EXTERNAL
EXPERTS

Digital Marketing Training Brochure

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ABOUT EXTERNAL EXPERTS

External Experts is a Bangalore-based digital marketing agency. Backed by the expertise of its hard working and highly skilled team, the agency has witnessed enormous growth in its five years of existence.

Currently, External Experts has its footprint in India, Australia, and the United States. The company has always relied on data-driven strategies to drive home its primary objective i.e, to promote brands across multiple platforms.

External Experts is a tech-savvy digital marketing agency with immense expertise in resolving challenges with the most modern marketing methods.

WHAT IS DIGITAL MARKETING?

Digital marketing utilizes the internet and online digital technologies to promote products and servicese. And #1 rule of marketing is to make the right offer in the right place at the right time. Digital marketing helps you do just that by reaching out to your potential customers where they already are: online.

Although there are different elements of digital marketing, they all work in tandem to create the foundation of your business. Digital marketing assists in nurturing relationships and driving conver-

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SCOPE OF DIGITAL MARKETING

In the last decade, digital marketing has emerged as the most promising and blooming career option. As per some statistics, the industry offered 8 lakhs jobs in the first quarter of 2017 and the number is increasing exponentially as we approach 2021. The premium Indian job portal, Naukri.com, advertised more than 20 Lakh jobs for digital marketing this year. These numbers show the vast expanse of digital marketing jobs and the rewarding career that it promises.

While 91% of hiring companies consider certification important for employment, 48% organizations prefer certified digital marketing professionals and offer them higher salaries. Therefore, a certification in digital marketing is absolutely crucial to kick off your career in this arena.

WHY DIGITAL MARKETING TRAINING AT EXTERNAL EXPERTS

External Experts' unique methodology is tailor made to get you acquainted with the nitty-gritty of digital marketing. The course encompasses all the essentials of digital marketing needed to land a high paying job. To summarize, here is a quick peak of what we offer:

- First off, we're an eight year old digital marketing agency with footprints in India, Australia, and the United States. So, be assured that what we're going to teach you is right out of the industry's vault.
- We provide 100+ hours of learning content along with 5+ live digital marketing projects for a hands-on experience. This is backed by a strong team of Silicon Valley-based faculty members.
- With social media analytics, PPC, conversion ration, mobile and email marketing, Google Ads and SEO packaged into a single learning experience, this is the most versatile course that is bound to enhance your income in quickly time.

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WHO SHOULD OPT FOR THIS COURSE

The course is very versatile and is designed for anyone who wants to a career in digital marketing. However, in order to put things in order, here's a list of people who can attend & benefit from this course:

- Graduating students
- Working professionals
- Job seekers

MODULES COVERED IN THIS COURSE

External Experts' turnkey course will help you master every aspect of Digital Marketing. To help you during the learning process, the entire course is divided into the following modules

- Search Engine Optimization (SEO)
  - On-Page
  - Off-Page
  - Local SEO
  - Advanced SEO
  - Technical SEO
- Inbound Marketing
- Social Media Marketing (SMM)
  - Facebook Marketing
  - Twitter Marketing
  - Linkedin Marketing
  - Quora Marketing etc.
- Web Analytics
- Pay Per Click (PPC)
  - Search Engine Marketing
  - Display Marketing
  - Remarketing
- Content Marketing
- Conversion Rate Optimization
- Video Marketing
- Affiliate Marketing
- ECommerce Listing
- Tools and more

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TOOLS COVERED

Besides the course modules, you will have free access to the following tools, which are essential to hone your digital marketing skills:

- Web hosting service tools
- Social listening
- SEO software
- SEO management tool
- Social Media Analytics Worth INR 65,000
- Resume Builder Worth 2500

CERTIFICATIONS

No course is complete without a certification at the end of it. You will be awarded External Experts' industry recognized Digital Marketing Master Mind certification. Besides that, here are some other certifications and benefits that you can avail through this course:

- Free Certification on Google Ads, Facebook, Hubspot, SEMRUSH
- Career Path and counselling.
- Certification on Digital Marketing Master Mind
- Learn how to **START** getting a High Paid Jobs in just 2 months and **STOP** working for Peanuts.
- Learn how to grow the revenue 10x times more

PLACEMENT ASSISTANCE

External Experts offer end to end placement assistance for its students. We have weaved one success story after the other and currently our alumni are working with various MNCs.

Post completion of Digital Marketing Master Mind course, our placement cell will not only help you to get jobs but also will make you interview-ready so that you give it your best and land the job that you desire.

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ABOUT TRAINERS

Our trainers are seasoned digital marketing professionals who have spent more than a decade in this industry. For External Experts' Digital Marketing Master Mind course, we're delighted to have Subha Kumar and Sandeep Balraj as trainers.

Subha Kumar

Co-Founder

Subha Kumar has more than 10 years of experience in digital marketing in both Indian and Australian marketplace. To this date, she has trained 300+ individuals and helped them secure jobs in coveted organizations.

Sandeep Balraj

Co-Founder

Sandeep Balraj has more than a decade of experience in digital marketing, in which he has transformed the lives of 400+ individuals by training them and helping them land high paying jobs.

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UPCOMING BATCHES

External Experts' Digital Marketing Master Mind course is extremely dynamic and is one of the in demand courses in Bangalore. Here are the details of our upcoming batch:

Weekdays	Weekdays	Weekends
Morning Batch	Evening Batch	9:30 am to 1:30 pm
7:00 am to 9:00 am	7:30 pm to 9:30 pm	which is for 16 – 18 weeks (Saturday)
which is for 8 - 10 weeks (Monday – Saturday)	which is for 8 - 10 weeks (Monday – Saturday)	

MODES OF TRAINING

Being a digital marketing agency, we at External Experts believe in technology optimization. Our training mode is a mixture of online and classroom training. Besides, we offer 100+ hours of training content in conjunction with 5+ international live industry projects for hands-on experience. All in all, our training brings in apt industry exposure for you apt industry exposure.

COURSE DETAILS AND FEES

External Experts offer Digital Marketing Master Mind Certification, which is an industry recognized and trusted course. The details about the course fee is as follows:

DIGITAL MARKETING MASTER MIND COURSE FEES

₹ 49,999/- + GST

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2020 | NEW YEAR OFFERS running up

1ST 5 STUDENTS

ENROLLING PER BATCH WITH

AN AMAZING DISCOUNT OF

₹15,000/-

WHO BOOK ON THE SPOT BY JUST PAYING

₹ 2000/- AS ADVANCE AMOUNT

WERE YOUR FEE IS FROM ~~₹49,999/-~~ + GST

TO ONLY ₹34,999/- + GST

HURRY UP!

ONLY for

1st FIVE STUDENTS

LIMITED PERIOD OFFER

TESTIMONIALS

I had an immense coaching on Digital Marketing Master Mind training for 2 months. I did work on live client projects, which really gave me the real time experience and got placed in HCL. Thanks to External Experts.

Regards,
Balaji

“Thanks to External Experts & Subha Kumar ma'am, who trained me on Digital Marketing Master Mind & later I took Advance Social media which helped me to build a career of my choice at TCS.

Regards,
Naveen

I did my B. E Mechanical and was desperately looking for job and found the Digital Marketing Master Mind course, which was well taught by the expertise and worked on live projects which really gave me strong subject matters and got a job in ITC. Thanks to External Experts.

Thanks,
Tesjeshwani

OUR HIRING PARTNERS

The list of our hiring partners is long and comprises of companies from all walks of the industry. To give you a sneak peak, here are some of the major hiring companies that have offered jobs to our alumni:

- Wipro
- Oracle
- Google
- Saint-Gobain
- HCL
- MakeMyTrip.com
- Godrej Properties
- Infosys
- Snapdeal.com
- Samsung
- Bankbazaar.com

And many more..

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