

learn[★]
with truffid

Become A Digital
Marketing Maverick With
Our **MarketPro Edge**
Certification 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 candidates 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 freelancers, business owners, students, and employees alike. We want to empower individuals to master all facets of digital marketing and apply them effectively in their careers 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 career and aspirations.

A dark, atmospheric scene featuring a brick wall. A glowing heart is visible on the left side of the wall. A spotlight illuminates the right side of the wall, creating a bright circular area. The overall mood is mysterious and focused.

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.



COURSE
HIGHLIGHTS



- **Small Batch Size For Personalized Attention**

We believe in quality over quantity. To ensure a truly enriching learning experience, we limit the batch size. This allows our expert instructors to provide personalized attention and guidance, nurturing your skills to their fullest potential.

- **Learn From Industry Leaders**

Our courses are taught by seasoned industry leaders who have made significant impacts in the digital marketing landscape. You'll have the privilege of learning from the best, gaining insider knowledge and real-world insights that can't be found in textbooks.

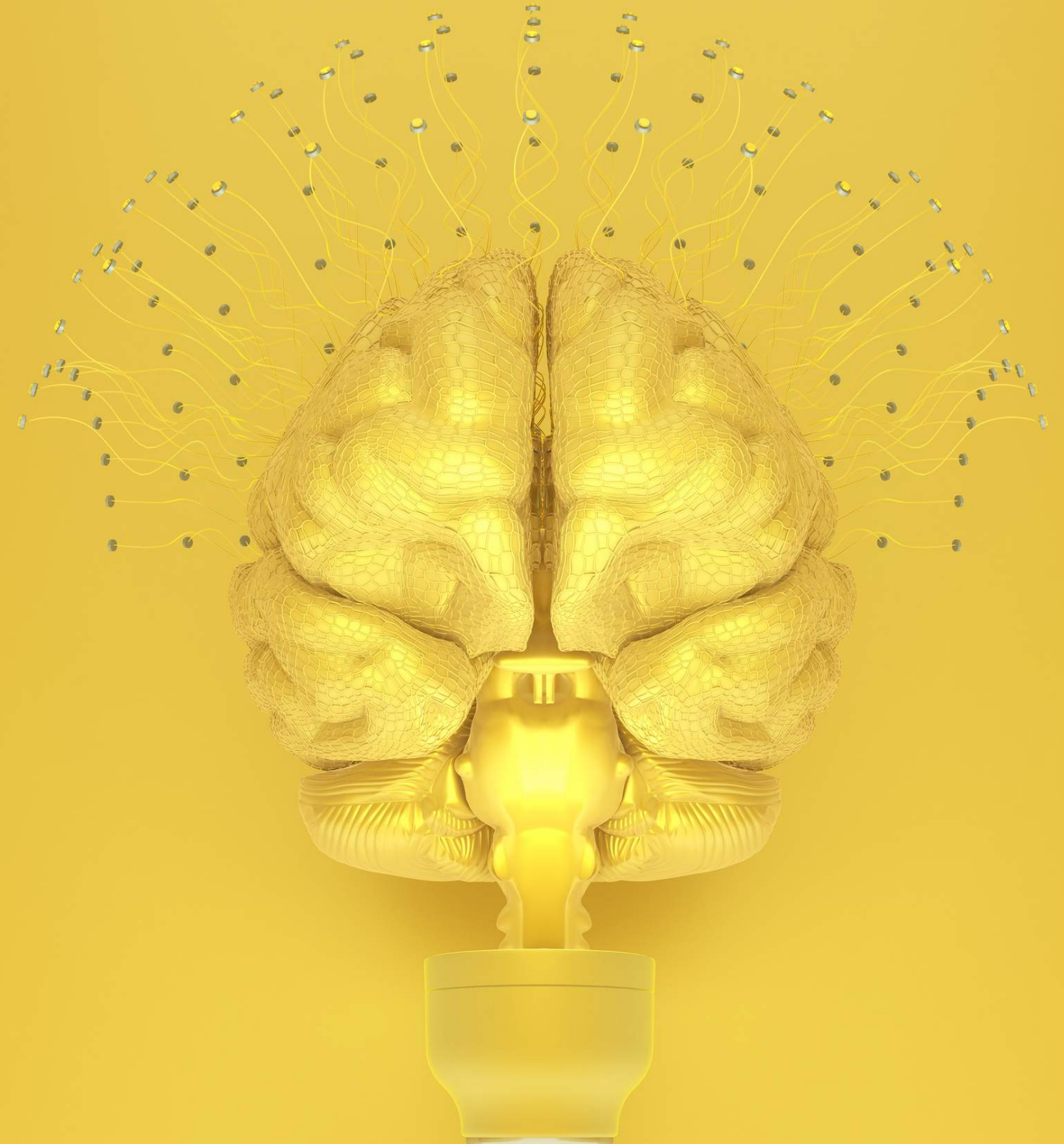


- **Practical Implementation Of Learnings**

Theory alone won't suffice in the competitive world of digital marketing. That's why we emphasize practical implementation. Once you have learned, you'll work on real-life projects and campaigns, honing your skills and building a strong portfolio.

- **1-1 Mentoring Sessions**

We value your growth and progress. To cater to your individual learning needs, we offer 1-on-1 mentoring sessions with our instructors. These personalized interactions provide valuable feedback, guidance, and support throughout your learning journey.





- **Study At A Marketing Agency**

Experience the unique advantage of studying at a marketing agency – Triffid Marketing. Immerse yourself in a professional work environment, surrounded by industry experts, and get a taste of what it's like to work on live marketing campaigns.

- **Global Placement Assistance**

Our commitment to your success extends beyond the classroom. Benefit from our global placement assistance, where we help you to connect with potential employers and opportunities worldwide, increasing your chances of landing your dream job or projects.

COURSE
MODULES



M-001

Marketing #101

- Understanding Marketing & Communication
 - Types Of Marketing
 - Traditional Vs. Digital Marketing
 - Benefits Of Digital Marketing In Today's World For Freelancers, Job Seekers, Employees, and Businesses.
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M-002

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



M-003

Development

- Understanding The Frontend And Backend Languages - HTML, CSS, JS, Python, PHP, Node.js
 - Knowing What Is Database And Its Usage
 - Understanding Development Platforms - Wordpress, Shopify, And Custom Development
 - Learn To Select The Right Hosting For A Website
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M-004

Search Engine Optimisation

- 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 Tags, Meta Descriptions, Header Tags, 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-005

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



- Tracking And Measuring Key Social Media Metrics
 - Extracting Insights From Social Media Data
 - Monitoring Brand Mentions And Conversations On Social Media
 - Responding To Customer Reviews And Feedback
 - Managing Online Reputation
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M-006

Paid Advertising - Facebook Ads

- Introduction To Business Manager And Asset Management
- Types Of Campaigns
- Types Of Ads
- Businesses That Can Be Benefitted From 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-007

Paid Advertising - Google Ads

- Understanding The PPC Concept
 - Types Of Google Campaigns
 - Businesses That Can Be Benefitted From 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
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M-008

E-Mail 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-009

Affiliate Marketing

- Understanding The Concept
 - Overview Of The Affiliate Marketing Ecosystem
 - Different Affiliate Business Models
 - Choosing The Right Affiliate Marketing Strategy For Your Niche
 - Identifying Profitable Affiliate Programs And Products
 - Traffic Generation Strategies
 - Integrating Affiliate Platform
 - Building Network
 - Promoting To The Right Set Of Audiences
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M-010

Influencer Marketing

- Setting Goals And Objectives For Campaign
- Identifying Target Audience And Buyer Personas



- Creating An Effective Plan
 - Evaluating Influencer Agreements
 - Negotiating Influencer Compensation, Exclusivity, And Deliverables
 - Defining Key Performance Indicators (KPIs) For Influencer Marketing
 - Tracking And Measuring Influencer Campaign Performance And ROI
 - Using Analytics Tools To Analyze Influencer Reach, Engagement, And Conversions
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M-011

Integrated Marketing Strategy

- Overview Of A Marketing Team's Ecosystem
- Working As An Agency On A Project From The Ideation Level
- Preparing An Integrated Marketing Plan For A Brand
- Pitching As A Team





WHY LEARN
FROM US?





- ✦ Industry Oriented Modules
- ✦ Multi Sectorial Experience
- ✦ Personal Growth Engineering
- ✦ Career Guidance
- ✦ Resume Building Assistance
- ✦ Guaranteed Internship
- ✦ Job Assistance
- ✦ Know The Right Tools

OUR ACHIEVEMENTS



✦ Upskilled Learners



Harsh Sheth



Lokesh Parmar

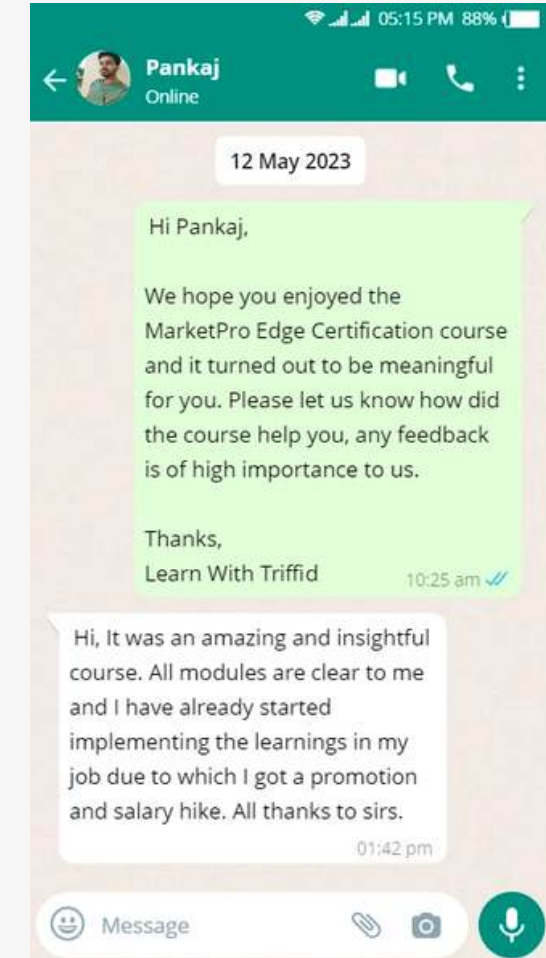
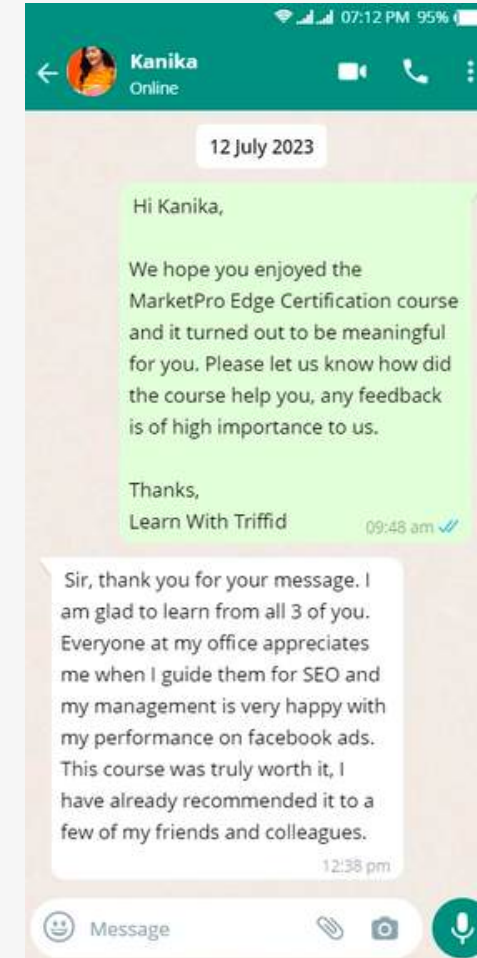


Sandeep Parihar



Nitin Chouhan

✦ Testimonials





Course Fee: ₹25,000/-

Inclusive Of Taxes

BATCHES:

Online Live Class | Duration : 2.5 Months

✦ Monday, Wednesday, Friday 06:30 pm to 07:45 pm

✦ Tuesday, Thursday, Saturday 06:30 pm to 07:45 pm

Next Batches Begin : 02 December 2024



Enroll Now

Call Us

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Write To Us

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View More About Us

www.learnwithtriffid.com

