



Certification in  
**DIGITAL  
MARKETING**

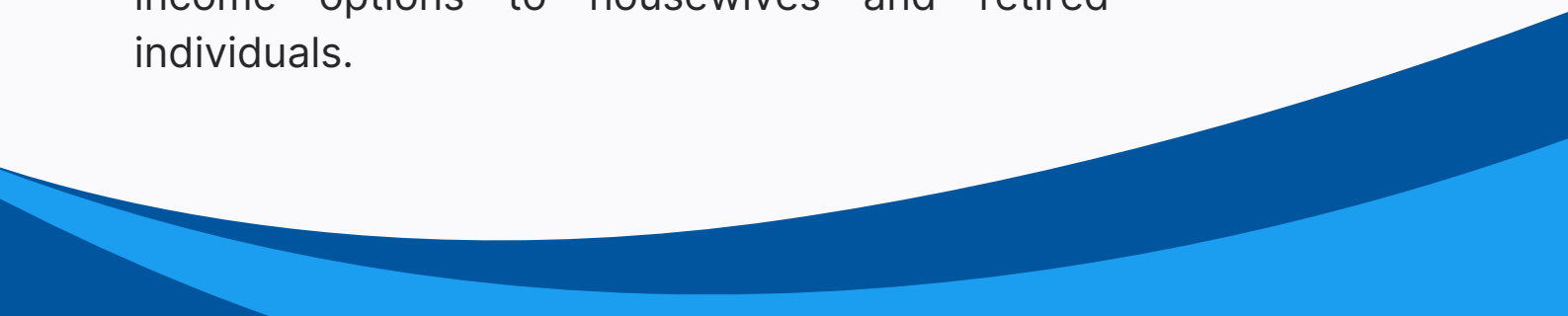
***Learn | Grow | Excel***

---



# ABOUT US

Empirical F&M Academy is a leading provider of finance and stock market education. We are expanding into Marketing, IT, Data Analytics, Communication skills, Soft Skill Development courses, the vision remains to equip students and professionals with the tools they need to succeed, make individuals job-ready, upskill existing employees, and provide alternative income options to housewives and retired individuals.



# VISION

## ***Empowering Minds, Enriching Future***

We envision a world where knowledge knows no bounds, where individuals are empowered to unlock their full potential through education. Our vision is to be a global leader in providing cutting-edge courses that inspire and transform lives.



# MISSION

## ***Pioneering Progress, Enriching Career***

Focus on practical application of knowledge instead of the theory & concept of books which can only be applied in the utopian world. Cultivating a culture where learning & growing is a lifelong process.



# CORE VALUES

01

## **Integrity:**

We build relationship through trust, honesty & respect.

02

## **Passion & Pride:**

We love what we do & strive for excellence.

03

## **Care:**

We put our participants & their goals at the heart of everything that we do.

04

## **Creativity:**

We are not afraid to be different & we celebrate innovation & we believe that a smile goes a long way.







# LEARNING METHODOLOGY

**01**

## From Scratch to Advance

Learn from basic to advanced level

## Live Practice Sessions

Live practice Sessions to get hands-on training

**02**

**03**

## Doubt Solving

with the Faculty in Live Interactive Session

## Earn a Certificate

Earn a certificate after the course completion

**04**

# KEY TOPICS FOR DIGITAL MARKETING:

## 1. Website Development (WordPress):

- Basic Understanding of WordPress:
  - Familiarize yourself with the WordPress interface.
  - Learn to navigate and customize WordPress themes.
- Content Management:
  - Understand how to manage and update website content.
  - Learn to create and organize pages, posts, and media.
- SEO Integration:
  - Implement SEO best practices within the WordPress environment.
  - Use plugins for SEO optimization and site performance.
- Customization and Themes:
  - Explore theme customization options.
  - Learn to install and customize themes to align with brand identity.



- Plugins and Functionality:
  - Understand the use of plugins to add functionality.
  - Explore e-commerce plugins, forms, and other marketing-related tools.
- Mobile Responsiveness:
  - Ensure websites are responsive and accessible on various devices.
  - Optimize for mobile user experience.
- Security:
  - Learn about WordPress security best practices.
  - Understand how to protect websites from common vulnerabilities.
- Analytics Integration:
  - Integrate tools like Google Analytics for website tracking.
  - Learn to interpret website analytics data.



## **2. Search Engine Optimization (SEO):**

- Understand how search engines work.
- Learn on-page and off-page SEO techniques.
- Stay current with algorithm updates from major search engines.

## **3. Content Marketing:**

- Develop skills in creating valuable and relevant content.
- Understand content strategy, distribution, and promotion.
- Learn how to measure the effectiveness of content marketing efforts.

## **4. Social Media Marketing:**

- Master major social media platforms.
- Learn to create engaging content for different audiences.
- Understand social media advertising and analytics.





## **5. Email Marketing:**

- Develop effective email marketing strategies.
- Learn about email automation and segmentation.
- Understand how to measure and analyze email campaign performance.

## **6. Paid Advertising (PPC):**

- Master platforms like Google Ads and Facebook Ads.
- Understand bidding strategies and ad targeting.
- Learn to analyze and optimize ad performance.

## **7. Analytics and Data Analysis:**

- Develop skills in using tools like Google Analytics.
- Learn how to interpret data and derive actionable insights.
- Understand key performance indicators (KPIs) and metrics.

## **8. Conversion Rate Optimization (CRO):**

- Understand user experience and website optimization.
- Learn A/B testing and other CRO techniques.
- Focus on improving website conversion rates.



## 9. Mobile Marketing:

- Understand the importance of mobile in digital marketing.
- Learn mobile advertising strategies.
- Optimize content and campaigns for mobile devices.

## 10. Marketing Automation:

- Explore tools like HubSpot, Marketo, or Mailchimp.
- Learn to automate repetitive marketing tasks.
- Understand lead nurturing and customer journey automation.

## 11. WhatsApp API marketing:

- Official Business Account.
- Session Messages.
- Template Messages.
- Promotional Campaigns
- Lead generation.





## **COURSE FEES:-**

**₹ 20,000/- + GST**

## **Connect with us on Social Media:-**



**[instagram.com/empirical\\_academy](https://www.instagram.com/empirical_academy)**



**[youtube.com/@EmpiricalAcademy](https://www.youtube.com/@EmpiricalAcademy)**



**[pinterest.com/empiricalacademy](https://www.pinterest.com/empiricalacademy)**



**[twitter.com/EmpiricalAcade2](https://twitter.com/EmpiricalAcade2)**



**[linkedin.com/in/efma](https://www.linkedin.com/in/efma)**

**Contact Now: +91 98924 75267 / +91 82915 25221**

**Visit our website: [www.empiricalacademy.net](http://www.empiricalacademy.net)**