TRINETRA SKILL DEVELOPMENT

Trinetra skill development is an exclusive training platform developed by Trinetra skill development, a leading digital marketing agency in India with multiple International Awards and Accolades, which is also a *Google Partner* agency and a *Bing Ads* Accredited Professional Agency. At Trinetra skill development, you'll get the opportunity to learn from the masters who possess rich experience in managing digital marketing.
campaigns for many leading corporate companies in India.

Being one of the leaders in the digital marketing industry in India, we follow the latest practices and the most updated syllabus in digital marketing and gives.
our students a real-time experience by working on live projects, which gives them a real edge in their digital marketing career. We also assist you to get you placed in the best firms.

WHY TRINETRA?

- **A Google Certified Partner**
- **Bing Ads Accredited Professional Company**
- **Practical Experience on Live Projects**
- **Free marketing tools**
- **100% Job & Internship Support**
- **Internationaly Approved Certifications**
- **Industry Experienced Faculties**

www.trinetraskilldevelopment.com

WE HAVE CONNECTIONS WITH

IN COLLABORATION WITH

facebook blueprint

Google

Hootsuite

HubSpot
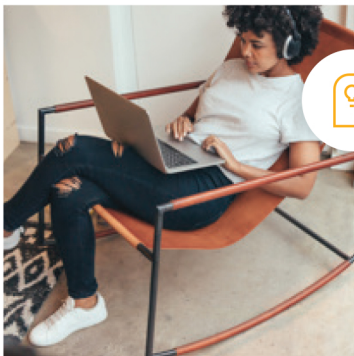
MailChimp

bing

Estimated Time:
3 Months at
10 hrs/week

Prerequisites:
No Experience
Required

Flexible Learning:
Self-paced, so
you can learn on
the schedule that
works best for you

Need Help?
+91 837 6060 583, 931 1476 530
Discuss this program
with an enrollment
advisor.

Course 1: Marketing Fundamentals

Becoming a digital marketer is a journey - let us be your guide. In this course, we give you a framework to help you organize and plan your approach. We also introduce you to three companies that are featured throughout the Digital Marketing Nanodegree as examples of how to apply what you learn in both B2C and B2B contexts.

Course Project
Prepare to Market

In this first project, you'll prepare for your new role as a digital marketer. You can choose to market your own company or a Sandbox B2C or B2B product we've provided. You'll market a B2C or B2B product; You'll summarize the business model of the company, articulate the marketing objective, and develop a target persona for the product you choose to market.

LEARNING OUTCOMES

LESSON ONE	**Welcome to Digital Marketing**	Marketing is an essential part of your everyday life. We will take you on a journey through the evolving digital marketing landscape. This course will teach the fundamentals to help you navigate and thrive in this fast-growing field.
LESSON TWO	**The Digital Marketing Framework**	We provide a framework to help you make the right decisions in an ever-changing digital marketing environment. Learn about our marketing map that covers the What, Who, How, Where, and When of marketing.
LESSON THREE	**What: Your Business**	The journey begins with understanding the "what" you are marketing. Learn how to articulate a business model in a concise targeted way.

LEARNING OUTCOMES

LESSON FOUR

Who & When: Your Customer

Customers drive all marketing actions. Get to know this customer through empathy maps and hone in on your target by developing a user persona. Learn the different stages of the customer journey your customer will go through to reach you.

LESSON FIVE

Where: Marketing Channels

There are many different ways to reach your customer at different stages in their journey, with an increasing number of marketing channels from which to choose. Align your choice of marketing channel with the customer journey to achieve the best results.

LESSON SIX

Why: Marketing Objectives & KPIs

Setting marketing objectives and measuring your progress toward them with Key Performance Indicators is a crucial step of the planning process.

Course 2: Content Strategy

Content is at the core of all marketing activity. In this course you learn how to plan your content marketing, how to develop content that works well for your target audience, and how to measure its impact.

	LEARNING OUTCOMES	
LESSON ONE	**Plan Your Content**	A marketer has a message and that message has to be communicated through great content. In this lesson, you learn how to plan and organize your content.
LESSON TWO	**Create Content**	Great content has a few common components. In this lesson, you learn the power of storytelling, different frameworks you can use to tell persuasive stories, and how to make the most of your content with curation and repurposing.
LESSON THREE	**Distribute & Promote Content**	Compelling content on its own won't get the job done. In this lesson, you learn how to promote and distribute your content, and how to keep it all organized with a content calendar.
LESSON FOUR	**Optimize Website UX & Landing Pages**	Your website plays a crucial role in reaching your marketing objectives. In this lesson, you learn how to apply UX design principles to your website, and how to create and test landing pages.

LEARNING OUTCOMES

LESSON FIVE

Measure Impact

Measurement is key to the success of your content marketing. In this lesson, you learn what metrics to consider and how to optimize your results.

LESSON SIX

Jobs in Content Marketing

We describe what it's like to be a Content Marketer and what skills recruiters look for in the recruiting process.

Course 3: Social Media Marketing (Organic)

Social Media is a powerful channel for marketers. In this course, you learn more about the main social media platforms, how to manage your social media presence, and how to create effective content for each platform.

Course Project
Market Your Content

In this project we want you to practice producing and marketing content about a subject you know very well – yourself! First you are going to write a blog post. Next, you'll craft social media post for three social platforms to share your blog post with your audience.

	LEARNING OUTCOMES	
LESSON ONE	**Social Media Landscape**	First, it's important to understand the social media landscape. Plan your approach with the help of two popular frameworks and align your strategy with the customer journey.
LESSON TWO	**Social Media Channels**	We'll take a closer look at Facebook, Instagram, Youtube, Twitter, and Snapchat. Deliver your message in the most important platforms for your audience. Find and work with influencers to help you.
LESSON THREE	**Social Media Content**	Each social media platform requires a distinct approach. In this lesson, you learn how to develop or adapt content for social media, how to make your content match the platform you choose, and how to create content that audiences will share.
LESSON FOUR	**Implement & Monitor Campaigns**	Success in social media requires careful monitoring and management of your content and your audience. Social media management tools, like Hootsuite, can help you get the most out of social media.

LESSON FIVE	**Measure Impact**	As with all marketing campaigns, you'll need to measure the impact of you social media efforts. Measure success in different platforms and learn the formula to predict virality.
LESSON SIX	**Jobs in Social Media Marketing**	We describe what it's like to be a Social Media Marketer and what skills recruiters look for in the hiring process.

Course 4: Social Media Advertising (Paid)

Cutting through the noise in Social Media can be challenging, and often, marketers must use paid social media marketing strategies to amplify their message. In this course, you learn about the opportunities for targeted advertising in social media and how to execute advertising campaigns that resonate with your audience.

Course Project
Run a Facebook Campaign

Create, manage, and monitor an advertising campaign on Facebook for a Sandbox B2C, B2B product, or your company's product/service. While the campaign is live on Facebook, you will test and optimize your campaign to achieve the best ROI possible.

	LEARNING OUTCOMES	
LESSON ONE	**Intro to Social Media Advertising**	Discover how social media advertising works and dive into the current landscape.
LESSON TWO	**Platforms for Social Ads**	Social Media Platforms offer different opportunities for paid advertising. Learn what is possible on several platforms, evaluate which is right for your objective, and your audience.
LESSON THREE	**Facebook - Getting Started**	Facebook is a powerful social media platform with a massive audience worldwide. Gain hands on experience by setting up your Facebook advertising account and explore campaign objectives.
LESSON FOUR	**Facebook - Create Ad Sets**	Ads need to reach the right audience. In this Facebook focused lesson, you'll learn different ways to target your audience, ad placements available, and how to determine a budget and bidding schedule.

LESSON FIVE	**Facebook - Create and Manage Ads**	Facebook ads require thoughtful planning. Learn how to create and run ads on Facebook, write compelling copy, choose the right images, test different ads, and evaluate the performance of ads using campaign examples.
LESSON SIX	**Jobs in Social Media Advertising**	We describe what it's like to be a Social Media Advertiser and what skills recruiters look for in the hiring process.

Course 5: Search Engine Optimization (SEO)

Search engines are an essential part of the online experience. Learn how to optimize your search engine presence through on-site and off-site activities, including how to develop your target keyword list, optimize your website UX and design, and execute a link building campaign.

Course Project
Conduct an SEO Audit

In this project, you will audit a website or your company's website and recommend actions to optimize its ranking in search engine results. You will recommend a target keyword list, evaluate the design and the UX of the site, and recommend improvements.

	LEARNING OUTCOMES	
LESSON ONE	**How Search Works**	To execute a successful SEO strategy, you need to know how search engines work. In this lesson, you'll learn search engines basics.
LESSON TWO	**Keywords**	SEO needs to align with the keywords that matter most to your target audience. In this lesson, you'll learn about keywords, how to choose the right ones for your objectives, and how research can help you to identify them.
LESSON THREE	**On-Site SEO: Optimize UX & Design**	Learn how to optimize the UX and design of your site to help search engines find and associate your content with your target keyword list.
LESSON FOUR	**Off-Site SEO: Link-building**	Inbound links to your content are crucial in determining your search engine ranking for your target keywords. Develop and execute a link building strategy to improve your site's relevance and ranking.
LESSON FIVE	**SEO Audit & Future of SEO**	SEO is an ongoing effort, and it is important to audit your site on a regular basis to ensure optimal visibility. Execute a content and technical SEO audit, and explore tools that can help in this process.
LESSON SIX	**Jobs in SEO**	We describe what it's like to be a Search Engine Optimization (SEO) Marketer and what skills recruiters look for in the hiring process.

Course 6: Search Engine Marketing with AdWords (SEM)

Optimizing visibility in search engine results is an essential part of Digital Marketing. Reinforcing findability through Search Engine Marketing (SEM) is an effective tactic to achieve your marketing objectives. In this course, you learn how to create, execute, and optimize an effective ad campaign using AdWords by Google.

Course Project
Run an AdWords Campaign

In this project, you will create, execute, and monitor a search engine marketing campaign on the AdWords platform for a Sandbox B2C or B2B product or your company's product/service. While your campaign is live, you will test, monitor, and optimize your results for the best possible ROI.

LEARNING OUTCOMES

LESSON ONE	**Adwords & Keyword Selection**	Explore how Google AdWords is organized and plan a Google AdWords campaign using keyword research.
LESSON TWO	**Create Text Ads**	Search text ads are one ad type you can utilize in AdWords. In this lesson, you learn how to write compelling search text ads, align your text ads with your target keywords, and optimize landing pages to boost your search engine marketing campaigns.
LESSON THREE	**CPC Bidding**	Learn how AdWords bidding works, Google's ad placement formula, and plan your AdWords spend by calculating a max cost-per-click (CPC) bid.
LESSON FOUR	**Navigate AdWords**	AdWords is the largest Search Engine Advertising platform. In this lesson, you learn how to set up a search engine marketing campaign along with a few nuances of the tool.

LEARNING OUTCOMES

LESSON FIVE

SEM Metrics & Optimization

Measuring, monitoring, and optimizing your search advertising campaigns is the key to a successful return on investment (ROI). Discover key metrics to monitor and optimize your campaign performance.

LESSON SIX

Jobs in SEM

We describe what it's like to be a Search Engine Marketer (SEM) and what skills recruiters look for in the hiring process.

Course 7: Display Advertising

Display advertising was the first form of advertising on the web. It's still a powerful marketing tool, strengthened by new platforms like mobile, new video opportunities, and enhanced targeting. In this course, you learn how display advertising works, how it is bought and sold (including in a programmatic environment), and how to set up a display advertising campaign using Google's AdWords.

Course Project
Evaluate a Display Ad Campaign

In this project you will evaluate the results of a display advertising campaign and create a presentation of the results for management. Your summary will include the targeting strategy, creatives used, the results of the campaign, along with recommendations on how to improve the campaign.

LEARNING OUTCOMES

LESSON ONE	**How Do Display Ads Work?**	Since its advent, display advertising has changed substantially. Learn about this evolving landscape, its opportunities, and how display ad serving works.
LESSON TWO	**Display Ads & Targeting**	User targeting is crucial to the success of online display advertising. In this lesson, you learn about the different targeting options, from demographic targeting all the way to behavioral targeting.
LESSON THREE	**Sales Models**	While early display advertising followed the traditional sales model used in the magazine industry, today an increasing number of display ads are sold programmatically, with ads traded in online marketplaces. Discover how the programmatic advertising landscape works.
LESSON FOUR	**Display Ads in AdWords**	Google AdWords is a powerful display advertising platform. In this lesson, learn how to create, target, test, and monitor a display advertising campaign using AdWords.
LESSON FIVE	**Video Advertising**	Video is a fast-growing online platform, for consumers and advertisers alike. Explore different video ad types and how to create effective video ads.
LESSON SIX	**Jobs in Display Advertising**	We describe what it's like to be a Digital Marketer and what skills recruiters look for in the hiring process.

Course 8: Email Marketing

Email is an effective marketing channel, especially at the conversion and retention stage of the customer journey. In this course, you learn how to create an email marketing strategy, create and execute email campaigns, and measure the results.

Course Project
Market with Email

In this project, you will plan and prepare an email marketing campaign for a Sandbox B2C or B2B product or your company's product/service. You will write an e-mail, and evaluate the results of an email campaign.

	LEARNING OUTCOMES	
LESSON ONE	**Email List Generation**	Learn how to build a subscriber list with contact forms and explore the double opt-in process.
LESSON TWO	**Create an Effective Email Campaigns**	Unopened emails are a missed opportunity. In this lesson, you learn how to write subject lines, pre-headers, calls to action, and effective email copy.
LESSON THREE	**Create an Email Plan**	An email plan is necessary for developing a successful email marketing strategy. Learn how to create an email calendar and plan different types of email campaigns, like transactional and drip campaigns.
LESSON FOUR	**Measure Results**	Email marketing is never done. In this lesson, you learn how to analyze the results of your email campaign, how to use A/B testing to improve your content, and how to use segmentation to better target specific subscribers.
LESSON FIVE	**Jobs in Email Marketing**	We describe what it's like to be a Email Marketer and what skills recruiters look for in the hiring process

| LEARNING OUTCOMES		
LESSON FIVE	**Evaluate Conversions**	Discover how to set up your conversion goals in Google Analytics, evaluate your conversion success, and identify obstacles to conversion in your site and landing pages for different traffic sources.
LESSON SIX	**Optimize Campaign Budgets**	All marketing action can be tracked. In this lesson, you learn how to evaluate the results of different campaigns using Google Analytics and how to compare results across platforms to further optimize your marketing budget.
LESSON SEVEN	**Jobs in Marketing Analytics**	We describe what it's like to work in Marketing Analytics and what skills recruiters look for in the hiring process.

Our Classroom Experience
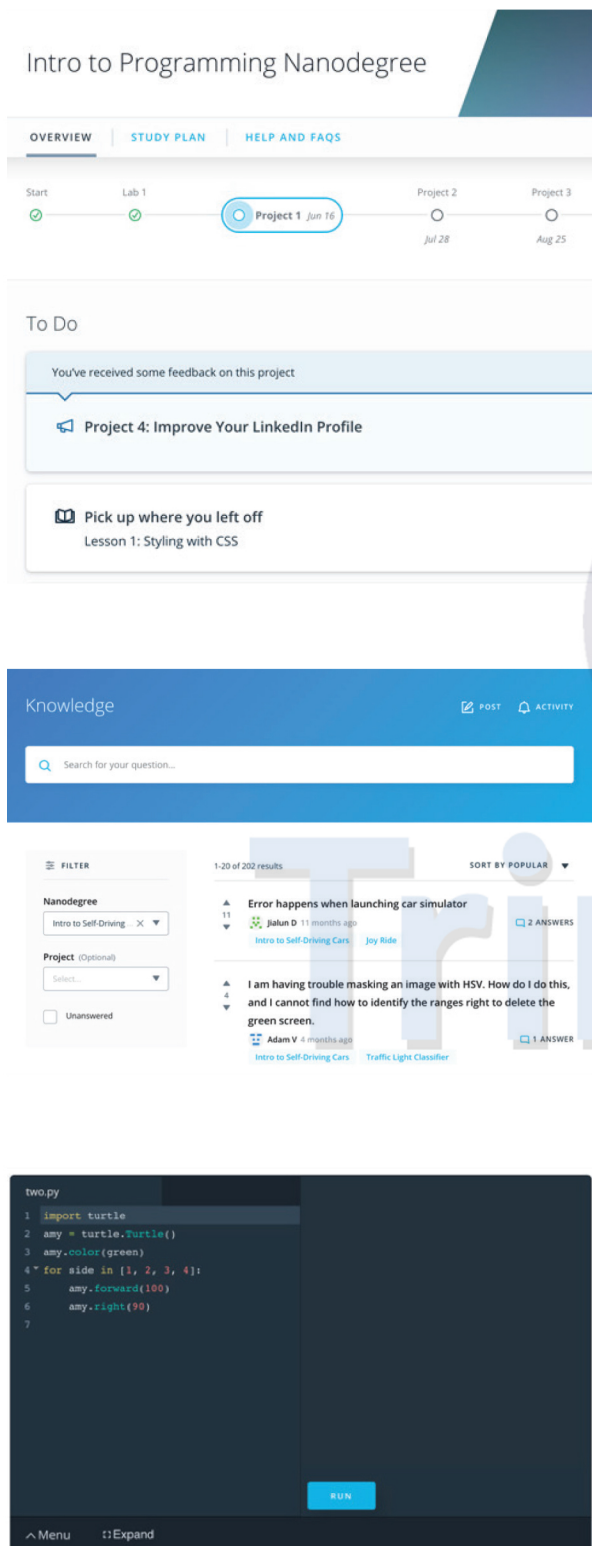
REAL-WORLD PROJECTS
Build your skills through industry-relevant projects. Get personalized feedback from our network of 900+ project reviewers. Our simple interface makes it easy to submit your projects as often as you need and receive unlimited feedback on your work.

KNOWLEDGE
Find answers to your questions with Knowledge, our proprietary wiki. Search questions asked by other students, connect with technical mentors, and discover in real-time how to solve the challenges that you encounter.

STUDENT HUB
Leverage the power of community through a simple, yet powerful chat interface built within the classroom. Use Student Hub to connect with your fellow students in your Executive Program.

WORKSPACES
See your code in action. Check the output and quality of your code by running them on workspaces that are a part of our classroom.

QUIZZES
Check your understanding of concepts learned in the program by answering simple and auto-graded quizzes. Easily go back to the lessons to brush up on concepts anytime you get an answer wrong.

CUSTOM STUDY PLANS
Preschedule your study times and save them to your personal calendar to create a custom study plan. Program regular reminders to keep track of your progress toward your goals and completion of your program.

PROGRESS TRACKER
Stay on track to complete your Nanodegree program with useful milestone reminders.

All Our Nanodegree Programs Include:

EXPERIENCED PROJECT REVIEWERS

REVIEWER SERVICES

- Personalized feedback & line by line code reviews
- 1600+ Reviewers with a 4.85/5 average rating
- 3 hour average project review turnaround time
- Unlimited submissions and feedback loops
- Practical tips and industry best practices
- Additional suggested resources to improve

TECHNICAL MENTOR SUPPORT

MENTORSHIP SERVICES

- Questions answered quickly by our team of technical mentors
- 1000+ Mentors with a 4.7/5 average rating
- Support for all your technical questions

PERSONAL CAREER SERVICES

CAREER COACHING

- Personal assistance in your job search
- Monthly 1-on-1 calls
- Personalized feedback and career guidance
- Interview preparation
- Resume services
- Github portfolio review
- LinkedIn profile optimization

Frequently Asked Questions

WHY SHOULD I ENROLL?

Digital marketers are in high demand, and in this unique introductory program, you'll learn exactly the skills you need to succeed in the field. We've collaborated with industry leaders like Google, Facebook, HubSpot, Hootsuite, Moz, and MailChimp to help ensure that you emerge from the program with a valuable holistic understanding of how digital marketing works, and why it's so important. Multi-platform fluency and real-world experience are the building blocks for a successful career as a digital marketer, and this program is the ideal way to get started.

WHAT JOBS WILL THIS PROGRAM PREPARE ME FOR?

Graduates will be uniquely prepared to fill a wide array of digital marketing roles. These include: Social media analyst, Social media manager, Social media community manager, Social media coordinator, Social media marketer, Social media strategist, SEO manager, SEO analyst, SEO partnership specialist, SEO strategist, Digital marketing manager, Internet marketing manager, Website optimization manager, SEM analyst, SEM manager, SEM marketing coordinator, Search analyst, Paid search marketing manager, Digital marketing manager, Head of growth and acquisition, and Email marketing manager.

HOW DO I KNOW IF THIS PROGRAM IS RIGHT FOR ME?

If your goal is to embark on a successful career as a digital marketer, and you want to master the right skills by running actual advertising campaigns on major digital platforms, analyzing and optimizing the results, and producing actionable insights based on your analyses, then this is the right program for you, because it offers valuable real-world experience.

ENROLLMENT AND ADMISSION

DO I NEED TO APPLY? WHAT ARE THE ADMISSION CRITERIA?

No. This Nanodegree program accepts all applicants regardless of experience and specific background.

WHAT ARE THE PREREQUISITES FOR ENROLLMENT?

The Digital Marketing Nanodegree program is designed for students with any skill level and work background. Students should be comfortable using a computer, navigating social media platforms, and writing and reading in English.

Trinetra

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