



# We not only teach **Digital Marketing**

We help build careers

★ Quality training

👛 Job Placements

💰 Honest Pricing



Elevate 

**EMPLOYERS DON'T LOOK FOR THE  
CLASSROOM KNOWLEDGE**

**THEY WANT PRACTICAL  
MARKETING INSIGHTS**



Elevate 

# WORK ON LIVE PROJECTS WHILE YOU STUDY.

There can be no better way to learn than working on our client's live websites and projects. We understand the importance of practical education, as this only, can make you a sheer PROFESSIONAL



IELEVATE INSTITUTE

# LEARN FROM LEADERS

*Get relevant industry  
knowledge from  
CORPORATE EXPERTS*

*Lectures from Associate  
faculties from **AMAZON  
INDIA***

*& from Sr. managers, head  
of departments from best  
of the startups and growing  
companies*

[www.ielevate.in](http://www.ielevate.in)



Elevate 



**WHAT YOU WILL LEARN**

**30 ADVANCE  
DIGITAL  
MARKETING  
MODULES**



**GET 14  
CERTIFICATIONS  
FROM  
GOOGLE, MICROSOFT  
& AMAZON**



# 30 Major Industry Modules

1

---

## BRILLIANT COMPANY BRANDING

Learn highly effective techniques & concepts of creating targeted advertisements which big companies use to build a brand around a product.

2

---

## WEBSITE CREATION

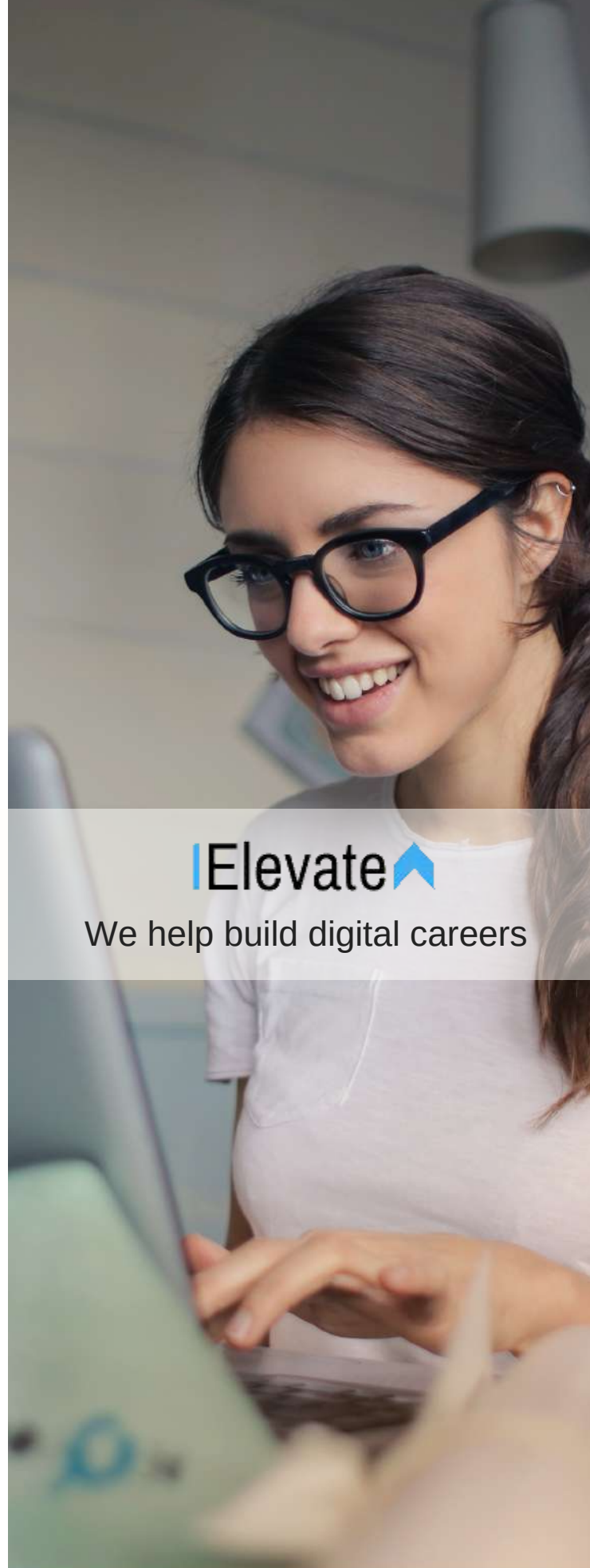
Create your world-class business website without any technical or coding skills using the WordPress platform with seamless features and integration.


3

---

## E-COMMERCE STORE CREATION

Build your automated online ecommerce store, sell products with all types of customization, integrate payment gateways, CRM softwares, taxation softwares, delivery system and much more



**Elevate** 

We help build digital careers





# Contents

4

---

## **SEARCH ENGINE OPTIMIZATION**

Master SEO techniques to get ranked in search engines. Learn on-page, off-page optimization, website analysis, competitive analysis keyword research and much more.

5

---

## **WEBMASTERS**


Stay upto date with your website health and visibility in search engines with webmasters. It is an important tool to list your site across web.

6

---

## **GOOGLE MY BUSINESS**

List your business for local searches on Google maps and learn to acquire free clients from the web, build trust & loyalty around your brand.

**Elevate** 

We help build digital careers

# 30 Major Industry Modules

7

---

## GOOGLE SEARCH - PPC ADS

Become a PRO-PPC expert, run targeted ads in Google search engine, learn complete bidding process & campaign management.

8

---

## GOOGLE DISPLAY ADS

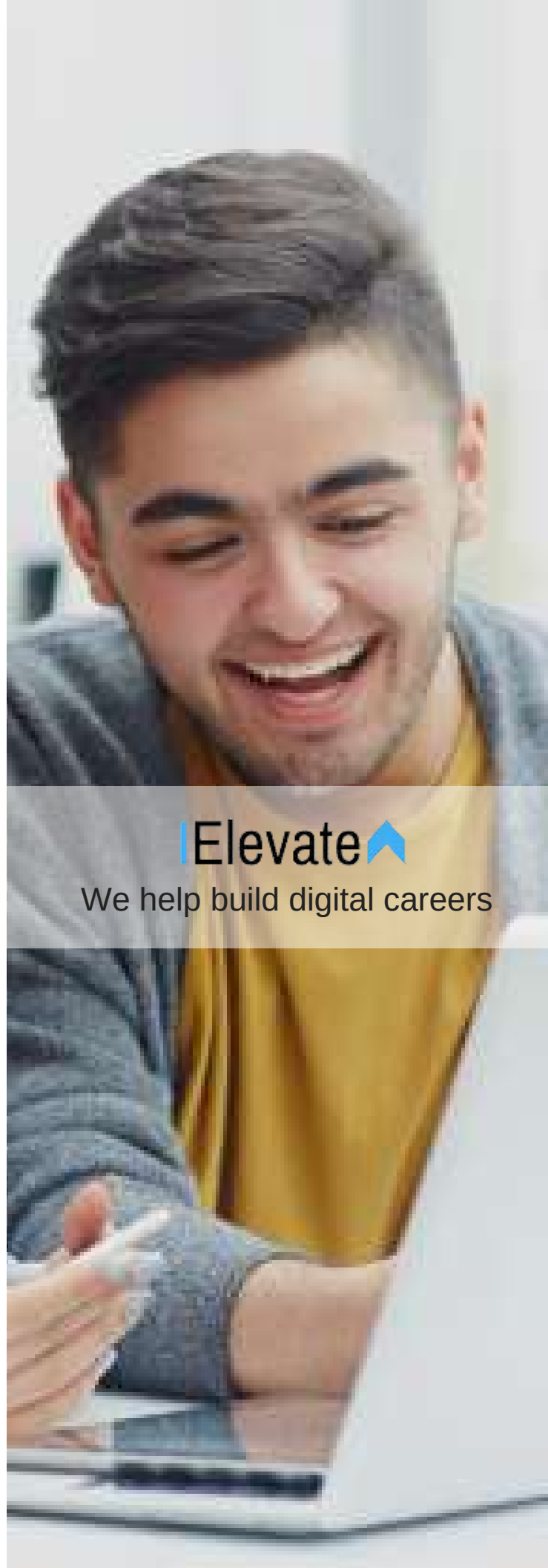
Run ads across millions of website on the internet, reach your customers while they are reading a blog or watching news and show remarketing ads to your website visitors

9

---

## YOUTUBE ADS

Learn to run skippable, non-skippable instream video ads on youtube. Master video marketing and grow your brand on Youtube.





# 30 Major Industry Modules

## 10

---

### GOOGLE SHOPPING ADS

Shopping ads are an essential marketing platform for eCommerce business. Learn to set up Google merchant centre create product sheets

## 11

---

### GOOGLE MOBILE ADS

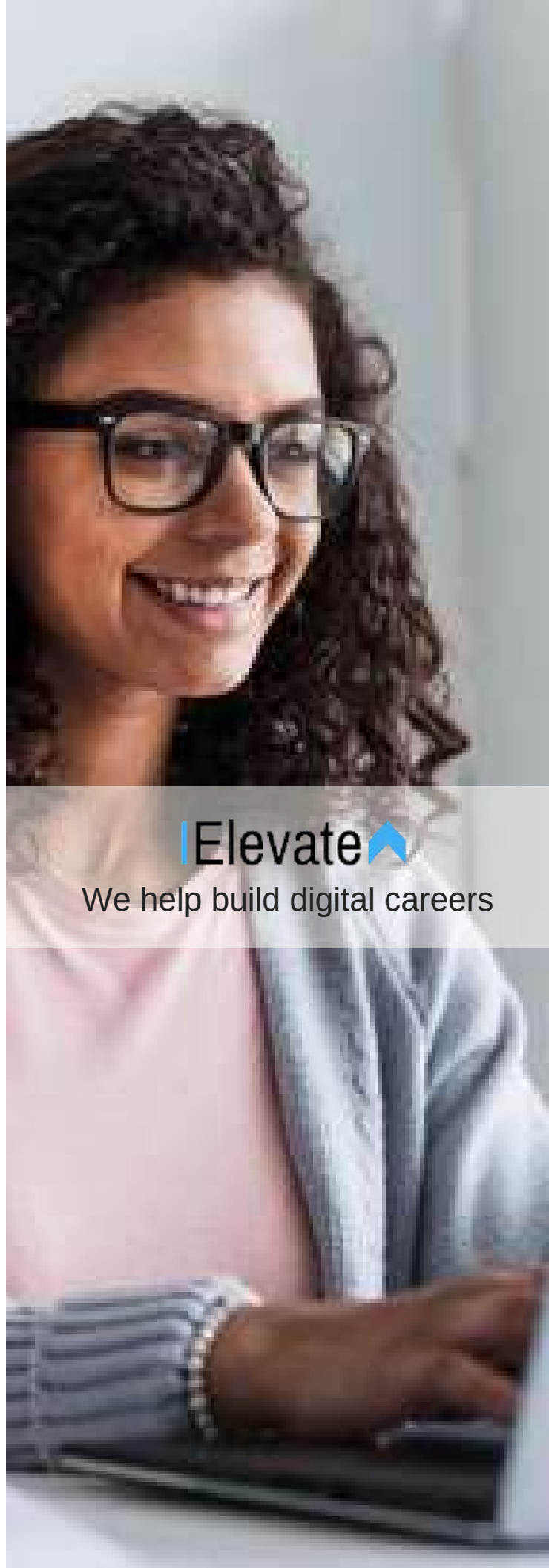
Learn to target customers aggressively on mobile device, Run mobile specific ads and learn App campaign marketing.


## 12

---

### BING ADS

Run ppc ads in Yahoo, MSN and Bing Search engine, increase reach and gain highly targeted traffic from USA and European contries.



**Elevate** 

We help build digital careers

# 30 Major Industry Modules

**13**

---

## GOOGLE ANALYTICS

Learn to set up data tracking systems, understand different audience and behaviour reports, track goals, make better digital marketing strategies

**14**

---

## FACEBOOKS

Learn complete social media from organic branding techniques to paid ads. Become an expert in social media handling, increase brand reach, gain website traffic.

**15**

---

## TWITTER MARKETING

**17**

---

## INSTAGRAM MARKETING

**16**

---

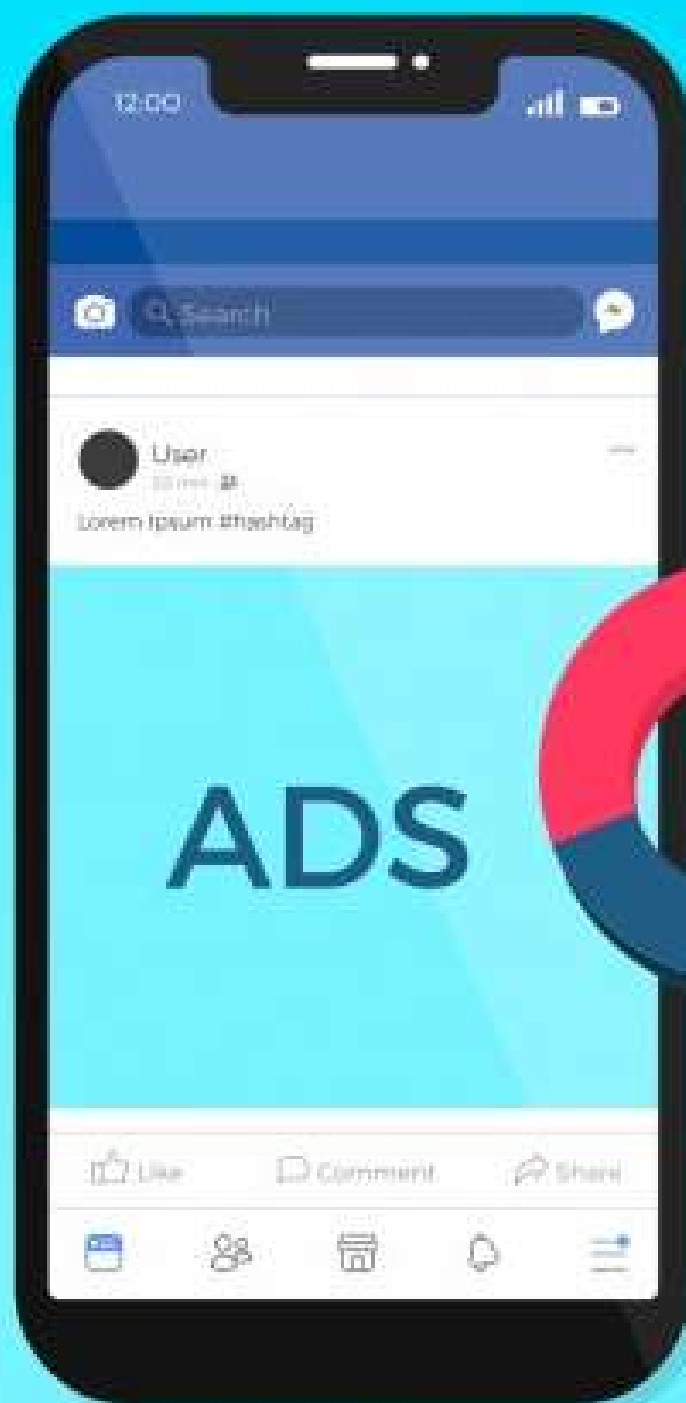
## LINKDIN MARKETING

**18**

---

## INFLUENCER MARKETING

**Elevate**   
We help build digital careers





Authorized  
Training Partner

Amazon Trained E-commerce Specialist

## **19. GET EXCLUSIVE TRAINING FROM AMAZON (ATES PROGRAM)**

ATES PROGRAM IS INTRODUCED BY AMAZON TO EXPAND IT'S BUSINESS IN INDIA. AN EXCELLENT OPPORTUNITY TO GROW WITH THE FASTEST GROWING E-COMMERCE COMPANY IN THE WORLD.

BECOME AN ATES (AMAZON TRAINED E-COMMERCE SPECIALIST) AND GET REGISTERED WITH AMAZON AS E-COMMERCE CONSULTANT AND GET PAID DIRECTLY FROM AMAZON. EARN UP TO 75000 INR PER SELLER.





BECOME AN  
**AMAZON TRAINED  
E-COMMERCE  
SPECIALIST**

EARN UPTO 75K PER SELLER



Elevate 



**BE A  
PREFERRED CHOICE  
OF EMPLOYERS  
IN THE BOOMING ECOMMERCE  
INDUSTRY**

**1.45 MILLION JOBS BY 2021 -  
SNAPDEAL & KPMG REPORT**

whether you are MBA, BTech or a simple graduate, e-commerce ecosystem is open for all, with ATEs, you can create another dimension of opportunities for you.

The e-commerce segment in India is expected to cross USD 103 billion by 2020, the online seller base is expected to grow by 1.3 million by 2020 and is projected to add more than 10 million new net jobs in the future.



SKY IS THE LIMIT ON AMAZON  
**GET THE EXPERTISE  
OF SELLING ON  
AMAZON**  
INCREASE YOUR PROFITS



TENDER  
LIGHT

Eros et magna, non commodo nibh  
proin adipiscing vitae, donec.

Ligula — molestie sapien sodales  
tempus orci justo lorem diam morbi

Odio sed bibendum nam odio cursus lorem et,  
enim urna diam ultricies pellentesque leo.



Elevate 

amazon 



# 30 Major Industry Modules

20

---

## YOUTUBE CHANNEL GROWTH

Set up a Youtube Channel, grow subscribers, monetize it and learn Viral Marketing.

21

---

## EMAIL MARKETING AUTOMATION

Automate your email marketing strategy, set up triggered behavior based email, learn to land your emails in inbox.

22

---

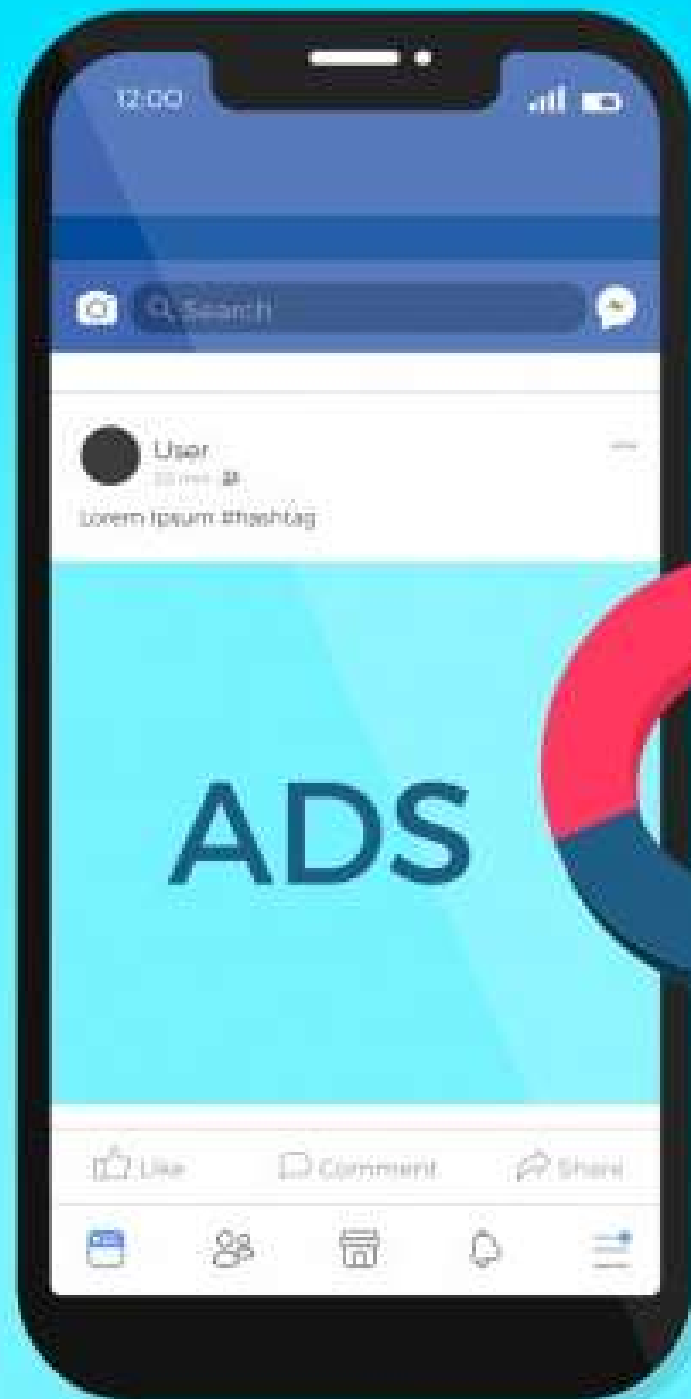
## VIDEO EDITING - FILMORA

23

---

## AD CREATIVES - CANVA & PIXLR

**Elevate**   
We help build digital careers



# 30 Major Industry Modules

**Elevate**   
We help build digital careers

**24**

---

## **GOOGLE ADSENSE**

Learn to monetize your blog or website, set up ads from Google and get paid.

**25**

---

## **AFFILIATE MARKETING**

Earn money through promoting other website's products online through Clickbank, commission junction and Amazon affiliate program

**26**

---

## **CONTENT WRITING BLOGGING**

Learn to write effective blogs on your site. learn structured writing techniques and mapping content as per different marketing cycles



# 30 Major Industry Modules

**Elevate**   
We help build digital careers

**27**

---

## **FREELANCING**

Understand all aspects of starting a Digital Agency, Learn to acquire new clients, doing gap analysis of business and strategizing and pitching the right products.

**28**

---

## **LEAD GENERATION TECHNIQUES WITH LANDING PAGES**

Learn how to convert website traffic into leads and then to paying customers

**29**

---

## **ADVANCE OPTIMIZATION STRATEGIES WITH AB TESTINGS & SALES FUNNELS**

**30**

---

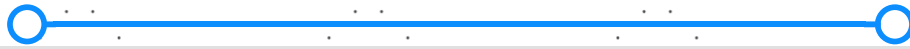
## **DATA DRIVEN GROWTH HACKING**





# 14 CERTIFICATIONS

FROM GOOGLE, MICROSOFT, AMAZON, HUBSPOT &  
SEMRUSH



1. Google Search Ads
2. Google Display Ads
3. Google Shopping Ads
4. Google Mobile Ads
5. Google Video Marketing
6. Google Ads Measurement
7. Google Analytics Certification
8. Google My Business Certification
9. Search Engine Optimization - SemRush
10. Youtube Channel Growth Certification
11. Microsoft Bing Advertising
12. Hubspot Email Marketing
13. Amazon ATEs (Amazon Trained Ecommerce Specialist)
14. IElevate Digital Marketing Certificate of Completion

# Free Tools

FOR PRATICAL LEARNING



**MARKETING  
AUTOMATION**

**E-COMMERCE**



**AD CREATIVES**



**LEAD GENERATION**

**CONTENT  
ENHANCEMENT**



**Digital marketing skills  
can take your career &  
business to the next level**





# **GRAB FROM THOUSANDS OF JOBS AVAILABLE IN DIGITAL MARKETING**

DIGITAL INDUSTRY IS GROWING GLOBALLY, EVERY THIRD JOB IN THE WORLD IS COMING FROM E-COMMERCE INDUSTRY. IT CAN NOT GET ANY BETTER TO MAKE A FLOURISHING CAREER WITH **HIGH PAY PACKAGES AND HUGE GROWTH OPPORTUNITIES**



# **THE PERFECT TIME FOR START UPS & YOUR ONLINE BUSINESS**

**REACH OUT TO MILLIONS OF CUSTOMERS ONLINE  
FOR YOUR BUSINESS. THIS IS THE PERFECT TIME,  
BRANDING, PRODUCT AWARENESS, LEAD  
GENERATION, ONLINE SALES, PAYMENT  
AUTOMATION, EMAIL MARKETING AUTOMATION,  
BUSINESS ANALYSIS AND MUCH MORE...**

**LEARN EVERYTHING AT IELEVATE**



# PART-TIME INCOME

## LEARN TO MAKE MONEY ONLINE USING AFFILIATE MARKETING

IT'S TRUE, YOU CAN MAKE MONEY ONLINE ANYWHERE, FROM HOME OR WHILE YOU ARE ON VACATION, ONCE YOU MASTER THE TECHNIQUE OF AUTOMATION OF YOUR ONLINE CAMPAIGNS. ALL YOU NEED TO HAVE IS ACCESS TO COMPUTER AND INTERNET CONNECTION AND WATCH YOUR CAMPAIGNS MAKE MONEY FOR YOU. EXPERIENCED AFFILIATE MARKETERS EARN VERY WELL ONLINE.

# Success Stories

**UROOJ  
KHAN**

*Parle Agro -  
Adwords Analyst*

It was an exemplary experience at lelevate institute, learned a lot from Ashish sir, a dynamic teacher. I would suggest this institute to all those who aspire to build their careers in the field of digital marketing.





# FASHION BLOGGER

Instagram handle | themeghagupta



Aayush Gwal  
PHOTOGRAPHIC

**MEGHA GUPTA**  
Fashion blogger & model  
[www.themeghagupta.com](http://www.themeghagupta.com)

"Knowledge shared at I Elevate was excellent. The techniques I learnt here, has really helped me grow my audience."



# Entrepreneur



"We deal in commercial office and residential lifts business, I was looking to grow our customer base online through digital marketing, I had a great learning experience, I was able to run AdWords campaigns immediately after the course that paid me well, now I am confidently targeting my customers mainly on search ads and display ads. This knowledge is worth having, This is the best institute in Delhi-Ncr" Thanks  
IElevate

**MOHIT SHARMA**  
**Business Owner**  
[www.perfectionlifts.com](http://www.perfectionlifts.com)

# TYPE OF JOBS FOR DIGITAL MARKETERS

## COMPANIES LOVE CANDIDATES WHO CAN HELP THEM REACH MORE AUDIENCE ONLINE



### Social Media Analyst

Salary : 20k to 32k  
After 3 years of experience  
Designation- Social Media Manager  
salary 42k to 80k



### PPC Analyst

Salary: 22k to 35k  
After 2 years of experience  
Designation - Sr. PPC Analyst  
Salary: 45k to 90k



### Content Marketing Executive

Salary: 25k to 40k  
After 3 years of experience  
Designation- Content Marketing Manager  
Salary: 50k to 70k



### Digital Marketing Executive

Salary: 27k to 45k  
After 3 years of experience  
Designation- Digital Marketing Manager  
Salary: 65k to 1L



### Online Reputation Executive

Salary: 23k to 32k  
After 3 years of experience  
Designation- Online Reputation Manager  
Salary: 42k to 60k



### Freelance Digital Marketer

Monthly earning with just  
2-3 projects: 50k to 85k  
Monthly earning with just  
4-5 projects: 1.2L to 2L



**BATCH DETAILS**

# **BATCH STARTING SOON**

**ONLY 30 SEATS AVAILABLE  
WITH READY JOB  
INTERNSHIP & PLACEMENT**

**COURSE FEE: 24000 Inr**

**COURSE DURATION: 3.5 months**

**INTERNSHIP DURATION: 1-3 month**

**CALL: 9811222774**

**EMAIL: [Info@ielevate.in](mailto:Info@ielevate.in)**

**VISIT: [www.ielevate.in](http://www.ielevate.in)**



# **BOOK YOUR DEMO CLASS**

**WHY NOT TAKE A DEMO CLASS  
WITH OUR WORLD-CLASS  
TUTORS FIRST TO  
UNDERSTAND HOW YOUR  
COURSE WOULD LOOK LIKE  
BEFORE YOU DECIDE WHERE  
TO START YOUR CAREER IN  
DIGITAL MARKETING**

**CALL: 9811222774**

**EMAIL: [Info@ielevate.in](mailto:Info@ielevate.in)**

**VISIT: [www.ielevate.in](http://www.ielevate.in)**



IELEVATE INSTITUTE

# BUILD YOUR SUCCESS

DREAM, LEARN, INNOVATE

DREAM - TALLEST  
BUILDING IN THE WORLD  
WAS JUST A DREAM ONCE

LEARN - RIGHT KNOWLEDGE  
WILL TAKE YOU PLACES

INNOVATE -  
BUILD YOUR DREAM LIFE

Elevate 

[www.ielevate.in](http://www.ielevate.in)