



**ADVANCED
DIGITAL MARKETING
CERTIFICATION**

Velarima Academy



Advanced Digital Marketing Certification

Velarima Academy

Contact Us

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WWW.VELARIMAACADEMY.COM



Why Choose Us

- 15+ YEARS EXPERIENCED FACULTY.
- LEARNING ON REAL-TIME PROJECT.
- 30+ MODULES, 100+ TOOLS,
- 10+ CERTIFICATIONS.
- LIFE-TIME LMS ACCESS FOR 5 USERS
- 100% PLACEMENT SUPPORT
- 100% JOB SUPPORT

A REAL-TIME ACADEMY PROVIDING
#1 DIGITAL MARKETING COURSE IN
HYDERABAD

Learn the Complete Digital Marketing Course in Hyderabad at an Affordable Price. By an Industry Real-time Expert who has 15+ years of Experience. The course covers 30+ Modules, available in Online and offline modes. Particular timings for Working Professionals or Businessmen. Immediate Placement Assistance

OUR TRAINER

Mr.S.VENUGOPAL

Award-Winning Digital Marketing Strategist



“

Scholastic Office is a complete ERP application to automate day-to-day activities of any scholastic organisation, ranging from schools to universities. It is just been one year of scholastic office. By next year we are planning to at least have worked with 2000 organisations. This is the scope of ERP in India

”

**Somannagari
Venugopal**
Founder & CEO, SVIC India

MODULES



Fundamentals



Web Designing



SEO



Mobile Marketing



Social Media Analytics



Gmail Sponsor Ads



SEM



Google Search Console



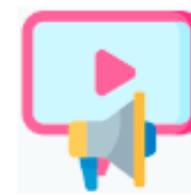
Social Media Optimization



Google Ads



Google AdSense



Youtube AdSense



Social Media Marketing



Google Analytics



Online Reputation management



Auditing



Canva



Photoshop



Email Marketing



Affiliate Marketing



Content Marketing



Freelancing



Local SEO



Whatsapp Business



Growth Hacking



Youtube Creator



Wordpress



ChatGPT



Influence Marketing



CRM

MODULES

1. Introduction to Digital Marketing

- 1.What is Internet Marketing?
- 2.Objectives of Digital Marketing
- 3.User Behavior and Best Practices
- 4.Understand the Journey of Online
- 5.Customer Defining Marketing Goals

2. WordPress Concepts for Website Creation

- 1.Overview of WordPress
- 2.Understanding HTML & CSS Basics.
- 3.Why WordPress?
- 4.WordPress Installation Process.
- 5.Understanding the WordPress Dashboard
- 6.Understanding the Default Settings
- 7.Installing and customizing themes to the site.
- 8.Content management in WP.
- 9.Creating categories, pages, and posts.
- 10.Adding a menu to the site.
- 11.Adding widgets to the site.
- 12.Installing useful plugins for site features.
- 13.SEO-specific plugins.
- 14.How to Plan a Search Engine-Friendly Website?

Algorithms & Google Updates

- 1.What is Web Analytics?
- 2.How does Google Analytics work?
- 3.Why Google Analytics is needed for SEO Campaigns?
- 4.How to configure Google Analytics?
- 5.Google Analytics plugin configuration within WordPress
- 6.Checking Real-time Analytics
- 7.Looking at the Geo (location) of the overall audience.
- 8.Acquisition – All Traffic – Channels
- 9.Traffic achieved through organic search
- 10.In-Page Analytics work



Google
Algorithm
Updates



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3. Search Engine Optimization

- | | | | |
|---------------------------------------------|--------------------------------------|-------------------------------------------------|------------------------------------|
| 1. Basics of SEO | 19. Schema Data | 37. Questions and Answers | 52. Navigation |
| 2. Importance of SEO | 20. Breadcrumbs | 38. Document Sharing | 53. Mobile site configuration |
| 3. History of Search Engines & how it works | 21. Canonical Tag | 39. Guest Posting | 54. AMP |
| 4. Popular Search Engines | 22. Meta Tag Creation | 40. Community creation (Social Media) OFF-Page | 55. Advanced SEO |
| 5. Importance of Search Engines SERP | 23. OFF-Page Optimization | 41. Local SEO | 56. Schema Data / Rich snippet |
| 6. Types & Techniques of SEO | 24. Backlinks & Types of Backlinks | 42. What is local SEO? | 57. Language optimization |
| 7. Algorithms of SEO | 25. Link Juice | 43. Creation of Google My Business | 58. .htaccess |
| 8. ON Page Optimization | 26. Domain Authority | 44. Name, Address & Phone number (NAP) | 59. TLD International Targeting |
| 9. What is on-page SEO? | 27. Search Engine Submission | 45. Customization of Google maps | 60. Subdomains |
| 10. Website Analysis | 28. Blog Creation and Optimization | 46. Reviews | 61. Search inside search |
| 11. Competitor Analysis | 29. Link Building | 47. Optimization | 62. Basics of E-commerce SEO |
| 12. Keywords Research | 30. Social Bookmarking | 48. Local Submissions | 63. Blog integration |
| 13. Content Creation & Optimization | 31. Link Baiting, Link Exchange | 49. Mobile Optimization SEO | 64. Site Auditing |
| 14. Heading Tag Optimization | 32. Forums | 50. How to optimize the website for mobile/tab? | 65. 30 SEO Tools |
| 15. Image Optimization | 33. Image Sharing | 51. Page Speed Responsive Templates | 66. Google Analytics |
| 16. 404 Page Creation | 34. Video Sharing | | 67. Google Webmaster |
| 17. Robot file creation | 35. Business Listing (Local Listing) | | 68. Keyword planner, Google trends |
| 18. Sitemap Creation | 36. Press Release | | 69. Google Page speed |
| | | | 70. Woo rank, Alexa, MOZ tool |

4. Search Engine Marketing

- | | | |
|------------------------------------------------|------------------------------------------------------------|--------------------------------------------------------------------------------|
| 1. Understanding Google search | 11. Usage of multiple match types | 22. Writing Compelling ads that increase click-through rates (CTR) lower costs |
| 2. Introduction about Google Ads. | 12. Campaign Setup, Ad Group Setup | 23. Understanding, Analyzing & Improving -Relevance & Quality score |
| 3. Understanding SERP | 13. Understanding Ad Auction | 24. Improve conversion rates & relevant landing pages • Ad Preview tool. |
| 4. Search Advertising | 14. Ad Formats | 25. Google Editor Tool |
| 5. Strategizing PPC Campaigns | 15. Ad Guidelines | 26. Dynamic Search Ads Campaign Creation & Strategizing |
| 6. Setting objectives, goals and expectations. | 16. Ad Extensions. | 27. Smart Campaigns |
| 7. Google Account Setup ... | 17. Pay Per Click Overview -PPC Definition & how it works. | |
| 8. Interface Tour & Billing Settings | 18. Quality Score, Conversion Rate etc. | |
| 9. Formulating account structure | 19. Factors to Improve Quality Score | |
| 10. Effective segmentation of keywords | 20. Types of CPCs. | |
| | 21. Ad Writing Techniques | |

5. Google Search Console - GSC

- 1.Explanation on Search Console.
- 2.How to add a property to Search Console.
- 3.Setting Geo-target location.
- 4.Understanding Search Analytics.
- 5.Advanced Search Query analysis.
- 6.External Links Reports
- 7.Internal Links Report
- 8.Crawls Stats and Errors
- 9.Sitemaps
- 10.Robots.txt and Links Removal
- 11.HTML Suggestions
- 12.URL Parameters

7. Social Media Marketing

- 1.Learning & implementing Facebook Ads
- 2.Learning & implementing Twitter Ads
- 3.Learning & implementing LinkedIn Ads
- 4.Learning & implementing Instagram Ads
- 5.Social Media Strategies
- 6.Tools and Tactics Social Media Tools
- 7.Social Media Workflow - Live Training Creating reports for Social Media Channels
- 8.Social Media Marketing Automation

Google
Search Console



Social Media

6. Social Media Optimization

- 1.Social Media Introduction
- 2.Understanding Social Media & Its Importance
- 3.Understanding Social Media Channels
- 4.Understanding Social Media Optimisation
- 5.Understanding Social Media Statistics
- 6.Social Media Workflow
- 7.Hashtag Theory - How to create hashtags for brands
- 8.Strategies to create hashtags for brands
- 9.Social Media Optimisation
- 10.Creating Social Media accounts and pages in
- 11.Facebook
- 12.Twitter
- 13.Instagram
- 14.Linkedin
- 15.YouTube
- 16.Pinterest
- 17.Tumblr
- 18.Best Practices for SMO

8. Google Analytics

- 1.What is Web Analytics?
- 2.How does Google Analytics work?
- 3.Why Google Analytics is needed for SEO Campaigns?
- 4.How to configure Google Analytics?
- 5.Google Analytics plugin configuration within WordPress
- 6.Checking Real-time Analytics
- 7.Looking at the Geo (location) of the overall audience.
- 8.Users flow
- 9.Acquisition – All Traffic – Channels
- 10.Traffic achieved through organic search
- 11.In-Page Analytics



9. Online Reputation Management

- 1.What is ORM
- 2.What are the tools for ORM
- 3.How to manage brands'
- 4.Online Reputation Management
- 5.Best Practices for ORM



10. Email Marketing

- 1.Introduction to Email Marketing
- 2.Benefits of Email Marketing
- 3.Email Marketing Software
- 4.Building email marketing strategy
- 5.Building subscriber lists
- 6.Designing Newsletters
- 7.Types of Campaigns
- 8.Reports and analysis
- 9.How to use Autoresponder
- 10.How to Segment your Email Lists



11. Affiliate Marketing

- 1.Introduction to Affiliate Marketing
- 2.How Affiliate Marketing works
- 3.Different Types of Affiliate Programs
- 4.How to become a publisher
- 5.How to allocate the products
- 6.Affiliate program for Earning Money.
- 7.Learning Multiple Domestic Affiliate Programs
- 8.Learning Multiple International Affiliate Programs

12. Content Marketing

- 1.Types of Content Marketing & Channels
- 2.How to implement Content marketing
- 3.How to measure content marketing
- 4.Learning Content Guidelines
- 5.Best Practices of Content Marketing
- 6.Content Strategy & Challenges

13. Mobile Marketing

- 1.Introduction to mobile marketing
- 2.Mobile marketing, Definitions
- 3.Components of mobile marketing
- 4.M web & Apps
- 5.Push & pull SMS
- 6.Campaigns Types
- 7.Introduction to WAP CPD, CPI, CPA/CPL Types

14. Social Media Analytics

1. Introduction to Social Media Analytics
2. Setting Up Analytics Tools
3. Data Collection and Tracking
4. Social Media Metrics Deep Dive
5. Audience Insights and Demographics
6. Content Analysis
7. Social Listening and Sentiment Analysis
8. Reporting and Data Visualization
9. Case Studies and Practical Applications



15. Google Ads

1. What is Search , Display Advertising
- 2.How Display Ads Works?
- 3.Benefits of Display Advertising.
- 4.Creating a Display Campaign.
- 5.Bidding Strategies
- 6.Keyword-Based Targeting
- 7.Interest and Remarketing
- 8.Topics Targeting
- 9.Demographics Targeting
- 10.Ad Formats and Sizes
- 11.Example of Good and Bad Ads
- 12.Display Ad Builder
- 13.Display Planner Tool
- 14.Display Campaign Reporting
- 15.Shopping Campaign Setup
- 16.Product Groups, Ad formats
- 17.Reporting and Analysis



16. Gmail Sponsor Ads

- 1.Introduction to Gmail Sponsored Ads
- 2.Campaign Setup and Structure
- 3.Ad Format and Creation
- 4.Audience Targeting Strategies
- 5.Ad Placement and Targeting Options

- 6.Budgeting and Bidding
- 7.Ad Performance Tracking and Analytics
- 8.Ad Optimization Techniques
- 9.Retargeting and Audience Engagement
- 10.Case Studies and Best Practices

- 11.Advanced Strategies and Future Trends
- 12.Practical Hands-on Exercises

17. Auditing

1. Introduction to SEO Auditing
2. Technical SEO Audit
3. On-Page SEO Audit
4. Off-Page SEO Audit
5. Keyword Research and Analysis
6. Local SEO Audit
7. Content Audit
8. User Experience (UX) and Mobile Optimization Audit
9. Structured Data and Schema Markup Audit
10. Analytics and Data Audit
11. Reporting and Recommendations
12. Implementation and Monitoring
13. Keeping Up with SEO Trends



Google AdSense



18. Google AdSense

- 1.Introduction of Google AdSense
- 2.What is AdSense?
- 3.Creating an AdSense Account & Verification
- 4.Generating Ad-code in Google AdSense
- 5.Types of Bidding
- 6.How to Earn Money by using Google AdSense
- 7.Planning a website for AdSense

- 8.Implementing Ads in a Website
- 9.Integration of Google AdSense with YouTube Account
- 10.Monetization of YouTube Channel
- 11.Top Practices of Google AdSense



19. Video & YouTube Advertising

- 1.What is Video Marketing
- 2.Statistics of Video Marketing
- 3.Creating a YouTube Channel
- 4.Customizing the YouTube Channel
- 5.Create a video marketing strategy
- 6.YouTube Functionality
- 7.Types of Video Posts
- 8.How to create YouTube Videos
- 9.How to Rank YouTube Videos on the Top
- 10.Understanding YouTube SEO
- 11.Understanding the settings in videos
- 12.YouTube Engagement Metrics
- 13.How to Increase Subscribers
- 14.How to use Playlists
- 15.Understanding copyrights and spam
- 16.YouTube Creator Studio
- 17.In-depth Statistics Analysis
- 18.YouTube Tools & Plugins



20. Canva

- 1.Introduction to Canva
- 2.Basic Design Principles
- 3.Creating Graphics for Social Media
- 4.Designing Marketing Collateral
- 5.Crafting Engaging Presentations
- 6.Designing Infographics and Data Visualizations
- 7.Designing for Web and Blogging
- 8.Collaborative Design in Canva
- 9.Advanced Canva Features
- 10.Branding and Consistency
- 11.Exporting and Printing
- 12.Analytics and Performance Tracking
- 13.Ethical and Legal Considerations
- 14.Future Trends in Graphic Design

21.Photoshop

- 1.Introduction to Adobe Photoshop
- 2.Basic Image Editing
- 3.Selection and Masking Techniques
- 4.Layers and Blending
- 5.Retouching and Restoration
- 6.Typography and Text Effects

- 7.Photo Manipulation and Compositing
- 8.Filters and Special Effects
- 9.Advanced Techniques
- 10.Exporting and File Formats
- 11.Design Principles for Digital

- Marketing
- 12.Project Work and Portfolio Building

22. Freelancing

- 1.Introduction to Digital Marketing Freelancing
- 2.Personal Branding and Online Presence
- 3.Client Acquisition and Management
- 4.Project Execution and Delivery
- 5.Advanced Skills and Specializations
- 6.Time and Project Management
- 7.Scoring Your Freelance Business
- 8.Legal and Financial Considerations

23. Local SEO

- 1.Introduction to Local SEO
- 2.Keyword Research for Local SEO
- 3.Google My Business Optimization
- 4.Local On-Page SEO
- 5.NAP Consistency and Citations
- 6.Online Reviews and Reputation Management
- 7.Local Link Building Strategies
- 8.Local Content Strategy
- 9.Social Media for Local SEO
- 10.Tracking and Analytics for Local SEO
- 11.Mobile Optimization for Local SEO
- 12.Local SEO Audit and Strategy Refinement

24. WhatsApp Business

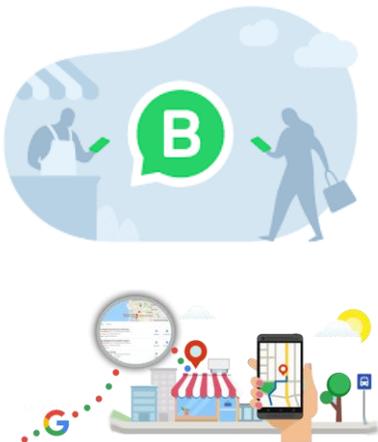
- 1.WhatsApp Business Basics
- 2.Creating Compelling Content
- 3.Building a Subscribers List
- 4.Automation and Chatbots
- 5.Customer Engagement Strategies
- 6.Sales and Conversion Tactics
- 7.Analytics and Measurement
- 8.Integrating with Overall Marketing Strategy
- 9.Advanced Tips and Future Trends
- 10.Case Studies and Practical Exercises

25. Growth Hacking

- 1.Introduction to Growth Hacking
- 2.Data-Driven Decision Making
- 3.User Acquisition Strategies
- 4.Conversion Rate Optimization (CRO)
- 5.Product/Market Fit
- 6.Retention and Engagement Tactics
- 7.Referral Programs and Viral Loops
- 8.SEO and Content Hacking
- 9.Automation and Tools
- 10.Guerrilla Marketing and Unconventional Tactics
- 11.Scalable Marketing Channels

26.YouTube Creator

- 1.How to create YouTube Videos
- 2.How to Rank YouTube Videos on top
- 3.Understanding YouTube SEO
- 4.Understanding the settings in videos
- 5.YouTube Engagement Metrics
- 6.How to Increase Subscribers
- 7.How to use Playlists
- 8.Understanding copyrights and spam
- 9.YouTube Creator Studio
- 10.In-depth Statistics Analysis
- 11.YouTube Tools & Plugins



27. Blogging (WordPress)

- 1.Introduction to Blogs
- 2.Setting Up Your Own Blog
- 3.The Importance Of SEO in Blog.
- 4.Content Duration & The Art of Content Planning
- 5.How to Monetize Your Blog

28. Chat GPT

- 1.Introduction to AI in Digital Marketing
- 2.Creating Engaging Content with ChatGPT
- 3.Personalized Customer Interactions
- 4.Social Media Strategies with AI
- 5.AI-Enhanced Email Marketing
- 6.Chatbots and Conversational Marketing

29. Influence Marketing

- 1.Introduction to Influence Marketing
- 2.Identifying the Right Influencers
- 3.Crafting an Effective Influencer Strategy
- 4.Building Relationships with Influencers
- 5.Creating Impactful Content with Influencers
- 6.Campaign Execution and Management
- 7.Measuring ROI and Success Metrics
- 8.Legal and Ethical Considerations
- 9.Leveraging Social Media Platforms
- 10.Micro-Influencers and Niche Marketing

30. CRM

- 1.Introduction to CRM
- 2.CRM Strategy Development
- 3.Choosing the Right CRM System
- 4.Data Management and Integration
- 5.Customer Segmentation and Personalization
- 6.Lead Management and Sales Automation
- 7.Customer Support and Service Integration
- 8.Email Marketing and CRM
- 9.Reporting and Analytics



Tools Covered

• Operators

• Site :

• Cache :

• Similar web  similarweb

• <https://www.similarweb.com/>

• Google Search Bar

• Google keyword planner



• Google Trends

<https://trends.google.com/trends/>

• WordPress



• <https://wordpress.com/>

• Seo Audit Tools



• Yoast plugin

<https://yoast.com/wordpress/plugins/>

• SEMrush



<https://www.semrush.com/>

• Ahrefs



<https://ahrefs.com/>

• Moz



<https://moz.com/>

• Small SEO tools



<https://smallseotools.com/>

• XML sitemaps



<https://www.xml-sitemaps.com>

• Google Feed Burner



<https://feedburner.google.com/>

• Backlinks checkers

• Google Analytics



<https://analytics.google.com>

• Keyword position checker



<https://www.wordstream.com/keywords>

• PageRank checker



<https://checkpagerank.net/>

• Page speed checker



• GT Metrix

<https://gtmetrix.com/>

• Google site kit



<https://sitekit.withgoogle.com/>

• Google ads



<https://ads.google.com/>

• Social media platforms

• Facebook



<https://www.facebook.com/>

• Instagram



<https://www.instagram.com/>

• Twitter



<https://twitter.com/>

• Pinterest



<https://in.pinterest.com/>

• YouTube



<https://www.youtube.com/>

• Meta business suite



<https://www.facebook.com/business/tools/meta-business-suite>

• Freepik



<https://www.freepik.com/>

• looka



<https://looka.com/>

• Adobe Express

<https://www.adobe.com/express/>

• Image compressor



<https://imagecompressor.com>

• Mail chimp



<https://mailchimp.com/>

• ORM Tools

1. Trackur

2. Naymz



<https://www.naymz.com/>

3. Brands eye



<https://dataeq.com/>

4. Rankur



<https://rankur.com/>

5. Social Mention



<https://www.socialmention.com/>

• Hootsuite



<https://www.hootsuite.com/>

• Brand watch



<https://www.brandwatch.com/>

• Youtube studio



<https://studio.youtube.com/>

• Whatsapp business



<https://business.whatsapp.com/>

• Photoshop



<https://www.canva.com/>

• Chat Gpt



<https://chat.openai.com/>

Outcome of the Course

After the successful completion of this Digital Marketing course, every participant will get a chance to do the following steps which will significantly enhance your skills and resume value. We are proud to announce That “Velarima Academy” No.1 Institutes in Hyderabad offers the below features at an Affordable Fee.

- Build a WordPress website of your own.
- Learn to develop comprehensive Digital Marketing Strategies.
- Creating Live Google Search Ads, optimizing the Campaigns and reporting.
- Creating Live Display and video Ads for your website.
- Run Live Social Media Campaigns.
- Creating Google Webmaster Accounts, and Google Analytics Account for your website.
- Creating a Google My Business Listing for your Business/Website.
- Learn an Add-on Graphic design course.
- Learn how to earn through Internet Marketing as a Freelancer (Affiliate Marketing, Blogging, Social Media)
- Become an Eligible Candidate to get placed in Top Companies.
- The ignition to start your own Business.
- Understand how to integrate Online Marketing to your already Existing Marketing Strategy.



Career Opportunities

Potential Career Paths You Can Explore After Gaining Digital Marketing Skills:

- Digital Marketing Manager
- SEO Specialist
- Social Media Manager
- Content Marketing Manager
- Email Marketing Specialist
- PPC Specialist
- Analytics Manager
- Digital Marketing Analyst
- Inbound Marketing Manager
- E-commerce Marketing Specialist
- Affiliate Marketing Manager
- Social Media Advertising Specialist
- Copywriter or Content Writer
- Marketing Automation Specialist
- Conversion Rate Optimization (CRO) Specialist
- Digital Marketing Consultant
- Web Analytics Manager
- Online PR Specialist
- Digital Marketing Trainer/Instructor
- Start Your Own Agency or Freelance



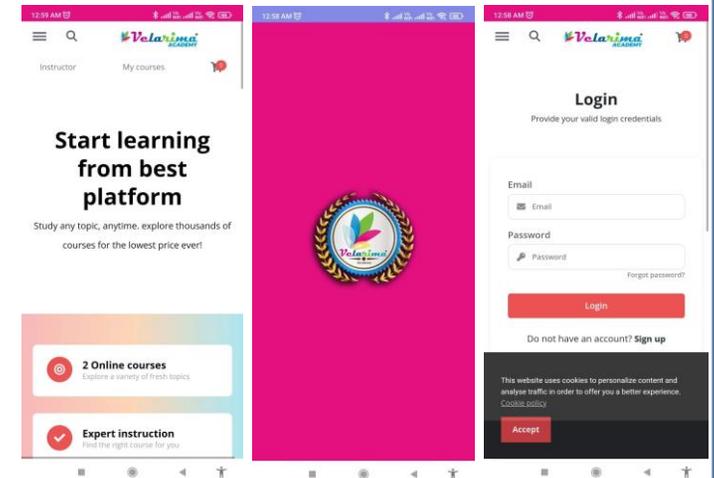
Top Recruiting Companies In Digital Marketing



Velarima Academy App

What does the app contain and how it is useful to students?

- 1.Student Authentication:** The app would have a secure login system, requiring students to enter their credentials (e.g., username and password) to access the platform.
- 2.Dashboard:** Upon logging in, students would be presented with a personalized dashboard showing relevant information such as course progress, upcoming assignments, and announcements.
- 3.Course Access:** Students can access the courses they are enrolled in, view course materials, and participate in online classes or discussions.
- 4.Content Repository:** The LMS app would have a central repository for course materials, including lecture notes, videos, presentations, and reading materials.
- 5.Assessment and Quizzes:** Students can take quizzes and exams through the app, and it may provide instant feedback and grading.
- 6.Discussion Forums:** A feature that enables students to engage in discussions, ask questions, and collaborate with peers and instructors.
- 7.Progress Tracking:** Students can track their progress in courses, view grades, and receive feedback on assignments and exams.
- 8.Notifications:** The app may send notifications and reminders about upcoming assignments, deadlines, and important announcements.
- 9.Messaging and Communication:** A messaging system that allows students to communicate with instructors, mentors, or other students.
- 10.Calendar and Scheduling:** A calendar feature to help students keep track of important dates, such as class schedules, exams, and assignments.
- 11.Feedback and Surveys:** The app may include features for students to provide feedback on courses and overall user experience



**Scan the QR code to
Download the App
from Google Play Store**

CERTIFICATIONS



Then under our hand in this day
June 26, 2023



Registration No: **INV-2023/000112**
Certificate number **1122023**

Certificate of Completion

This to certify that

Chekicharla Chandrasekhar

has completed the
Advanced Digital Marketing Certification & Internship
at Velarima Academy, Hyderabad.
From **January-2023** to **June-2023**.



Somannagari Venugopal
Founder

Why to Choose Us

- 15+ YEARS EXPERIENCED FACULTY.
- LEARNING ON REAL-TIME PROJECT.
- 30+ MODULES.
- 100+TOOLS.
- 10+CERTIFICATIONS.
- LIFE-TIME LMS ACCESS FOR 5 USERS.
- 100% PLACEMENT SUPPORT.
- 100% JOB SUPPORT.





Placement & Job Support



Velarima Academy is committed to helping its students achieve success not only in their educational journey but also in their careers. The academy offers comprehensive placement support services to assist students in finding employment opportunities and launching their professional careers.

- 1. Career Counseling:** Velarima Academy provides one-on-one career counselling sessions to guide students in identifying their career goals, strengths, and areas for improvement. These sessions help students make informed career choices.
- 2. Resume Building:** The academy offers resume-building workshops and resources to help students create polished and impactful resumes. This is crucial for making a positive first impression on potential employers.
- 3. Interview Preparation:** Preparing for interviews can be a daunting task, but Velarima Academy offers interview coaching and practice sessions. Students can refine their interviewing skills and gain confidence.
- 4. Job Search Assistance:** The academy provides resources and guidance for effective job searching, including job listings, job boards, and networking opportunities. Students can access information about job openings in their field.
- 5. Mock Interviews:** Mock interviews are conducted to simulate real job interviews. Students receive constructive feedback to improve their performance and gain valuable insights into their interview readiness.
- 6. Industry Connections:** Velarima Academy often has partnerships and connections with various industries and employers. These connections can lead to internship opportunities, job referrals, and industry-specific insights.
- 7. Soft Skills Training:** In addition to technical skills, the academy emphasizes the development of soft skills such as communication, teamwork, and leadership, which are highly valued by employers.
- 8. Placement Assistance:** Velarima Academy actively works to connect students with suitable job openings and internship opportunities. The placement cell acts as a bridge between students and potential employers.
- 9. Alumni Network:** Alumni who have successfully completed their education at Velarima Academy often remain a part of the academy's network. They can serve as mentors and offer guidance to current students.
- 10. Continuous Support:** Placement support doesn't end at graduation. The academy offers ongoing support and resources to alumni as they progress in their careers.

Internship Program

General overview of the type of tasks that can be expected during a digital marketing internship at Velarima Academy :

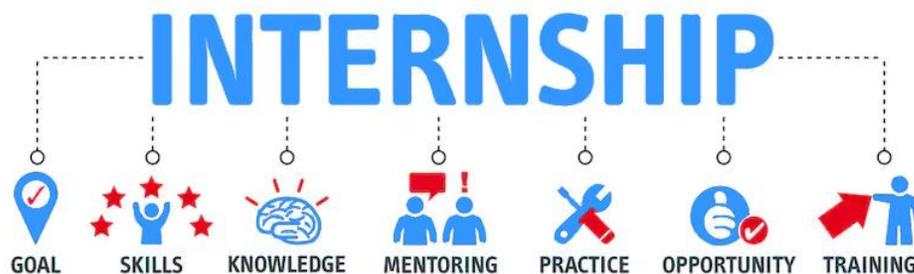
- **Content Creation:** Interns may be involved in creating various forms of content, including blog posts, social media posts, email newsletters, videos, infographics, and more. This work helps improve their writing and creative skills.
- **Social Media Management:** Managing and monitoring social media accounts, creating content calendars, engaging with followers, and analyzing social media metrics to improve strategy.
- **Search Engine Optimization (SEO):** Interns may assist in keyword research, on-page optimization, and backlink-building strategies to improve website visibility in search engine results.
- **Paid Advertising:** Assisting in creating and optimizing pay-per-click (PPC) campaigns on platforms like Google Ads or social media advertising.
- **Email Marketing:** Creating and sending email campaigns, segmenting email lists, and analyzing email performance metrics.
- **Analytics and Reporting:** Analyzing data from digital marketing campaigns, creating reports, and providing insights for decision-making.
- **Market Research:** Conducting market research to identify trends, competition, and opportunities in the digital marketing landscape.
- **Website Management:** Basic website maintenance, including content updates, ensuring website responsiveness, and optimizing user experience. (cont.....)

!nternship
PROGRAMME

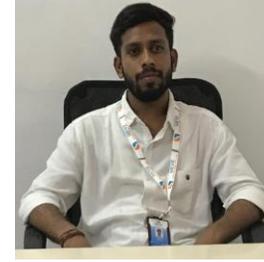


- **Marketing Automation:** Learning to use marketing automation tools to streamline marketing efforts, create workflows, and nurture leads.
- **Conversion Rate Optimization (CRO):** Analyzing and improving website elements to increase conversion rates and improve user experience.
- **Social Media Advertising:** Assisting in the creation and management of paid advertising campaigns on platforms like Facebook, Instagram, LinkedIn, and Twitter.
- **Content Marketing:** Developing content marketing strategies, conducting keyword research, and assisting in content promotion.
- **Affiliate Marketing:** Participating in affiliate marketing efforts, managing partnerships, and analyzing affiliate program performance.
- **Online Reputation Management:** Monitoring online reviews and brand mentions, responding to customer feedback, and managing online reputation.
- **Competitor Analysis:** Researching and analyzing competitors' digital marketing strategies and identifying opportunities for improvement.
- **Email Marketing Campaigns:** Creating and executing email marketing campaigns to engage and nurture leads and customers.
- **Client Communication:** Assisting with client communication, reporting, and project management in digital marketing agencies.
- **A/B Testing:** Conducting A/B tests to optimize various marketing elements, such as email subject lines, landing page designs, and ad copy.
- **Google Analytics:** Learning how to use Google Analytics to track website and campaign performance.
- **E-commerce Marketing:** Specializing in online retail marketing, optimizing product listings, and driving sales for e-commerce businesses.

It's essential for interns to actively engage, learn, and seek guidance from experienced professionals to make the most of their internship and gain valuable skills in the digital marketing field.



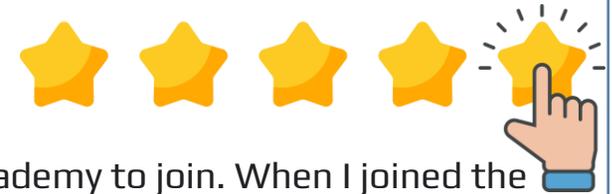
Our Alumni's



Our Alumni's



Student Reviews & Success Stories



I am Interested in the digital marketing field and have chosen Velarima Academy to join. When I joined the class, I had no idea about social media, Google analytics etc. but today I can confidently say that I understood the subject very clearly and in depth. The way Venugopal sir explains the concept is excellent, his teaching is understandable and he makes sure that everyone in the class understands the topic. It was a great experience with Velarima Academy. Thank you so much Venugopal sir.

- **Samba YIt**

I Trained Digital Marketing Course at Velarima Academy in Hyderabad, here the way of Teaching is completely in a real-time environment with Live Projects. I got Placed in Mphasis, Bangalore with 5 Lak PA. Thanks Once Again Velarima Academy Team..

-**M. Srinivas**

"Velarima Academy" is a Master of Digital Marketing course that covers not only basics but also advanced topics of Digital Marketing. Anyone interested in marketing can opt for this course. The course delivers professional training in an easy-to-understand way. The instructor is a professional digital marketer with many years of industry experience. The course is suggested for all those who want to be professional Digital Marketers... Thank you Velarima Academy.

- **Harish Raj**

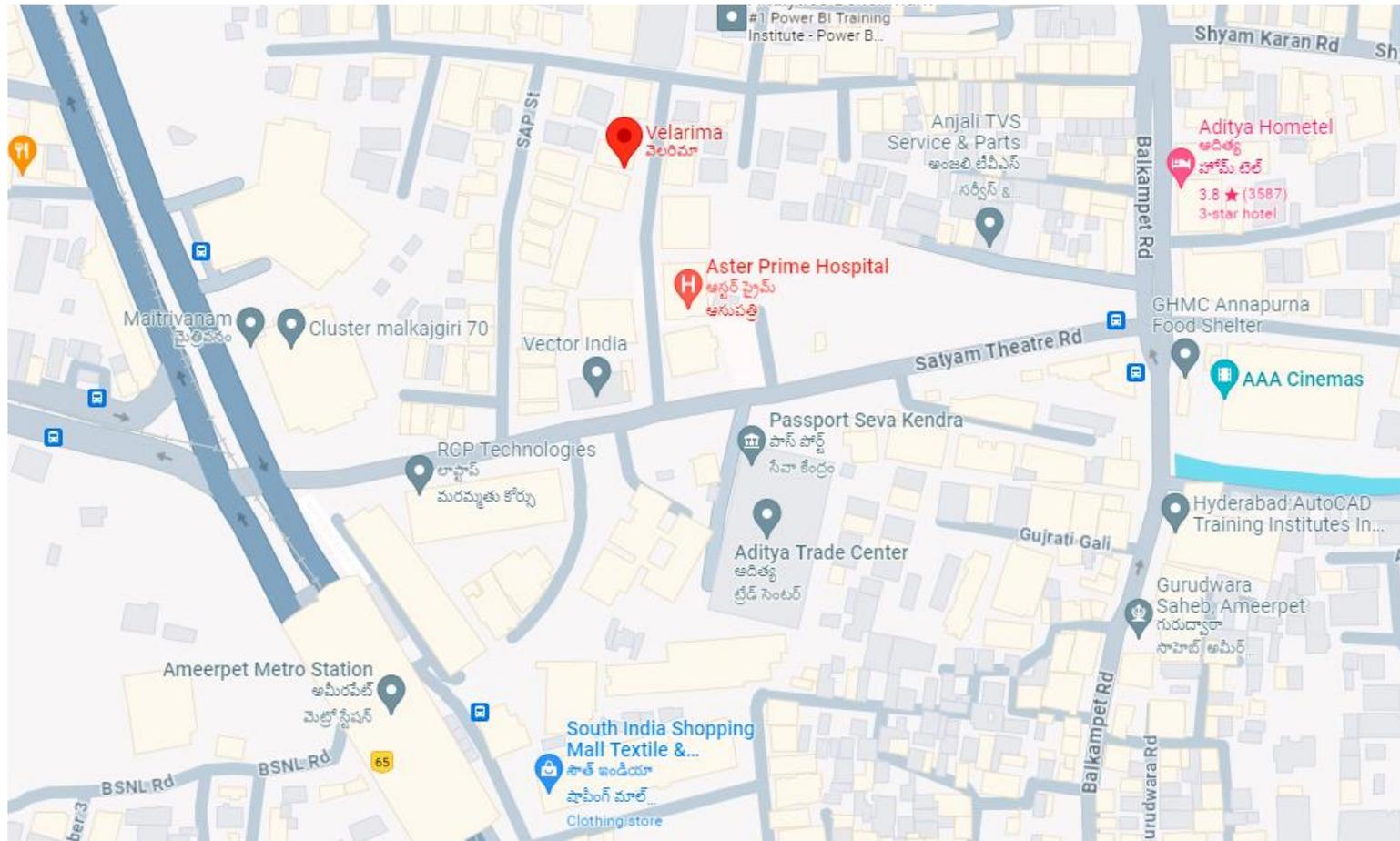
Velarima Academy is one of the best training institutes for digital marketing courses in Hyderabad. The trainer here is very friendly and supportive. Faculty (Venugopal Sir) teaching is very good and gives good support to students, Thanks to Venu Sir and Thanks to Velarima Academy.

- **Mounika**

If you're serious about a career in digital marketing, don't hesitate to enroll here. You won't regret it! I'm from a Degree background but they have made me a pro in digital marketing!

- **Vishnu Vardhan**

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