

# Digital Marketing

India's **1<sup>st</sup>** *Live Course for Education Sector Professionals*

**upEducators**



Google for Education  
Partner

**3000+** Educators  
trained

**4.9** Rating on  
Google



# Why

## Digital Marketing for Educators?



1

*Students spend 4 - 7 hrs on Digital Devices*

2

*Digital Marketing Campaigns are very cost effective*

3

*Parents and students take decision based on Online Presence*

4

*Reduce dependency on Third Party Vendor for Lead Generation*

5

*Focused Targeting to get quality leads*

6

*Reach Audience outside your physical boundaries*



# What makes this program unique for you?

100+ Courses on Digital Marketing are available in the market , but none is focusing on the Education Sector. This course is designed specifically for educators and Professionals who are working in the Education Sector.

## Digital Tools and Strategies

Covers all the Digital Tools & strategies which are very successful in the Education sector.

## Hands on Training Program:

Hands-on Live training program which covers 20% theory & 80% practical

## Trainer from Education Sector

Trainers who have experience of both Education Industry and Digital Marketing

## Certifications

Prepare you for 4 Certifications from Google and Facebook

## Less than 30 Participants in a Batch

To help you to learn from challenges of your batchmates from other Schools, Coaching class, Ed Tech Firms

## 10+ Assignments

Get Feedback on 10+ assignments to gain proficiency in Digital Marketing



# What will you Learn?

## Create a Pro Website

Learn to create a website with all the features needed in Education

## Videos and Images

Create impactful images and videos to drive traffic and sales

## SEO: Get the Top Rank

Learn smart SEO Techniques to get top rank of your website on Search Engine

## Communication Strategy

Understanding communication strategy to create impactful campaigns

## Lead Generation

Learn to create a lead generation plan for your education business

## Create Social media campaign

Learn to use paid and free social media channels for promotion

## Online Presence

Learn how to create an impactful online presence on the internet



## Campaign optimization

Learn to reduce the cost of campaigns across all the channels

## Digital Strategy

Understand important components of Digital Strategy for your institute

## AI Tools

Learn to use new Age AI Tools to create Content and Videos

# Master Class

Live Master Class on Advanced Topics of Digital Marketing



### YouTube Marketing

Grow your video views & subscribers with YouTube SEO, recommendations, YouTube ads

### Instagram Marketing

Attract Targeted Instagram Followers, Convert Followers to Paying students & Expand your Brand Using Instagram

### WhatsApp Marketing

Make more sales, grow & retain customers, increase status views and take your Business to the next level with WhatsApp

### Advance Facebook and Instagram Marketing

Learn Funnel Marketing, Retargeting, Advance lookalike and Automation to take your business to the next level.

### Marketing Psychology in Digital Age

Understand customer psychology to generate high quality leads and to convert them into admissions.



## Advance Google Ads

Create campaign on Google Display & YouTube Video using advance Google Ads Targeting

## LinkedIn Marketing

Learn LinkedIn Marketing, Lead Generation, Business Development, B2B Sales and Brand Development

## Develop a Website on WordPress – Beginners

Learn to install WordPress and create build beautiful, responsive WordPress website



### Live Online Training

- › Instructor Led 5 Weeks Training
- › Online Reading Material
- › Regular Doubt solving sessions
- › 10+ Assignments and feedback
- › Prepare you for 4 certifications from Google and Facebook

**Program Fee: Rs. 8000**

### Distance Learning

- › Recorded Video lectures on all the topics
- › Step by step instruction guide
- › Forum for doubt solving
- › 10+ Assignments and feedback
- › Prepare you for 4 certifications from Google and Facebook

**Program Fee: Rs. 7000**

**After the completion of training course, you will get Masterclass on 8 Advance Topics**



”*The best part about this program was the depth and breadth of coverage of relevant topics for Educators. We learnt all the digital tools relevant for our use. All queries were answered and relevant material was also shared*

————— **Rohit Singh**

Coach, GMATpal  
Ahmedabad



”*upEducators is India's one of the best available training centers imparting digital transformation to amateur teachers like us. This training gave me the confidence of starting my own training classes. Thanks to the team for imparting cost effective quality education*

**Vicky Vaswani** —————

Ex-Educator  
Allen, Aakash, FIITJEE  
Bangalore



”*The curriculum and assignments were designed perfectly. Doubts cleared very well. Just building confidence in Educators regarding usage of Digital Marketing tools for future opportunities . Guys, Don't give it a second thought. It's really worth it. Go for it.*

————— **Hema Saggar**

Tutor  
New Delhi



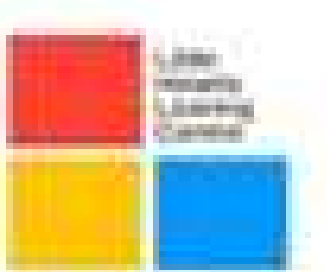
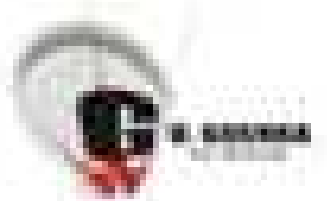
# About

upEducators is India's Leading Training Institute to offer upskilling Courses to Educators

## OUR ASSOCIATIONS



Trained Educators from  
1000+ Schools and Colleges,  
Coaching Classes



Trained 3000+ Educators on  
Digital Pedagogy & Tools





# Call us to Enquire More or to **Book a Live Demo**

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**[www.upeducators.com](http://www.upeducators.com)**



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