



# eLance.Academy

Master Digital Skills with eLance Academy

A Brand New **Digital Evolution Course** for 2023

# DIGITAL MARKETING "SAGA"

Learn Advertising, Branding & Marketing for **2023** & Beyond



Get Certified by:

Google HubSpot eLance.Academy

**#MissionDigitalNepal**

# Glimpse of eLance Academy



## What is Digital Marketing "SAGA"

The **Digital Marketing SAGA** Course is a comprehensive program designed to provide learners with the skills and knowledge they need to succeed in the digital marketing landscape. Our trainers have over 10+ years of experience and are industry-leading experts in their field, ensuring that learners receive the highest quality of education.

Through a combination of hands-on exercises, case studies, and real-world examples, learners will gain practical skills in key areas such as SEO & website designing, social media marketing, PPC advertising, content marketing, email marketing, and web analytics. By the end of the course, learners will be able to create effective digital marketing campaigns, measure their success, and optimize them for maximum results. Take the first step towards a long story of achievement by enrolling in the **Digital Marketing SAGA** Course today.

## Why Digital Marketing Course at Elance Academy

With the **#MissionDigitalNepal**, we at eLance Academy thrive to make the best possible efforts to upgrade the concept of traditional marketing into the new era of digital marketing through our various training programs.

Here are a few points that helps us stand out when it comes to providing digital marketing course in Nepal.

- Placement guarantee
- 10+ Renowned Certifications from Google, HubSpot and Elance Academy
- 3-month Paid Internship for Interested Students
- Certified Trainers
- Practical skill oriented training
- Freelancing opportunities

### Placement partners:



## Duration of our Digital Marketing Course

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The **Digital Marketing "SAGA"** Course is scheduled to last total 4 months (17 weeks), which includes **physical training sessions** followed by Exam preparation, Examinations and Certifications. Here's how the entire course is divided:

- ❖ 6 Weeks – Training Session by Anish Sah (Founder of eLance)
- ❖ 8 Weeks – Training Session by Tarumita Samal (COO of eLance)
- ❖ 2 Weeks – Exam Preparation
- ❖ 1 Week – Examination & Certification

**Note: Classes will run from 7am-9am 5 days a week (Mon-Friday)**

## 10+ Exams and Certifications of Our Digital Marketing Course

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### 4 Exams & Certifications from Google

- ✓ Search Advertising Certification
- ✓ Display Advertising Certification
- ✓ Video Advertising Certification
- ✓ Shopping Advertising Certification



### 3 Exams & Certifications from HubSpot Academy

- ✓ Content Marketing Certification
- ✓ Email Marketing Certification
- ✓ Social Media Marketing Certification



### 3 Certifications from Elance Academy

- ✓ Advanced SEO Certification
- ✓ Facebook Marketing Certification
- ✓ Digital Marketing SAGA Certification

## Modules of our Digital Marketing “SAGA” Course

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### **Module - 1: Introduction to Digital Marketing “SAGA” Course**

Meet and greet with all students, Socializing, Detailed Introduction of the course, Scope of Digital Marketing in Nepal in 2023 and beyond, Digital Marketing channels and strategies, Digital Marketing vs Traditional Marketing, Digital Ecosystem, Digital marketing for a person, Digital Marketing for an organization or a business, Earning Scope, AI Digital Marketing, How are Digital Marketing, Advertising and Branding related.

### **Module - 2: Digital Marketing in 2023 SHOULD start with a Website**

Importance of having a website, Paying to agencies vs designing your own website, Website design platforms, No-code website designing, Understanding Domain & hosting, picking your own domain name, Niche research, Understanding WordPress, WordPress themes, Elementor, No-code website builders, corporate website design, ecommerce website design, Website structure development, Adding pages & posts, Designing your online store, Adding products to your store, Payment methods, Order management, Marketing coupons.

You Get FREE Domain & Hosting for 1 year (Value – Rs. 25,000/-)

### **Module - 3: Your Website Needs Content**

Why is content necessary, SEO Optimised Content, Website content planning, Using AI to structure your web content, Writing Product description, Content for “About Us” Page, Content for services, Search Intent, Buying vs Informative keyword, Identifying Main Keywords for each page on your website, Using AI to generate excellent content, AI Command prompts for best results, Updating content to your website.

### **Module - 4: Making your website ready to rank on Google**

Introduction to SEO, How do search engines work, Organic Search vs. Paid Search Results, Keyword Research, On-page SEO, On-page SEO factors, Technical SEO, Schema Markup, Off-page SEO, Link building, Social SEO, Local SEO, Backlink Audits using AHREFS, SEO Audit, Tools, Measurement with Google Analytics, Google E.A.T, Blogging for business, Content Writing, Content Posting, Yoast SEO, SEO Resources, Careers in SEO.

### **Module – 5: Get #1 position on Google with PPC Ads (SEM)**

Introduction to SEM, AdWords Terminologies, Campaign types – Introduction to Search, Display (including videos), shopping/mobile-specific campaign types, Keyword Research, Google keyword planner, Bidding and Budget, Creation of Google Display network, Mobile Ad Campaigns, Shopping Campaigns, YouTube Ads. Using AI to create Ad Content.

### **Module – 6: Inbound Marketing**

The Inbound Methodology, Outbound vs Inbound, The Inbound Cycle & its Phases, Contextual Marketing, Content Marketing, Buyer’s Persona, Understanding your target Audiences, Buyer’s Journey, 5-phases of Inbound Marketing

### **Module – 7: Social Media Marketing (SMM)**

Understanding the Golden Circle, Setting Goals, Target Audience, Natural & behaviour or potential customers, Different types of Content for Social Media, Social media plan & Strategy, Content Calendar, Creatives for social media, scheduling & Posting, Hashtag Marketing the Social Media Ads, Tools for Content Creation, Monitoring & Analysing the Ads, Reporting & ROI Social Media Marketing Basics, Facebook Marketing, Instagram Marketing, FB/IG Ads, Different types of Content for Social Media, Hashtag Marketing, Making a social media plan, Social Media Calendar, Creating Content for Facebook and other social media, Tools for Content Creation,

### **Module – 8: The Social Media Trend Setter**

TikTok Marketing, Instagram Marketing, YouTube Marketing, YouTube Shorts Instagram/Facebook Reels, Creating content for these channels, Why Short Video Content Works, Become a Content Creator, YouTuber Secrets, Making money as an influencer, Viral Content.

### **Module – 9: Social Media Advertising (Boosting)**

Facebook and Instagram Ads, What is Facebook Business Manager, Setting up your Facebook Business Manager, Creating Ad Accounts, Creating a New Campaign, Selecting the best Campaign Goals, Ad set Level optimisation, Budgeting, Scheduling Ads, Picking the perfect audience for your campaign, Creating the Ad, Setting Up Pixel, Retargeting Ads, Conversion & Sales Ads, Ecommerce Ads, Catalogue Creation, Facebook & Instagram Shops.

**Module - 10: CRM & ORM**

What is Customer Relationship Management (CRM), CRM Techniques, Email Marketing, Follow-up calls, Cold leads, Hot leads, Communication skills, What is Online Reputation Management (ORM), Responding to positive and negative Facebook comments/reviews, Getting more reviews on online platforms, Create campaigns for managing your online reputation,

**Module - 11: Using AI Tools to accomplish your Marketing Goals**

What is AI, Different types of AI Tools, AI Tools for Marketing, how to use ChatGPT for best results, Generating content ideas with AI, Writing captions for your Social Media Posts, discovering best used hashtags, Writing Email copies, Cutting your marketing costs with AI Tools.

## Our Instructors

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### Mr. Anish Sah

Founder & CEO, eLance



**Anish Sah** is a Digital Marketing Expert with over 10 years of experience in the industry. He has extensive knowledge of SEO, Conversion Optimization, and PPC, and is a certified Digital Marketing Trainer. Anish is passionate about helping businesses achieve their goals and has developed effective marketing strategies for numerous clients. With his expertise, he can help you achieve your business goals with the right kind of knowledge.

### Ms. Tarumita Samal

MD & Chief Operating Officer (COO), eLance



**Tarumita Samal** is an accomplished professional with over 7 years of experience in the digital marketing industry. She serves as the MD & COO of eLance and is responsible for managing its operations. Tarumita is a Social Media Expert, adept at handling the social media presence of multiple brands. She is also a Content Marketing Expert, known for her creative approach to social media advertising. In addition to her work at eLance, Tarumita is a Digital Marketing Trainer, sharing her knowledge and expertise with others in the industry.



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