

WORKING
PROFESSIONAL

STUDENT

ENTREPRENEUR



CERTIFICATION PROGRAM IN DIGITAL MARKETING



COMPREHENSIVE
MODULES



BECOME A
GOOGLE
PROFESSIONAL



LIVE CASE
STUDIES



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LIPS INDIA

AT GLANCE



WEBSITE CREATION

Learn to create a full blown website that sells, in the absence of any technical help a Digital marketer should be equipped to prepare a salesworthy website which can generate leads and drive revenue.

WEBSITE DESIGN

- understanding server
- understanding domains
- wordpress themes
- Menu
- Plugins
- Elementor page builder
- Creating your own page design, images, videos, carousel etc
- How to copy design from other pages
- Creating separate design for devices
- Importing and exporting pages to other domain
- Using inbuilt templates
- Create lead capturing forms
- enabling forms to capture additional data from url parameters
- blog creation

USER BEHAVIOUR CAPTURE

- Installing smartlook
- capturing user behaviour through screen grab
- creating segments of users based on
 - url parameters
 - traffic sources
 - engagement activity
- Demographics: city, device
- Repeat visitors
- events like form, button click etc

COMMUNICATION TOOLS

- Enabling click to call
- Whatsapp messenger for live chat
- setting conditions when and where to show whatsapp messenger
- setting up live chat feature
- Understanding conditions and various functionalities in live chat messenger

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We are not sure How many DM
course teaches GTM and GA4
**We Bet 95% of them dont really
Teach**

The best In practice
 **Compare our content with
any content in India**

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GOOGLE ANALYTICS (GA4) AND GOOGLE TAG MANAGER (GTM)

Google Analytics 4 (GA4) is important for businesses as it offers a user-centric approach, cross-platform tracking, advanced machine learning capabilities, and privacy compliance. It enables customizable reporting, seamless integration with Google marketing tools, and empowers data-driven decision-making for optimizing marketing strategies and improving customer experiences.

Google Tag Manager simplifies tag management, allowing easy deployment and updates of tracking codes. It reduces reliance on developers, enables faster implementation, and provides advanced features like version control, triggers, and variables. It improves website performance and facilitates collaboration among teams.

GA4

- .Understanding Overview Report
- .Understanding Full Reports
- .How To Share Reports
- .How To Set Up Dashboards And Shortcuts
- .Real Time Tracking
- .Long Term Statistics
- .Examine visitors activity
- .Audience Location
- .Behaviours
- .Demographics
- .Interest
- .Content With Popular Keywords
- .Visitors Flow Charts
- .Study Engaged Traffic
- .Goals And Funnels

GTM

- .GTM account creation and setup
- .Understanding inbuilt variables
- .Creating custom variables 🍌
- .Understanding Tag setup
- .Tags for Google ads conversion , remarketing
- .Tags for facebook pixel
- .Tags for all other tools like - sendinblue,smartlook, justuno etc
- .Understanding Triggers 🍌
- .Tag for scroll depth tracking
- .Tag for video views duration
- .GA4 Integration with GTM
- .creating events for GA4
- .Adding Event Parameters for GA4 🍌🍌
- .External Link tracking
- .Whatsapp click to call tracking

GA4 & GTM PRO

- .understanding concept of selectors
- .Button click tracking setup 🍌
- .Section read tracking 🍌
- .custom url parameters tracking
- .data layer concept 🍌
- .goal setup in GA4 🍌
- .lead capturing event 🍌
- .How to capture leads in popup forms 🍌
- .How to capture thank you page conversions
- .capturing device id of user 🍌🍌
- .creating custom dimensions in GA4 🍌🍌
- .Multi Domain Tracking 🍌🍌
- .Creating custom metrics in GA4 🍌🍌
- .custom reports for lead analysis
- .Practical Execution And Real Time Data Analysis

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CRO

Conversion Rate Optimization (CRO) is the process of increasing the percentage of website visitors or users who take the desired action, such as making a purchase, signing up for a newsletter, filling out a form, or any other intended goal on a website or web application. The ultimate aim of CRO is to improve the overall performance and effectiveness of a website in achieving its objectives.

CRO- CONVERSION RATE OPTIMISATION

- dynamic content personalisation
- how to setup different content for different users for personalised experience
- Using whatsapp and live chat for conversion
- POP up baits for CRO
- Customising offers and baits for users based on
 - Recency of visits
 - pages read
 - Geography
 - Device
 - Buttons clicked
 - page scroll
 - element selectors 💪
 - Justuno pop up tool implementation 💪
- Lead Gate creation and concept 💪
- setup live campaigns on website
- Understanding lead gates

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SEO

SEO stands for Search Engine Optimization. It's the practice of optimizing a website to improve its visibility and ranking on search engine result pages. Benefits include increased organic traffic, better user experience, higher credibility, cost-effectiveness, and long-term sustainable growth, making it a crucial tool for businesses to reach their target audience and achieve online success.

SEO ON PAGE

- Understanding how search engine works
- indexing
- Understanding LSI, Semantic search
- Understanding orphan and wired pages
- Creating seo driven content
- curating content from competitors and using search operators
- creating a live page for seo implementation
- keyword research with tools
- SEO implementation
- Page title structure
- Heading tags
- Image optimisation
- Internal anchor tag optimisation
- Keyword density
- Robots.txt
- Canonical tags
- Multilingual / Multiregional Implementation
- Data Highlighter

SEO OFF PAGE

- What are backlinks
- Understanding off page fundamentals
- Understanding the concept of link juice and high value websites , relevent link building
- Domian page and domain authority
- Internal link building
- Understanding follow and do follow links
- how and where to create follow and no follow links
- Learning back link checker tools like Ahref for backlink analysis , creating report and implementing for your subdomain
- Real time Business directory site submission
- video submission site
- social book marking sites
- PPT SUBMISSION sites
- bookmarking sites
- photo sharing sites like pintrest , tumbler
- Understanding the concept of Guest posting
- Generating organic traffic through quora question and Answers

SEARCH CONSOLE

- Google search console
- Understanding reports
- sitemap generation and submission
- Treating bad links
- Disavow links
- Core web vitals

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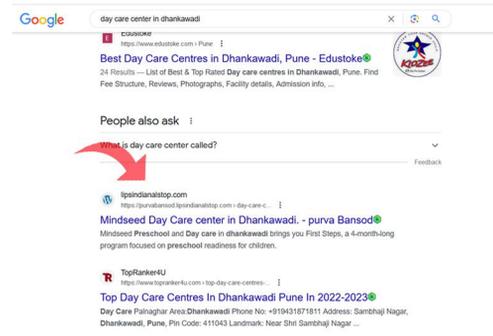
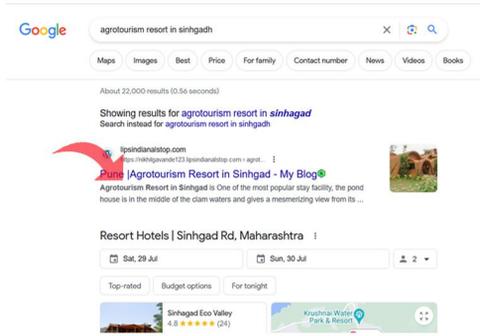
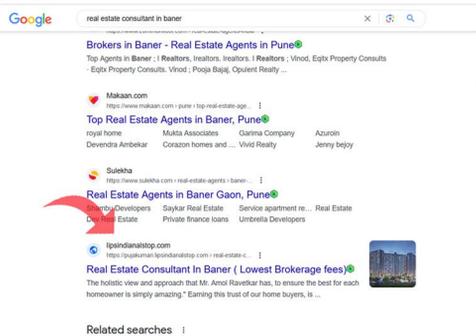
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Every student creates a website & a real live page for a business Create content using tools & implement SEO.

 100's Of students have their pages ranked in the search engine



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Every Digital marketing Course Teaches
Google ads Do they really cover
**Fundamental, Advanced, Growth And
Performance**

Along with Live Campaign

We Bet 95% of them dont

 **Compare our content with any**
in India 

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GOOGLE ADS

Our comprehensive Digital Marketing Course delves deep into the intricacies of Google Ads, setting it apart from any other course. Our program not only covers the fundamental aspects but also explores advanced techniques and strategies for achieving exceptional performance growth within Google Ads. Under the guidance of an immensely experienced trainer, who has successfully assisted over 8000 digital marketers across India, Australia, Canada, Dubai, Qatar, and the US in implementing highly effective practices and strategies, you will gain invaluable knowledge. With over 45+ hours dedicated to learning and hands-on implementation of Google Ads, we assure you that no other digital marketing course provides such an extensive focus on mastering this platform.

FUNDAMENTALS

- Google ads account creation- Manager account and Google ads account
- Understanding different types of campaigns
- search Campaign settings- network , location, language,
- Understanding different bid strategies Manual CPC, Automated bid strategies (maximise clicks, conversions, etc)
- Keyword types and strategy
- Ad copy (responsive, call only)
- Policies and requirements
- Keyword planner**
- Search campaign creation
- Device settings
- Bid adjustments
- Scheduling
- Display ads -settings , bidding
- Display ads targeting- keyword, placement, topics,demographics
- Display ads **remarketing setup**
- Discovery ads
- Video ads
- Video ads bidding strategy
- Types of video ad formats
- Video ads targeting- keyword, placement, topics
- Video ads remarketing
- Shopping ads and merchant center

ADVANCED

- Understanding key metrics vis a vis **search term report, auction insights**, day and time data, demographics, device, **reach, frequency**
- Why MCC and how many accounts
- How to structure your campaigns
- keyword quality score optimisation**
- Bid adjustments for schedule, age, gender
- Dynamic search ads** when , how and why
- Dynamic keyword insertion (**DKI**) , countdown ads
- search Campaign creation using keyword planner
- using keyword planner for **forecasting and planning**
- Bulk campaign creation
- Bulk editing campaigns**- location, device, demographics, ad copies
- Frequency capping in display and video campaigns
- Use **custom segment** audience in Display and Video ads
- Conversion tracking setup for form submissions and calls from website
- Use of Remarketing list in search campaigns (**RLSA**)

PERFORMANCE GRWOTH

- Understanding keymetrics: **impressions share** for (search,display, video) , ideal CTR, reach metrics, conversion metrics
- Programmatic advertisement** across search, display and video campaigns
- Setting **url tracking parameters** , default and custom
- A/B testing** : bid strategies and audiences

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Every Digital marketing Course
Teaches social media
Do they really cover all of it 🤔
We are sure most of them dont
**💪💪 Compare our content with any
content in India**

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SOCIAL MEDIA MARKETING AND MONITORING

Social media marketing refers to the practice of utilizing social media platforms to promote products, services, or brands. It involves creating engaging content, building an online community, and implementing targeted advertising strategies. Tools like Hootsuite, Buffer, and Sprout Social assist in scheduling and managing social media posts, monitoring engagement, analyzing data, and optimizing campaigns. These tools enhance efficiency, provide analytics insights, and enable businesses to effectively reach and engage their target audience on social media platforms.

FUNDAMENTALS

- .Facebook lead form fields and strategies
- .Facebook ad formats
- .Instagram business page
- .Instagram messenger and automation
- .Instagram ads through facebook ads manager vs instagram ads through instagram app
- .Instagram Audience
- .Remarketing on instagram
- .Targeting different ad formats on instagram
- .Linkedin business page
- .Linkedin ads
- .Understanding various objectives
- .linkedin ads Audience targeting
- .linkedin ads Remarketing setup
- .Linkedin ad formats including lead forms
- .Influencer Marketing-concept, strategy
- .social listening tools
- .Twitter business page
- .Youtube channel creation
- .Youtube video optimisation
- .youtube cards, subtitles , end screen

ADVANCED

- .Buyer persona
- .understanding facebook ads various goal optimising bid strategies (important)
- .facebook and instagram ads optimisation - bid strategies, audience , scheduling, demographics understanding custom audience in facebook ads
- .facebook insights
- .understanding facebook ads reports and key metrics with respect to business stage objectives
- .Tools to identify influencer
- .Tools to identify hashtags
- .Hashtag strategy for growth
- .User generated content
- .Bulk campaign and adset creation in facebook and instagram ads
- .Bulk editing facebook and instagram ads
- .competitor social media mapping
- .Competitor ads spy
- .custom conversion tracking in fb , instagram and linkedina ads
- .facebook business manager creation
- .fb, insta- accounts access management
- .Buzzsumo, social searcher, zoho social

GROWTH & PERFORMANCE

- .Understanding keymetrics: reach , frequency, results , cost per result, cost per link clicks, cost per landing page views, breakdown view, performance view and more
- .Programmatic advertisement across facebook and Instagram around growth parameters
- .setting url tracking parameters - default and custom for fb, insta, linkedin ads
- .A/B testing - bid strategies , optimisation goals, audiences in facebook and instagram ads
- .Influencer and micro influencer Marketing - strategies
- .Content curation and repurposing

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Every Student Creates
Live Email Campaigns & sets up a complete
 **Automated Communication Journey**
for subscriber based on user activity.

We bet Not Many Courses will teach you
complete marketing automation
Compare our content with any
in India 

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AUTOMATED MARKETING COMMUNICATION

Marketing Communication automation automates the process of sending targeted and personalized emails /SMS / Whatsapp to subscribers based on their behavior and preferences. It helps streamline campaigns, nurture leads, and improve engagement. By delivering timely and relevant content, it increases conversion rates, fosters customer loyalty, and saves time for marketers.

EMAIL COMMUNICATION

- Understanding how mail servers work
- Understanding terms Hard Bounce, Soft Bounce
- Open rate
- Inbox
- Spam
- Bulk Emailing
- Personalised emailing
- Use templates
- Landing pages
- Lead capturing
- Complete Email Automation 💪
 - Based On Email Open, Click activity
 - Segmenting audience based on website and email or sms activity
 - Based on Website - pages visited, time spent, buttons clicked, cart, checkout etc
 - Inbound marketing concepts using mail services Customer bucket creation and customisation
 - Email Campaigns and automations in sendinblue
 - Automated emails for Birthdays , Anniversary

SMS AND WHATSAPP

- DLT Registration
- Senderid
- Bulk SMS (voice and text)
- DND Filters
- Difference between Transactional and promotional sms
- Bulk Whatsapp messages
- Whatsapp For Business
- SMS And Whatsapp Automation Based on User activity
 - website activity
 - email activity

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ADSENSE AND AD SERVER

- Ad Sense & Ad Servers-Display
- Fundamentals of Ad Sense
- Implementation and functions
- Understanding the online advertising ecosystem
- Ad networks
- Publishers Ad servers, ad exchange servers
- Ad server basics and installation
- We train you on Openx (Revive)
- Implementing display banner
- Understanding and implementing banner ad codes
- Geotargeting
- Frequency capping, pixel tracking, conversions
- Identifying right publishers using tools
- Understanding concepts of Programmatic

CONTENT STRATEGY

- Content Curation using tools, search operators
- Recreating content
- ChatGPT: text content creation for social media, blogs, ad copies, email marketing
- Canva: Converting text to Image for ads, social sites & image sharing sites
- Lumen5: Converting text to videos through AI video content creation tool
- Competitor Marketing Mapping on world wide web, social media and search engines
- Competitor youtube videos intelligence
- Content marketing strategy:
 - Quora and QnA sites
 - Use PDF and image and videos
 - Ambush Marketing

AFFILIATE MARKETING

- concepts of affiliate marketing
- How it works
- Ways to become affiliate marketer
- setting up affiliate marketing and tracking for performance
- Revenue generation

MOBILE APP MARKETING

- Mobile app marketing channels
- Techniques to improve downloads and usage
- ASO (App store optimisation)

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The Most Elite List of Tools Covering Almost Every aspect of Digital marketing 💪

1. Wordpress (website creation)
2. Elementor (website creation)
3. Wpforms (Lead capturing)
4. If so (dynamic content personalisation)
5. JustUno (CRO)
6. Whatsapp Chat (CRO , Automated communication)
7. Google ads (SEM)
8. Google Tag Manager (Data Collection)
9. Google Analytics 4 (Analytics)
10. Smartlook (Visual Analytics)
11. Facebook (Social Media)
12. Linkedin (Social Media)
13. Twitter (Social Media)
14. Youtube (Social Media)
15. Instagram (Social Media)
16. Facebook Ads Manager (SMM)
17. Instagram Ads (SMM)
18. Zoho Social (social listening , Media Management, Content curation,Reporting)
19. Social Searcher (social listening , Content curation)
20. Canva (content creation)
21. Chatgpt (AI content creation)
22. Lumen5 (AI Video content creation)
23. Uber Suggest (SEO)
24. SEMrush (SEO)
25. Similarweb (SEO)
25. Ahref (SEO)
26. Google Search Console (SEO)
27. Revive (Adserver)
28. Sendinblue (Marketing Automation Communication)
29. VIDIQ (Competitor Video Intelligence)
30. Auris AI (AI audio to text convertor)

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DATA ANALYSIS TOOLS

In the ever-evolving digital landscape, mastering data analysis tools is no longer optional but a necessity for digital marketers. These tools empower you to uncover actionable insights from vast amounts of data, optimize your campaigns, and achieve measurable results. By understanding consumer behavior and market trends through data, you can make informed decisions that drive growth and enhance your marketing strategies.

MASTERING EXCEL

Excel Formulas and Functions

- Formulas: SUM, AVERAGE, COUNT
- Logical Functions: IF, AND, OR
- Text Functions: CONCATENATE, LEFT, RIGHT, MID
- Functions: VLOOKUP, HLOOKUP, INDEX, MATCH, FIND, SEARCH

Data Analysis Techniques

- Sorting and Filtering Data
- Using PivotTables for Data Analysis
- Analyzing Data with PivotCharts
- Conditional Formatting for Data Insights

Data Visualization

- Creating Charts and Graphs
- Designing Interactive Dashboards
- chatgpt for excel advanced formulas**

LOOKER STUDIO 🍷🍷

- What is Looker Studio and its capabilities
- Key features and functionalities
- Connecting to different data sources (Google Sheets, GA4, facebook ads, Excel etc.)**
- Data transformation concepts
- Choosing the right chart type for your data
- Mathematical functions and calculations**
- Formatting and customizing visualizations**
- Creating filters and controls
- Designing effective dashboards
- Layout and organization best practices
- Sharing and collaborating on dashboards
- Data blending techniques for combining data from multiple sources**
- Working with data joins and unions**
- Creating custom filed calculations and formulas**
- Using parameters to create dynamic reports
- Advanced formatting and styling techniques
- Creating drill-downs and drill-throughs for deeper exploration**
- Using filters, date pickers, and other controls for user interactivity
- Advanced sharing options and user permissions
- Embedding dashboards and reports

USE OF AI DATA TOOLS FOR ANALYSIS, FORECASTING, PREDICATION AND INSIGHTS 🍷🍷

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SERVER AND DATABASE

Understanding database structure, tables, and SQL queries is essential for digital marketers to drive data-driven decisions, personalize marketing efforts, optimize campaigns, integrate tools, generate insights, and automate processes for effective, scalable strategies.

MYSQL DATABASE

-setting up database connection on the server

Table Creation:

-Understand how to create tables using CREATE TABLE statements, -defining columns, data types (INT, VARCHAR, DATE, etc.), and constraints (PRIMARY KEY, FOREIGN KEY, NOT NULL).
-Know the importance of indexes (INDEX, UNIQUE, FULLTEXT, etc.) for optimizing data retrieval performance, especially on large datasets

SQL QUERY

SELECT Statement: Retrieves data from a database.

UPDATE Statement: Modifies existing data in a database.

INSERT INTO Statement: Adds new records to a database.

DELETE Statement: Removes records from a database.

WHERE Clause: Filters data based on specified conditions.

JOIN: Combines data from multiple tables based on related columns.

GROUP BY Clause: Groups rows sharing a common value.

Aggregate Functions: Functions like SUM, COUNT, AVG for summarizing data.

ORDER BY Clause: Sorts the result set in ascending or descending order.

INDEX: Optimizes data retrieval by creating indexes on columns.

Transaction: A sequence of SQL operations treated as a single unit of work.

Subquery: A query nested within another SQL statement.

Views: Virtual tables based on the result of a SQL query.

Constraints: Rules enforced on data columns to maintain data integrity (e.g., PRIMARY KEY, FOREIGN KEY, NOT NULL).

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E-COMMERCE

With the rise in e-commerce websites, there's a growing demand for digital marketers who can manage inventory and develop strategic marketing plans. Our course equips you with essential skills to excel in e-commerce management and digital marketing

Understanding Fundamentals

- Concept Of Inventory Led Ecommerce
- What Are Marketplaces in Ecommerce
- Dropshipping Model In Ecommerce

Dashboards

- Order Dashboard
- Individual Customer Dashboard
- User Login Panel for Past Orders
- Affiliate Dashboard

SHOPIFY

Setting up store

- Store layout
- Product showcase management
- Pricing and discount management
- Understanding all features in woocommerce store

CREATING YOUR STORE

Woocommerce Installation And Setup Features

- Payment Gateway Integration
- Geofencing.Discounts
- Inventory Management, Billing and Invoicing
- Email and SMS Integration
- Product Bundles and Variations
- Product Addons
- Product Wishlist
- Affiliate Network Setup
- Wallet System and Loyalty Points
- Dynamic Discount On Cart
- Individual Product Discount
- Referral Discounts
- Social Sharing Discounts

Multi Vendor

- Supplier Registration
- Supplier Invoicing
- Supplier Inventory Management
- Market Place
- Vendor Registration
- Vendor Payouts
- Vendor Product Upload and Details
- CRO (Conversion Rate Optimization)**
- Conversion Rate Optimization Strategy
- Conversion Rate Optimization Tools
- Case Studies of Brands Working on CRO
- Cashback
- Reward Points
- Social Sharing Rewards tools
- Chat Implementation with Rules and Automation
- Sales Notification
- social proof for sales
-

GOOGLE MERCHNAT CENTER

Setting up store

- Store layout
- Product showcase management
- Pricing and discount management
- Understanding all features in woocommerce store

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WEBHOOKS

Webhooks enable real-time data transfer between applications, allowing digital marketers to automate processes, receive instant notifications on customer actions, and integrate various marketing tools seamlessly. This facilitates timely responses to customer interactions, enhances campaign management, and improves overall marketing efficiency and effectiveness.

SEAMLESS DATA FLOW ACROSS PLATFORMS 🍌🍌

Platforms - Zapier / Integately

- integrate data from website to multiple marketing platforms
- Manage data flow in real time using webhooks without getting into writing apis
- Take actions and insights in real time marketing channels using data from CRM and marketing platforms

GA4- HIGH LEVEL GTM 🍌🍌

Data layer concepts

- Regex in GA4
- GTM in built custom events
- Complete GTM setup for ecommerce
- Tracking events Like add to cart, checkout and sales ifor Ecommerce
- How to add Product purchase data in GA4
- Tracking ecommerce marketing campaigns- Discount coupons in GA4
- setting complete journey tracking of every customer in GA4 by cookie mapping.

PUNE

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MUMBAI

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AI BEYOND CONTENT

AI tools empower digital marketers beyond content creation, enhancing analytics, personalization, and tech troubleshooting. They enable predictive insights, dynamic audience targeting, automated customer support, and seamless workflow automation. Leveraging AI, marketers can optimize campaigns, improve customer experiences, and streamline operations for greater efficiency and effectiveness.

AI TOOLS TO LEVERAGE BEYOND JUST CONTENT 🧑🏻💻

- Content creation and optimization
- Customer data integration and journey setup
- Predictive analytics
- Sentiment analysis
- Customer insights
- Dynamic content personalization
- Email personalization
- Programmatic advertising
- Ad performance optimization
- Audience segmentation
- AI chatbots
- Customer acquisition Funnel design
- Personalised marketing communication
- Social media analytics
- Technical troubleshooting for website enhancements
- Scripts for Google ads
- Setting customer workflow automation

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Anand Kumar
Mentor - Pune Classroom &
Online Batches



FOUNDER - Director Of LIPSINDIA, An IIT Roorkee alumni with a cumulative 21 years of experience in Ecommerce, Digital Marketing, Entrepreneurship, marketing strategies and communication, Data analytics and Data Science. Worked as Business Head For a VC Funded healthcare startup as an equity partner , set up e-commerce from scratch , worked on digital marketing campaign's with country's top ad agencies and FMHG brands. Besides a trainer he is also an advisor and consultant to Brands on digital marketing GO TO DIGITAL STRATEGY.Trained Over 8000+ Digital Marketers, 500+ Entrepreneurs 200+ Senior Level Executives

Viren Patel
Mentor - Mumbai Classroom



Joined LIPSINDIA as cofounder. Total13+ years of Hands on experience in conceptualizing, Planning, Implementation and Execution of eCommerce & Digital Initiative with a focus on Maximizing ROI. High level of business acumen and experience in leading new initiatives in technology and go to market strategies. Have worked with organisations like TATA Interactive System, L10Nbridge Technologies and MEXUS education in the past, and is Google Analytics, Adwords, HootSuite and Inbound Certified Professional.

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 You will have access to daily recroded sessions and complete course topic wise for 1.5 years

 You Can revise entire course or part or missed sessions any number of times as long as the content remains same

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