







PROSPECTUS



We help you build your CAREER

Digital Marketing



Web
Development



Graphic Designing



Corporate Workshop

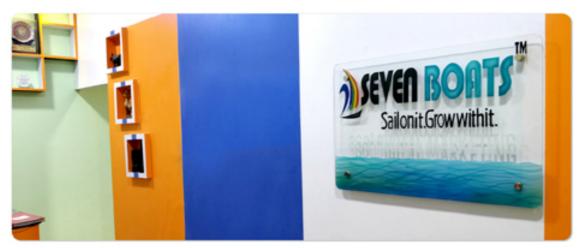








About us



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

Come! Sail With Us...







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







Our Training Programmes



Advanced Digital Marketing

Online Courses

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

Classroom Courses

- 1
- 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









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/Felicitated 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.









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













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.

Come! Sail With Us...







#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 Off-page, Popularity building & Content Marketing
 Local SEO (GLL)

- Social Media (SMO & SMM) Facebook

- 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 Search Network Ads
 Google Display Network 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, Rotings & 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 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



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.







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, Udemy & more

Our Talent Pool





















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

























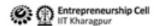








Our Associations

















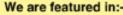










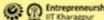




















LEVERAGES



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.





- Focussing on ROI & overall business growth.
- Focussing on Long Term Growth Strategy.
- Highly appreciated by clients all across the globe.
- Strategic and selective approach.
- O 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







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.



















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











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









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:-



facebook



UNLOCKED

HubSpot blueprint







CERTIFICATES & GOODY BAGS







Students receive Certificates & Goody Bags from our Academy.







OUR STUDENTS SPEAK





Nittya Balodia
Associate
(Consulting and Deals)
PwC

I am Nittya 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".



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

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!



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

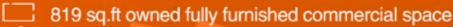






OUR INFRASTRUCTURE





Commercial building

Bike Parking

Car Parking

別 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

(空) Broadband Internet & Backup

(I) Central Audio System

26" TV with projection/HDMI/USB

† Conference/Meeting/Classroom area

24X7 online portal access via desktop/mobile

Q1 24X7 Whatsapp/email support

4 24X7 Building Security, Fire Security, CCTV

AC/Fans/LED

Goodie bag, Copy, Pens, Ebooks, Library books*

Glass boards

Prime location hub, Good Connectivity to Metro, Rail Stn.

Bus stop, Airport, PG/Hostel facility



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.

