



Tenacious Techies  
An Entrepreneur Company

# Become a Certified Digital Marketing Professional

**Mode** : Online + Offline + Hybrid

**Timing** : Full- Time | Part-Time  
Mornings | Evenings & Weekends



# About Tenacious Techies

Tenacious Techies is a leading digital marketing and training company which helps students and professionals in learning various in-demand technologies. With more than **10+ years of experience in Digital Space**, we have completed over **351+ projects** and have **100 % job placement record till date**

**860,000+**

Digital Marketing Jobs  
Available on Indeed in 2022

**100%**

Job Placement Rate Till Date

**150+**

Hiring Partners

**JIGAR DORIWALA**

Founder & CEO

TenaciousTechies



[tenacioustechies.in](https://tenacioustechies.in)

# Why you should learn Digital Marketing?

**Digital marketers are in high demand** across all industries right now, according to a recent study, with **roughly 70% of hiring managers** facing difficulty filling digital marketing positions.

## Few reason why you should learn Digital Marketing

### Low Competition

With growing demand of digital marketers across the world, there is a very low competition

### Job Opportunities

As per LinkedIn survey, there are 13000+ job opportunities available for digital marketers in 2022.

### Self-Employment

With Self-Employment you have independence, control and freedom from routine

### Many Career Paths

Select multiple career paths like SEO Executive, Ads Specialist, Digital Strategy Consultant & more

### Growing Industry

Digital Marketing is a booming industry that has been growing rapidly in the past few years.

### Business Growth

Digital marketing helps to identify the right customers so that you can personalize communications and refine targeting.



**ALL OUR STUDENTS  
HAVE SECURED  
JOB  
AFTER 2-6  
MONTHS  
OF TRAINING**





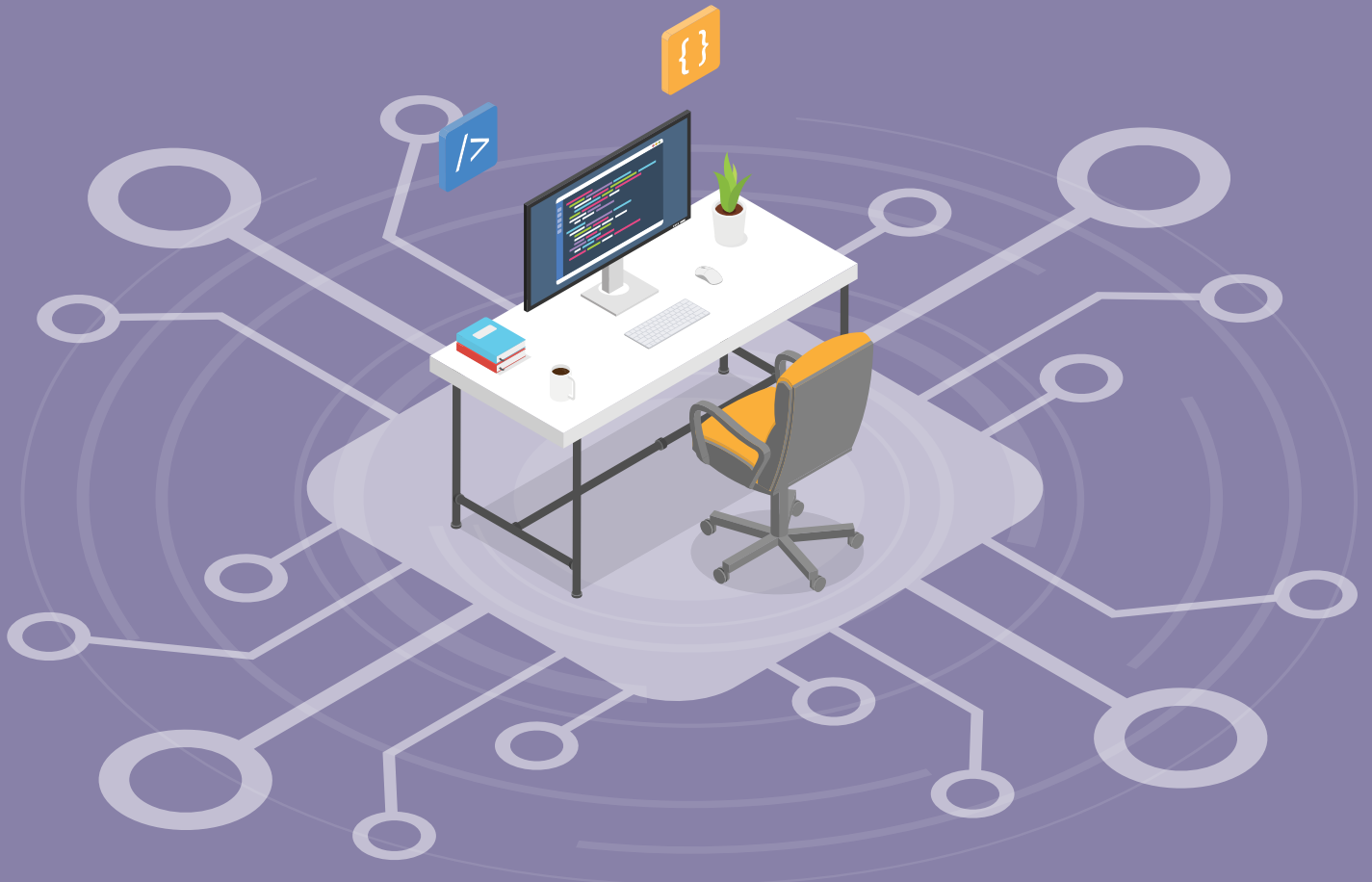
**DIGITAL MARKETING IS ONE  
OF THE MOST IMPORTANT  
STRATEGY WHICH EVERY  
BUSINESS OWNER WILL NEED  
FROM 2022.**

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# LEARN THE SKILLS AND START YOUR OWN DIGITAL FREELANCING BUSINESS .

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# What is Our Mission?

Tenacious Techies is on a **mission to provide training to over 1,000,000 Students** through various professional courses by 2023. We will do this online as well as offline and will have paid and free training. We also look forward to **help people who need financial help for future studies.**

## 4.9/5

Average rating  
on Facebook

## 97%

Students  
Placed

## 5/5

Average rating  
on Google



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# Who should learn Digital Marketing



## Students

Fresher with no Industry Experience can start Career immediately.



## Professional

Unsatisfied with Monotonous Work UpSkill your Profile and Growth



## Business Owner

Grow your business 5 to 10 by implementing Digital Marketing Strategies in your business.



## Home Makers

This skills can help home makers in generating additional income by working from home





# What makes Tenacious Techies Training Different then others?

## Course Highlights

### Many Career Paths

Select multiple career paths like SEO Executive, Ads Specailist, Digital Strategy Consultant & more

### Experienced Faculty

Learn from professionals who have worked in the digital marketing industry.

### Job Placement

100% job placement support in the country's top digital setups

### Resume Building

Get guidance on developing your major presentation, interview, and resume-building skills.

### Student satisfaction

We have a proven track record of student satisfaction. Our unique training programs helps them to learn and get a job within a short time

### Practical Training

Teaches Students how to apply what they have learned in real-world setting, which is crucial for future success

### 1-On-1 Training Sessions

1-on-1 mentorship by dedicated faculty to solve specific problems.

### Live Projects

present marketing solutions to industry experts for real-world brand problems



# Pre-Requisite

## To join our Courses

There are no requirements for this beginner-friendly curriculum, while many students are already familiar with fundamental marketing ideas and have experience with campaigns. Our curriculum will allow you to explore the whole range of current marketing tools and put them to work for you, your business, and your career, regardless matter whether you're totally new to the industry or you want to gain more from ongoing campaigns.

To determine if this course is a suitable fit for you, our admissions team can talk to you about your background and learning objectives



# Our Success

## Money Back Guarantee

We completely believe in your growth and success. In order to help you take decision to transform your career, we provide **100% money Back Guarantee** on any 1st course you attend with us.

This offer is hardly given by anyone in the industry. Just attend anyone of our sessions and if you are not happy with the training, then just send us an email and we will be happy to issue a full-refund.



Take a decision today as you have everything to gain and nothing to lose.



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# What will You Learn?

## 1. Digital Marketing Overview

- Introduction to Digital Marketing
- Growth Trends and Opportunities
- Type of Digital Marketing Strategies
- Which Digital Marketing Channel is right for you
- Jobs and Business Growth Opportunities
- How to start your digital marketing career
- Starting your own digital marketing business.



## 2. Website Strategy and UX/ UI

- Understand different types of websites
- What makes a good UX/UI to acquire more customers
- The User Experience Process
- Overview of top website development tools
- Research and analysis to develop your own website
- Competitor Analysis and requirement gathering process
- Guidance to plan and manage your own website



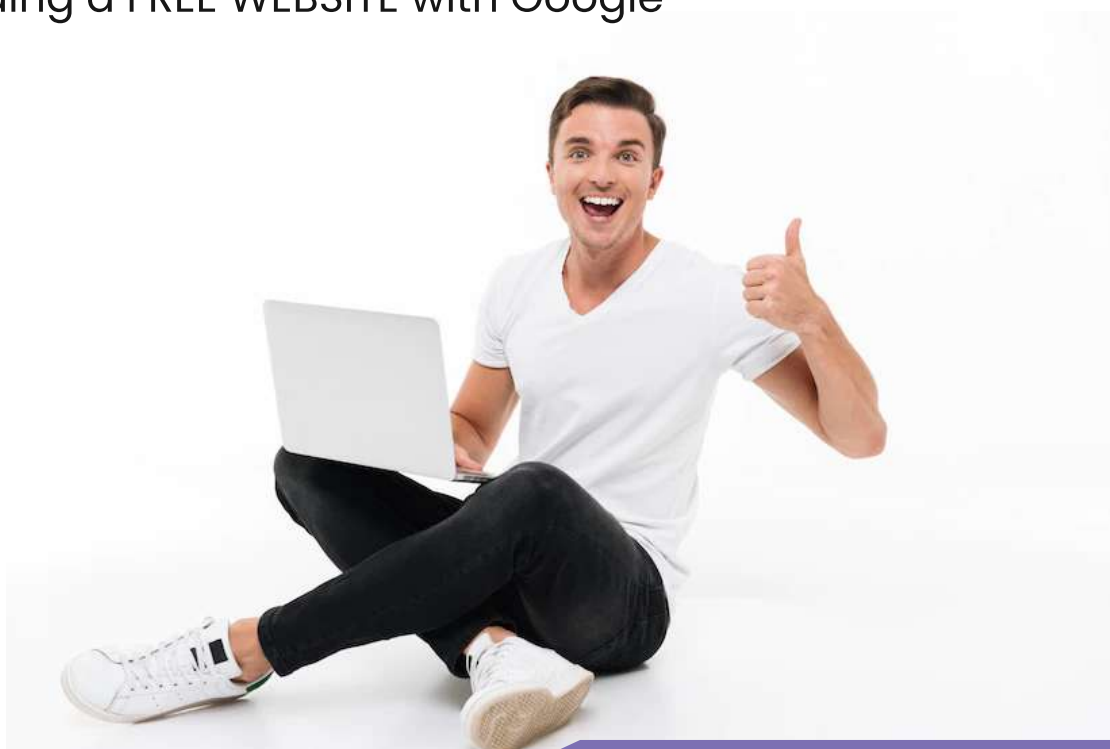
### 3. Content Writing and AI

- Why content writing is the fastest growing career
- How to Write content for Digital platforms
- Understanding the AIDA Model
- Creating Buyers Personas
- Understanding various Content Formats available
- Learning A.I. based content writing tools
- Decoding Successful Campaigns



### 4. Google Local SEO

- What is Local SEO?
- How to get a business listed on Google search and maps
- Optimize online directories and citations.
- Perform a local SEO audit.
- How to Use Reviews to Improve Rankings and Build Trust.
- Building a FREE WEBSITE with Google







## 5. Advanced SEO

- Advanced On-Page SEO and Off-Page SEO
- How to perform different SEO Audits.
- Practical Implementation and exercises to implement On-Page SEO.
- Off-Page SEO and link building strategies
- Introduction to various tools to manage SEO Projects.
- Most important SEO factors affect the ranking of websites on Google



## 6. Google Adwords & Web Analytics

- Keyword Research to get your website on Top Page on Google within 24 to 48 hours.
- Setting up Adword and Analytics account to setup Ad Campaign
- Different type of Ad Campaign which you can learn with Google Adwords/
- Setting up Conversion Tracking and Sales
- Monitoring and Optimisation of Ads



## 7. Freelancing

- What is Freelancing
- What you need to become a Freelancer?
- Different platforms and methods to get work
- Opportunities and In-Demand skills
- Creating effective profile to secure work
- Creating Presentations and Proposal



## 8. E-Commerce

- How does E-Commerce work?
- Identifying What You Want To Sell
- Picking The Right Platform
- Different Types Of Marketplaces
- Introduction To Dropshipping
- Benefits Of Selling On Amazon and other marketplaces and much more



## 9. Instagram Marketing

- Introduction to Instagram
- Creation Profile with CTC
- Reel Creation
- Reel Editing Tools and Methods
- Setting Up Your Instagram Ads
- Strategy and Execution for Marketing



## 10. Facebook Ads and Setup

- What are Facebook ads
- How to use Facebook ads to grow your business
- Insights at Facebook ads and how they work
- Build brand awareness for your brand and use Facebook Messenger and Facebook Shop
- Increase conversions both online and offline.



## 11. LinkedIn Marketing

- Why LinkedIn Marketing
- How to increase reach
- Create All star profile
- How to target right audience in the platform
- Generate Business leads
- Best practices and tactics



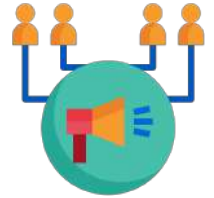
## 12. Youtube Marketing

- Introduction to YouTube
- Why market on YouTube?
- Channel Setup and Video Upload
- Picking your niche to get success
- Understanding YouTube Algorithm
- Video Editing Tools
- YouTube Shorts



## 13. Affiliate Marketing

- What is Affiliate Marketing
- How Affiliate Marketing Works
- Generate Affiliate sales through various platform
- Different Strategies that can be use to generate traffic
- Pros and Cons of Affiliate Marketing
- Affiliate Marketing Networks



## 14. Email Marketing

- what is E-Mail Marketing
- Introduction to various tools for E-mail Marketing
- Marketing Automation
- Do's and Don't before you run your marketing campaign
- Acquisition with E-Mail Marketing
- Email List Building Strategies
- Success Factors



## 15. Graphic Design with Canva

- Introduction to Graphic Designing
- Types of Graphic Designing
- Tools for Graphic Designing
- Canva Tool Overview
- Designing post banners and featured images with canva
- Creating Basic Branding Guidelines for a brand



## 16. Canva Overview

- Introduction to Canva
- Getting Started with Canva Home Page
- Main features and template ideas
- Create Your First Designs
- How to Make a presentation using template
- How to Design for Social Media Posts and Stories



## 17. Influencer Marketing

- What is Infuencer Marketing
- How to become an influencer
- Influencer Marketing Outreach and Compensation
- Creating an Influencer Marketing Campaign
- Macro v/s Micro Infuencer
- Different Influencer Marketing Platforms





## 18. Online Reputation Management

- What is online reputation management
- Understanding brand reputation
- How to Manage and monitor key media categories
- What is social listing
- Understanding customer interaction



## 19. Building High-Quality Landing Pages

- What is a landing page?
- Why use Landing Pages?
- How to create a landing page from scratch
- Types of landing pages
- How to create wireframe layout
- How to create wireframe to high quality landing page



# Tools You Will Learn

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Linked  ads

Ubersuggest

  
Google Ads

  
WORDPRESS

Google  
Keyword Planner



WORDHERO



Google Analytics



Rytr

CLICKBANK.

Google  
Search Console

And Many More

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# Testimonials from Students and Business Owners



I realize the importance of SEO for any business owner after going through the SEO Training by Tenacious Techies. I highly believe SEO is one of the most important aspects of Digital Marketing Strategy in the 21st Century. I will highly suggest business owners to understand how SEO works and why it needs to be part of every business.

**— Ebone Cruz, Business Owner, USA**

Very good SEO course. Easy to understand and optimally structured to be able to implement the new knowledge quickly and easily. Jigar is a very friendly and professional trainer who is available during and also after the course with advice and support. Fun and success are guaranteed.

**— Maria Surace, Tech Professional, Germany**



Thank you IITPT for Boosting up my career and Making me SEO Professional in 1 Month. I got placed in one of the Reputed IT Companies in Surat with very good Salary instantly after my Training. Also thank you for giving me Hands-on Training in Class on Live Projects.

**— Switi Ginoya —**

It was a pleasure to have Jigar sir as a Mentor and teacher. The Content of the course is super interesting, and also directs to keep practicing simultaneously. It also provides quizzes and assignments which helps to get an idea about how much understanding we have on that particular topic.

**— Ishan Kapoor**



# Companies Hiring Digital Marketers on Indeed

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# Like to attend one of our Free Demo Class?

Register For Demo

Attend a Demo Orientation Class

Online

Offline

Hybrid







Tenacious Techies  
An Entrepreneur Company

## Hands-On Practical Training Centre

**Full Time Batch**  
**9 to 6 p.m. Mon-Friday**  
**Morning & Evening Batch**

Duration  
**2-4 months**

Weekend Batch  
**Sat & Sunday**

**Interested? Contact Us!**



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