



**EAKSPHERE**  
Academy

# *Certification Programs in Digital Marketing*

*This section provides a detailed overview of the curriculum, faculty expertise, and career outcomes for each of the Digital Marketing Certification Programs.*



# *Advanced SEO & SEM Strategy*

## **Curriculum**

- » Advanced SEO fundamentals
- » Technical SEO & content optimization
- » SEM campaign setup (Google Ads, Bing Ads)
- » Tracking & Analytics
- » Case studies in SEO/SEM success

## **Faculty Expertise**

- » Google-certified SEO/SEM specialists
- » Digital marketing strategists with agency experience
- » Analytics experts with proven track record in campaign ROI

## **Career Outcomes**

- » SEO/SEM Specialist
- » Digital Marketing Analyst
- » PPC Campaign Manager
- » Performance Marketing Executive

# *Growth Hacking for Startups*

## **Curriculum**

- Growth hacking frameworks & mindset
- Viral loops & referral strategies
- Customer acquisition channels
- Experimentation & A/B testing
- Growth hacking playbook for startups

## **Faculty Expertise**

- Startup mentors with digital growth experience
- Entrepreneurs who scaled businesses with growth hacking
- Marketing professionals specialized in low-cost acquisition

## **Career Outcomes**

- Growth Marketer
- Startup Marketing Strategist
- Digital Marketing Manager
- Entrepreneur applying growth frameworks



# Marketing Funnel Design & Automation

## Curriculum

- » Funnel mapping & customer journey
- » Email automation & drip campaigns
- » CRM integration for lead nurturing
- » Conversion optimization
- » Funnel analytics & reporting

## Faculty Expertise

- » Certified marketing automation specialists
- » HubSpot/Mailchimp professionals
- » Digital strategists with funnel optimization expertise

## Career Outcomes

- » Marketing Automation Specialist
- » CRM Executive
- » Lead Nurturing & Funnel Manager
- » Digital Campaign Strategist

# *Marketing Funnel Design & Automation*



## **Curriculum**

- » Introduction to digital marketing
- » Social media & content basics
- » SEO & PPC overview
- » Email & influencer marketing
- » Campaign launch project

## **Faculty Expertise**

- » Digital marketing trainers with cross-channel expertise
- » Content marketing professionals
- » Certified trainers in Google Ads & Analytics

## **Career Outcomes**

- » Digital Marketing Executive
- » Social Media Coordinator
- » Content Marketing Assistant
- » Freelance Digital Marketer

# Contact Us



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