Why Build a Career in Digital Marketing?

Huge Demand
For Digital Marketers
Digital marketers are necessary for the growth of every startup, Small and Medium Business (SMB), and major organization.

10+ Career Paths
and Job Roles
You have the option to work in a variety of industries with more than 10 designations and profiles as a digital marketer.

5.5 Lakh Per Annum
Average Salary
In India, digital marketers in all industries make an average of INR 5.5 LPA. The pay rises with experience.

Start Your Own Business
Or Grow Existing One
You have the option to work in a variety of industries with more than 10 designations and profiles as a digital marketer.

Great Growth Prospects
And Promising Career
Every startup, small and medium business (SMB), and large enterprise needs digital marketers for growth.

Easy to Learn
Practice, and Earn
Digital marketing doesn't require technical knowledge. You can learn it easily, practice, and monetize your skills.

Who Should Learn *Digital Marketing?*

This Advanced Digital Marketing Course is for you if you are:

College Student
Learn in-demand Digital Marketing skills to start defining your career while still in Education.

Graduate
It's time for you to advance your skills, get ready for a promising future, and launch a digital marketing profession.

College Dropout/Job Seeker/Housewife
Uncertain of your preferred profession? a lack of work? Learn digital marketing with us to land your first job right away.

Freelancer
Digital marketing is currently the most lucrative talent for freelancers, whether you are already one or aspire to be.

Marketing/Sales Professional
Today, Digital Marketing expertise is essential for substantial income and growth in sales and marketing.

Business Owner
Implementing strategic digital marketing techniques accelerates your company's growth.

Looking to Switch Career
Unhappy with your job? Switch to digital marketing, a rewarding career choice.

🌐 **www.flowchangeracademy.com**

A Brief About
Flowchanger Academy

FlowChanger Academy is a prominent digital marketing agency and training institute based in Sri Ganganagar. Since its inception in 2019, FlowChanger has been at the forefront of providing comprehensive training in the field of digital marketing, empowering students with cutting-edge skills and knowledge to excel in the dynamic digital landscape. With a strong commitment to excellence, the academy has successfully trained over 5,000 students, creating a pool of proficient digital marketers.

One of FlowChanger Academy's core strengths is its expert team of trainers, who possess deep expertise in various technological fields. Their wealth of knowledge and industry experience enables them to deliver high-quality education, helping students acquire new skills and stay abreast of the latest industry trends.

Recognizing the value of practical experience, FlowChanger Academy has also provided valuable internship opportunities to numerous candidates. Through these internships, aspiring digital marketers gain hands-on experience and exposure to real-world scenarios, preparing them to tackle the challenges of the digital marketing landscape with confidence.
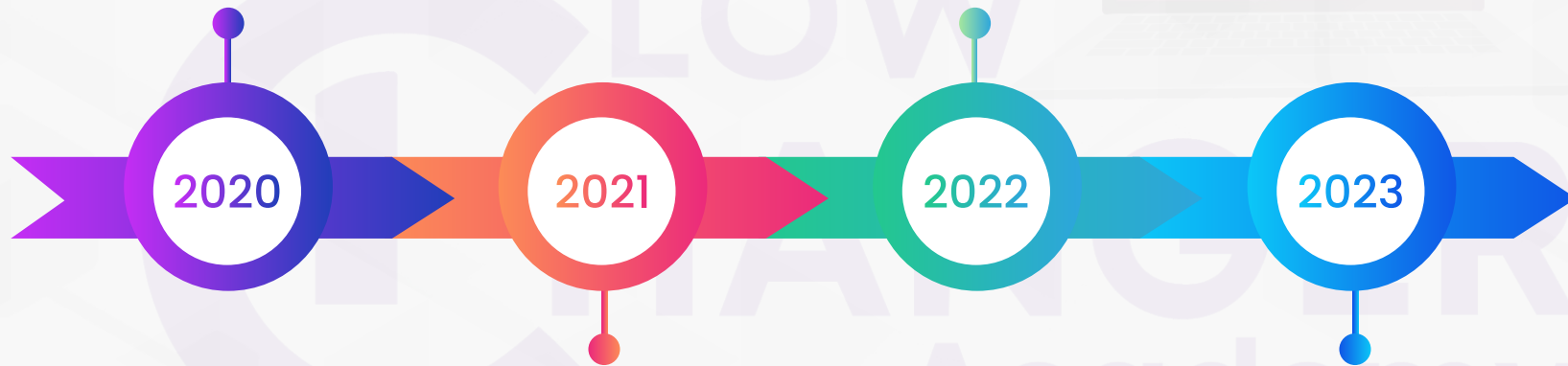
In conclusion, FlowChanger Academy stands as a leading digital marketing agency and training institute, playing a vital role in shaping the future of digital marketers. With its focus on excellence, practical learning, and expert guidance, the academy continues to empower students and professionals alike, propelling them towards high-paying career opportunities in the ever-evolving world of digital marketing.

Our Flourishing Journey
Over The Last 4 Years

2020 — Pardeep Verma a Digital Marketer laid the Foundation of Flowchanger in Sri Ganganagar as a Digital Marketing Company.

2021 — Worked on 200+ Projects. Expanded to Include Training Division Introduced Class Room based SMM and Facebook AD for Students.

2022 — Expanded the Service Portfolio with WordPress, and SEO. Launched Classroom Training on Youtube Marketing and Blogging.

2023 — There was High Demand for More Courses. That's when we Introduced Training for Digital Marketing.

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Why Learn Digital Marketing With Flowchanger Academy Only?

Trusted by 1.5+ Million Learners

More than 15 lakh students in Asia and India prefer us above all others. Learners are interested in our support system and training quality.

Expert Trainers

You will learn digital marketing from knowledgeable instructors with at least ten years of expertise. We constantly guarantee top-notch instruction.

Completely Practical-Oriented

Developing a skill like digital marketing takes a lot of work. With frequent assignments, tests, and projects, we provide 100% practical training for that.

Industry-Recognized Certification

Your completion certificate is accepted both domestically and abroad. You may easily share it, include it on your résumé, and look into fantastic chances.

Online & Offline Batches

Joining our live training sessions will allow you to advance your skills from anywhere. Additionally, we offer digitalized and rigorous classroom instruction in Sri Ganganagar.

Hands-On Live Projects

You'll use business accounts, legitimate websites (no dummy ones), all the standard digital marketing techniques, and premium tools.

Most Comprehensive Curriculum Ever

India's most comprehensive curriculum, covering all breadths and depths in detail and practically, is included in the Flowchanger Academy digital marketing course.

100+ Placement Partners

Nearly a hundred businesses in India that employ digital marketers proudly count Flowchanger Academy as a partner. When your training is complete, we help you find a job.

Guaranteed Job Assistance

After you complete the course, we help you with resume writing and job interviews. The next step is scheduling your interviews with reputable employers to help you acquire the job quickly.

Free Access to Premium Resources

You will have access to several premium tools and resources for SEO, SMM, ads, blogging, and more during the program.

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Pardeep started off his career as a blogger after that worked in a social media marketing agency as a Social Media Executive for one year, to be an Social Media Executive for another year ending up to be the Senior Social Media Executive leaving a strongprint and elite taste on their position for a third year.

He then worked as a freelance for few months, then he established "FLOWCHANGER A CREATIVE AGENCY" with a clear vision of providing premium digital marketing solutions.On this way I started a digital marketing academy.

PRADEEP VERMA

Course Schedule

» 3 Months

» or 45-50 Hours

» For Batches availability get in touch with us at
   Flowchangeracademy.com

01

Theory

SLIDES/
WHITEBOARD

02

Practicles

Live /Demo
Project

03

*Q & A
Session*
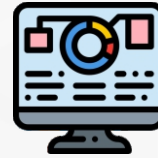
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04

*Case
Studies*

Examples

Our Courses Include

Digital Marketing
Introduction

Digital Marketing Vs.
Traditional Marketing

Website Planning
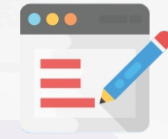Process

Search Engine
Optimization

Social Media
Marketing

Google
Analytics

Google Adwords & Online
Display Advertising

Content
Marketing

Video
Editing

Graphic
Designing

Blogging
to Make Money

Sales

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Digital Marketing Introduction

» What is marketing?

» What is Digital Marketing?

» Understanding Marketing Process

» Understanding Digital Marketing Process

» Increasing Visibility, What is visibility?,Types of visibility, Examples of visibility

» Visitors Engagement, What is engagement?, Why it is important Examples of engagement

» Bringing Targeted Traffic

» Inbound and outbound marketing

» Converting Traffic into Leads, Types of Conversion, Understanding Conversion Process

» Tools Needed

Digital Marketing Vs. Traditional Marketing

» What's the difference between digital marketing and traditional marketing, and why does it matter?

» Benefits of Traditional Marketing

» The Downside to Traditional Marketing

» Benefits of Digital Marketing

» Why Digital Marketing Wins Over traditional Marketing ?

» Tools of Digital Marketing

» How We Use Both Digital & Traditional Marketing

Graphic Designing
Canva
» Introduction to canva
» Introduction to dashboard
» How to use of tools.
» Design templates in canva
» Use soft text
» Premium photos,videos andelements
» Magicresize, background remover
» Premium animations, brand kits, contentplanner
» Text effects
» Youtube channel art

Photoshop
» Introduction of Photoshop
» About Photoshop, Photoshop Features
» Key Board practice shortcut keys & commands
» Editing Photo in camera raw
» Opening and Importing images, Creating
» Rectangular Marquee Tool & Elliptical marquee tool & single row marquee tool ,single column marquee tool

» Crop tool, slice tool, slice select tool, eyedropper tool, color sampler tool, ruler tool, note tool, count tool
» Spot healing brush tool, healing brush tool, patch tool, red eye tool, brush tool, pencil tool, color replacement tool, mixer brush tool
» Clone stamp tool, pattern tool, history brush tool, art history tool
» Eraser tool, background eraser tool magic eraser, gradient tool paint bucket tool
» Pen tool, freeform pen tool, add anchor point tool, delete anchor point tool, convert to point tool, horizontal type tool, vertical type tool, horizontal type mask tool, vertical type mask tool
» Path selection tool, direct selection tool, custom shape tools, hand tool, zoom tool
» Blur tool, sharpen tool, smudge tool, dodge tool, burn tool, sponge tool
» About color information, Color Modes, Bitmap,RGB,CMYK, Grayscale
» Create Droplet & Conditional Mode Change, Fit Image

»   About Copy Merged, Paste in to, Clear, Fill, Stroke,clipboard contents

»   Define Brush Preset , Define Pattern, Define fill a layer or selection

»   Free Transform, Scale, Rotate, Distort, Skew, Content-Aware Scale, Perspective

»   Auto Blend Layers, Auto Align layers, RGB or grayscale images

»   Gradient Map Photo Filter Shadow/Highlight Invert, Equalize

»   Layer Mask, Vector Mask Merge Layers, Flatten all layers Matting · layer mask that shows or hides part

»   Color Range, Grow, Similar Blur Filters ,Selection to display the selected ,image with background Draw a small selection

Video Editing

Canva

» Introduction to Canva Video Editing

» Understanding the Canva Video Editor Interface

» Importing and Managing Media Assets

» Basic Video Editing Techniques

» Enhancing Videos with Visual Effects and Filters

» Incorporating Text and Titles in Videos

» Adding Audio and Music to Videos

» Advanced Video Editing Techniques

» Exporting and Sharing Your Edited Videos

» Tips and Tricks for Efficient Video Editing

» Introduction to Canva Video Editing

» Understanding the Canva Video Editor Interface

» Importing and Managing Media Assets

» Adding Text and Titles, Audio and Music to Videos

» Tips and Tricks for Efficient Video Editing

» Exporting and Sharing Your Edited Videos

Adobe Premiere Pro

» Introduction to Adobe Premiere Pro

» Interface and Workspace

» Importing and Organizing Footage

» Basic Editing Techniques

» Essential Editing Tools

» Working with Transitions

» Audio Editing and Mixing

» Adding Effects and Titles

» Color Correction and Grading

» Working with Graphics and Motion Graphics

» Advanced Editing Techniques

» Exporting and Publishing

Adobe After Effects

» Overview of After Effects interface

» Applying and adjusting visual effects

» Adding and formatting text layers

» Creating motion graphics elements

» Shooting and preparing footage for green screen

» Advanced masking techniques

» Understanding color spaces and correction tools

» Tracking objects and adding graphics

» Setting up render settings and output formats

» Applying the learned techniques to a complete project

Website Planning Process

» What is a Website & Why People spend thousands for a Website?

» What is a Domain Name and Web Hosting?

» How to buy Web Hosting and a Free Domain Name

» Understanding cPanel and Installing WordPress

» Creating a Business Email.

» WordPress themes and plugins

» How to Install Themes & Plugins

» Creating Webpages and Menu

» WordPress Basic Settings

» Understanding Sections, Heading, Image, Button, Text Editor Elements, etc.

» Understanding Columns and Creating Box Shadow Hover Effect

» How to Duplicate Content and use Inspect Element Feature

» What is Image Box Element?

» Creating the Testimonials Section

» Creating About us Page

» How to Create the Services Page

» Contact Page - Embedding Google Map

» Contact Page - Creating Inquiry Form

» Contact Page - Putting Contact Details

» Creating Blog Posts

» How to Design Logo Without Photoshop

» Creating the Custom Header

» How to Make a Mobile Responsive Header

» Creating the Custom Footer

» Adding Animations to Elements

» How to Create a Banner Slider

» What is Freelancing and How to Get Clients?

» I got 4 Live Projects through Freelancing.

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Lead Generation For Business

- » Understanding lead generation for business
- » Why lead generation is important?
- » Understanding landing pages
- » Understanding thank-you page
- » Landing page vs website
- » Best practices to create a landing page
- » Best practices to create a thank-you page
- » Practical exercise-creating a landing page
- » Types of landing pages
- » Reviewing landing pages created by trainees
- » What is A/B testing?
- » How to do A/B testing
- » Selecting landing pages after A/B testing
- » Converting leads into sales
- » Creating lead nurturing strategy
- » Understanding lead funnel
- » Steps in leads nurturing

Search Engine Optimization
Understand Search Engines & Google

- » What is SEO?
- » Introduction to SERP
- » What are search engines?
- » How search engines work
- » Major functions of a search engine
- » What are keywords?
- » Different types of keywords
- » Google keyword planner tool
- » Keywords research process
- » Understanding keywords mix
- » Long Tail Keywords
- » Google Search Tips & Hacks

On-Page SEO

- » Keyword Research with Google Keyword Planner.
- » What is the difference between
- » keywords stuffing & KW placement
- » How to Select a Domain Name?
- » Page Naming {URL Structuring} and Folder Naming
- » Image Naming, Image Title and ALT Tags Creation
- » What are Meta Tags, Description.

- » Robots, Keywords, Author
- » Redirection Tags
- » Headings Tags {H1 to H6}
- » What is Content Writing?
- » SEO Friendly Content Writing
- » keywords in content
- » Anchor Text, Link Title
- » Internal linking, External linking
- » Robots.txt file use and creation
- » HTML Sitemap creation
- » XML Site Map Creation
- » Site Tracking Tools (Google Webmaster Tool, Google Analytics Tool, Google Search Console, Bing Webmaster Tool)

Off-Page SEO

- » What is OFF-Page Optimization?
- » What are Backlinks?
- » Why Backlinks are Important?
- » How to Get Backlinks?
- » Difference Between Do-Follow and No-Follow Backlinks
- » What is Google Page Rank?
- » How to Increase Page Rank?
- » Search Engine Submissions
- » Directory Submissions
- » Article Writing and submissions
- » Press Release writing and submissions
- » Blog Posting and comment writing
- » Classifieds posting
- » Forum Posting
- » Business Listing
- » Social Bookmarking
- » Social Networking
- » RSS Feeds

- » Do's and Dont's of link building
- » Easy link acquisition techniques
- » Domain Authority & How to Increase

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Blogging & Freelancing

» Picking the blog topic

» Select the blogging platform

» Pick a domain name & hosting for your blog

» Write your first blog post

» Share your writeup with the world

» Monetize your blog

» Drive Traffic to Blog

» Resources & Tools

Google Analytics

» Basics of Google Analytics

» How to Set Up Google Analytics?

» Understanding Website Analytics

» Reports in Google Analytics

» Users/Access in Google Analytics

» Google Analytics for SEO

» Important Metrics in Google Analytics

» Ecommerce Tracking

» Analytics Report Creation

» Filter Creation

» Understanding Attribution

» Alternatives to Google Analytics

» Similar Products

» Link Tracking

Google Tag Manager + Google Analytics

» What is Google Tag Manager?

» Setting up Google Tag Manager Sniffers?

» Why Integrate GA and GTM?

» Components of Tag Manager

» Tags, Triggers, and Variables

» Setting up First Tracking

» Tracking Videos

» Tracking Links

» Tracking Visible Elements

» Tracking Scrolls

» e-Commerce Events Tracking With GTM

» Facebook Pixel + GTM

» Facebook Events Tracking With GTM

Social Media Marketing

- » Facebook Marketing
- » Basics of Facebook Ads
- » Working of Facebook Ads
- » Types of Facebook Ads
- » Objectives of Facebook Ads
- » Audience and Targeting Optimization
- » Placement Options in Facebook ads
- » Ad copies and Copywriting
- » Landing Page Optimization for Relevancy
- » Buyer Persona
- » Understanding Advanced Facebook Pixel
- » Facebook Analytics
- » A/B Testing
- » Tracking Options
- » Spying Competitors
- » Facebook Ads for Affiliate Marketing
- » Running All Objective Ads
- » Running Video Ads
- » Running Dynamic Ads
- » Strategies for Facebook Ads
- » Retargeting and Remarketing Ads
- » Lead Generation & Funnels
- » Reporting for Facebook Ads
- » Facebook Messenger Marketing
- » Facebook Scaling Models and Strategies
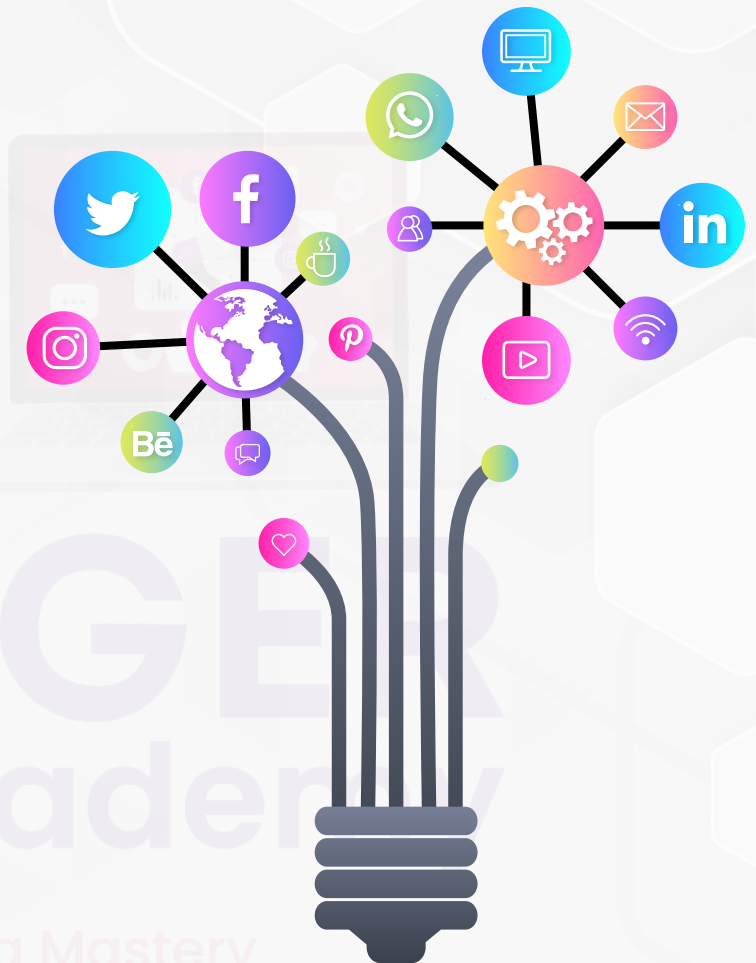- » How to Get Clients for Facebook Ads?
- » Different Facebook Marketing Tools

Instagram Marketing

LinkedIn Marketing

Twitter Marketing

Quora Marketing

Pinterest Marketing

Google Ads Mastery

- » Introduction to Google Ads
- » How does Google Ads Work?
- » Different Types of Google Ads
- » Importance of Landing Pages
- » Understanding Search Ads
- » Search Ad Creation, Optimization, & Reporting
- » Understanding Display Ads
- » Display Ad Creation, Optimization, Reporting
- » Understanding Remarketing Ads
- » YouTube Ads
- » Running App Install Ads
- » All Settings in Google Ads
- » Call Only Ads
- » All types of Audiences in Google Ads
- » Optimizing Different Google Ads
- » Conversion-based Campaigns
- » & Optimization
- » Tools Related to Google Ads
- » Competitor-oriented Ad Campaigns
- » Strategies for Ad Campaigns
- » Shopping Campaigns
- » Scripts & Tracking

Google Ads Mastery

- » Introduction
- » Sales Methods & Strategies
- » Customer Behaviour and Psychology
- » Product Knowledge
- » Prospecting and generating leads
- » Relationship Building and Management
- » Skills in Negotiation
- » Closing Methods
- » Technology and Sales Tools
- » Managing Rejections and Challenges
- » Goal Setting and Time Management

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Social Media Optimization (SMO)

» Introduction to SMO
» Social Platforms & Supported Content
» SWOT Analysis
» Content Strategies According to Platform
» Power of Organic Reach
» Facebook Page/Profile optimization
» Lead Generation Organically
» Using Chatbots for SMO
» Tools for SMO & Post Scheduling
» Creating Social Media Calendar
» Client/Agency for Social Media
» Tools for Social Content Creation
» Algorithms of Social Media Platforms
» Rule of Consistency on Social Media
» Tools for Content Ideas
» Social Media Best Practices
» SMO Report Creation

YouTube Marketing

» Role and Working of YouTube
» Analytics of Top YouTube Channels
» Understanding YouTube Algorithm
» YouTube Ranking Factors
» Setting Up YouTube Channel
» Growing YouTube Channel Organically
» YouTube Earning Opportunities
» YouTube Channel Monetization
» YouTube Funnels
» Tools to Use for Channel Growth
» Working on Real Projects
» Essentials for Recording Videos
» Editing Voiceovers Using Right Tools
» Editing Videos Using Right Tools
» Uploading a Demo Video & Optimizing It
» Checklist for YouTube Videos
» Power of YouTube Live

National & International Freelancing

» Earning as a Freelancer
» Top Freelancing Platforms
» Building Freelancing Profile
» Live Walkthrough: How to Win Projects?
» How to Set Pricing for Your Services?

Our Students Speak for Us!

Pankaj

Flowchanger Academy has been a game-changer for my career! The personalized digital marketing course equipped me with practical skills and hands-on experience. I landed a dream job even before completing the course. Grateful for the expert guidance and real-world projects.

Chetan

I highly recommend Flowchanger Academy to anyone aspiring to become a digital marketing expert. The course structure, industry insights, and mentorship are unparalleled. Thanks to their support, I gained the confidence to start my own successful online business.

Abhishek

Flowchanger Academy is the best investment I made for my career. The trainers are brilliant, and the course content is comprehensive. I now work with leading brands, and I owe it all to the academy's practical approach and job guarantee.

Ravi

Joining Flowchanger Academy was a turning point in my life. The course content is top-notch, and the faculty's support is commendable. I transformed from a beginner to a digital marketing pro, landing my dream job with a well-known company.

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Flow CHANGER Academy

Achieve Digital Marketing Mastery

Join Us and Crack Your
DIGITAL MARKETING SUCCESS!

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