



# PROSPECTUS

**Digital  
Marketing**



**Web  
Development**



**Graphic  
Designing**



**Corporate  
Workshop**



We help you build your  
**CAREER**

COME! SAIL WITH US...

## About us



Your Destination - For a Bright Career

**Seven Boats Academy** is a premier digital marketing training institute in India offering one of the best digital marketing courses in India. Established in 2011 in Kolkata (Calcutta), Seven Boats Academy has trained more than 3000 students & professionals across India and abroad by their digital marketing classroom training program, digital marketing Workshops and online courses.

Seven Boats has given digital marketing consultation & solutions in **50+ industry verticals** including Healthcare/Medical, Education, Engineering, Retail, Business Services, Finance etc for more than 500 international & domestic projects including some eminent brands like **Shree Cement, RENE India, NDTV Retail, Pran RFL Group, DN Homes BBSR, Primarc Realty, SZI Technologies, Phoolwala, AVR Hotels, Hearing Plus, Hope Foundation, Saveur Biere (France)**, and more. We have trained professionals from **Nestle, ABP, Primarc, Micromax, 123Greetings, TCS, CTS, Globsyn, Shriram Insight, Indiamart, PWC, Capgemini** & more.

\*Ranked by **Digital Monster Magazine, Silicon India Education Magazine, Top10Company.in, Quora, Learnpact, Coursedom** & more. Awarded with **Bengal Entrepreneurship Recognition** by Bengal Chamber of Commerce, **Indian Leadership Award** Featured in **Yourstory, NEN, SocialSamosa, YoSuccess, TalkingPosts, KNN News, Startup Talky, Andhra Jyothi, Sakshi Telugu Daily, Namaste Telangana** Recognized & felicitated by **IITs, GMIT, United World School of Business, St. Xavier's College, NIT Trichy MIST Sathupally, Indian Leadership Award by IEDRA/AIFA** & more.

## BETTER KNOWLEDGE, BETTER MILEAGE

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## Mentor



## MEET OUR TRAINERS



**Debajyoti Banerjee** Founder & CEO

He is a seasoned Digital Marketing strategist & a Google Advanced Adwords certified specialist with career spanning more than 17 years in this domain. His entrepreneurial acumen has been featured in Your Story, Yo Success, Social Samosa, Silicon India, Startup Talky, Rediff, National Entrepreneurship Network (NEN), KNN India news, Bengal Chamber of Commerce & IEDRA. He has also been invited & felicitated by IIT Guwahati, IIT Kharagpur, GMIT Kolkata, United World School of Business and many other institutes for thawing up the entrepreneur minds.



**Biplab Das** General Manager

He is a highly dedicated, sincere and self motivated guy having great attention to project management details. He has more than 16 years of experience various IT domains including Software Programming, System Administration, IT Infrastructure Administration, Team Management & Digital Marketing. He handles a team of 12 efficient people for eminent clients for their digital marketing projects at Seven Boats.



**Vijay Mishra** Senior Manager

Business Development, Client Servicing & Projects are his forte. He has more than 12 years of hands-on experience in business development, Client Servicing & Digital Marketing. He has excellent client communication & project management skills. He handles a team of 4 digital marketers for live projects of eminent clients. LinkedIn profile

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## Our Training Programmes



### Advanced Digital Marketing



#### Online Courses

- — SEO
- — Social Media Marketing
- — Adwords
- — Analytics
- — Mobile Marketing
- — Email Marketing
- — Wordpress
- — Free Demo

#### Classroom Courses

- — SEO
- — Social Media Marketing
- — Adwords
- — Analytics
- — Mobile Marketing
- — Wordpress

### Web Development

- — Dreamweaver Concept
- — Design elements/ principles
- — Table Structures
- — CSS Implementaion
- — DIV Concept
- — OOPS Concept in Scripting
- — Responsive Website Development

### Graphic Designing

- — Design Softwares & Techniques
- — Aesthetic Sense & Colour Combinations
- — Creative Ideas & Implementations
- — Research in Promotional Activities
- — Design Specifications & Client Approach
- — Print & Web Artwork Technologies & Parameters
- — Professional in Visual Communication



### Corporate Workshop

- — Management: Team & Time
- — Leadership Quality
- — Motivation Training
- — Balancing Act: Business & Pleasure
- — Collective Decision Making
- — Creative Thought-Process
- — Email etiquettes & Corporate Communication
- — Digital Marketing
- — SEO
- — Social Media Marketing
- — Online Advertisements
- — Analytics

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## Why Seven Boats?

- ✓ **Seven Boats** has Digital Marketing Services Vertical since 2011 & having experience of handling 500+ projects in 50+ verticals worldwide having eminent clients like Rene, Usashi Real estates, DN Homes, Primarc, Shree Cement, Pran RFL & many more. So get really challenging live projects & hands-on case studies.
- ✓ **Learn directly** from entrepreneur and Certified trainers under on-job environment.
- ✓ **Seven Boats** has state-of-the art classroom infrastructure as well as exhaustive e-Learning content through their LMS (Learning Management System), Library system & superior post-course support. You never get short of your study material.
- ✓ **Seven Boats Info-System Pvt. Ltd.** is recognized by Government Of India / Ministry of Commerce and Industry under #startupindia
- ✓ **Seven Boats Academy** is a division of Seven Boats Info-System Pvt. Ltd. which is registered with Ministry Of Corporate Affairs – RoC Kolkata under the Companies Act 1956 as a Private Limited Company with CIN No. U72900WB2011PTC165780.
- ✓ **Seven Boats** is an ISO 9001 standard company.
- ✓ **Seven Boats** is listed among top digital marketing training providers in India by Silicon India Education Magazine (Aug 2016 issue).
- ✓ **Seven Boats** is among top digital marketing companies in India by Digital Monster Magazine.
- ✓ **Seven Boats** is official digital marketing training provider of United World school of Business (Karnavati University)
- ✓ **e-Learning** materials of Seven Boats are approved by Udemy – World's largest online course marketplace.
- ✓ **Recognized** with Bengal Entrepreneurship Recognition by Bengal Chamber of Commerce.
- ✓ **Recognized** with Indian Leadership Award by AIFA/IEDRA
- ✓ **Featured** in Yourstory, National Entrepreneurship Network, Social Samosa, Startup Talky, KNN India news, Andhra jyothi News, Namaste Telangana, Sakshi Telegu daily & more.
- ✓ **Associated**/Felicited by Gargi Memorial Institute of Technology, United World School of Business, IITs, Entrepreneurship Development Institute of India, St. Xavier's College Kolkata, NIT Trichy & more.
- ✓ **4.9 Star** ratings by customers/students on Google, Facebook, Youtube & more.
- ✓ **Active** alumni group, Excellent placement & promotion record.
- ✓ **Jumpstart** your career – get job ready in 45 days. Grab promotion in present company or startup your own or do part time freelancing & earn money.

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## Seven Boats Certifications



Every student will get a COURSE ACCOMPLISHMENT CERTIFICATE along with any one/ more from the following certifications as per their chosen course/training packages.

- CDMP** – CERTIFIED DIGITAL MARKETING PROFESSIONAL
- CADM** – CERTIFICATION IN ADVANCED DIGITAL MARKETING
- CDMS** – CERTIFIED DIGITAL MARKETING SPECIALIST
- CDMN** – CERTIFIED DIGITAL MARKETING NINJA
- CSEM** – CERTIFIED SEARCH ENGINE MARKETER
- COAS** – CERTIFIED ONLINE ADS SPECIALIST
- CSMM** – CERTIFICATION IN SOCIAL MEDIA MARKETING
- CASO** – CERTIFIED APP STORE OPTIMIZER
- CAFM** – CERTIFICATION IN AFFILIATE MARKETING
- CEMP** – CERTIFIED EMAIL MARKETING PROFESSIONAL
- CCAS** – CERTIFICATION IN CONTENT ANALYSIS & STRATEGY
- CWPD** – CERTIFIED WORDPRESS DEVELOPER
- CWGD** – CERTIFIED WEB AND GRAPHIC DESIGNER

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## Learning Path Based Training / Industry Specific Training



-  Become a Real Estate Digital Marketer.
-  Become a Digital Marketer for Hotel & Hospitality industry
-  Become a Digital Marketer for Healthcare industry
-  Become a Digital Marketing Expert in Ecommerce industry
-  Become a Digital Marketer in Education Sector
-  Become a Freelance Digital Marketer
-  Become a WordPress Pro Digital Marketer
-  Become a Shopify SEO specialist
-  Become a Digital Marketer for Event Management Industry
-  Become a B2B Digital Marketer



Students get engrossed at a training session.

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## #1 DIGITAL MARKETING COURSE



Get in-depth training on Digital Marketing, SEO, SMM, Google Adwords, PPC, Analytics, Content Marketing, Mobile Marketing, Affiliate Marketing & Growth Hacking. Listed among the best online digital marketing courses and among top digital marketing training institutes in India. **100% practical live projects based training of 1/2/3/6/12 months on Weekdays/Weekend classroom/online classes.** Enrol in our Digital Marketing Course Today & become a Certified & Skilled Digital Marketer!

## 24X7 LIFETIME ACCESS

### CORE MODULES

- Digital Marketing Fundamentals
- SEO – Keyword Research
- SEO – On-Page
- SEO – Off-page, Popularity building & Content Marketing
- Local SEO (GGL)
- Google Search Console / WMT
- Google Adwords/PPC (Search Ads, Display Ads & Brief of others)
- Social Media (SMO & SMM) – Facebook
- Facebook Ads
- Google Analytics
- Reports & Templates
- WordPress Brief & WP SEO
- Earning Money Online
- LinkedIn & Youtube Marketing
- Content Writing Techniques

### SPECIALIZATION MODULES

- Email Marketing & Bulk SMS marketing
- Mobile Apps Marketing
- Online reputation management (ORM)
- Advanced SEO & Ecommerce SEO
- Advanced WordPress SEO
- Affiliate Marketing
- Growth Hacking & Lead Generation
- Earning Money Online
- Pro Blogging & Freelancing
- Integrated Digital Marketing
- Inbound Marketing
- Starting a digital startup
- Advanced Adwords & DoubleClick
- Google Tag Manager, Site Optimizer, A/B test & other
- Wordpress Development & Web Design

### EXAM ASSISTANCE MODULES

- Google Adwords Fundamental
- Google Search Network Ads
- Google Display Network Ads
- Google Shopping Ads
- Google Youtube Video Ads
- Google Universal App ads
- Google Analytics Exam
- Google Digital Unlocked Exam
- Facebook Blueprint
- Hubspot Inbound Marketing

### LIVE PROJECTS MODULES

- Business Analysis, TG, Competitor Analysis
- Keyword Research, Landing Page
- Optimization & Conversion Optimization
- On-Page SEO, WordPress Brief & SEO Audit
- Link Building / Off-page SEO
- Reviews, Ratings & ORM activities
- Social Calendar creation, FB Posts
- FB Ads, Pixel Canvas
- Google Search Console
- Google Adwords Search Campaign creation, optimization & reports
- Adwords Display campaign, Targeting, Remarketing
- Adwords Video Campaign creation, optimization & reports
- Adwords universal app campaigns
- Google Analytics decision reports
- Reports & proposal preparation
- Expert advice & guidance & case studies

### ONLINE MODULES

- Core Modules
- Specialization Modules
- Exam Assistance modules
- Live projects modules
- Webinars, Videos & more
- Other Misc. Advanced Modules



### PANEL DISCUSSIONS

- Doubt clearing Session
- Question Answer Session
- Case studies discussions
- Problem statement & solutions
- Challenges & Solutions
- Home & Live Assignments
- Expert Advice & guidance
- Career Counselling
- Job /Freelance Assistance
- Prize, Internships, Scholarships\*

Ranked among **Top 50** Digital Marketing Training providers in India by SiliconIndia & Digital Monster Magazine. Among **Top 3** Digital Marketing Institutes in Kolkata. Take advantage of learning from one of the **3 top most** digital marketing companies of Kolkata.

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Placements | Corporates | Associations



## Our Assistance

### 500+ Jobs

Referral full time jobs & part time freelancing offered. SEO, Social Media, PPC, Analytics, DM Exe., Content Writer & Asst./ Managerial roles

### 1.2L-8.4L CTC

Avg. Rs.10,000 to Rs.70000/PM salary range. Kolkata, Mumbai, Delhi, Bangalore, Hyderabad, Guwahati, Singapore, Dubai & more.

### 80% Placed

More than 80% of students are placed & 7-10% started their own after completion of course.

### 4.8+ Rating

On Google, Facebook, JustDial, Trustpilot, Trusted Company, Glassdoor, Youtube, Udeemy & more

## Our Talent Pool



We have trained 3000+ freshers and professionals from the following corporates



## Our Associations



We are featured in:- YOUR STORY, INSPIRE INNOVATE, NEN, siliconindia, Peed Startups, Entrepreneurship Cell IIT Kharagpur, social samosa

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## LEVERAGES



**The USP of 7Boats** is that we do not believe in providing the services you pay for and then take a step back. We are involved in the process with your company and we do not detach ourselves when we see that we can contribute to your business. We believe in unique concepts – simple but powerful that would yield result & give you the better return.



### Our Belief:

*"Simple, yet Powerful"*



- Focussing on ROI & overall business growth.
- Focussing on Long Term Growth Strategy.
- Highly appreciated by clients all across the globe.
- Strategic and selective approach.
- Unconventional & highly effective strategies.
- Ethical & Transparent work policy.
- Simple but powerful solution @ affordable price.
- Faster delivery & Better customer support.
- Resourceful customer awareness program
- 'Indian Leadership Award' by IEDRA and AIAF.
- Featured on NEN, ReadStartups, Social Samosa & YourStory.in – (India's biggest platform for Startups & Entrepreneurs)
- Felicitated by GMIT Kolkata & IIT KGP
- An ISO 9001:2008 certified company

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## AWARDS & RECOGNITIONS



### Our honour, our Privilege

We are awarded with Bengal Entrepreneurship Recognition by Bengal Chamber of Commerce, Indian Leadership Award. Featured in Yourstory, NEN, SocialSamosa, YoSuccess, Talking Posts, KNN News, Startup Talky, Andhra Jyothi, Sakshi Telugu Daily, Namaste Telangana. Recognized & felicitated by IITs, GMIT, United World School of Business, St. Xavier's College, NIT Trichy MIST Sathupally & more.



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## COMPLETE ADVANCED DIGITAL MARKETING TRAINING



**Advanced Digital Marketing Class Room:** Students get engrossed during the session.

### Now you can get the complete knowledge of Digital Marketing

through exclusive module from Seven Boats Academy. The progression of Online Marketing is massive and it's the need of the hour for every marketing professional to learn the expertise of digital marketing to uphold your position in the competitive market. These modules would give you a detailed understanding on the process of revenue generation with the process of online branding, promotion and advertisement. So you can get ready to learn all the 360° aspects of Digital Marketing in this training. So this training would cover up what is digital marketing, it's KPI, types of Digital Marketing & Digital Marketing Mix. How to form Digital Marketing Strategy, improvising plan, process of execution and monitoring result. A big part of this module is Search Engine Optimization. You would be able to understand the on-page and off-page SEO process.

**The chapter would include LSI method, basic HTML structure, Content Marketing, Social Media Marketing, Google Adwords, Google Analytics, Webmaster Tools and many more. Key Learnings in this Chapter:-**

SEO- ON-PAGE & OFF-PAGE | LOCAL SEO | CONTENT MARKETING | CONTENT WRITING  
SOCIAL MEDIA MARKETING | MOBILE MARKETING | EMAIL MARKETING | SMS MARKETING  
GOOGLE ADWORDS | GOOGLE ANALYTICS | GOOGLE WEBMASTER | PPC/MEDIA BUYING  
AFFILIATE MARKETING | DOMAIN & HOSTING | WORDPRESS DEVELOPMENT & MANAGEMENT

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## PROGRAM OVERVIEW



We have 3 Modules covering the overall Program Reviews

### MODULE - A : MARKETING MANAGEMENT

#### Sub-Module 1: Customer Value

Introduction to Marketing  
Customer Value, Satisfaction, and Relationships  
Customers' Buying Behaviour  
Pricing

#### Sub-Module 2: Marketing &

The Organization  
Marketing Environment  
Market Segmentation & Targeting  
Marketing Strategy

#### Sub-Module 3: Product & Brand

Management  
Product & Brand Management  
Managing Services  
Brand Positioning

#### Sub-Module 4: Sales & Distribution

Management  
Personal Selling & Sales Management  
Managing Distribution Channels  
Direct Marketing

Retailing

Channel Economics

#### Sub-Module 5: Marketing

Communications

Advertising

Sales Promotions

Integrated Marketing Communications

### MODULE - B : DIGITAL & SOCIAL MEDIA FOR EFFECTIVE DIGITAL COMMERCE)

- Inbound marketing
- Designing creative content for Web pages
- Blog marketing
- User generated content and their impact on marketing
- Designing content for social media marketing
- Campaign management
- Web analytics
- Organic and paid search advertising and analytics
- Electronic word-of-mouth analytics
- Social media analytics
- Workshop on tools for web analytics
- Workshop on tools for social media analytics

### MODULE - C : ADVANCED DIGITAL MARKETING STRATEGIES COMMERCE

- Developing holistic digital and social media strategy
- Designing success metrics that are aligned to corporate marketing strategy
- Managing digital marketing projects in organizations  
Identifying and managing talent for digital marketing initiatives
- Developing organizational culture to promote digital marketing
- Cross-platform and cross-media digital marketing
- Interactive gamification and its emerging role in digital marketing
- Context sensitive and location sensitive digital marketing
- Digital marketing using Big Data
- Creativity and innovation in digital marketing



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## WHAT YOU CAN LEARN FROM US?



**Complete Advanced  
Digital Marketing Course**



**Content  
Marketing Course**



**Digital Marketing  
Fundamentals Course**



**Google Adwords  
Training Course**



**Advanced  
SEO Course**



**Google Analytics  
Training Course**



**SEO Fundamentals  
Course**



**Google Webmaster Tool  
& Search Console Course**



**Complete SEO  
Training Course**



**Mobile Apps Marketing &  
App Store Optimization  
(ASO) Course**



**Popularity & Link  
Building Course**



**Email Marketing  
Course**



**Social Media  
Marketing Course**



**Affiliate & SMS  
Marketing Course**

**Courses Available At:-**

**udemy vimeo**



**Exam Assistance On:-**



**Google  
AdWords**



**facebook  
blueprint**

**HubSpot**

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## CERTIFICATES & GOODY BAGS



Students receive Certificates & Goody Bags from our Academy.

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## OUR STUDENTS SPEAK



**Nitya Balodia**  
Associate  
(Consulting and Deals)  
PwC

I am Nitya Balodia currently working in PwC SDC Kolkata Pvt. Ltd. as an Associate (Consulting and Deals). I did a digital marketing certification course at 7 boats. The course really helped me to understand how digital media can help you in creating a personal brand as well as a professional brand. It also gave me insights on what is latest in digital marketing industry. The proactiveness of my mentors at 7 boats helped me in understanding the value of "Personal and Professional Branding" that fetched me "The best Trainee- Induction Award at PwC".



**Vineet Khemka**  
Founder & CEO  
Tech Plugger

I have taken the course to learn and implement digital marketing techniques in my startup. **Seven Boats** as an academy and Debajyoti Sir in particular have in-depth knowledge in Digital Marketing and he did not leave any query unanswered. His dedication towards doubt clearing is very good. 7boats academy and the teachers here are a "well" of knowledge. My advice is to not leave this opportunity and always keep asking silly, intelligent, geeky, etc questions. I would rate **Seven Boats Academy** as 10 out of 5. Anyone who wants to learn, with or without intentions to pursue a career in this field, should join this course immediately.



**Tiasha Das**  
DM Executive  
SZI Technologies

Got placed in SZI as Digital Marketing Executive. Just wanted to thank all mentors from 7Boats Academy for all the guidance. I owe this to the entire 7Boats Academy team. Thank you!



**Litesh Singh**  
Founder and CEO  
Webizzoo


























I have been in to web services for 5 years now. Bitten by the entrepreneurial bug since the start of my career. It's been a year i started my web development agency. The main impulsion behind joining Digital Marketing training program from Seven Boats was to accelerate my business and to achieve a sustainable growth. Being trained from Seven Boats i now feel more confident about my digital capabilities. To be able to apply all the skills I've learned and implement it into all my projects and even on my own website makes me feel very optimistic. This has also allowed me to win more business and expand the range of services that I offer

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## OUR INFRASTRUCTURE



-  819 sq.ft owned fully furnished commercial space
-  Commercial building
-  Bike Parking
-  Car Parking
-  Lift, Staircase
-  Fire control equipment
-  24X7 Generator backup
-  Separate Floor toilets for gents & ladies
-  Purified water
-  HP Laptop & Ubuntu Desktop PCs
-  1:1 System sharing\*
-  Training Room/Lab/WorkSpace/Trainer cabins/Reception
-  Broadband Internet & Backup
-  Central Audio System
-  26" TV with projection/HDMI/USB
-  Conference/Meeting/Classroom area
-  24X7 online portal access via desktop/mobile
-  24X7 Whatsapp/email support
-  24X7 Building Security, Fire Security, CCTV
-  AC/Fans/LED
-  Goodie bag, Copy, Pens, Ebooks, Library books\*
-  Executive chairs
-  Glass boards
-  Prime location hub, Good Connectivity to Metro, Rail Stn.
-  Bus stop, Airport, PG/Hostel facility

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# Thanks

VISIT US AT



## Here we are:-

Unit #304, Diamond Arcade,  
1/72, Cal Jessore Road, Kolkata-700 055  
West Bengal | INDIA

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PAYMENT FACILITIES: Pay using Credit card/ Debit card/ Net banking /PayTM/ Cash/ Cheque. EMI Option Available.



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