWOT Analysis
- Digital Presence Analysis
- Business Presence Audit



M-004

Branding

- Understanding The Concept Of Branding
 - Importance Of Branding
 - Defining Brand Vision, Mission, And Values
 - Positioning Of A Brand
 - Developing Brand Identity Elements
 - Crafting Brand Guidelines
 - Defining Brand Voice
 - Crafting A Compelling Brand Narrative And Brand Story
 - Developing Key Brand Messages And Value Propositions
 - Creating Brand Messaging Guidelines For Consistent Communication
 - Implementing Brand Management Processes And Guidelines
 - Managing Brand Assets And Brand Consistency
 - Evaluating Brand Performance And Effectiveness
 - Conducting Brand Audits and Brand Perception Research
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M-005

Development

- Know The Frontend & Backend Languages - HTML, CSS, JS, Python, PHP, Node Js
- Understanding Database
- Design, UX, Responsive Audit
- Technical Setup And Functionalities / Features To Add
- Selecting The Right Server



M-006**Search Engine Optimization**

- Importance Of SEO In Digital Marketing
- Evolution Of Search Engines And SEO
- Understanding Search Engine Ranking Factors
- Understanding The Role Of Keywords In SEO
- Keyword Research Tools And Techniques
- Long-Tail Keywords And Search Intent Analysis
- Optimizing Title & Header Tags, Meta Descriptions, URL Structure, Permalinks, Content, And Keyword Placement
- Website Crawlability And Indexability
- Adding XML Sitemaps And Optimizing Robots.txt, Website Speed & Responsiveness
- Importance Of Backlinks In SEO
- Link Building Strategies And Tactics
- Social Signals And Social Media Optimization
- Local Search Ranking Factors And GMB Optimization
- Local Citation Building and Online Reviews Management
- Google Analytics Setup And Data Analysis
- Tracking SEO Performance And KPIs
- SEO Reporting And Client Communication
- Conducting Website Audits For SEO Issues
- Identifying And Fixing Technical SEO Issues
- Recovering From Google Penalties
- Understanding The Rise Of Voice Search
- Optimizing Content For Voice Queries
- Implementing Structured Data For Voice Search
- Mobile First Indexing And Mobile Optimization
- Core-Web Vitals And Website Performance Optimization
- Responsive Design And Mobile User Experience
- Setting SEO Goals And Objectives
- Developing SEO Strategy And Roadmap
- Monitoring And Adapting SEO Campaigns



M-007

Organic Social Media

- Importance And Impact Of Social Media
- Defining Target Audience And Buyer Personas
- Setting Goals And Objectives For Social Media Platforms
- Developing A Content Strategy
- Building And Nurturing An Online Community
- Techniques For Engaging With Followers And Fans
- Handling Customer Inquiries, Complaints, And Feedback
- Introduction To Social Media Analytics Tools
- Responding To Customer Reviews And Feedback
- Tracking and Measuring Key Social Media Metrics
- Extracting Insights From Social Media Data
- Monitoring Brand Mentions And Conversations On Social Media
- Managing Online Reputation

M-008

Paid Advertising - Facebook Ads

- Introduction To Business Manager And Asset Management
- Types Of Campaigns
- Types Of Ads
- Benefits Of Facebook Ads
- Know The Audience Behaviour
- Understanding Campaign Structure
- Dive Into Ad Set
- Tracking Parameters And Pixel Integration



- Setting Up The Ad Creatives
 - The 3 Phase Action Plan - Awareness, Consideration, Conversion
 - Utilising The Total Budget Across 3 Phases
 - Ads Optimization And Reporting
-

M-009

Paid Advertising - Google Ads

- Understanding The PPC Concept
 - Types Of Google Campaigns
 - Benefits Of Google Ads
 - Understanding The Campaign Structure
 - Keyword Match Types and Negative Keywords
 - Keyword Research And Selection
 - Ad Copywriting And Design
 - Adding Ad Extensions
 - Ad Targeting and Segmentation
 - The 3 Phase Action Plan - Awareness, Targeting, Remarketing
 - Utilising The Total Budget Across 3 Phases
 - Ads Optimization and Reporting
-

M-010

Email Marketing

- Understanding The Importance Of E-Mail Marketing
- Overview Of E-Mail Marketing Strategies And Benefits



- Creating Opt-In Forms And Lead Magnets
 - Using The Right Tools To Develop The List
 - Segmenting The Email List
 - Preparing The Email Automation Flow
 - Designing Visually Appealing And Responsive E-Mail Templates
 - Writing Engaging Subject Lines That Increase Open Rates
 - Crafting Persuasive And Compelling E-Mail Content
 - Key Performance Indicators (KPIs) For E-Mail Marketing
 - Tracking and Analyzing Email Open Rates, CTRs, And Conversions
 - Understanding E-Mail Marketing Regulations
 - Implementing Unsubscribe Mechanisms And Managing Opt-Outs
 - Ethical E-Mail Marketing Practices And Privacy Considerations
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M-011

Digital Networking

- Importance Of Networking
- No Boundary Connection Building
- LinkedIn - Identify, Connect, Build Relations
- Digital PR - Establish Personal Brand
- Preparing An E-Book
- Joining Right Associations
- Finding Digital Events
- Leveraging Whatsapp / Skype To Be In Touch
- Organising Seminars / Exhibitions / Workshops



M-012

Influencer Marketing

- Setting Goals And Objectives For Campaign
 - Identifying Target Audience And Buyer Personas
 - Creating An Effective Plan
 - Evaluating Influencer's Metrics
 - Understanding Influencer Agreements, Contracts, And Legal Considerations
 - Negotiating Influencer Compensation, Exclusivity, And Deliverables
 - Defining Key Performance Indicators (KPIs) For Influencer Marketing
 - Tracking And Measuring Influencer Campaign Performance & ROI
 - Using Analytics Tools To Analyze Influencer Reach, Engagement, And Conversions
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M-013

Integrated Marketing Strategy

- Detailed Strategy Building
- Creating Assets And Setting Up Integrations In Place
- Growth Campaign Execution
- Performance Analysis





WHY LEARN
FROM US?





- ✦ **Industry Oriented Modules**
- ✦ **Multi Sectorial Experience**
- ✦ **Personal Growth Engineering**
- ✦ **Future Guidance**
- ✦ **Hiring Assistance**
- ✦ **Know The Right Tools**

OUR ACHIEVEMENTS



✦ Upskilled Learners



Harsh Sheth



Lokesh Parmar

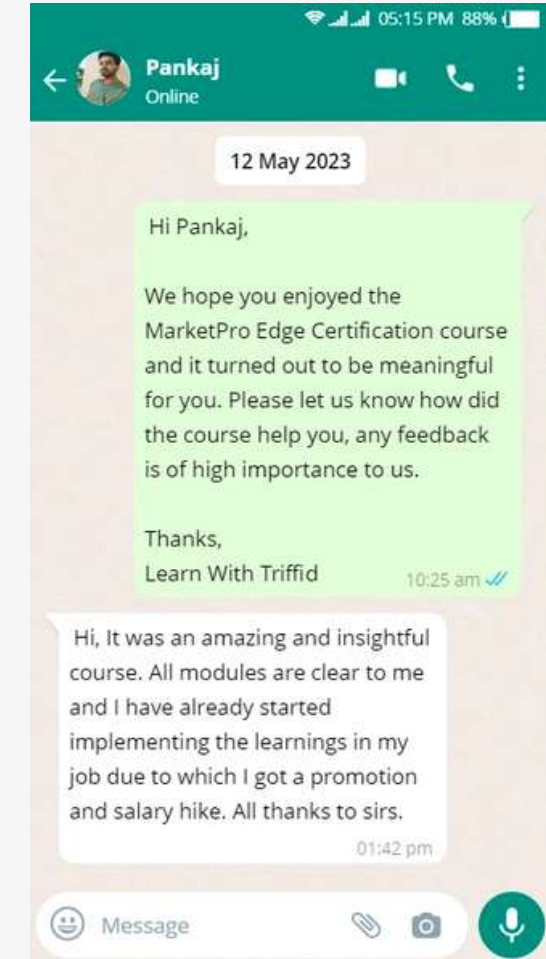
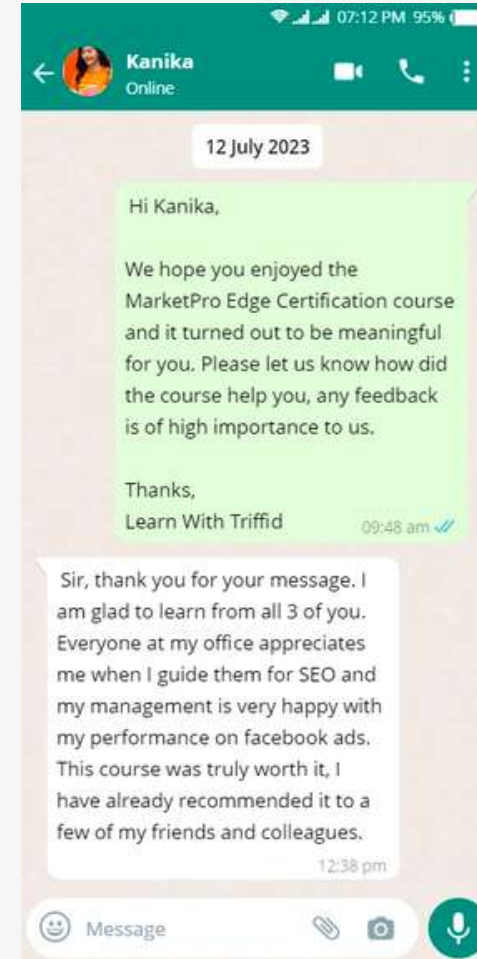


Sandeep Parihar



Nitin Chouhan

✦ Testimonials





Course Fee: ₹75,000/-

Inclusive Of Taxes

Sessions (1-1 Live Online):

**Weekday & Weekend, Time Will Be Customised
To Fit Your Schedule**



Enroll Now

Call Us

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Write To Us

info@learnwithtriffid.com

Visit Us

[B-905, Nine Square, Opp. Keshavbaug Party Plot,
Vastrapur, Ahmedabad 380015, Gujarat, India](#)

View More About Us

www.learnwithtriffid.com

The logo for 'Learn with Triffid' is displayed within a teal circular background. The word 'learn' is written in a large, white, lowercase sans-serif font. A small, four-pointed orange starburst is positioned to the right of the 'n'. Below 'learn', the words 'with triffid' are written in a smaller, lowercase sans-serif font, with 'with' in white and 'triffid' in a bright yellow-green color.

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