

# DIGITAL TRANSFORMATION SYLLABUS

The term "digital marketing" has evolved into digital transformation over time.

Coach:

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# Program best suited for



Entrepreneurs



Job seekers



Graduates  
Under-Graduates



Marketing  
Professionals

# Training Schedule



<b>DURATION</b>	<b>1 MONTH</b>	<b>ONLINE : Individual/Group Classes</b> <b>OFFLINE : Individual/Group Classes</b>
<b>HOURS</b>	<ul style="list-style-type: none"><li>• 40</li></ul>	<ul style="list-style-type: none"><li>• 2 Hours/Everyday</li></ul>
<b>WEEK</b>	<ul style="list-style-type: none"><li>• Monday - Friday</li></ul>	<ul style="list-style-type: none"><li>• Weekend is an option if weekdays don't suit your schedule.</li></ul>
<b>METHODOLOGY</b>	<ul style="list-style-type: none"><li>• 1 Hour : <b>Coaching</b></li><li>• 1 Hour : <b>Quiz + Practice Cases</b></li></ul>	<ul style="list-style-type: none"><li>• Learn</li><li>• <b>100 Tools</b></li></ul>
<b>ONGOING SUPPORT</b>	<p><a href="mailto:mounika@venexture.com">mounika@venexture.com</a></p> <p><b>+91 9989148993</b></p>	<p><b>Course concluded?</b></p> <p>We're here for you.</p> <ul style="list-style-type: none"><li>• Schedule <b>15-minute sessions</b> over the span of six months to discuss any queries. Before getting on zoom, mail me your query.</li><li>• Kindly note, subject to our 📅 availability.</li></ul>
<b>TEST</b>	<ul style="list-style-type: none"><li>• Skills Assessment</li></ul>	<ul style="list-style-type: none"><li>• <b>Certification</b> for qualified candidates</li></ul>
<b>RESUME/CV SUPPORT</b>	<ul style="list-style-type: none"><li>• CV/RESUME Preparation</li><li>• Interview Skills</li><li>• Job Application Guidance</li> <li>• Interested to start your own business?</li><li>• Guidance to aspiring Entrepreneurs.</li></ul>	<ul style="list-style-type: none"><li>• Please note that securing a job relies on your skills and qualifications.</li><li>• We do not offer job placement services.</li> <li>• Still, qualified candidates will receive referrals if we come across any job openings aligning with your skills and qualifications.</li></ul>





Day	Topic
1	<p data-bbox="733 229 1898 329"><b>History of Advertising, David Ogilvy and Brand's story of a New York-based advertising company.</b></p> <ul data-bbox="733 354 1967 701" style="list-style-type: none"><li data-bbox="733 354 1666 391">• Brief approach to different periods of advertising history.</li><li data-bbox="733 415 1658 452">• Commercial communication to sell a product or service.</li><li data-bbox="733 476 1103 514">• ATL/BTL Marketing</li><li data-bbox="733 538 1967 638">• 7 Case studies of Cadbury, Dove, Schweppes, Hathway shirts, Coke, Don't live in Denyl, New Fest NYC pride.</li><li data-bbox="733 662 1620 699">• Access to 2,00,000+ Ad campaigns around the world</li></ul> <p data-bbox="733 723 1666 761"><b>Practice Session:</b> Quiz, Solve case study through strategy.</p>
2	<p data-bbox="733 843 1383 881"><b>Email Marketing concepts and policies</b></p> <ul data-bbox="792 905 1956 1125" style="list-style-type: none"><li data-bbox="792 905 1956 1062">• Automation with Mailchimp, Email Marketing best practices, Bulk Email concepts, Defining your goals, A/B testing, Open rates, Click-through rates, unsubscribe rates, conversion rates, and bounce rates.</li><li data-bbox="792 1086 1612 1123">• Introduction to Email testing tools and templates.</li></ul> <p data-bbox="733 1148 1531 1185"><b>Practice Session:</b> Email Quiz, Campaign Creation</p>
3	<p data-bbox="733 1209 1388 1246"><b>Introduction to Social Media Platforms.</b></p>



	<ul style="list-style-type: none"><li>• Facebook, Instagram, LinkedIn, YouTube, Snapchat, X formerly Twitter, Pinterest, Reddit, Threads, WhatsApp, and WeChat.</li><li>• (Monthly active users, founders, revenue)</li><li>• CRM: Customer Relationship Management</li><li>• Convert prospects into clients.</li></ul> <p><b>Practice Session:</b> Quiz and Discussion</p>
4	<p><b>Google ADS/PPC (Pay per click advertising)</b></p> <ul style="list-style-type: none"><li>• Beginner-friendly guide to Google ads.</li><li>• Google Keywords Planner, AD Words Fundamentals, Search, Display, Mobile, Video, E-Commerce Advertising.</li></ul> <p><b>Practice Session:</b> Quiz and Discussion</p>
5	<p><b>Google ADS /SEM: Search Engine Marketing</b></p> <ul style="list-style-type: none"><li>• 3 main Bidding Strategies, Metrics, and Competitor Analysis.</li><li>• Google Analytics, WordPress website designing, Landing page creation, PPC "SPYFU", Research tool</li></ul> <p><b>Practice Session:</b> Create AD on your own</p>
6	<p><b>Digital Marketing Tools:</b></p> <ul style="list-style-type: none"><li>• Learn 100 Must-have tools for business growth</li></ul> <p><b>Practice Session:</b> Assignment</p>
7	<p><b>AI Content Writing:</b></p> <ul style="list-style-type: none"><li>• Write creative AD Copies that convert using a mix of manual and Artificial Intelligence.</li></ul> <p><b>Practice Session:</b> Assignment</p>



7	<b>AI Content Writing:</b> <ul style="list-style-type: none"><li>• Write creative AD Copies that convert using a mix of manual and Artificial Intelligence.</li></ul> <b>Practice Session:</b> Assignment
8	<b>AI Audience Builder :</b> <ul style="list-style-type: none"><li>• Power your skills with the Audience Intelligence Platform</li></ul> <b>Practice Session:</b> Audience building Assignment
9	<b>Facebook ADS</b> <ul style="list-style-type: none"><li>• Understanding the Algorithm</li><li>• Best Practices to Setup Facebook Pages</li><li>• A/B Testing</li><li>• Audience Targeting and Leads Generation</li><li>• Facebook Reporting and Insights</li></ul> <b>Practice Session:</b> Leads Generation Live Practice
10	<b>Instagram ADS:</b>



	<ul style="list-style-type: none"><li>• Grow your followers through organic hashtags and paid ads.</li></ul> <b>Practice Session:</b> Configure an editorial calendar for post-scheduling.
11	<b>LinkedIn ADS:</b> <ul style="list-style-type: none"><li>• Networking with 1 Billion users and Usage of Sales Navigator.</li></ul> <b>Practice Session:</b> Elevate your B2B marketing with LinkedIn's online advertising solutions. Inbound and Outbound Leads.
12	<b>SEO (Search Engine Optimization) :</b> <ul style="list-style-type: none"><li>• On-Page and Off-Page Optimization</li></ul> <b>Practice Session:</b> Assignment
13	<b>Blogging and Freelancing:</b> <ul style="list-style-type: none"><li>• 60 + Freelance Sites for Beginners</li></ul> <b>Practice Session:</b> Quiz
14	<b>Influencer or Affiliate Marketing:</b> <ul style="list-style-type: none"><li>• 14 Tools to find influencers</li></ul> <b>Practice Session:</b> Collaboration with Influencers
15	<b>E-Commerce Marketing:</b> <ul style="list-style-type: none"><li>• 15 Online Market Places and Actionable tactics to drive sales</li></ul> <b>Practice Session:</b> Assignment
16	Brand Strategy and Advertising <b>Practice Session:</b> Solve the cases.
17	<b>YouTube Marketing</b> <b>Practice Session:</b> Quiz



18	<b>Job Opportunities:</b> 860,000 job openings in corporate companies. <b>Business Opportunity:</b> Connect with foreign clients across America, Europe, Asia, and the Middle East. Recommended groups to join to acquire clients (or)
19	<b>Exam &amp; Training Certificate</b>
20	<b>CV/RESUME</b> Building Session Interview Skills and Placement Assistance for Exceptional Candidates Based on Exam Performance.





Presented by,

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"The Woman of Digital  
Transformation Mounika is here"  
Thank You.

Schedule a Demo?



[Zoom.](#)