

Learn  
In-demand  
Marketing  
Skills





# Welcome to the **DIGITAL ERA**

## Some market insights

**1**

61% Of Surveyed Companies Have Reported That They Plan To Add Digital Marketers To Their Team This Year. Source-Mckinley (2019)

You can expect about 67% more leads every month if your brand has a blog (Compared to ones that don't!).

**2**

**3**

Indian Digital Industry Will Produce More Than 20 Lakhs Jobs And Will Likely Grow At 14% Annually. Almost 220 Million Users Access Digital Services Through Their Smartphones.

84% Of Executives Use Contacts And Info From Social Networks As Part Of Their Purchase Process.(IDC)

**4**

**5**

74% Of Marketers Say Targeted Personalization Increases Customer Engagement (E-consultancy)

Demand For Digital Marketing Talent Sits At 59%, With Active Supply At 19%. (the Left Bank 2019)

**6**



# ABOUT US



Gratis School of Learning is a leading digital marketing training institute that offers complete digital marketing and analytics training programs to students and business owners to boost their knowledge on digital marketing through industrial training.

Located in Panchkula, Gratis School of Learning is a career-centric training institute that offers goal-oriented digital marketing industrial training to digital marketing aspirants, including job seekers, working professionals, graduates, freshers, and business entrepreneurs. Gratis School of Learning is the training division and one of the principal subsidiaries of Gratis Soft Solutions, a well renowned digital marketing company based in Zirakpur.



Our training programs are designed to serve our mission of transforming our students into digital marketing prodigies over an extended training period that will mold them into digital power houses with expertise in all areas of digital marketing.

## Our Stress Streak



**100%**  
**Placement Assistance**



**Live Projects**



**Technical Backbone**



**Personality  
Development**

## SALIENT FEATURES

- Hand-on training with weekly assignments
- 120+ hours of high-quality training
- 10+ live projects
- 100% job guarantee
- Highly experienced faculty.
- Affordable fee structure.
- Flexible batch timings
- Technical Symposium
- Doubt clearing sessions
- Career guidance
- 25+ digital marketing tools and platforms
- Resume and interview training
- Earn Certification on successful completion
- Access to industry-recommended live projects
- Career-oriented Industry-standard training
- Customized curriculum
- Learn from top digital marketing experts



## WE OFFER

- 45 Days Training
- 3-Months Digital Marketing Training
- 6-Months Digital Marketing Training





# Advance Google Certified Digital Marketing Course for 3 Months:

Total Modules Covered-15  
Course Duration - 3 Months

## Module 1: Digital Marketing Overview

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## Module 2: Advanced Search Engine Optimization (SEO)

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## Module 3: Social Media Optimization (SMO)

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## Module 4: Google Ads (PPC)

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## Module 5: Social Media Marketing (SMM)

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## Module 6: Leads & Traffic Generation

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## Module 7: E-mail Marketing

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## Module 8: Video Marketing

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## Module 9: Blogging

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## Module 10: Content Marketing

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## Module 11: Google Search Console

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## Module 12: Google Analytics Tool

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## Module 13: Different Types of Google Certifications

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## Module 14: Social Media Strategy

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## Module 15: How to earn from Youtube and Facebook?

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## Bonus Module 16: Free Digital Marketing Tools & Website (Cost - 40k)





# Choose a better future with us

Gratis School of Learning is one of the best Digital Marketing training institutes in Panchkula; we are on a mission of transforming dreams into realities and upskilling the students in skills that are high in demand. To be more specific, Gratis Learning offers industrial training under the tutelage of highly experienced trainers with extensive experience in the fields they teach. We are committed to providing a supportive and interactive environment through our learning programs. Experts from across the marketing industry teach students in a particular training method to ensure students' skills are sharpened and they become well-trained professionals.

The curriculum is developed through a well-thought-out blend of customized classroom training that offers students much more exposure to the world of work. Several of our trainers have experience in various fields and are well-versed in their respective fields.

We are a training institute that offers job-oriented programs to candidates. We provide our students with training programs that help shape their skills and prepare them to compete in the highly competitive world.

**Call Now!**



**+91 9887046666**



# Digital Marketing Tools

Digital Marketing is a field of cut-throat competition, and the day is no less than a battlefield. Here at Gratis, we help you master all the tools that let you keep up with the following Digital Marketing tools in the dynamic industry. Our experts have comprehended all the tools you need; the following are the tools you will be learning in the given course.

Google Analytics

Google Tag Manager

Google Keyword Planner

Link-building

Traffic Estimates

Tracking Rankings

DA, PA, LA Checker

Traffic Monitoring

E-mail Marketing

Google Search Console

Keyword Research

Content Marketing

Website Audits

Competitive Analysis

Hashtag Research

Plagiarism

Social Media Insights

Graphic Designing

WordPress SEO Plugin and more.....



**Enrol today!**

**So what are you waiting for.....**



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# GRATIS

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