

# TechLeap Academy



TECHLEAP ACADEMY  
UNLOCK YOUR INTELLECTUAL GRACE

ADVANCED CERTIFICATION PROGRAM IN

# DIGITAL MARKETING

Powered by: **META**



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# About us:

TechLeap Academy is an EdTech Platform, offers a diverse range of programs designed to match your ambitions and career goals. Whether you're just starting your journey in technology or looking to upskill, our carefully curated courses provide the perfect blend of theory and hands- on experience. From software development and web technologies to digital marketing, data analytics, and emerging tools, our programs are built with industry demand in mind. Each course is led by experienced mentors who guide you through real-world projects, ensuring you gain the confidence and expertise to succeed.

# Program Overview



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## Phase-1 (Application & Onboarding)

1.----- Application Submission-----2.----- Application Submission

## Phase-2 (Journey Begin)

1.----- Basic Quiz----2.-----Self Analysis Drill

## Phase-3 (Let's start mentorship)

- 1.-----Data Science & Analytics (Basic to advance)
- 2.-----LIVE sessions + weekly challenges.
- 3----Guidance of Industry Mentor

## Phase-4 (Ready to join the industry)

- 1.-----Live Projects-----2.-----Phase Test-----
- 3.-----Internship Opportunities-----4.-----Career Assistance Session-----5.-----Mock Interviews



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# META Certification

1. -----META Certification
2. -----3+Industrial Expert Guest Sessions
3. -----3+ Advanced Projects

## Tools & skills learnt



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Wordpress

SEO

Email Marketing

Google Ads &  
Youtube Ads

Social Media  
Marketing

Chatbots

Gamification

AI in Digital  
Marketing



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# Job Opportunities

Digital Marketing Executive  
(₹3-5 lakhs per annum)

Social Media Marketing  
(₹4-6 lakhs per annum)

Email Marketing Specialist  
(₹4-6 lakhs per annum)

Digital Marketing Manager  
(₹6-9 lakhs per annum)

SEO specialist  
(₹4-6 lakhs per annum)

Content Marketing Specialist  
(₹4-6 lakhs per annum)

PPC Specialist  
(₹4-6 lakhs per annum)

E-commerce Marketing  
Specialist (₹5-8 lakhs per



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# Curriculum

**Week 1:** Introduction to Digital Marketing • Evolution of marketing: From traditional to digital. • Core concepts: inbound vs. outbound, paid vs. organic. • Overview of channels: SEO, SEM, SMM, content, email, affiliate. • Case studies of successful digital campaigns. • Assignment: Analyze a brand's digital presence.

**Week 2:** Understanding Consumer Behavior Online • Digital customer journey and touchpoints. • Personas & segmentation in digital marketing. • Funnel stages: Awareness, Consideration, Conversion, Retention. • Activity: Build a sample customer persona.

**Week 3:** Website Planning & UX Basics • Importance of a website in digital marketing. • Key principles: UX/UI, responsive design, mobile-first. • Landing pages & conversion optimization. • Tools: WordPress, Wix, Squarespace basics. • Assignment: Audit an existing website for usability.



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**Week 4:** Search Engine Optimization (SEO) Fundamentals • How search engines work: crawling, indexing, ranking. • On-page SEO: keywords, metadata, headings, internal linking. • Off-page SEO: backlinks, outreach, domain authority. • Technical SEO basics. • Activity: Keyword research using Google Keyword Planner.

**Week 5:** Advanced SEO & Content Strategy • Long-tail vs. short-tail keywords. • SEO content creation: blogs, videos, infographics. • Measuring SEO success: Google Analytics & Search Console. • Activity: Draft an SEO-optimized blog outline.

**Week 6:** Search Engine Marketing (SEM) & Paid Ads • Google Ads overview (search, display, shopping). • Campaign structure, targeting, and bidding. • Writing effective ad copy & choosing creatives. • Measuring ROI of ad spend. • Assignment: Create a mock Google Ads campaign.



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**Week 7:** Content Marketing • Importance of storytelling and value-driven content. • Content types: blogs, podcasts, webinars, ebooks. • Editorial calendar planning. • Distribution channels & repurposing content. • Activity: Develop a content calendar for a hypothetical brand.

**Week 8:** Social Media Marketing (SMM) Fundamentals • Overview of major platforms (Facebook, Instagram, LinkedIn, TikTok, YouTube). • Organic vs. paid strategies. • Social media algorithms & reach. • Activity: Audit a brand's social media presence.

**Week 9:** Advanced Social Media & Paid Campaigns • Designing paid social campaigns (Facebook Ads Manager, LinkedIn Ads). • Audience targeting & retargeting. • Influencer & community marketing. • KPIs for social campaigns. • Assignment: Draft a paid ad strategy for one platform.



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**Week 10:** Email Marketing • Email as a retention tool. • Building subscriber lists ethically. • Segmentation & personalization. • Crafting effective email campaigns: subject lines, CTAs, timing. • Tools: Mailchimp, HubSpot. • Activity: Create a mock email newsletter.

**Week 11:** Mobile Marketing • SMS marketing & app-based campaigns. • Mobile advertising trends. • Location-based marketing. • Activity: Plan a push notification strategy for an app.

**Week 12:** Affiliate & Influencer Marketing • Understanding affiliate marketing models (CPC, CPA, CPL). • Tools & networks for affiliates. • Influencer selection, contracts, and ROI. • Case Study: Influencer-led campaigns.

**Week 13: Web Analytics & Performance Measurement** • Introduction to analytics tools (Google Analytics, Hotjar). • Setting KPIs & tracking conversions. • Understanding dashboards & reports. • Activity: Analyze traffic and conversion data from a sample site.

**Week 14: Marketing Automation & CRM Integration** • Overview of automation tools (HubSpot, Marketo). • Lead nurturing & scoring. • Integrating CRM with marketing campaigns. • Activity: Map an automated email workflow.

**Week 15: Creating a Digital Marketing Strategy** • Integrating all channels into a cohesive plan. • Budgeting & resource allocation. • Timelines & campaign execution. • Activity: Build a mini digital marketing plan for a sample company.

**Week 16: Project Presentations & Future Trends** • Student presentations of their final projects. • Discussion of upcoming trends: AI in marketing, voice search, AR/VR, privacy. • Wrap-up, feedback, and course review.

# Recruitment Partners



# Code of Conduct

**Program Structure:** Skill Development Track: We will focus on enhancing skills and knowledge with LIVE sessions from industry mentors.

**Certification:** Successful completion of the program, including assessments, projects, and attendance, will lead to gaining Completion Certificate and Project Certificate. Internship Certificate will be provided by the company you'll be interning with, if any. Career Track (**Early Career Opportunities**): We will provide opportunities for early career development through internships.

**Code of Conduct Class Schedule and Attendance:** Regular Classes: Classes will be held two times a week on a consistent schedule. Evening Time Slots: Class timings will be in the evening slot between 6:30 PM - 10:00 PM, and each session will last approximately 1-1.5 hours.

**Mandatory Attendance:** A minimum of 70% attendance in live classes is required. Certification Criteria: Certifications will only be issued to students who maintain the required attendance.

## Contact Us

### **Course starts:**

Classes from first week of the month

### **Program hours:**

50+ learning hours

4+ Industrial Projects

**For admissions, contact:**

**+918130058278**

**[support@techleapacademy.org](mailto:support@techleapacademy.org)**