



Accelerate your career / business in Digital Marketing with specially crafted program in

# **STRATEGIC DIGITAL MARKETING**

EnValues

# Master in Digital Marketing - on completion you will

**01**

**Add value to  
your business**

**02**

**Make career in  
Digital Marketing**

**03**

**Know usage of  
tools like FB  
Ads, Google  
Ads, Search  
Console**

**04**

**Be a freelancer &  
Digital Marketer**

**05**

**Strategise in  
Google Ad & SMM  
Campaigns**

**06**

**Learn latest  
approaches to  
strategic marketing  
that is effective  
across all digital  
channels**

**07**

**Create contents  
which will  
communicate  
your brand  
message**

**08**

**Can generate  
more revenue**

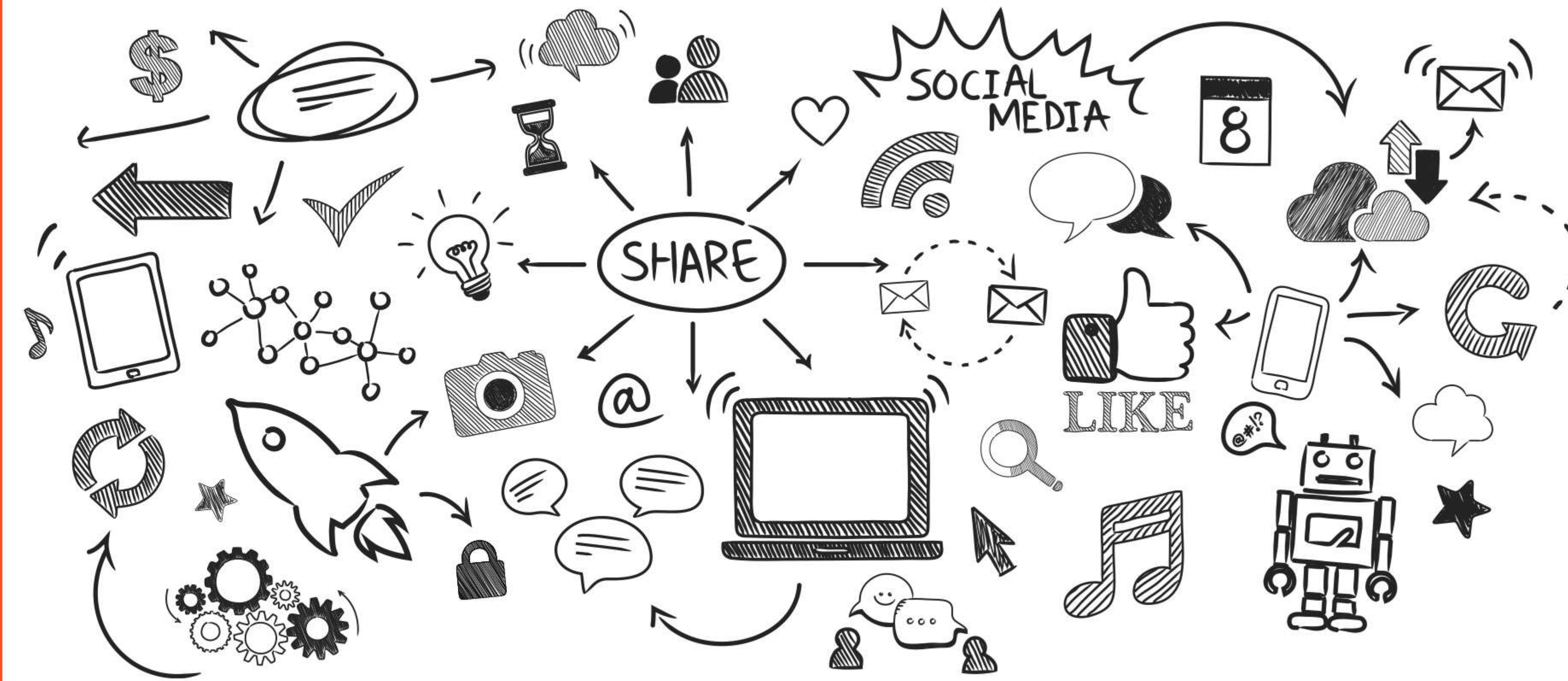
# CONTENTS

## Modules

01. Search Engine Optimization
02. Social Media Marketing
03. Content Marketing
04. Email Marketing
05. Mobile Marketing
06. Pay Per Click
07. Conversion Optimization
08. Digital Analytics
09. Marketing Automation
10. Digital Marketing Strategy

## Tools

01. Google Analytics
02. Google Adwords
03. Google Search Console
04. Facebook Ads Manager
05. Youtube, Twitter, LinkedIn
06. Google MyBusiness
07. Wordpress
08. Yoast



## Key Features:

- EnValues training team will prepare you for your desired Digital Marketing journey
- Learn and practice on own project options
- Live tools
- Dedicated trainer for individual subject

EnValues, established in 2019 is one of the Digital Marketing Institute in Odisha, known for its live project based training. Students of EnValues here mostly business persons, freelancers and job seekers.

Envalues has educated hundreds of students in last 2 years.

- Practice on live tools
- Premium access to content creation tools
- Training on updated training module
- Support on building own project

## PROGRAM highlights



**Learn from experts**



**Experience case studies & projects**



**Master Skills & Tools**

## PROGRAM details

### DURATION

**3 months core + 2 weeks**

### PROGRAM FEE

**Rs.19,999 + GST (18%)**

### ELIGIBILITY

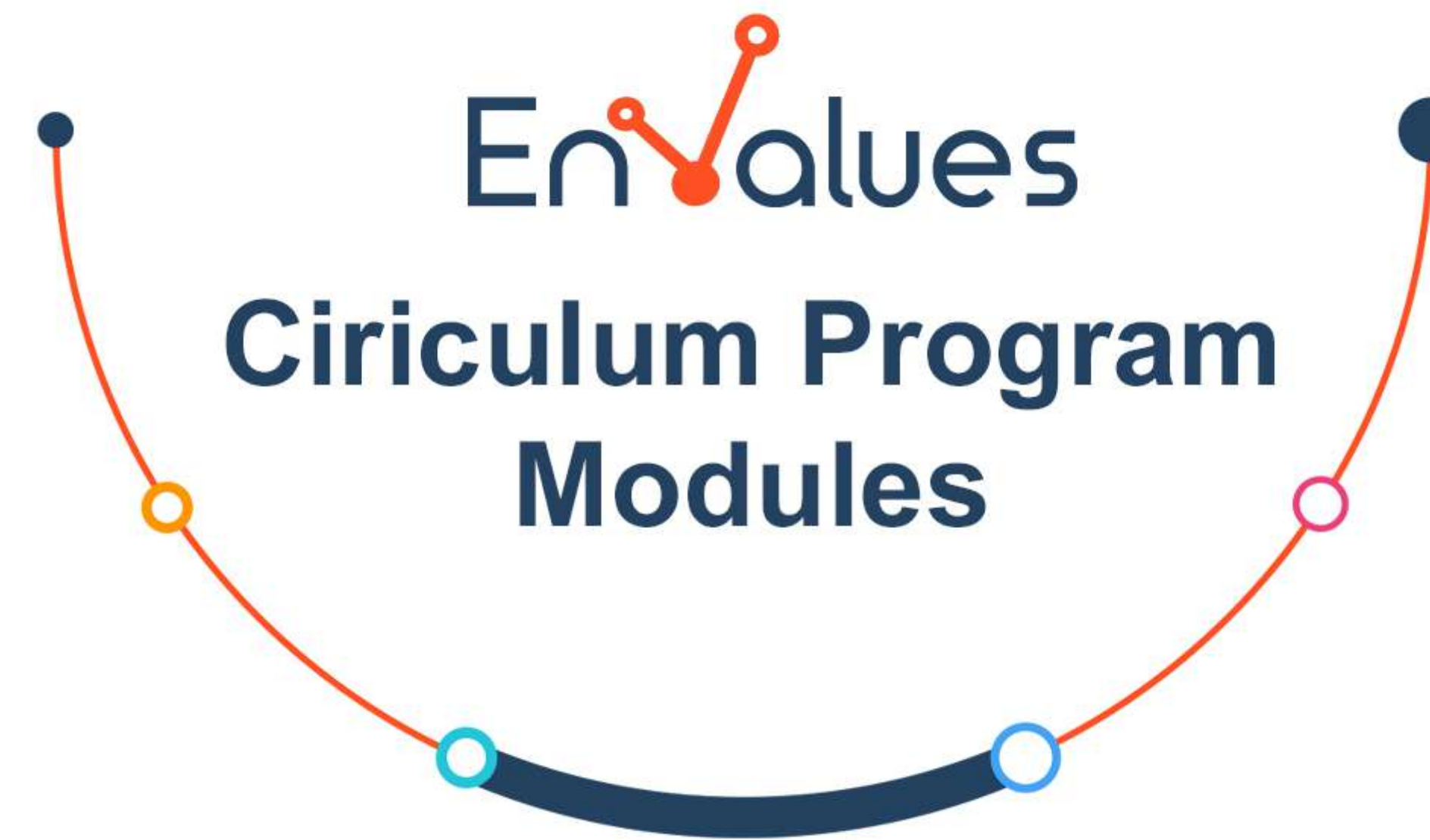
*Minimum 12th pass (job seekers)*

*Knowledge on Fundamentals of Internet*

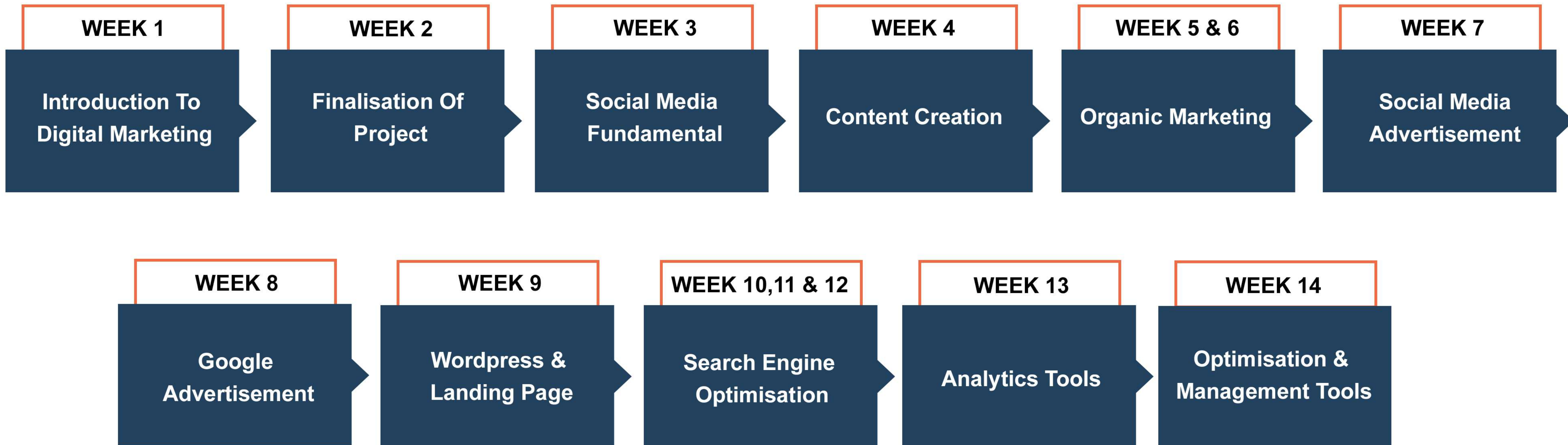
**For further details contact:**



**Girija Shankar Kar**  
*info@envalues.com*  
8655906004

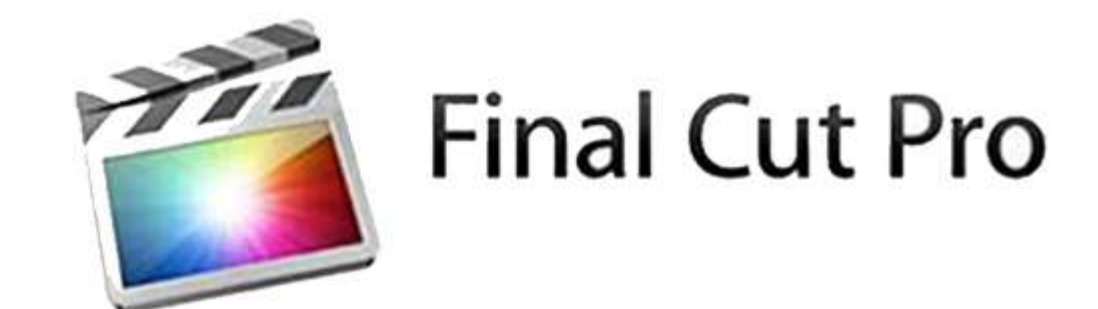
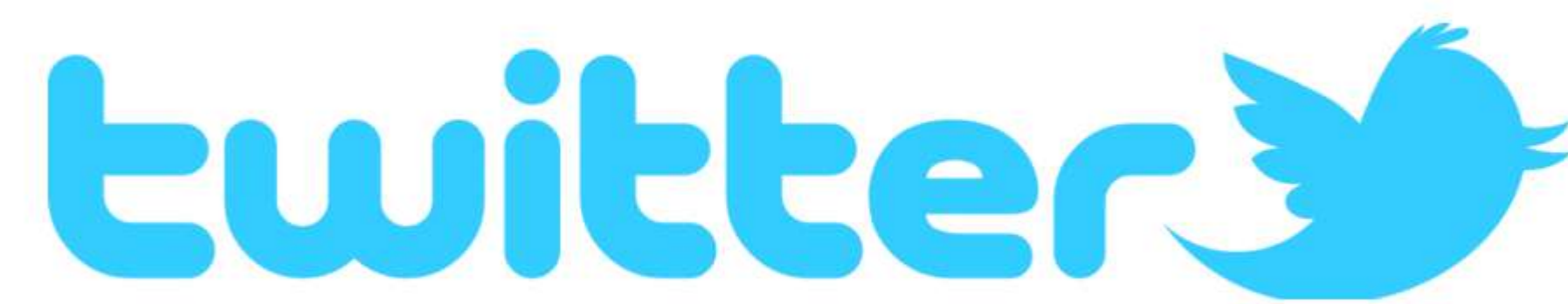


EnValues  
Curriculum Program  
Modules



*\*Some of the modules involve running live ad campaigns require candidates to spend on ad platforms*

# Tools You will learn



# Advancing your career with Digital Marketing

**Digital Marketing Manager**

**SEO / SEM Specialist**

**Content Strategist**

**Entrepreneur**

**Career  
Options**

**Social Media Manager**

**Performance Marketer**

**Digital Sales Manager**

**Affiliate Marketer**

# OUR-FACULTY

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**GIRIJA SHANKAR KAR**

**DIGITAL MARKETER**



**KANNAN PATEL**

**SOCIAL MEDIA STRATEGIST**



**ROHIT BATRA**

**WEBSITE DEVELOPER**



## Who should attend

- ★ Final year students who want to accelerate their career in Digital Marketing
- ★ Sales professionals who want to transition into Digital Marketing
- ★ Professionals from a traditional marketing background who want to augment their skill set
- ★ Business owners and self-employed professionals who want to grow their business online



A dense collection of blue line-art icons representing various business and technology concepts. The icons include a pencil, a graph, a Wi-Fi signal, a tree diagram, an alarm clock, a cloud with a downward arrow, a pie chart, a rocket, a flag, a bar chart, a scale of justice, a dollar sign, a shopping cart, a magnifying glass, a checklist, a person thinking, a smartphone, a megaphone, musical notes, a gear, a pyramid, a speech bubble, a lightbulb, a person walking, a pencil, a marker, a paper airplane, a magnifying glass, a document, a graph, and a checkmark.

Get in touch

[info@envalues.com](mailto:info@envalues.com)

8655906004

[www.envalues.com](http://www.envalues.com)

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