

# Digital Marketing Bootcamp Brochure

Become a Digital Marketing Expert in 3 Months



# Why Learn Digital Marketing?

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Professionals with digital marketing skills are in high demand across all industries. This bootcamp provides a comprehensive foundation in digital marketing principles and best practices, preparing you for real-world challenges and empowering you to drive business growth. Whether you're a newcomer to digital marketing or seeking to enhance your existing skillset, this intensive program will equip you with the essential tools and knowledge to excel in this dynamic field.

## HOW OUR TRAINING HELPS YOU

Our bootcamp goes beyond theory by offering hands-on experience with real-world projects and practical coaching from industry experts. It's meticulously designed to equip you with the knowledge, tools, and skills necessary to plan and execute successful digital marketing campaigns, thereby accelerating your career growth. We'll help you think beyond day-to-day marketing tasks and develop a strategic perspective. You'll learn how to align marketing goals with broader business objectives, making you an invaluable asset to any organization.

# Course Overview

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Our intensive 12-week program offers:

- **6 weeks of in-depth digital marketing training led by industry experts.**
- **4 weeks of hands-on experience building and executing real-world marketing campaigns.**
- **2 weeks of personalized career coaching, portfolio development, and interview preparation.**

## Who Should Attend?

This training is ideal for:

- Aspiring Digital Marketers
- Marketing Coordinators and Specialists
- Business Owners and Entrepreneurs
- Sales Professionals
- Content Creators and Strategists
- Professionals Seeking Career Changes



# Course Content Topics

- Digital Marketing Fundamentals
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM) and Paid Advertising
- Social Media Marketing
- Content Marketing
- Web Analytics and Data Analysis
- Marketing Automation
- WordPress Development Using Wordpress

## Program Structure

- **Phase 1 (Week 1-6):** Digital Marketing Fundamentals, SEO, SEM, SMM, Content Marketing, Analytics, Marketing automation and wordpress development
- **Phase 2 (Week 7-10):** Real-life projects with practical application
- **Phase 3 (Week 11-12):** Group coaching, career guidance, and exam prep

**TRAINING FORMAT: VIRTUAL, WEEKENDS, INTERACTIVE, HANDS-ON**

# How We Set You Up for Success

## Practical Learning Approach:

- Real-world projects with collaborative teamwork
- Group coaching to tackle challenges and improve performance
- Tools and templates for real-time Digital Marketing

## Career-Focused Support:

- Mock exams to prepare for certification
- Networking opportunities with alumni and industry professionals
- Exclusive One-on-One Interview Prep

## Other Benefits you will gain:

- Certification of Completion
- Access to course materials
- Alumni Network for long-term networking
- Free Access to Exclusive Webinars or Workshops
- CV Revamp
- LinkedIn Optimization
- Access to LMS

# FAQs

**Q: Who is eligible for the program?**

A: Open to professionals from any background interested in exploring the world of digital marketing

**Q: What happens if I miss a session?**

A: Recordings will be available on the LMS for catch-up.

**Q: Can I get financial support?**

A: Yes, flexible payment plans are available.

**Q: Can I work full-time while enrolled in this course?**

A: Yes! The program has been designed to hold on weekends to accommodate working-class professionals. You can also complete assignments at your own pace outside class and work hours.

# TRANSFORM YOUR CAREER TODAY!

**Register now:**

[www.neolartech.com/academy](http://www.neolartech.com/academy)

Need help?

Contact us: [hello@neolartech.com](mailto:hello@neolartech.com)

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