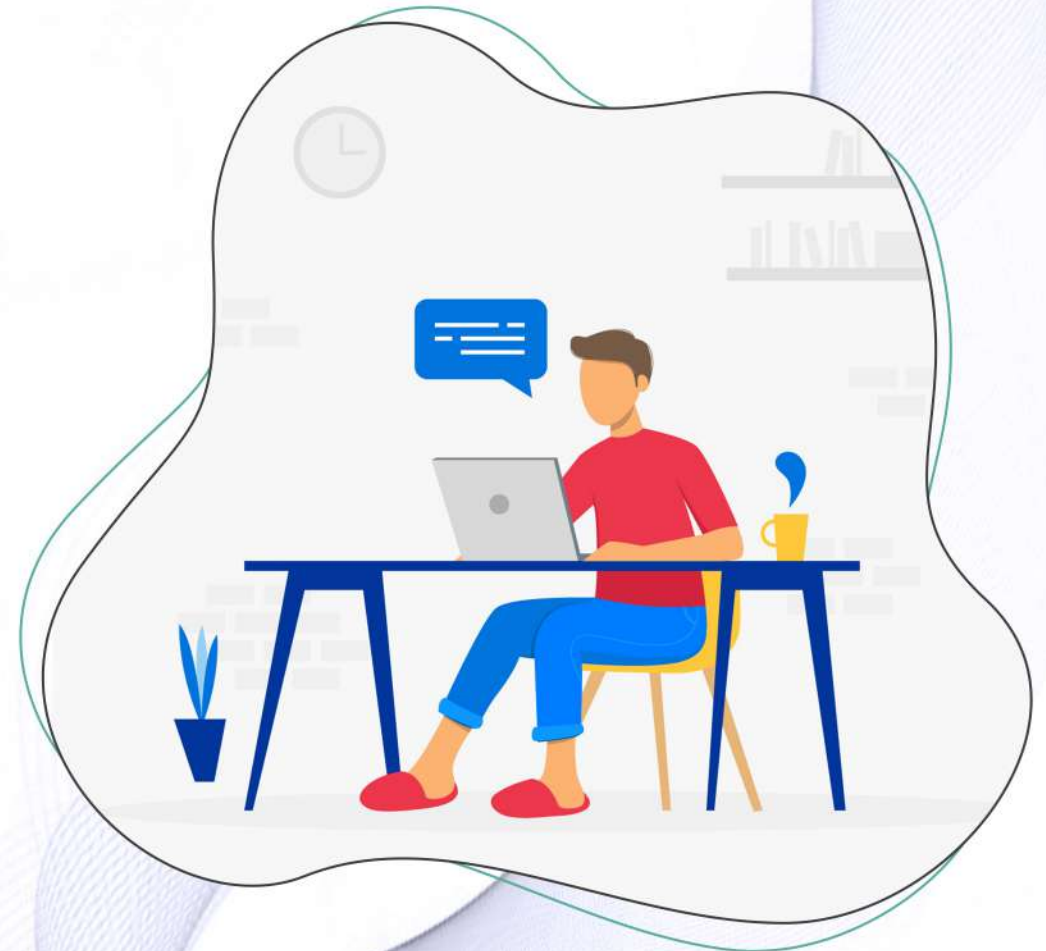


SHORT-TERM CERTIFICATION COURSES IN DIGITAL MARKETING

Designed for Career Aspirants, Working Professionals, Business Associates, Business Managers, Team Leaders, CTOs, CXOs and Entrepreneurs with in-depth consultation and feedback of senior Digital Marketing practitioners and leaders from the industry.



The **Bengal Chamber of Commerce & Industry (BCC&I)**, in association with **Seven Boats Academy**, is offering courses in Digital Marketing which are designed for Students to acquire job-ready professional skills, Marketing and Brand Managers to upgrade skills, Corporate professionals and business owners to get in-depth knowledge so that they can navigate the digital world and make sound, data-driven decisions.

Digital Marketing has been pursued by businesses even more aggressively due to the COVID situation and it's changing the dynamics of Marketing as a whole. Businesses no longer can afford to carry on with their tried and tested traditional business models as threat of being disrupted is looming large. There are two ways forward. Either the businesses try to compromise with the situation and dwell in uncertainty or they embrace Digital Marketing and gear up to develop superior understanding to compete and grow their enterprises.

It is in this backdrop The Bengal Chamber and Seven Boats Academy are offering these courses - so that the corporate workforce is suitably equipped with the skills of the digital age.



Online & Hybrid Classes



Weekend Class



**Joint Certification from BCC&I
& Seven Boats Academy**



**One to One Consultation
(For Advanced Certification
course)**

Courses Offered



**Certification in Digital Marketing
Course for Building Essential
Digital Skills**



**Advanced Certification in Digital
Marketing for Business Owners,
CTOs, CXOs, Business Associates**

Certification in Digital Marketing

Course Outline



30 hours Online Training



1.5-2 months - 15 sessions - 2 hours per session



Weekend Classes



Course Designed and Delivered by Seven Boats Academy



Fees - ~~INR 20,000/-~~ **INR 17,500 + 18% GST**

Who will Benefit?

- ☑ Student (10+2 and above), Career Aspirant (Arts/Science/Commerce Graduate, MBA, BE, ME, B. Tech, M. Tech)
- ☑ Freelancer, Working Professional (Sales / Marketing or any domain from any industry)
- ☑ Manager / Sr. Manager (Any non-digital marketing domain/ industry)
- ☑ Business Associate
- ☑ Entrepreneur

Skills Covered

- ☑ Fundamentals for Digital Marketing Activation
- ☑ Audit & Research for Audience Acquisition
- ☑ Strategy for Conversion
- ☑ Techniques for Retention
- ☑ Improving Results with Optimization

Certification in Digital Marketing

Topics Covered

MODULE	INTENDED COVERAGE & KEY CONCEPTS	TOPIC	DURATION & SESSION
FUNDAMENTALS FOR DIGITAL MARKETING ACTIVATION	DM ESSENTIALS TO KNOW	MARKETING GOALS / OBJECTIVES TARGET AUDIENCE DIGITAL MARKETING PLATFORMS / CHANNELS CONTENT STRATEGY MARKETING TECHNIQUES (INBOUND & OUTBOUND) ANALYSIS REPORTS	2 HOURS (1 SESSION)
AUDIT & RESEARCH FOR AUDIENCE ACQUISITION	ACQUIRING BUSINESS KNOWLEDGE & DUE DILIGENCE REPORTING	WEBSITE / WEB STRUCTURE AUDIT CONTENT AUDIT LANDING PAGE AUDIT	2 HOURS (1 SESSION)
		FINDING COMPETITOR POP, POD RESEARCH & FAB ANALYSIS	2 HOURS (1 SESSION)
STRATEGY FOR CONVERSION	SEO	SEARCH ENGINE FUNDAMENTALS - HOW IT WORKS RANKING PARAMETERS (WEBSTRUCTURE, CONTENT, POPULARITY)	2 HOURS (1 SESSION)
		WHAT IS SEO, TYPES OF SEO KEYWORD CONCEPT, LSI KEYWORDS, KEYWORD RESEARCH ONPAGE SEO CONCEPT, SEO BENEFITS, SERP RESULTS AND TITLE TAG, ONPAGE SEO RANKING FACTORS	2 HOURS (1 SESSION)
		LANDING PAGE DESIGN, CONTENT WRITING & CONTENT OPTIMIZATION (WORDPRESS EXAMPLE) OFF PAGE SEO - BEST PRACTICES LINK BUILDING FROM FORUMS	2 HOURS (1 SESSION)

Certification in Digital Marketing

Topics Covered

MODULE	INTENDED COVERAGE & KEY CONCEPTS	TOPIC	DURATION & SESSION
STRATEGY FOR CONVERSION	SOCIAL MEDIA MARKETING	SOCIAL MEDIA MARKETING (ORGANIC)- FUNDAMENTALS FACEBOOK PAGE OPTIMIZATION - TOP PRIORITIES	2 HOURS (1 SESSION)
		SOCIAL MEDIA CONTENT STRATEGY / CONTENT CALENDAR FACEBOOK INSIGHTS	2 HOURS (1 SESSION)
		FACEBOOK ADS CONCEPT, AD STRUCTURE FACEBOOK AWARENESS AD & CONSIDERATION AD (ENGAGEMENT AD EXAMPLE) AUDIENCE TARGETING - BASIC	2 HOURS (1 SESSION)
	GOOGLE ADS	GOOGLE ADS -CONCEPT CREATING ADS TARGETING AUDIENCE	2 HOURS (1 SESSION)
		BIDDING STRATEGY OPTIMIZING ADS	2 HOURS (1 SESSION)
		GOOGLE SEARCH AD GOOGLE DISPLAY AD REPORTING	2 HOURS (1 SESSION)
TECHNIQUES FOR RETENTION	NURTURING PROSPECTS TO OPTIMIZE CONVERSION RATE	CONVERSION RATE OPTIMIZATION & RETENTION STRATEGY - BEST PRACTICES	2 HOURS (1 SESSION)
		CONTEST, SURPRISE, RELATION BUILDING, ADDING VALUES	
IMPROVING RESULTS WITH OPTIMIZATION	WEB ANALYTICS	DATA ANALYSIS WITH GOOGLE ANALYTICS - GOOGLE ANALYTICS OVERVIEW HOW TO SETUP UNDERSTAND THE METRICS ROLE ASSIGNMENT	2 HOURS (1 SESSION)
		WEBSITE HEALTH CHECK WITH GOOGLE SEARCH CENTRAL /WMT	2 HOURS (1 SESSION)

Certification in Digital Marketing

Learning Outcomes

- ✔ Learn the essentials of digital marketing
- ✔ Learn Search Engine Optimization with hands-on practical to bring results
- ✔ Learn Social Media Marketing with hands-on experience to meet KPIs
- ✔ Learn Google & Facebook Ads for brand building & leads
- ✔ Learn how to derive data driven strategy

Possible Job Roles

- ✔ SEO Executive / Social Media Executive / Junior Manager
- ✔ Digital Marketing Executive
- ✔ Online Ad Executive
- ✔ Team Leader / Digital Marketing Analyst
- ✔ Business Development Executive

Advanced Certification in Digital Marketing



Course Outline



30 Hours Online Training (Certification Course) + 18 Hours Hybrid Mode Training (based on situation) in Advanced Topics



1.5-2 months (Certification course) + 1-1.15 months (Advanced course) - 15+9 sessions - 2 hours per session



Weekend Classes



Course Designed and Delivered by Seven Boats Academy



Fees - INR 30,000/- **INR 25,000 + 18% GST**

Who will Benefit?

- ✔ Brand Manager
- ✔ CTO, CXO
- ✔ Entrepreneur / Business Owner
- ✔ Freelancer
- ✔ Brand Strategist

Skills Covered

- ✔ Business Intelligence Essentials
- ✔ Advanced Digital Marketing Strategies for better Conversion
- ✔ Advanced Optimization & Data Driven Decision
- ✔ Case Studies
- ✔ Improving Results with Optimization

Advanced Certification in Digital Marketing



Topics Covered

MODULE	INTENDED COVERAGE & KEY CONCEPTS	TOPIC	DURATION & SESSION
BUSINESS INTELLIGENCE ESSENTIALS	ESSENTIAL SKILLS FOR A BUSINESS OWNER & ASSOCIATES	UNDERSTANDING LEAD FUNNEL & CRO DIGITAL MARKETING MIX MARKETING BUDGET & RESOURCE ALLOCATION, DELIVERY & TIMELINE	2 HOURS (1 SESSION)
		HIRING, TEAM STRUCTURE & POLICY AD BUDGET CALCULATION PROJECT MANAGEMENT TOOLS	2 HOURS (1 SESSION)
ADVANCED DIGITAL MARKETING STRATEGIES FOR BETTER CONVERSION	CONNECTING GOAL -> AUDIENCE -> CHANNEL -> CONTENT	WEBSITE FEATURE AUDIT WEBSITE TECHNICAL AUDIT ADVANCED TECHNICAL SEO FACTORS ADVANCED OFF-PAGE SEO LINK BUILDING TECHNIQUES	2 HOURS (1 SESSION)
		SOCIAL MEDIA AUDIT FACEBOOK BUSINESS MANAGER AUDIENCE INSIGHTS ADVANCED AUDIENCE TARGETING TECHNIQUES PROMOTION FROM LINKEDIN FACEBOOK LEAD GENERATION AD FACEBOOK WEBSITE TRAFFIC AD	2 HOURS (1 SESSION)

Advanced Certification in Digital Marketing



Topics Covered

MODULE	INTENDED COVERAGE & KEY CONCEPTS	TOPIC	DURATION & SESSION
ADVANCED DIGITAL MARKETING STRATEGIES FOR BETTER CONVERSION	CONNECTING GOAL -> AUDIENCE -> CHANNEL -> CONTENT	GOOGLE ADS - VIDEO AD, SMART ADS CONVERSION TRACKING	2 HOURS (1 SESSION)
		INFLUENCER MARKETING EMAIL MARKETING	2 HOURS (1 SESSION)
ADVANCED OPTIMIZATION & DATA DRIVEN DECISION	WEB ANALYTICS	GOOGLE ANALYTICS - ADVANCED FEATURES & DATA INSIGHTS	2 HOURS (1 SESSION)
		TAKING DATA DRIVEN DECISION & REPORTS HANDLING	2 HOURS (1 SESSION)
CASE STUDIES	HANDS-ON ANALYSIS OF BUSINESS	ONE-TO-ONE BUSINESS CASE STUDIES & DISCUSSION	2 HOURS (1 SESSION)

Advanced Certification in Digital Marketing



Learning Outcomes

- ☑ Learn key concepts of Business Intelligence required in Digital Marketing
- ☑ Learn Digital Marketing Strategies that best suits your business
- ☑ Learn Advanced Search Engine Optimization techniques to stay ahead of your competitors
- ☑ Learn Social Media Marketing with applicable tactics for your business
- ☑ Learn how to best optimize results from Google & Facebook Ads
- ☑ Learn the tactics of Email & Influencer Marketing
- ☑ Take your Data Driven strategic decision making to the pro level

Possible Job Roles

- ☑ SEO Manager / Social Media Manager / Senior Manager
- ☑ Digital Marketing Manager
- ☑ Senior Digital Marketing Analyst
- ☑ Brand Strategist
- ☑ AVP, VP, CEO

What Differentiates Us from the Others?

Program Design

The certification program has been designed keeping in mind the interest among job aspirants, professionals and business owners to grow their career or business with knowledge of digital marketing. The course modules have been designed by experienced industry experts keeping sync with the current industry trends and the best practices in a simpler approach which a student can learn without even having a prior knowledge about it.

The advanced certification program has been designed for the business owners, entrepreneurs, senior managers, brand managers, CTOs & CXOs to enable them prepare holistic digital marketing roadmaps for their businesses by bringing together the knowledge of research, analysis, resource, planning, execution, monitoring & to make them confident in designing new strategies by fine tuning the key metrics. Participants will get the opportunity to have one to one consultation session with the industry expert trainers to discuss their businesses to further enhance their learnings.

Program Delivery

The program will be delivered by the renowned Digital Marketing trainers in on-line / hybrid mode, and will involve a mix of interactive lecture, case studies, practical examples, class and home practical assignments. There will be ample opportunity to understand and apply concepts and clear doubts.

Certification

Joint certification will be provided by The Bengal Chamber of Commerce and Industry, one of the oldest Chambers of Commerce and Seven Boats Academy, India's premier Digital marketing Agency & Training Institute since 2011.



About Faculty

The programs are designed and delivered by hardcore digital marketers and senior trainers having huge industry experience of consulting 500+ clients across the globe and having high academic pedigree in delivering digital marketing training across 165+ countries. The objective is to make the workforce ready for the shift in marketing dynamics and to make them job-ready in any unforeseen situation. Some of the clients they consulted are Pran Frooto, NDTV Retail, Chhaya Prakashani, Propello, Rene India, i2i Opticals, Bangur Cement, Elite Footwear, Keya Seth.



Learning Path & Discount Structures



Certification in Digital Marketing

30 Hours Online Training in Weekend
(1.5 - 2 months), Fees = ~~INR 20,000~~ INR 17,500 + 18% GST

Special discount available for taking Advanced course with Certification course at the beginning.

Advanced Certification in Digital Marketing

30 Hours Certification Course Online Training + 18 Hours Hybrid Mode
Advanced Training in Weekend (1.5 - 2 months + 1 - 1.15 months),
Fees = ~~INR 30,000~~ INR 25,000 + 18% GST

Admission for only 18 Hours hybrid mode training in Advanced course is available at discounted price for those who already have a basic knowledge of Social Media and Digital Marketing.

Group Discount Structure

(Organizations/Groups can avail discounts on block/group enrolments)

- ☞ 2-3 candidates: 10%
- ☞ 4-5 candidates: 15%
- ☞ 6 candidates and above: 20%

Special Offer Prices for Webel - BCC&I Tech Incubates

Certification in Digital Marketing

30 Hours Online Training in Weekend
(1.5 - 2 months), Fees = INR 20,000 + 18% GST

Advanced Certification in Digital Marketing

30 Hours Certification Course Online Training
+ 18 Hours Hybrid Mode Advanced Training in Weekend
(1.5 - 2 months + 1 - 1.15 months), Fees = INR 30,000 + 18% GST

Contact us for Special Discount

*Group Discount Percentages are not applicable on the
Special Offer prices for Webel - BCC&I - Tech Incubates.*



Fees Chart



COURSE NAME	COURSE CODE	ACTUAL COURSE FEE (INR)	DISCOUNTED COURSE FEE (INR)	18% GST (INR)	FEE PAYABLE (INR)
Certification in Digital Marketing Course	CDMC	20000	17500	3150	20650
Advanced Certification in Digital Marketing Course (full course)	ACDMC	30000	25000	4500	29500
Advanced Certification in Digital Marketing Course (partial course)	ACDMC-PC	Contact us for knowing the Fees			
Certification in Digital Marketing Course (Webel-BCC&I Tech Incubates)	CDMC-WBTI	Contact us for knowing the Fees			
Advanced Certification in Digital Marketing Course (full course - Webel-BCC&I Tech Incubates)	ACDMC-WBTI	Contact us for knowing the Fees			

Kindly Mention the Course Code in Admission Form and in Online Payment Remark

Enrolment

Opens – 1st June, 2021

Closes - 30th June, 2021

Class starts from 1st week of July, 2021



How to enroll?

- ✔ Find your fees from Fees Chart or Contact us to know your fees.
- ✔ Pay the fees through any of the options below –

➔ Net Banking - IMPS / NEFT / RTGS / UPI (GPay)

Bank Details — SEVEN BOATS INFO-SYSTEM PRIVATE LIMITED
ICICI BANK
CURRENT A/C No: 128205001175
IFSC: ICIC0001282
ICICI SITHI MORE BRANCH,
48/4A, B. T. ROAD, SINTHI, KOLKATA 700050

➔ Credit/Debit Card

(* A 3.5% surcharge will be applicable for paying through Credit / Debit Card)

Payment Link

<https://payu.in/pay/00E5A9B85D4A3AAB5D24C5E403963212>

➔ Deposit Demand Draft/Cheque

(payable at par at Kolkata) directly to the Seven Boats Info-System Private Limited bank account. Find Bank details above.

- ✔ Fill-up the details in Admission Form

<https://forms.gle/shQtkEu5N52M6WZj9>

- ✔ You will receive an acknowledgement on successful completion of payment.
- ✔ Our representative shall get in touch with you for further communication.
- ✔ You will get an invoice through email on receipt of payment.

Cash Payment is not Accepted

Bank Details

Bank Account Details

SEVEN BOATS INFO-SYSTEM PRIVATE LIMITED

ICICI BANK

CURRENT A/C No: 128205001175

IFSC: ICIC0001282

ICICI SITHI MORE BRANCH,

48/4A, B. T. ROAD, SINTHI, KOLKATA 700050

Address

SEVEN BOATS INFO-SYSTEM PRIVATE LIMITED

UNIT 304, DIAMOND ARCADE,

BESIDE DIAMOND PLAZA MALL NEAR NAGERBAZAR,

1/72, CAL JESSORE ROAD,

SHYAMNAGAR BUS STOP,

KOLKATA - 700055, WEST BENGAL, INDIA



About

The Bengal Chamber of Commerce and Industry (BCC&I)



THE BENGAL CHAMBER

The Bengal Chamber of Commerce and Industry (<https://bengalchamber.com/>), is one of the oldest institutions of its kind tracing its origins to 1833. The Chamber has played a pioneering role as a helmsman, steering the evolution of Commerce and Industry in India.

The Chamber has a vibrant IT Committee comprising of the leading developers, consultants, corporates, academia. Startups have also been included. The focus has always been to communicate and create a bridge between the technology users and the developers on how the synergy may be enhanced with disruptive innovations. The Chamber's annual Business IT Conclave (BITC), a must attend do for techies, creates a platform for the stakeholders of technology including the providers, users, academia, incubators and Startups to network, interact, brainstorm and share best practices on the emerging technologies and their applications.

There is always constant focus of connecting the stakeholders with larger markets through dedicated B2B and B2G Meetings in partnerships in Embassies and Consulates in India, bilateral Chambers of Commerce and other similar organizations.

The Chamber has set up Webel-BCC&I Tech Incubation Centre to encourage entrepreneurship and facilitate deserving potential entrepreneurs a platform to initiate Start Ups which would be a contribution to the Startup Movement of the State. The incubates are provided mentorship by the Mentor Group and Chamber's experts on the domain knowledge and ancillary areas of business like Taxation, Legal and IPR and others. The viable businesses are connected with financiers and collaborators.

The Chamber over the years have successfully delivered value added workshops and short- term certificate courses which were specifically designed and tailor made in keeping with the needs of the industry.

About

Seven Boats



Seven Boats Info-System Pvt. Ltd. is a premier digital marketing agency & training institute in India since 2011 providing hands on online & classroom training, live webinars, tools, workshops, live projects, internship & strategic consulting to boost career or business. Seven boats is ranked among Top 50 Digital Marketing Training providers in India by SiliconIndia & Digital Monster Magazine. Among Top 3 Digital Marketing Institutes & agencies in Kolkata.

Seven Boats Academy is an integral training wing of Seven Boats Info-System Private Limited. for carrying out the training activities in full capability and branding under Seven Boats Info-System Private Limited.

The training operation is led by Debajyoti Banerjee, Founder & CEO at Seven Boats Info-System Private Limited, Google Certified Digital Marketer & Trainer, Brand Strategist, Consultant & Entrepreneur, 17+ years Experience, Visiting Faculty of Digital Marketing for PGDM students at Calcutta Business School, United World School of Business & Globsyn Finishing School, Honorary speaker at IIM Rohtak, IIM Shillong, AICTE ATAL FDP, UGC HRDC & St. Xavier's College, Honorary Member of Departmental Advisory Committee of B P Poddar Institute of Management & Technology, Kolkata, Honorary member of Bengal Chamber of Commerce & Industry's Friends of IT committee, EC Member of PRSI Kolkata, Online Instructor at Udemy. Felicitated & invited by Public Relation Council of India, Calcutta University, Bhavan's Asutosh College of Communication & Management, GMIT, IIT, IIM Shillong, BITS Pilani, St Xavier's College, United World Business School, Yo Success, Startup Talky, YourStory, NEN, StartupIndia, Bengal Chamber of Commerce, Silicon India, AIAF & more.

- ✔ **Served 500+ clients globally in 50+ industry verticals**
- ✔ **Trained 41,000+ students across 165+ countries since 2011**
- ✔ **Received 25+ national awards including ABP news & CMO Asia, PRCI Chanakya Award & felicitations from Top B Schools such as IIM, IIT, St Xavier's , IEST Shibpur etc.**
- ✔ **Featured in premier national magazines & newspapers**
- ✔ **1000+ positive reviews**

Contact US



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