



DIGITAL MARKETING

INDUSTRIAL TRAINING BY TECH ARCH SOFTWARES

INDUSTRIAL TRAINING IN DIGITAL MARKETING

Enroll in our 3-month intensive digital marketing course, offering 100% hands-on practical training with live projects in a corporate setting and a comprehensive 5-in-1 curriculum.

AVSAR AN OPPORTUNITY

Introducing Avsar - an opportunity to become a top digital marketing professional in your chosen niche.

As a leading Digital Marketing Agency, we identified an opportunity to enhance the skill sets of students graduating from various institutes with digital marketing certifications. While these courses provide valuable knowledge, we realized that hands-on training on live projects is essential for truly mastering practical implementation. With a vision to bridge this gap and empower students with the necessary skills, we created Avsar.



Avsar is an initiative developed by Tech Arch Softwares to train excellent minds from various professional backgrounds to become the best SEO experts, PPC experts, SMM experts, Email Marketing experts, Content Marketing experts, Website Design and Management experts, and so on. All this is done with a practical-first approach, eliminating classroom learning and introducing live projects to impart real-world problem-solving skills.

So grab this 'Avsar' to work with a Google Partner firm in a corporate setting from day 1 of your on-the-job professional training and learn from industry leaders, not just teachers, with 15+ years of experience.

All you digital marketing enthusiasts, seize this **opportunity** and **ENROLL NOW!**

WHY

DIGITAL MARKETING?

Digital marketing opens avenues for a promising career. No, we're not saying it, numbers are

- ◆ Global digital ad spend to reach around \$700 billion by 2024.
- ◆ Around 5 billion total social media users worldwide.
- ◆ Worldwide e-commerce sales to surpass \$7 trillion.
- ◆ 93% of all online experiences start with a search engine.

Embrace a dynamic industry with immense growth potential and endless future possibilities.

WHY

AVSAR?

There are many training courses out there, so what makes us the best?

- ◆ Learn at Google Partner firm
- ◆ 100% practical course
- ◆ Hands-on experience from day-1
- ◆ Live projects from various industries
- ◆ One-on-one with industry experts
- ◆ Mentors with 5-15 years of experience
- ◆ Choose what you learn - pick your specialization after basic training
- ◆ Teaching beyond syllabus
- ◆ Personality development
- ◆ Client relationship management training



PEDAGOGY

We deliver what we promise. But how do we do it?

- ◆ Live classes
- ◆ Interactive sessions
- ◆ Hands-on learning with live projects
- ◆ Project-based learning
- ◆ Assessments
- ◆ QnA sessions

WHO SHOULD JOIN?

This course is designed for maximum impact and is suitable for both freshers and experienced professionals. Regardless of your educational background or field of experience, if you are looking to build a career in digital marketing or make a career switch, this course is for you.

At a glance:

- ◆ Freshers to build career in Digital Marketing
- ◆ Experienced professionals to switch roles in digital marketing
- ◆ Any educational background
- ◆ Professionals to switch domain



LEARNING PATH

We aim to keep learning fun and engaging. The learning path is designed such that there's a little bit of fun after some learning. Regular assessments are also included to help track your progress. Here is a monthly breakdown:

MONTH 1

- ◆ Orientation
- ◆ Introduction to digital marketing

MONTH 2

- ◆ Topics
- ◆ Assessment
- ◆ QnA

MONTH 3

- ◆ Live Projects
- ◆ Certifications
- ◆ Doubt Sessions
- ◆ Graduation ceremony



COURSE CURRICULUM

Digital Marketing Training

Complete Digital Marketing Training Program by Industry Leader - 5 Courses in 1 in Just 12 Weeks with LIVE Projects

Digital Marketing, Social Media, ChatGPT, Google Ads, Facebook, SEO, SMM, SMO, Website design & Management, Design, Canva, Branding, Instagram, YouTube.

100% Practical Course - Get Ready for Hands-On Experience from the First Day!



WEEK 1: Introduction to Digital Marketing

Topics:

- ▶ Overview of Digital Marketing
- ▶ Traditional Marketing vs. Digital Marketing
- ▶ Digital Marketing Channels

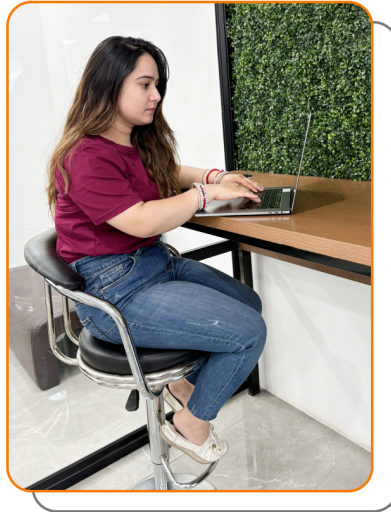
Activities:

- **Interactive Quiz:** Differences between Traditional and Digital Marketing.
- **Case Study Discussion:** Analyze a successful digital marketing campaign.

- **Group Activity:** Create a digital marketing plan for a fictional product.
- **Role-Playing Game:** Assume roles (e.g., marketer, customer) to understand different perspectives in a marketing scenario.

Assignments:

- Write a comparative analysis of traditional and digital marketing techniques.
- Develop a brief marketing strategy for a local business.



WEEK 2: Content Marketing

Topics:

- ▶ Understanding Content Marketing
- ▶ Types of Content (Blogs, Videos, Infographics, etc.)
- ▶ Content Marketing Strategy

Activities:

- **Workshop:** Create a blog post or video on a given topic.
- **Peer Review:** Students review each other's content and provide feedback.
- **Case Study:** Break down a successful content marketing strategy.
- **Content Creation Challenge:** Teams compete to create the most engaging piece of content within a limited timeframe.

Assignments:

- Plan a month-long content calendar for a chosen brand.
- Write a blog post or create a video that aligns with a content marketing strategy.

WEEK 3 : Social Media Marketing

Topics:

- ▶ Social Media Platforms Overview
- ▶ Developing a Social Media Strategy
- ▶ Social Media Advertising

Activities:

- **Interactive Simulation:** Manage a social media account for a week.
- **Group Project:** Create a social media campaign for a product launch.
- **Live Q&A:** Session with a social media marketing expert.
- **Social Media Scavenger Hunt:** Find and analyze the best and worst examples of social media marketing in real-time.

Assignments:

- Develop a comprehensive social media strategy for a chosen brand.
- Create social media posts for a week-long campaign, including images and captions.

WEEK 4 : Search Engine Optimization (SEO)

Topics:

- ▶ Basics of SEO
- ▶ On-page and Off-page SEO
- ▶ Keyword Research

Activities:

- **SEO Audit:** Perform an SEO audit of a website.
- **Workshop:** Optimise a web page for a given keyword.
- **Case Study:** Analyse the SEO strategy of a well-known website.
- **Keyword Research Battle:** Compete to find the best keywords for a given topic.

Assignments:

- Conduct keyword research and create an SEO plan for a website.
- Optimise a piece of content for SEO, including title tags, meta descriptions, and keyword usage.

WEEK 5 : Pay-Per-Click (PPC) Advertising

Topics:

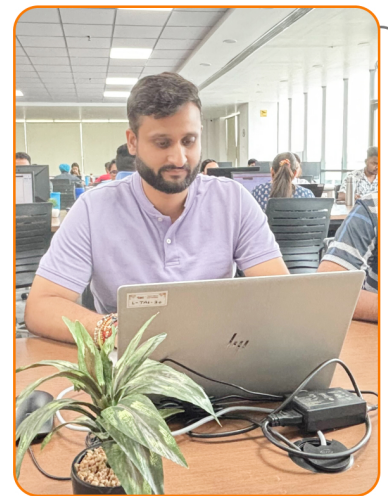
- ▶ Introduction to PPC
- ▶ Google Ads and Other PPC Platforms
- ▶ Creating and Managing PPC Campaigns

Activities:

- **PPC Campaign Setup:** Students set up a mock PPC campaign.
- **Budget Management Exercise:** Allocate budget across various PPC channels.
- **Ad Copywriting Competition:** Write the most effective ad copy for a given product.

Assignments:

- Create and present a PPC campaign strategy for a hypothetical business.
- Write and optimize ad copy for a PPC campaign, including headlines and descriptions.



Digital marketing isn't just a tool, it's the engine driving modern business growth. It connects you with the right audience, amplifies your brand's reach, and fuels sustainable success in the digital age

WEEK 6 : Email Marketing

Topics:

- ▶ Fundamentals of Email Marketing
- ▶ Building an Email List
- ▶ Crafting Effective Emails

Activities:

- **Email Campaign Creation:** Design an email campaign for a product or service.
- **A/B Testing:** Run A/B tests on different email subject lines.
- **Case Study:** Examine a successful email marketing campaign.
- **Email Design Sprint:** Design an email template in a limited time.

Assignments:

- Plan and draft an email marketing campaign, including subject lines and body content.
- Conduct an A/B test and analyze the results to determine the most effective email variant.

WEEK 7 : Analytics and Data-Driven Marketing

Topics:

- ▶ Importance of Analytics in Digital Marketing
- ▶ Tools for Data Analysis (Google Analytics, etc.)
- ▶ Making Data-Driven Decisions

Activities:

- **Google Analytics Tutorial:** Hands-on session with Google Analytics.
- **Data Interpretation Exercise:** Analyze marketing data and derive insights.
- **Interactive Dashboard:** Create a marketing dashboard using available data.
- **Data-Driven Decisions Game:** Make marketing decisions based on provided data sets and see the outcomes.

Assignments:

- Set up and analyze a Google Analytics account for a hypothetical website.
- Create a marketing dashboard using Google Data Studio or similar tools.

WEEK 8 : Integrating Digital Marketing Strategies

Activities:

- **Final Project:** Design an email campaign for a product or service.
- **Peer Presentation:** Run A/B tests on different email subject lines.
- **Guest Panel:** Examine a successful email marketing campaign.
- **Marketing Strategy Game:** Design an email template in a limited time.

Assignments:

- Complete and present a final project that integrates all aspects of digital marketing learned in the course.

Additional Interactive Elements:

- **Weekly Polls:** Gauge understanding and gather feedback on course content.
- **Discussion Forums:** Encourage online discussions on course topics.
- **Interactive Infographics:** Use interactive infographics to explain complex concepts.

Assessment Methods:

- **Quizzes:** Short quizzes after each module to test comprehension.
- **Assignments:** Practical assignments based on real-world scenarios.
- **Peer Reviews:** Students review and provide feedback on each other's work.
- **Final Project:** Comprehensive project that integrates all aspects of digital marketing learned in the course.
- **Class Participation:** Active participation in discussions and activities.

Assignments:

- Create and present a PPC campaign strategy for a hypothetical business.
- Write and optimize ad copy for a PPC campaign, including headlines and descriptions.

WEEK 9-12 : Specialization Opted

Working over live projects as per specialization chosen by the student

- **Practical Application:** Students will apply theoretical knowledge to real-world scenarios within their specific area of interest.
- **Skill Development:** Hands-on experience will help students hone their skills in their chosen specialization.

SKILL INSIGHTS

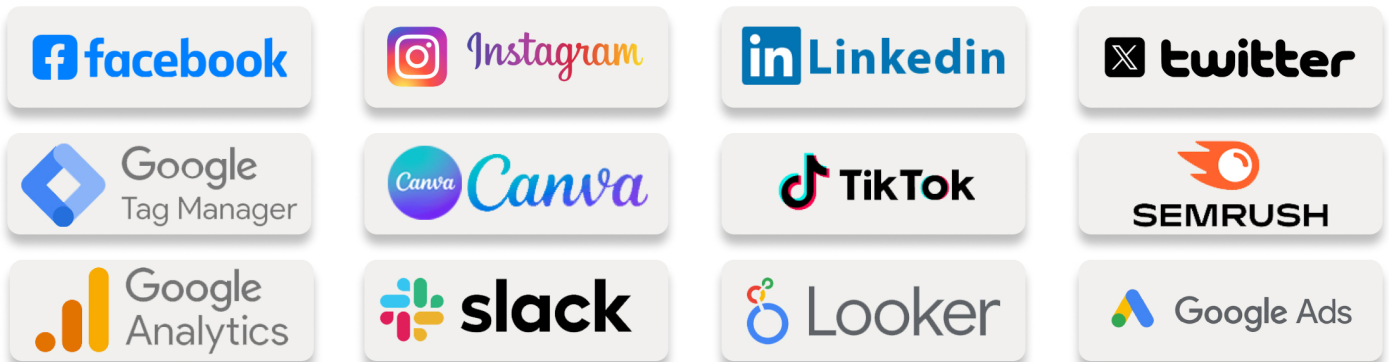
Industries

Our legacy of 10 years ensures we have a diverse portfolio of clients and projects from various industries. Here are the industries you will get to work with -

-  Education
-  Pharma
-  IT
-  E-commerce
-  Real Estate
-  Healthcare
-  Travel and Hospitality
-  Fitness and Wellness
-  Home Services
-  Professional Services

Tools

Training with a Google Partner firm has its perks. We are loaded with top-class tools of the trade which will help you get ahead of the competition. At the end of the course, you will be well-versed with tools like -



Skills

Surely you will learn technical skills but our course aims to impart holistic knowledge and make you into a complete digital marketer. Here are the skills we will work on:

HARD SKILLS

- SEO
- Branding
- Mockups
- Client Handling
- PPC
- Market Research
- Content Creation
- Analytics
- Website Creation
- Copywriting

SOFT SKILLS

- Personality Development
- Client management
- Communication
- Reporting

CERTIFICATION

Of course there will be a certificate of completion for everyone who completes the course. This certificate will be provided by TechArchSoftwares an ISO certified company.

If you wish to take it a notch up, you can give an in-house exam at the end of the course. This exam will hold a weightage of 70% and 30% will be accounted based on your overall performance during the course of 3 months. Successfully meeting these criteria can lead to an in-house placement at our company.

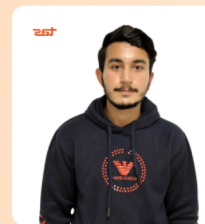


SUCCESS STORIES

Hear our students share their career transformation stories.

I took a DM course, but when I started giving interviews, I realized how much I lacked in practical skills. A friend recommended Avsar by TechArchSoftwares, and I joined their 3-month training. The experience was amazing! I got to work on live projects, hands-on training, client communication skills, and even placement assistance. It was my first exposure to a corporate environment. The CEO, Mr Jitender was so nice and friendly with the whole staff. He used to motivate and guide me personally. Thank you, TAS for making it a pleasant learning experience.

Anmol



I was working as an SEO executive but wanted to shift to PPC to use my marketing skills in advertising. Institutes around tricity only offer theory, but TechArch stood out. They offer completely live projects with budget on which you can learn how to run ads. The VP, Nikhil Sir guided me and the team lead was also very helpful in the training. I am very satisfied with the overall course because you can choose a particular field you want to train in after a basic training of few days. I even got hired by them due to my good performance. Thank you, TechArch!

Aman

After completing my BTech in 2023, I was clueless about my next steps since engineering was not my passion. I watched some Digital Marketing videos on YouTube as I was always interested in business and marketing. This led me to Avsar by TechArch. With their hands-on training, I discovered my potential. When I was stuck in making a landing page for an ad campaign, the team taught me how to make it properly and that landing page performed very well. I am now thriving as a skilled Digital Marketer in a well-paying job. Thanks to them, I was able to explore my full potential and get career growth.

Simran



I was a Computer Science teacher at a private school but hit a saturation point where every day was the same with no new challenges. Looking for a change, I found Digital Marketing and assumed an IT background was needed, but it wasn't! Avsar by TechArch provided practical training on live projects, helping me learn quickly and get industry-ready. They taught me how to make content and creatives, landing pages, SEO techniques, make funnels, and run ads. Now, every day brings new challenges, fostering learning and growth.

Akanksha

HOW TO APPLY?

Interested in joining?

HOW TO ENROLL IN OUR COURSE:

1. CONTACT US FOR REGISTRATION:

- **Website:** avsar.digital
- **Email:** Career@avsar.digital
- **Phone:** 01722-996009 (Monday to Friday, 10:00 AM to 7:00 PM)

2. IN-PERSON GUIDANCE:

Visit our office and speak to one of our counselors. They will guide you through the enrollment process step by step.

**Ready to take the next step in your career?
Our team is excited to help you embark on this journey with us!**



Avsar : Grab your chance for New Opportunities



CONTACT INFORMATION



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