

# DIGIRUPT-DIGITAL MARKETING PROGRAM

SKILL BUILDING & EMPLOYABILITY  
**CAMPUS PROGRAM**



Career In  
**Digital Media**



**RANKMYBUSINESS**



**INDIA**

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**AUSTRALIA**

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Box Hill.

# CONTEXT/ BACKGROUND



In today's competitive digitalized environment and fast paced life style, we being as unique individual need to undergone various challenging as well as unexpected tasks in career growth. In this process of self development, few among us get marginal success and the rest majority of smart individuals/students tend to spend monotonous life within Rat Race. Research has proved that only 2% gets their successful dream career and rest 98% of give-up because of lagging in guidance and disorientation in personal life skills or basic habits, which are fundamentals of any success story.

RMB's Digital Space Professional Rewarding Excellence Program (DSPREP) has been developed and designed to enhance practical instinct among students and help them scaling their basic of career growth in fast growing world of digital space with professional growth. With the help of overall program and various kind of course modules, interactive seminars, webinars, workshops, conferences, industry guest lectures, expert sessions, case studies, practical insights, international exposures and many other learning aspects, participating member students will be able to gauge and understand his/her own future employment perspective in digital industry.

# HERE ARE SOME HIGHLIGHTED POINTS TO BRAINSTORM AND THINK:

## ■ Lack of clarity and confusion brings 'rat race'

'If you are in Rat Race, whether you failed or get success, you always be Rat only'. To get hold onto today's fast paced career mainstream, compromising individual strength in the most demand skill is very general phenomena.

## ■ Skill required in industry and skill developed in institutions

Education system has loop holes and some lagging, which reflects from schooling to graduation or higher studies where individual's lags behind skill required and keep working on set standards.

## ■ Required Instinct of entrepreneurship, intrapreneurship & related skill

Social upbringing and other related domains always emphasis on 'Secure Life Style' which is true, but for any country and its GDP growth above mentioned 'Go-Getter Mind Set & Instinct Skill' is must.

## ■ Learning innovations, creativity & out-of-box thinking

The basic difference between any developed or developing country/industry/individual/initiative is their ability to process most practical and systematic habit of innovations & its application at work.

## ■ Inability to acquire needful information, in today's world of information overload

Many students and respective institutes have mindset that availability of vast information across internet will help them streamline the ability. But, that mindset is far from reality of having live project based system learning ecosystem under experts.



# INFINITE DIGIPRENEUR


Online is the new revolution.



## FULL - STACK DIGITAL MARKETING BUNDLE

Lifetime Access-15e courses





**methodology/techniques and understanding of possibilities in making career in digital space with the help of DSPREP course curriculum and other deliverable during the span of association.**

**1. As the Professional Excellence Project Facilitator, Rank My Business will:**

- a. Design, develop and impart all mentioned programs, as a part of overall DSPREP offerings.
- b. All required manpower, executions and related services will be taken care by RMB.
- c. Conduction of hybrid model (Offline+Online) based course curriculum under DSPREP.
- d. Arrange subject expert Webinars for Member Students.
- e. Organizing Guest Lectures (Basic Miscellaneous Charges Need to be Borne by College) for Member Students.
- f. Host Workshops for Member Students.
- g. Assist, Mentor or Advise Member students in the fields of digital space.
- h. Design and Compose Students Personal & Professional Profile Report, which will assist students in campus placements too.





# 100%

Placement Assurance  
For All Certified Students

Get More Than Just a Job.  
Get Bright Future.

Rank My Business is Digital Marketing Agency with head office in Melbourne since 2014 and currently presence USA & India

A team of highly professional Google marketing expert specializing in SEO , AdWords , Google Shopping ads, Retargeting and remarketing. We are a great mix of 150+ full time team members which is a combination of 100+ off shore and remaining Australian workforce. Handle 500+ active clients ranging from Corporates to SME's.

Our Objectives in the field of Education:-

RMB is looking forward in creating an inclusive digital knowledge platform, where we are going to work towards a sustainable goal of making digital space educational available for all with focused intentions and independent values. The core purpose of RMB is to realize and implement very practical & systematic change, precisely in two exclusive domains eg. Ease of Employability & Global Exposure.

Ease of Employability in Digital Space domain, we are in process of developing outstanding and application based programs in digital space. Such programs will alter the current state and mindset about employability among students. Digital space based career goals and related.

standards help students stand apart from Traditional Rat Race. We do that through Intensive Educational Programs in Institutions, where we harness their Professional Acumen or Core Competency.

Global Exposure in Digital Space domain, being a Multi-National Agency we always believes in imparting global exposure with the help of our niche curriculum for students and respective stakeholders of a partnered institute. We do that through international internships and students exchange programs

We are highly interested to have an association with your institutions for our programs in digital space and industry standard professional building trainings. All our programs have been categorized as Interactive courses, seminars, webinars, technology workshops, guest lectures, conferences, internships, placements and many more customized offerings for students as well as for staff members of partner institute.

Thank you,  
EDRUPT, RMB Management

## PROJECT OFFERINGS OR DELIVERABLES FROM EDRUPT, RMB

Technical Skill in Digital Space	Non-technical Skill in Professional Development	Events
All About Digital Marketing	Soft Skill Development	Seminars & Guest Lectures
Search Engine Optimization	Communication Skills	Webinars
Search Engine Marketing	Interviews and CVs Making	Conferences
Social Media Marketing	Management and Leadership	Scholarships
Facebook, Google & YT Ads	Interpersonal & Negotiation Skill	Internships & Job Camps
Live Projects & Case Studies	Smart Job Search Skill	Certifications

## FINANCIALS

Fee Range for Vocational Courses	Fee Range for College Student Package
15k – 20k (depends of no. of students) Duration : 3 Months Eligibility : 12 <sup>th</sup> Pass	35k – 40k (depends of no. of students) Duration : 6 Months Eligibility : Graduate / Under Graduate

## TERMS AND CONDITIONS

1. We Require **Minimum of students** from Your Institution and **candidates for vocational courses (No More or Less)**.
2. Collection/Payment should be **Transferred before Year Starting**
3. **We hereby declare that, we are 100% sure and Committed to our Deliverables**
4. Institute Need to Provide us **Confirm Dates within a 2 Week after Agreement**



## INDEX : SEARCH ENGINE OPTIMIZATION

SEO Basics	Google Algorithm in SEO
Abbreviation in SEO	Link Building for SEO: Scaling Your Backlink Strategy
Search Engine Crawling, Indexation, Retrieving	Indexing of Backlinks
SEO Auditing	Local SEO
On Page and Technical SEO	Google Analytics & Google Search Console
Keyword Research in SEO	SEO Reporting

## Index : Google AdWords

Introduction to Google Ad words	Campaign Types – Introduction to Search, Display (including Videos), Shopping and Mobile-specific campaign types, and when/why to use them
AdWords Terminologies	
Google Ads Network types	
Google Ad words Account Structure	Creation of Search Network campaign
Google Search Network	Creation of Display Network campaign
<div> <div></div> Keywords (Match types, Keywords planner) </div>	App Install campaign Introduction
<div> <div></div> Ad Types </div>	Shopping campaign Introduction
<div> <div></div> Search ads best practices </div>	YouTube campaign - Introduction
<div> <div></div> Ad Extensions </div>	

Course Name	Modules	Compulsory Contact hrs		Entry level	Fees
		Theory	Practical		
Digirupt - Digital Marketing Course	Introduction to Digital Marketing	60 hrs	300 hrs	Graduate and above	35k – 40k
	Search Engine Optimization (SEO)				
	Search Engine Marketing (SEM) / Google AdWords				
	Facebook Marketing (FB Ads)				
	Social Media Marketing (SMM)				
	Specialization to Module				

## Index : Facebook Advertising

Introduction to Facebook Ads with abbreviation	Facebook Pixel Setup
What are the career options you will have on Facebook Ads	UTM tracking
Why should you use Facebook Ads	Landing page creation tool for Ads
Budget Making Strategy	Facebook Campaign Objectives and Explanation
Where does Facebook Ads appear	Architecture of Facebook Ads?
Formats used in Facebook Ads	Targeting Basic on Facebook Ads
What are Facebook Ads good for?	How take other Facebook Business access account
Things required to setup Facebook Ads	Billing Information
Setup Facebook business page and Instagram account	Audience types, Retargeting, Look-a-like, Regular
Facebook Ads Funnel System	Reporting
	Optimization & Monitoring

## INDEX : SOCIAL MEDIA OPTIMIZATION

What do we mean by SMO	Tips to Increase FB Engagement
Importance for Social Media in Business	Strategic FB best practices
Different Channels in SMO	Connecting Fb page with Instagram & WhatsApp
Steps for creating and managing social media presence	Social Media Calendar for any client
Services we can offer through social Media	FB page monitoring
Profile Vs Page Vs Groups in SMO	Do's and Don'ts in Facebook page
	Tools used for Automation

# **You Are Always One Decision Away From A Totally Different Life**

## **EDRUPT PRACTICAL DIGIRUPT-DIGITAL MARKETING PROGRAM 2.0**

### **Contact Us**

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