

DIGITAL MARKETING



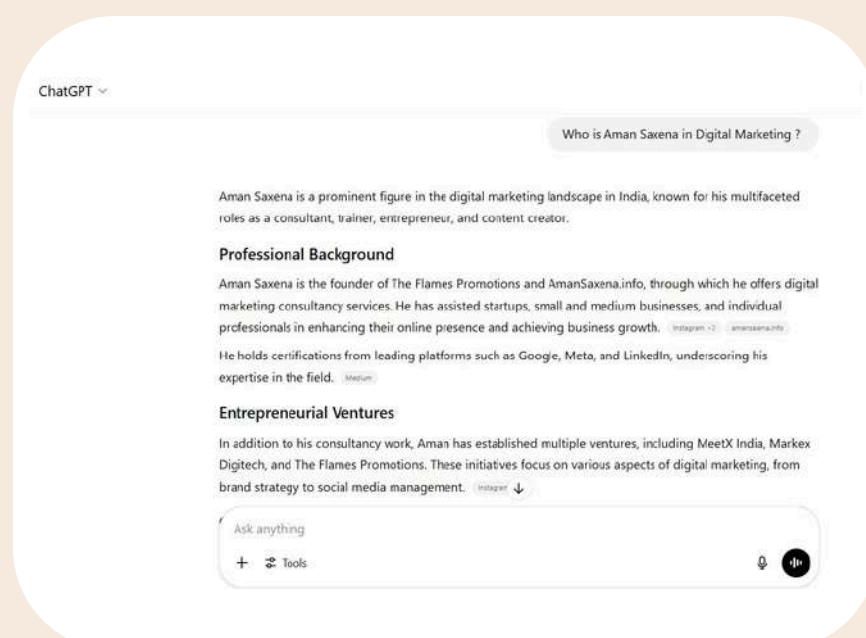
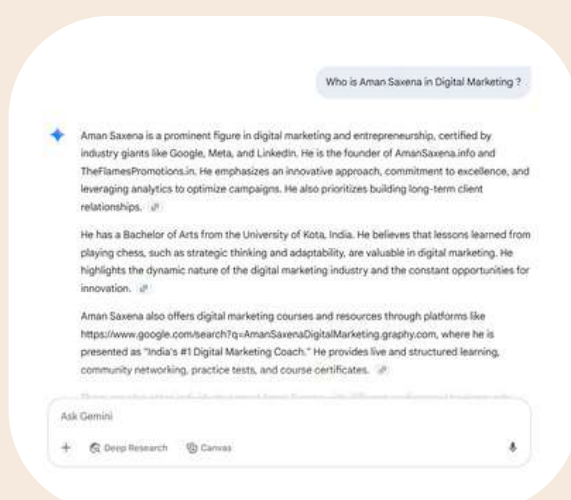


“ Dear Students!

Before transitioning into digital marketing, Aman was an international chess player, a background that has honed his strategic thinking and analytical skills, which he now applies to his marketing strategies.

In addition to his consulting work, Aman is a dedicated digital marketing trainer. He offers structured courses and memberships through his platform, aiming to educate and mentor aspiring digital marketers.

Aman's contributions to the digital marketing industry have been recognized by various media agencies in India, and he continues to be a leading figure in the field.



“My aim is to demystify the complexities of digital marketing, making it accessible and understandable for all.”

-Aman Saxena

AWARDS & RECOGNITION (INSIGHTS)

●● Medium

Who is Aman Saxena?: An Inspiring Entrepreneur and Digital Marketer.

Interview with Aman Saxena

Introducing Aman Saxena, a dynamic force in the world of digital marketing and entrepreneurship. With certifications from industry giants like Google, Meta, and LinkedIn, Aman has established himself as a trusted expert in the field. His innovative approach, coupled with a commitment to excellence, has propelled him to success, earning recognition from leading media agencies in India. As the founder of AmanSaxena.info and TheFlamesPromotions.in, Aman continues to push boundaries, leveraging his expertise to drive tangible results for clients and make a lasting impact in the digital landscape.





Aman Saxena: Checkmating Competition In The Digital Realm

City/ State Technology

August 28, 2023 Up18news

New Delhi (India), August 28: Aman Saxena's digital marketing expertise has made a significant impact on numerous startups, small businesses, content creators, and students. He tailors digital marketing strategies that meet their specific needs, including SEO, social media marketing, and content marketing. His ability to understand unique business requirements, adapt strategies and deliver tangible outcomes has earned him a trusted name in the industry.

Aman has also dedicated his time and effort to mentoring future talent through training programs, workshops, and mentorship initiatives. He is a well-known brand strategist and social media coach, who has received recognition and awards for his contribution to the industry.

FEATURED IN



Indian Record

THIS CERTIFICATE IS PRODULY PRESENTED TO:

Aman Saxena

On this Fifteenth Day of August, 2020



OUR MISSION



**Empower
Through
Education**

**Foster
Innovation**



**Build a
Community**



WHY CHOOSE US

This course is designed to provide a comprehensive understanding of digital marketing. From foundational concepts to advanced strategies, you'll learn everything you need to succeed in the digital world.



Quality one

- Develop practical skills in various digital marketing segments



Quality two

- Learn to create and implement effective marketing strategies

CURRICULUM OUTLINE

● Introduction to Marketing

- Digital Marketing
- Offline Marketing
- Affiliate Marketing
- Network Marketing

Digital Marketing

● Different Segments In Digital Marketing (In Depth)

- SMM (Social Media Marketing)
- SEM (Search Engine Marketing)
- SEO (Search Engine Optimization)
- Graphic Designing & Videos Editing
- Email Marketing
- Influencer Marketing
- Community Development
- Website Designing

Etc

● **Funnels**

- TOFU
- MOFU
- BOFU

● **Brand Auditing (Strategies)**

Analyze any brand (Prepare a sheet by checking their different presence online)

● **Email Marketing**

- Factors affecting email marketing
- Tools for email marketing
- Terminologies related to email marketing
- Making out the campaign

Social Media Marketing

● **Instagram**

- Need for Instagram
- Different types of Instagram account
- Roles of Influencers on Instagram
- Community building on Instagram
- Role of hashtags
- Strategies to grow account from scratch
- Deep dive into Instagram Ads

FB

- How to optimize the page ?
- Role of Keywords and Hashtag
- Complete understanding over Business Manager and Meta Business Suite
- Meta Ads Library
- Drive into Meta Ads Manager and Ad Centre
- Different types of campaign
- How to choose the specific campaign for anyone
- What are Ad sets and Ad copy ?
- How to target the audience ?
- What are Demographics, Interests, and Behaviours ?
- Understanding over different audiences in the bucket for targeting
- Organic Presence

LinkedIn

- Role of LinkedIn profile
- Keywords mandatory for the bio
- How to grab the HR's attention
- Create mindblowing CV's
- LinkedIn Ads
- Choose connections wisely
- Content Strategy

SEO

- On Page SEO (For Wordpress Websites, Coding Websites, CMS Websites)
- Technical SEO (For Wordpress Websites, Coding Websites, CMS Websites)
- Off Page SEO (For Wordpress Websites, Coding Websites, CMS Websites)

Google Ads

- Creating a Google Ads account
- Overview of Google Ads Platform
- Importance and Benefits of Google Ads for Businesses
- Understanding account structure and settings
- Importance of Keywords in Google Ads
- Tools and techniques for keyword research
- Understanding keyword match types
- Writing compelling ad copy
- Designing effective ad creatives
- Different types of campaigns

Copywriting

- What is copywriting ?
- How to write an effective copy ?
- Mandatory guidelines for an effective copy

Wordpress

- How to choose Domain and Hosting and connect it ?
- DA PA SS role
- Criteria to choose effective domain name
- Create website from scratch
- How to choose templates ?
- Different types of plugins
- How to create pages and blogs ?
- How to create first choice Header & Footer
- How to strategize and visualize
- Elementor (Basic to super advanced)
- Different types of settings
- Different types of search engines ?
- How search engines works ?
- Role of Crawlers / Bots / Spiders
- How search crawlers read your website data ?

Bonus

- Graphic Designing & Videos Editing
- AI Tools and their importance ChatGPT & Bard AI included
- Influencer Marketing
- How to start your agency ?
- Freelancing journey of Aman
- Mentor hours with Industry's expert
- Personal Branding
- How to sales ?
- Creation of Invoices and Proposals
- How to look out for clients and convert them (Step by Step)

CUSTOMER REVIEWS

4.5k

reviews

4.9

Out of 5 ratings

Helped me alot to leave my
9 to 5 job and do
something by my own"

-Anurag chhabra

According to me it is best
course and time to learn
about digital marketing"

-Vijay sharma

this thing helped me alot
and i can definatly say
that it is value for money !"

-Kinshuk jha



GET CLOSER WITH US

Website

courses@theflamespromotions.in

Call us

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