

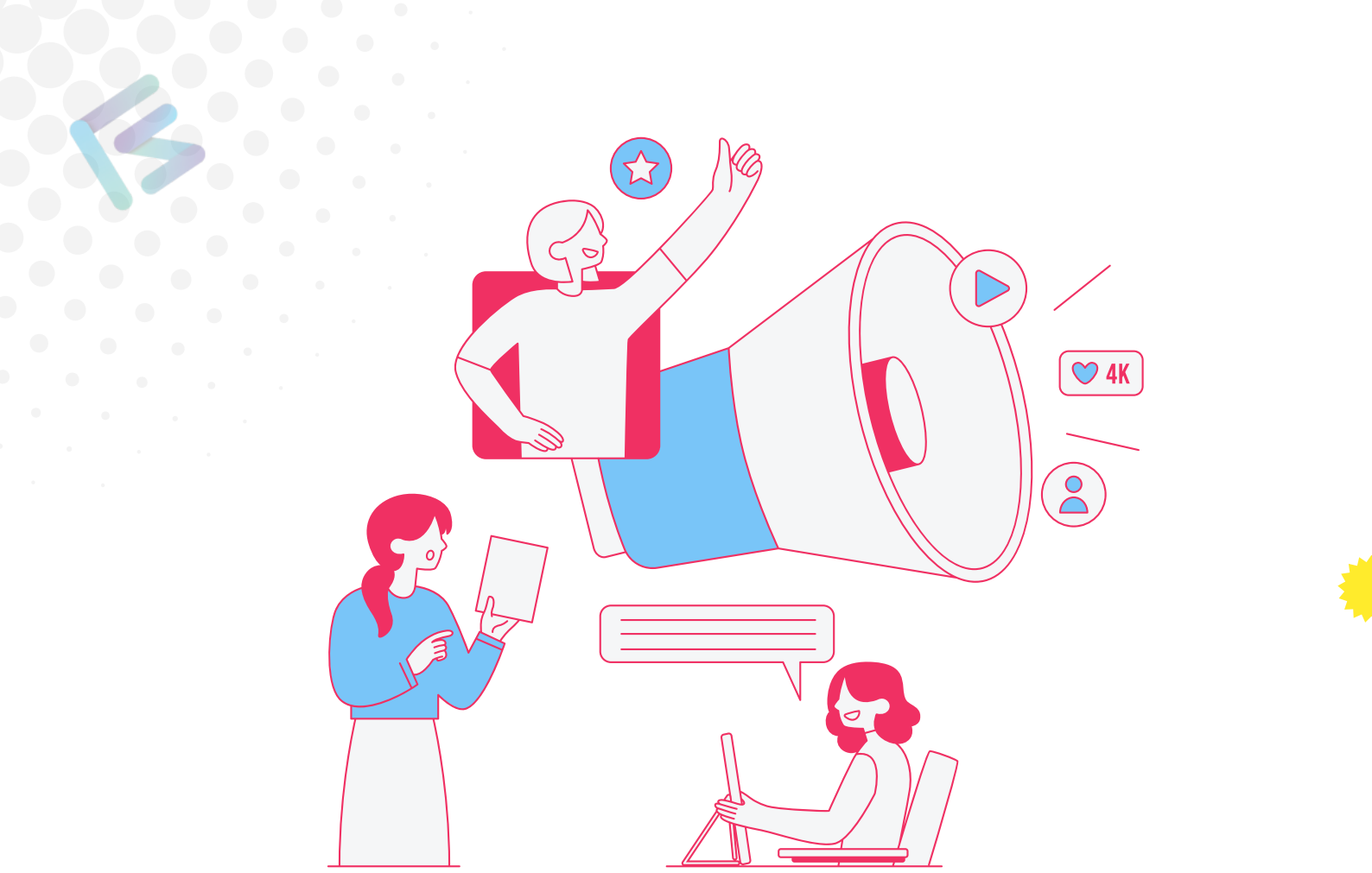
Pay After Placement Program



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VISION & MISSION



To empower students by removing financial barriers to high-quality education, enabling them to learn, grow, and succeed without upfront financial constraints. We are dedicated to providing accessible, results-driven career programs that prioritize student success and ensure payment only after tangible placement results are achieved.

To redefine the educational landscape by making outcome-based learning accessible to all, creating a future where every individual can pursue their career aspirations without the worry of financial risk. We envision a world where education is an investment in one's potential, fostering skill development, job readiness, and equitable opportunities for long-term career growth.

The Skillians

3 years of Placements legacy



1500+

Learners cracked dream roles at top tier companies

130+

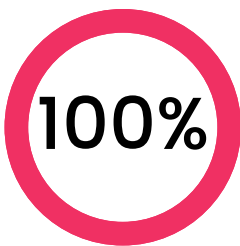
Alumni in MAANG and many in 103 out of 116 indian unicorns

47+

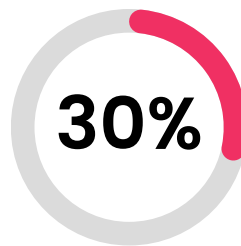
Highest CTC after course completion

900+

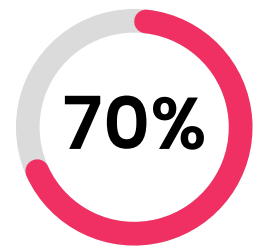
Company Tie-Ups | Industry Referrals



Average Salary hike



Placement Record



Placed with 2x hike in CTC





The Skillians is **NSDC** Certified

The Skillians has joined hands with NSDC, a Skill India initiative by the Government of India, to promote skill development in the country.

Our partnership with NSDC ensures enhanced employability and better care prospects for our students.

Our graduates will receive NSDC-approved certificates, granting them access to exclusive job opportunities on the NSDC portal.



About the Program



- Succeed as a new-age Digital marketer, or SEO specialist with our comprehensive work experience-based Fellowship program. In this program, you will learn in-demand marketing skills through real work experience of building professional work-like projects.
- Join the best product-based companies with a minimum CTC guarantee of 3.5 LPA
- Master both frontend and backend technologies like google ads, facebook ads, SEO, SEMRush etc
- Get internship certificate in case of gap years.





Key Factors



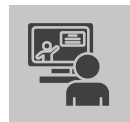
10 + Case studies and professional portfolio for a better resume and presence



In depth Interview focussed SEO, google ads, Facebook Ads, to Ace marketing interviews



Real world projects like deploying google ads, instagram ads



100% Live classes (we interact not dictate)



Career prep like resume building , portfolio building to impress recruiters.



Placement Guarantee of 3.5LPA with job search support, referrals, and career guidance from experienced career coaches.



Career Services



Why is Digital Marketing a good career option?

In a digital landscape that constantly adapts to emerging technologies and changing consumer behaviors, marketers must stay ahead of the curve.

With innovations like AI, data analytics, and new platforms, digital marketing continues to offer endless possibilities for reaching and engaging with audiences in more personalized and effective ways than ever before.

\$ 671.86 Billion

Global digital marketing market by 2028

#3 Most In-Demand Skill

According to 'Michael Page Salary Guide 2023'

141,000+

Digital marketing jobs are available worldwide in roles like

Digital Marketer

CRM Manager

SEO Manager

Content Producer

CRO Specialist

Email Marketer

Affiliate Marketer

Analytics Manager

Web Analyst

Ecommerce Marketer

Marketing Automator

Digital Marketer

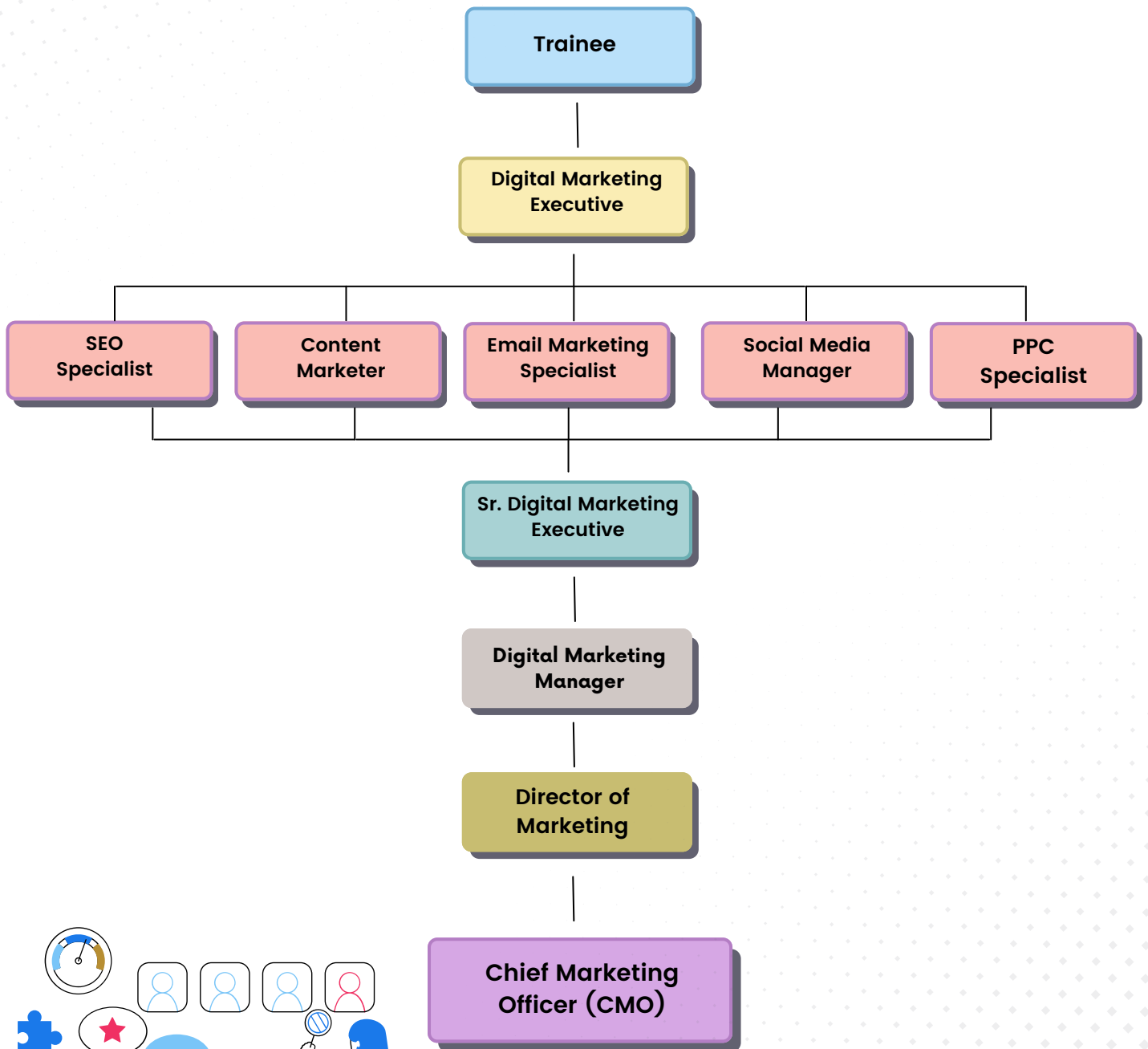
PPC Specialist

Paid Advertising

Social Media Manager



Career Growth as a Digital Marketer



We will be your **Ticket to crack** **top 1% Digital Marketing Job**

Golden
Ticket to
Becoming
the Top
Digital
Marketer



6 Months
Duration



190+
learning Hours



5-6 hours
Weekly
Commitment



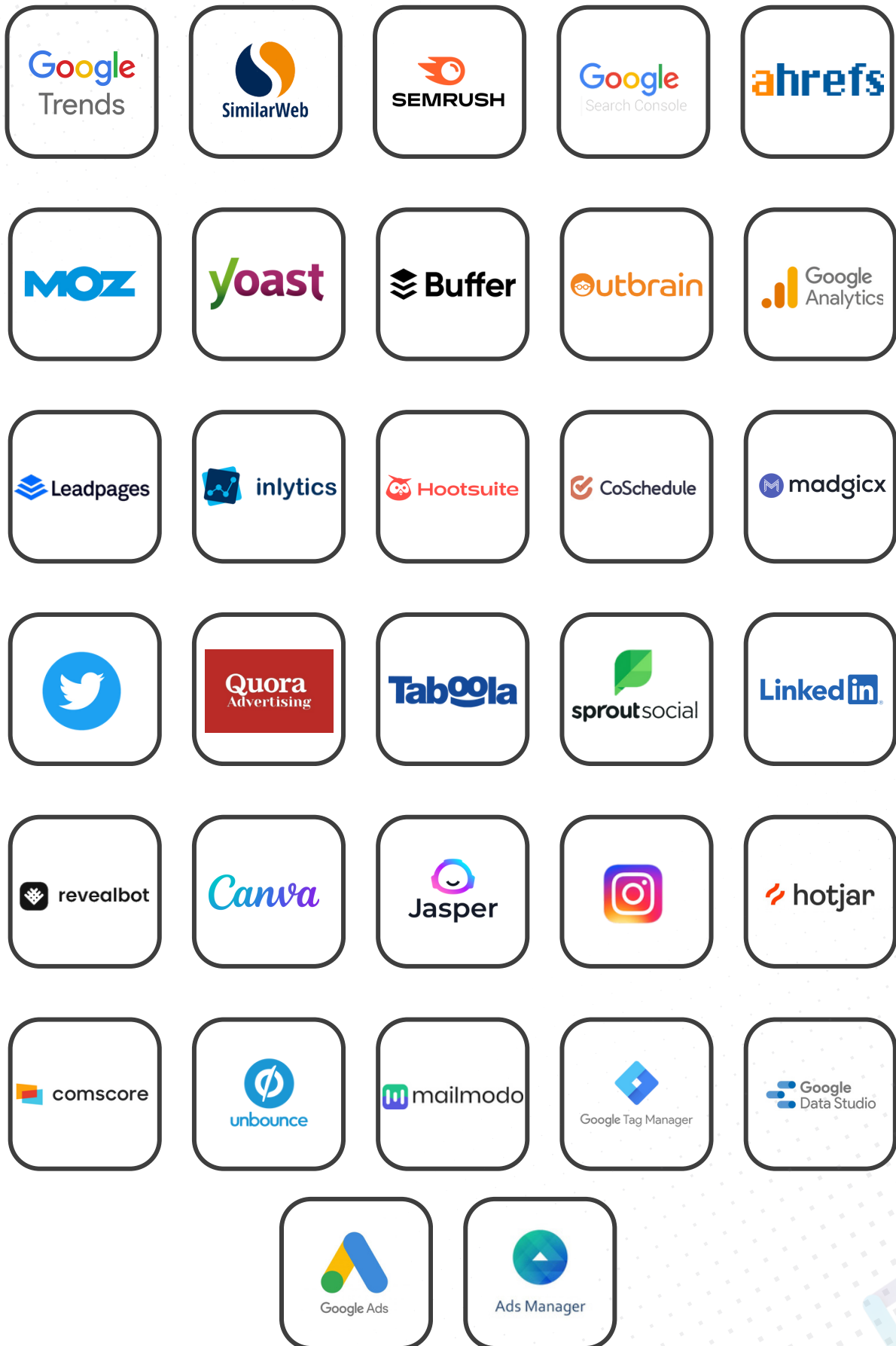
NO
Pre-requisite
required



9.4/10
Program Rating



Master 30+ Tools



Week 1-2

SEO Fundamentals



✓ Understanding SEO & Google updates

✓ SEO Myths & Proactive SEO

✓ Ranking Analysis

✓ Content Optimisation for SEO

✓ Introduction to Technical SEO

✓ Off-Page SEO

✓ Link building fundamentals

✓ Internal Linking

✓ Backlink Analysis

✓ Link Building Techniques

✓ URL removal

✓ SEO mistakes and staying updated
Common SEO

✓ Mistakes

✓ Manual Actions & Google Penalties

✓ Stay updated with SEO

✓ Using AI with SEO Keyword Research
with AI

✓ Content Structure with AI

✓ Title & Meta Description with AI

Project

How to find **correct Keywords for popular niches**
like Education, IT products, insurance and finally
trying to implement in SEO

Week 3-4

Social Media Marketing



✓ Fundamentals of Social Media Marketing

✓ Company wise content strategy

✓ B2C vs B2B

✓ Channel-wise content strategy

✓ Content Marketing using AI-Idea generation, content creation & automation

✓ Understanding the algorithms of different channels

✓ Metrics for Social Media Marketing

✓ Case studies from some B2C brands

✓ Content formats on social media

✓ Marketing on Youtube

✓ Marketing on LinkedIn

✓ Marketing on Instagram

✓ Marketing on Twitter

Project

Creating content calendar of Education ,
Technology, Digital marketing agency and 10
other industry.

Week 4-5

Persuasive Copywriting



✓ Crafting attention-grabbing headlines and subheadings

✓ Writing clear and persuasive copy that communicates value propositions

✓ Utilizing persuasive language and storytelling techniques

✓ Optimising copy based on different elements-time/ audience

✓ Setting goals and objectives of Landing Page

✓ Aligning landing page goals with overall campaign objectives

✓ Optimizing page navigation and structure for ease of use

✓ Framework for ideal LP/Elements of ideal LP

✓ Analyzing and optimizing ad visuals, headlines, and copywriting

✓ Testing and iterating ad variations to improve performance

✓ Utilizing compelling and attention-grabbing creative elements

✓ How to set up briefs for designers and freelancers. How to build Brand guidelines

Project

Do copywriting of advertisements for various niches like sports brand (nike, Adidas, Puma), Research brands like Mynta for checking out their advertisements.

Week 5-6

Marketing on Google



✓ Setting up Google Webmaster Tool

✓ Understanding Campaign types and structure

✓ Exploring different keyword match types and their impact

✓ Types of Search Ads

✓ Crafting compelling ad headlines and descriptions

✓ Understanding bidding options and strategies for maximum ROI

✓ Creating search campaign structure from scratch

✓ Campaign tracking and performance management

✓ Exploring various types of Audiences in Google Ads

✓ The Art of Display & Discovery Advertising

✓ Mastering Video Advertising on YouTube

✓ UAC Campaigns: Unleash the Power of Automation for Explosive Growth

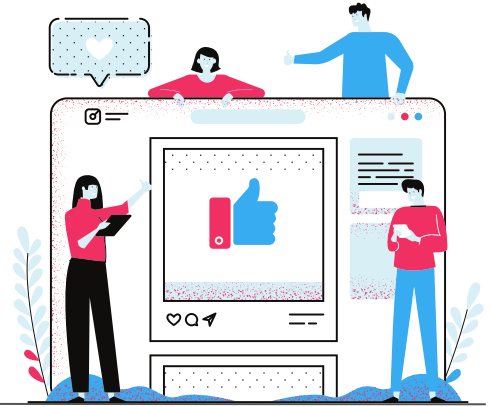
✓ Campaign performance management with data-driven decision making

Project

Create a Google AD account, utilize real funds to run marketing campaigns for The Skillians, and provide us with the leads generated. Our team will follow up on these leads to try and convert them, offering you real-time feedback to help you prepare an authentic project report.

Week 6-7

Marketing on Facebook



- ✓ Overview of Facebook Ads
- ✓ Learn to determine ROAS accurately
- ✓ Understanding Campaign types and structure
- ✓ Dashboard ROAS VS Realized ROAS
- ✓ Exploring various types of Audiences in Facebook Ads Manager
- ✓ Campaign Performance analysis and optimization
- ✓ Bid Strategies, CBO VS ABO and FB Funnel
- ✓ Ad automation - RevealBot/Madgicx
- ✓ Understanding all the ad platforms and placements
- ✓ Automation Possibilities, Martech Stacks
- ✓ Types of Facebook Ads (Static, Carousel, Video, etc)
- ✓ Rule Automation, Creative Automation Platforms
- ✓ Setting up your Facebook Ad Account for Scale & Success
- ✓ Email Automation, Omni-Channel Messaging + Tools

Project

Create a Facebook AD account, utilize real funds to run marketing campaigns for The Skillians, and provide us with the leads generated. Our team will follow up on these leads to try and convert them, offering you real-time feedback to help you prepare an authentic project report.

Week 8

Marketing on LinkedIn and other platforms



Types of LinkedIn Ads



Setting up ad accounts, billing, and payment options



Understanding LinkedIn demographics and audience targeting options



Using LinkedIn Audience Insights to research your target audience



Building custom audiences with LinkedIn Lead Gen Forms



Understanding LinkedIn Ads analytics and metrics



Using LinkedIn Ads Manager to track performance



Best practices for analyzing and improving campaign performance



Using LinkedIn conversion tracking



Utilizing LinkedIn retargeting and lookalike audiences



Leveraging LinkedIn's ad targeting options



Ad Network-Programmatic



Alternative Ad Networks - Quora, Buysell, Carbon, App



UA Channels, Programmatic, Hyper, Omni



Step into the world of targeted Apple Search Ads



Master the Art of Optimizing Amazon Ads



Native Advertising: Captivate Audiences with Taboola, Outbrain, and Yahoo



Quora Ads: Learn to drive traffic, generate leads, and build brand authority

Project

Create a LinkedIn AD account, utilize real funds to run marketing campaigns for The Skillians, and provide us with the leads generated. Our team will follow up on these leads to try and convert them, offering you real-time feedback to help you prepare an authentic project report.

Week 9

Conversion Tracking



✓ Conversion tracking importance

✓ Cookies FLOC Campaign Builder

✓ Reading Analytics & User Life Cycle Events

✓ GA4 Dashboard Reporting & Funnel Path Analysis

✓ Segment Overlap Cohort & User Lifetime

✓ Reading Attribution Projects In Google Analytics Setting

✓ Google Analytics For Your Website (Blogger WordPress, Custom)

✓ Set Up Of Microsoft Clarity Hotjar Free Heat Maps & Session Recordings

✓ Understanding Conversion Events Theory Implement Different Events (B2b) In GA

✓ Setting Events B2C Google Analytics Custom Report Dashboard

✓ GTM Implementation Theory+ E-Com Tracking

✓ User Behavior, Reading Mixpanel KPI Trends Finance, E- Commerce & Saas

✓ Mobile App Conversion Tracking Segment Essentials

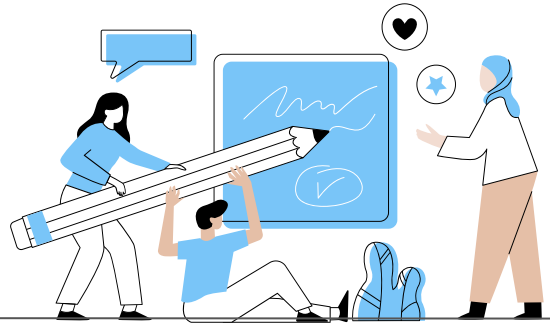
✓ Matomo-Web Analytics Tool Demo

Project

Set- up Google Analytics, Power BI for your business, and track conversions for linked in, instagram, facebook, Google Ad accounts

Week 10

Content Planning



Fundamentals of Media Planning



Understanding media objectives and strategy



Media mix decision Traditional vs Digital



Budget allocation across different channels



Media buying Direct, Programmatic, Real-Time Bidding



Media scheduling



Media Evaluation Metrics & KPIs



Understanding Ad frauds and brand safety



Case studies and real-life media planning scenarios

Project

Prepare a **content plan** for Education company and digital marketing company

Week 11-12

Learning Google Analytics 4



Why Attribution Is Needed?



How To Make Google Analytics Attribution Project?



View Through & Click Through



How To Interpret The Data In GA?



What Questions Can MTA Answer?



Designing A Custom Attribution Model For Your Business In GA (B2B & B2C)



Last Touch, Linear, Time Decay, Position-Based, U-Shaped, V-Shaped Attribution



Attribution Algorithms - What Goes Into Budding An Attribution Tool?

Project

Create a **custom attribution model**

Week 13

Email & WhatsApp Marketing + Marketing Automation

✓ Why is Email Marketing important?

✓ WhatsApp Marketing and its Journey so far

✓ Who are the big players winning it?

✓ Why is WhatsApp Marketing a double-edged sword?

✓ Email Marketing Best Practices

✓ 10 Things you should know before trying out WA Marketing

✓ Top 10 Tips to Keep in Mind to Leverage More from Email Marketing

✓ Metrics and Consumer Journey Crafting via Email and WA marketing in blend

✓ Key Metrics to Focus on for Email Marketing

✓ Live Case Study solve - Dashboard walkthrough via one platform

Project

Build a solid marketing plan for customer relationship management / engagement with emails/ whatsapp and email/whatsapp contents using platforms like **Gupshup, mailchimp**

Week 14-18

Career Preparation

✓ Apply the learnings and build an end-to-end digital marketing strategy

✓ Resume Building: Tips to follow, making a targeted resume, highlight your skills

✓ Mock Interviews

✓ Job search tools and methods to get hunted

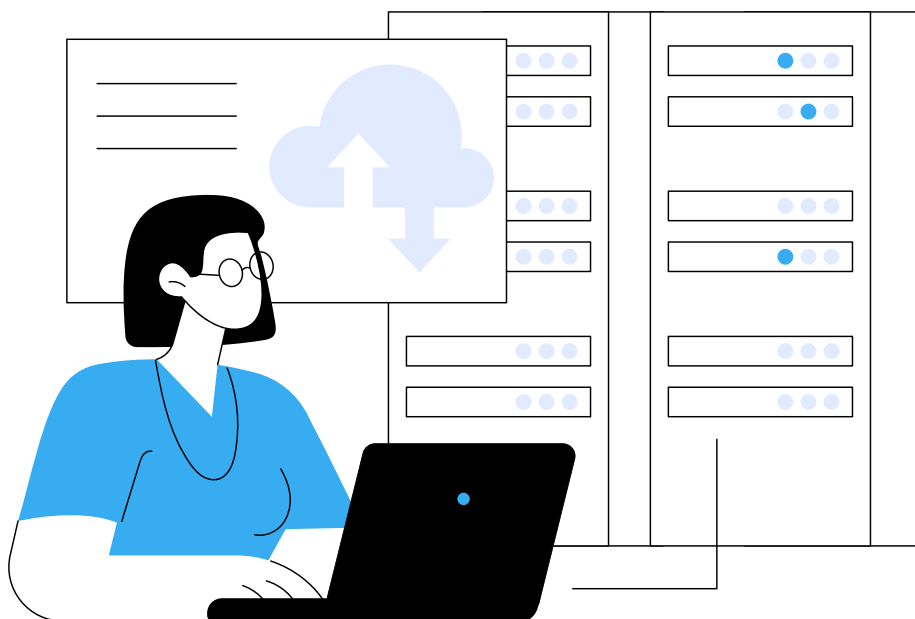
✓ Tips to reach out through LinkedIn & other online portals

✓ How recruiters look at your candidature

✓ Salary expectation & negotiation

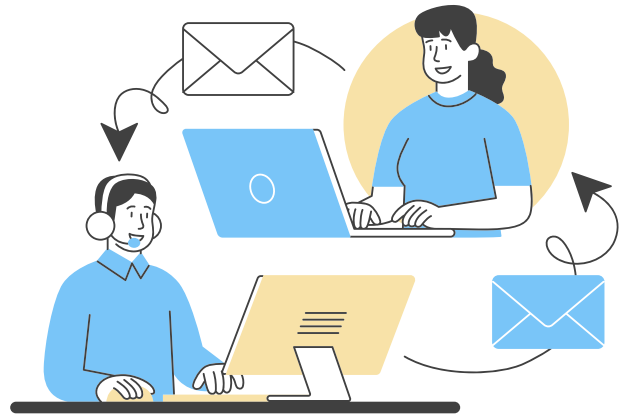
✓ Reasons why companies hire you & ways in which you can add value

✓ Understand what it takes to grow in a career



10 Inspiring Case Study Ideas on Top Companies Digital Marketing Success

Explore ten concise case study ideas showcasing how leading companies achieved success through effective digital marketing and SEO strategies.



HubSpot: Inbound Marketing Strategy



Nike: Influencer Marketing and SEO Optimization



Airbnb: Local SEO and User-Generated Content



Shopify: Content Marketing and SEO for E-commerce



MOZ: SEO Tools and Community Engagement



Amazon: A/B Testing and SEO Strategiest



Zalando: Personalization and Retargeting



Slack: Viral Marketing and SEO




Coca-Cola: Social Media Campaigns and Brand Storytelling




Buffer: Transparency and Content Strategy


The Skillians Career Services




1:1 Mock Interview




1200+ Companies Hiring



800+ Openings every month




Soft skills training




Resume review



Interview preparation



Project guidance



Alumni & industry referrals

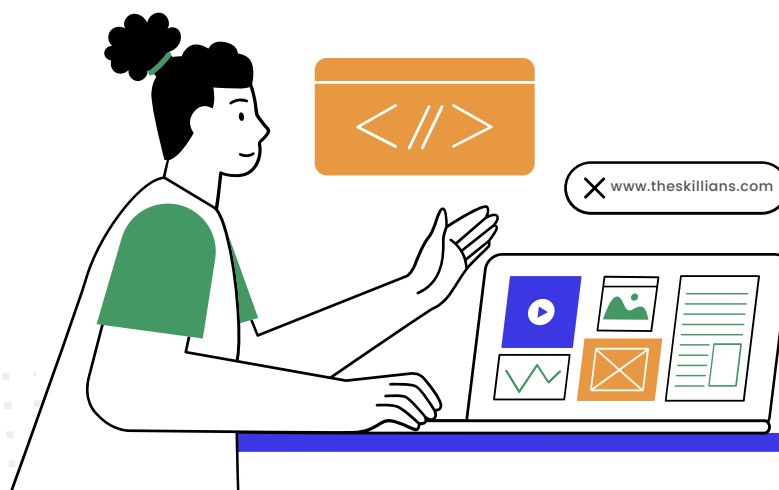
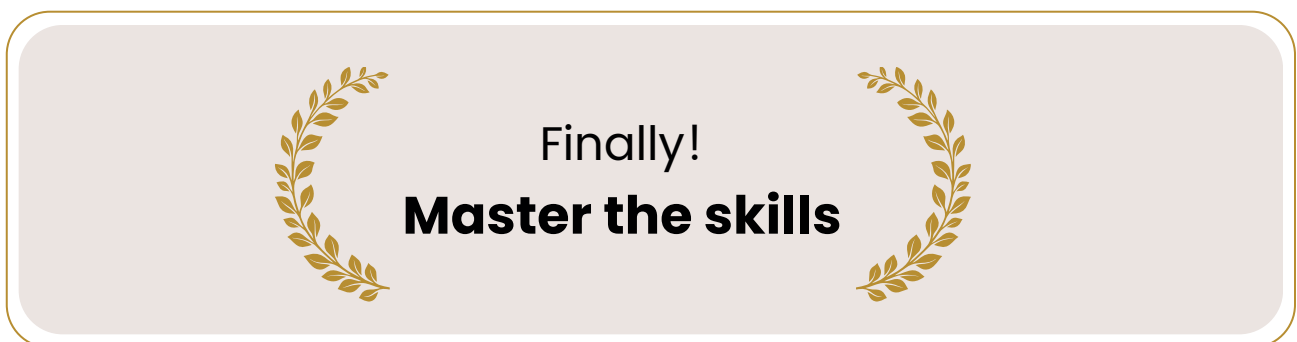
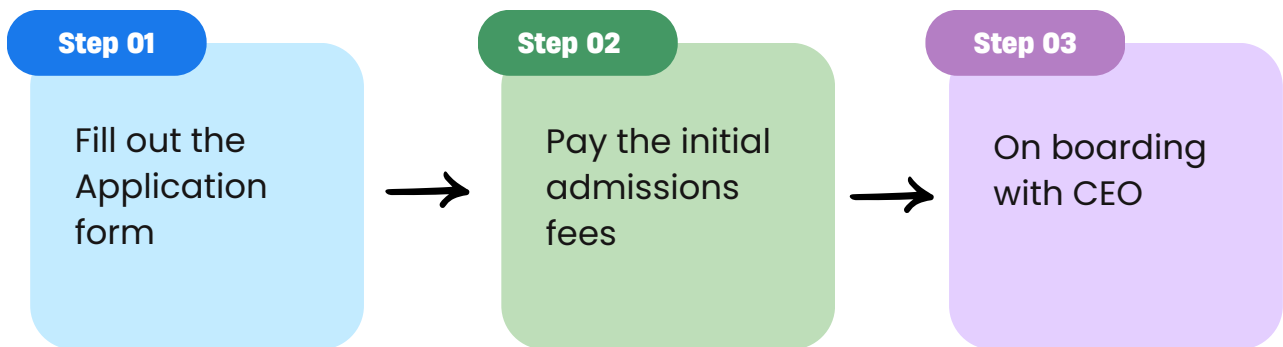




I'm all in!
How should I sign up?

Ready to take charge of your Career

Take your first step towards a rewarding career in digital marketing by filling out the application form





THE SKILLIANS

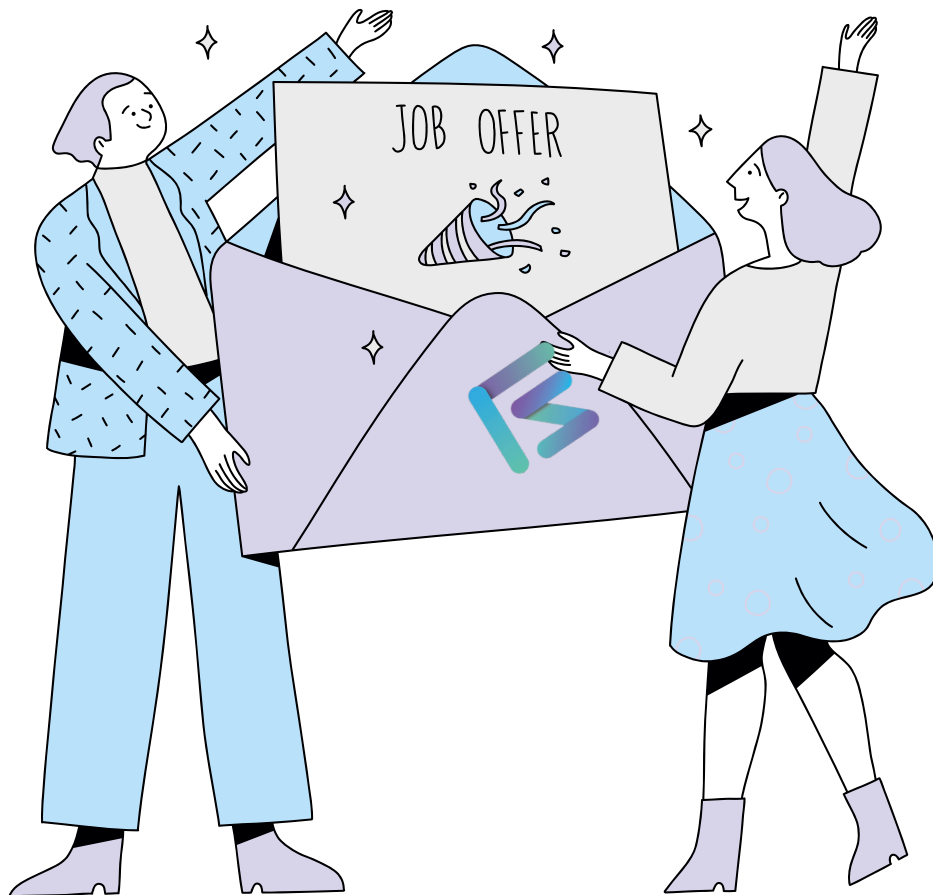
Dream

—

Upskill

—

Achieve



#PayAfterPlacement

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