PROSPECTUS 2023-24

TekhPortal Academy

Empower. Engage. Excel.

DIGITAL MARKETING INSTITUTE

Online & Live - Classroom Training

Scan For A Virtual Website Tour

www.tekhportal.com

PHONE : 9901480101

India's Digital Transformation Will Create

Lifetime Placement Assistance

You will get a Lifetime Membership with the Talent Cell of TekhPortal Academy. Even if you approach us after a year of completing the course for job assistance, we will assist you.

Mock Interviews

Attend mock interviews to understand how interviews are conducted and be confident about the interview.

Professional Development

We help you learn about public speaking, communication skills, and body language while attending interviews.

100% Placement Assistance

We will assist you in attending interviews in different companies to find the right job.

TekhPortal Academy

Why choose TekhPortal Academy as your next Digital Marketing Institute?

Get personalised guidance and weekly mentorship sessions with industry experts along with personalised attention in small groups of 5-15 learners. Gain hands-on exposure through industry-relevant projects.

Absolutely crafted and personalised courses for those who are wanting to start a career in digital marketing. Be future ready with TekhPortal Academy.

100+

Mentorship Session

4.7/5

Average Google Rating

3.5L

Average Student Salary

100%

Online Recorded Sessions

22+

Modules Covered

Free AI Tools

Premium AI Tools FREE OF COST!

Go Digital !

Go TekhPortal

Hello aspirant,

We want to start out by expressing our gratitude for considering a career in Digital Marketing at TekhPortal Academy your premier destination for comprehensive Digital Marketing Education in Sahakar Nagar, Bangalore.

We offer a wide range of industry-relevant courses that cover all aspects of Digital Marketing, including SEO, Website Designing, Paid Advertisement Campaigns, Social Media Marketing, AI Driven Courses and much more.

TekhPortal Academy has earned the distinction of being one of the best Digital Marketing Institute In Bangalore for training and certification, dedicated to helping learners embark on transformative career journeys and prepare for the future.

Our approach involves crafting customised programs to meet the unique requirements of each individual, fostering a culture of enjoyable and engaging learning. Our tailored programs cater to individuals of all backgrounds, fostering an enjoyable learning environment.

We strive to provide an innovative and inclusive learning environment, equipping students to excel in the ever-evolving digital landscape.

In order to get the most out of our programmes and guarantee that you have a successful career, we sincerely hope that you will put your all into the lessons and activities.

Happy learning!

Founder & CEO

Education and Learning at TekhPortal Academy

We offer 3 programs of Digital Marketing Education that are absolutely designed and crafted to cater to the unique needs of all types of learners.

DIGITAL LEARNING RESOURCES

We offer a wide range of digital learning resources, multimedia content, and interactive simulations, that are designed to help learners acquire knowledge and skills in a fun and engaging way.

LEARNING MANAGEMENT SYSTEM

Our LMS provides a platform for learners to access their digital learning resources, track their progress, and interact with their peers and instructors.

ADAPTIVE LEARNING

Our adaptive learning platform uses AI-based algorithms to personalize the learning experience for each student, adapting to their learning style, pace, and preferences.

PROFESSIONAL DEVELOPMENT

We offer professional development programs for educators to help them integrate digital education solutions into their classrooms and enhance their teaching skills.

CONSULTANCY

Our consultancy services offer guidance to educational institutions and organizations on how to implement digital education solutions and strategies.

Marketing & Web Presence Foundation Modules

Learn the essential concepts of Branding & Marketing through multiple case-studies.

SECTION 1

MODULE 1:

Marketing Foundation

- History of Marketing
- Traditional vs. Digital Marketing

MODULE 2:

Digital Marketing Ecosystem

- The Current Opportunity
- Digital Marketing Channels
- Careers in Digital Marketing

MODULE 3:

Digital Consumer Behaviour

- Digital Consumer Journey
- Understanding Online Business Goals

MODULE 4:

Digital Visibility Strategy

- Website Planning
- Local Visibility
- Social Media Visibility

MODULE 5:

Online Lead Strategy

- Need of Online Advertising
- Types of Online Ads
- Media Buying Principles

Live-Tools Walkthrough :

HubSpot | Hootsuite | Google My Business | Midjourney | invideo

Online Business Visibility Creation

Learn How To Make a Business and Its Products More Visible to Online Prospects

SECTION 2

MODULE 7:

Video Marketing For Business

- Video Creation Strategy
- Importance of Video Marketing
- Types of Online Videos
- Building Explainer Video Scripts
- Live Exercise: Creating Explainer Videos
- YouTube Marketing
- Customizing Youtube Channel
- Youtube Profile & Post Best Practices
- Live Exercise: Youtube Customization & Upload

MODULE 6:

Graphic Designing For Business

- Graphic Design Fundamentals
- Designing- Marketing Kits
- Designing Online Documents

MODULE 8:

Building Your Business Website

- Buying Domain & Hosting
- Understanding C-panel
- Installing Wordpress
- Customizing Theme
- Building Home Page & Blog
- Adding One Squeeze Page
- Customizing Menu
- Customization Practice & Doubt Session

Live-Tools Walkthrough :

Canva | YouTube | RankMath | Renderforest | WordPress | Ads

Online Business Visibility Creation

Learn How To Make a Business and Its Products More Visible to Online Prospects

SECTION 2

MODULE 9:

Social Media Optimisation For Business

- Social Media Introduction
- Exploring Different Social Media Networks
- Optimizing Your Facebook Pages For Business
- Optimizing Businesses Presence on Twitter
- Linkedin Profile Optimization
- Instagram Marketing

MODULE 10:

Search Engine Optimization

- What is SEO
- Keyword Selection & Mapping
- Content Optimization
- On Page SEO & HTML Tag Optimization
- Off Page SEO & Link Building
- Local SEO

MODULE 11:

Web Analytics & Traffic Reporting

- Setting Up Google Analytics
- Overview of Key GA Reports from Existing Data
- Other Analytic Tools
- Live Exercise: Analytics Report Audit

Live-Tools Walkthrough :

OpenAI ChatGPT 4.0 | semrush | facebook | Google Analytics | LinkedIn ads | Instagram

Lead Generation

Learn How To Get More Business Enquiries From Online Platforms Like Google , Facebook, Youtube Etc.

SECTION 3

MODULE 12:

Landing Page Optimisation

- Anatomy of Landing Page
- Strategizing Landing Page-Live

Module 13:

Online Advertising & Google Ads

- Introduction to Paid Marketing
- Programmatic & Direct Ads
- Introduction to Search Ads
- Google Ads Search (PPC) Advertising
- Search Campaign Best Practices

MODULE 14:

Display Advertising

- Introduction to Display Advertising
- Live Display Campaign Creation Overview

MODULE 15:

Video Advertising

- Introduction to Video Advertising
- Video Ad Campaign-Live Walkthrough

MODULE 16:

Facebook Advertising

- Introduction to FB Ads- Lead Generation, Engagement, Website Visits Etc.
- FB Ad Campaign Creation-Live Walkthrough
- FB Ads Best Practices

Live-Tools Walkthrough:

Google Ads | facebook Ads | Google Keyword Planner | Google Ads Performance Planner | Google merchant center | QuillBot

Lead Nurturing

Learn How to maximize sales, using modern Digital Techniques.

SECTION 4

MODULE17:

Email Marketing

- Importance of email marketing
- How to write effective mails
- Email Strategy Creation
- Email Marketing Tool
- Email reporting & analysis

MODULE 18:

Remarketing & Rebranding

- Cookie vs Data Based Remarketing
- Setting Up Remarketing Pixel
- Display Remarketing Campaign-Live Walkthrough
- Search Remarketing Campaign-Live Walkthrough

MODULE 19 :

Web Content Writing

- Content Writing Essentials & Tools
- Content Writing For Business Websites
- Content Writing For Ecommerce Websites
- Copywriting vs. Content Writing

MODULE 20 :

E-commerce & Marketplace Marketing

- E-commerce on Social Media Platforms
- Setting Up Your E-commerce Store
- Selling on Marketplaces
- E-commerce Store Marketing

Live-Tools Walkthrough:

MailChimp | leadsquared | Remarketing | facebook REMARKETING | PORTENT | ANSWER THE PUBLIC | grammarly

Personal Branding & Online Earning

SECTION 5

Learn How To Promote yourself in the Digital World to get better jobs, salary raises & Business Opportunities also learn how to create an E-Business.

MODULE 21 :

Affiliate Marketing & Google Adsense

- Introduction to Online Money Making
- Introduction to Affiliate Networks & Payment Models
- Signing up for Affiliate Programs
- Selecting an Offer
- Earning With Google Adsense

MODULE 22 :

Earning As A Digital Marketing Freelancer

- Freelancing Platforms
- Building Freelancing Profile
- Live Walkthrough: How to Grab Projects
- How to Price your Services

Interview Preparation

Get Yourself Prepared to apply for Digital Marketing Jobs

SECTION 6

MODULE 23 :

Interview Process & Preparation

- Placement Process Introduction
- Understanding your Career Path
- Ensuring your Skill Proficiency
- How a Great CV Looks Like
- Live Exercise: Creating Customized Cover Letters
- Mock Interviews

Short Term Certifications Program In Digital Marketing

Format : 100% Online - On Demand

MasterClass 1
Affiliate Marketing Course

MasterClass 2
Search Engine Optimisation Course (SEO)

MasterClass 3
Website Designing Mastery (No Coding)

MasterClass 4
E-Mail Marketing Course

MasterClass 5
Facebook Ads Mastery

MasterClass 6
Local SEO - Google Business Profile

MasterClass 7
Google Ads Certification Course

MasterClass 8
Instagram Ads Mastery

MasterClass 9
LinkedIn Ads Mastery

MasterClass 10
Graphic Designing Course (No Photoshop Skill Required)

MasterClass 11
WhatsApp Automation Marketing Course

MasterClass 12
ChatGPT Mastery Course (AI Integration)

Short-Term Individual Specialisation Program

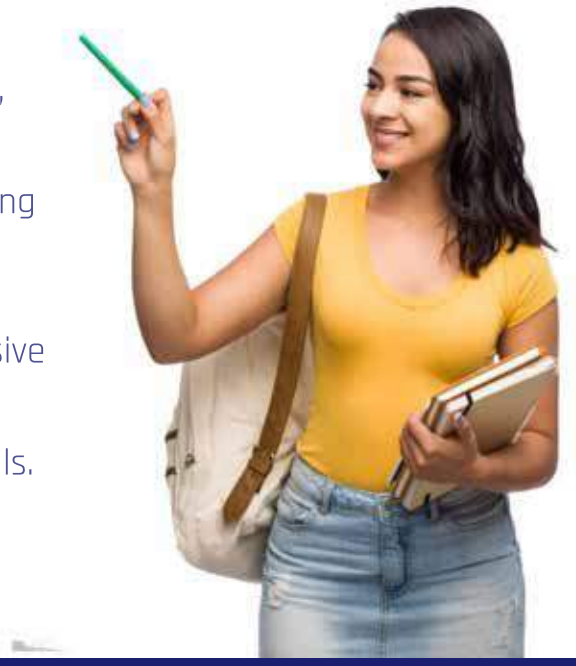
Short-Term Individual Specialisation Program

3 Months - Professional Certification Program with Placement Assistance

Online & Live - Classroom Training

Introducing the Professional Certification Program course, designed to provide you with a professional outlook on digital marketing. You will obtain intensive knowledge of digital marketing approaches throughout this path, enabling you to develop powerful online advertising strategies. Practical learning modules ensure hands-on experience.

Specializing in Programmatic Advertising, this comprehensive course is tailored for individuals with a minimum of six months experience in SEM/SMM, Advertising Metrics, and SEO, who are eager to enhance their digital marketing skills.



CURRICULUM

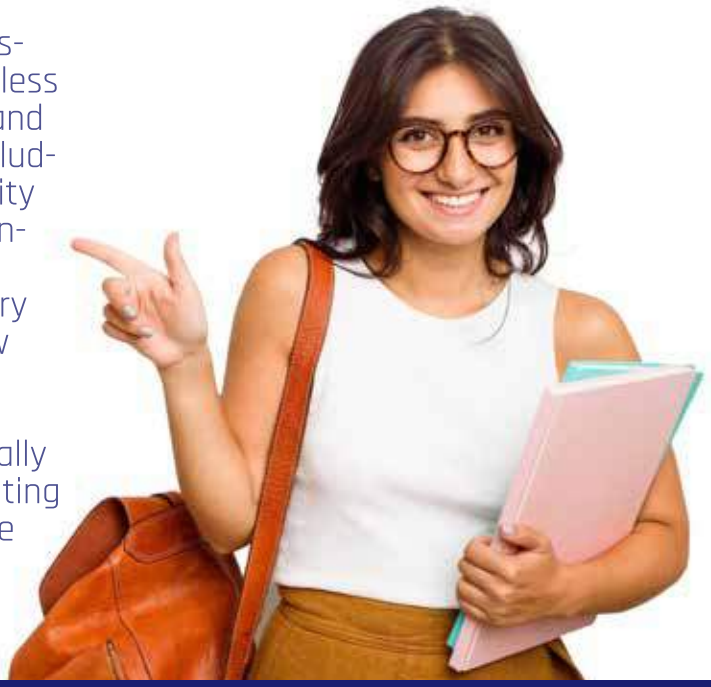
- Module 1 - Trends in Digital Marketing
- Module 2 - WordPress and Web Design
- Module 3 - Content Creation
- Module 4 - Metrics and SEO
- Module 5 - Online Advertising
- Module 6 - Social media marketing
- Module 7 - Google Analytics
- Module 8 - Email Marketing
- Module 9 - Monetization

5 Months - Advanced Certification Program in Digital Marketing

Online & Live - Classroom Training

In the modern age, the Internet has turn out to be an indispensable a part of our lives, permeating each thing. Countless individuals rely upon their laptops, tablets, smartphones, and computer systems to conduct diverse on line activities, including commercial enterprise operations. The surging popularity of the Internet has spread out giant opportunities for agencies to expand their presence in the digital realm. Consequently, the upward push in digitalization has given delivery to a demand for a new breed of specialists with know-how within the industry and digital advertising capabilities.

Introducing our "Advanced Digital Marketing" course, specially designed to meet the increasing demand for digital marketing skills and to tap into the promising job opportunities of the future.



CURRICULUM

Advanced Certification Program in Digital Marketing With 100% Assured Placements

+

Soft Skill

Learn the right body language, soft skills, & presentation techniques needed to become a professional.

Mock Interviews

To get ready for all interview rounds and questions, practice with multiple levels of mock interviews.

Portfolio Building

Make a standout marketing portfolio for demonstrating to your prospective employers and clients.

Resume Building

Create a powerful digital marketing CV highlighting your credentials, experiences, & skills to land a job.

Placements

Our recruitment specialist will help you optimize your job portals & provide interview opportunity.

Note :

With Advanced Certification Program, TekhPortal Academy will provide you with a complete understanding of the sector of digital marketing, making sure you have the practical abilities to reach the industry and agencies' work standards.

Learn From Industry's Leading Content And Certified Faculty

TekhPortal's content consultation & development team has members from Executive Level to CEO's & Founders.

The idea behind having such a wide hierarchy was to ensure that our content can offer students the exact knowledge required at each level.

This content is further delivered by our certified trainers who have practically implemented Digital Marketing in their careers and have also gone through an extensive Trainer Certification Program to maximise the program learning outcome

Role Specific Content
Content covering all major digital profiles

Industry Endorsed
Made in consultation with agencies & experts

Regularly Updated
Constantly updated content & processes

Certified Faculty
Experienced and subject certified faculty

Faculty Evaluation
Evaluated on delivery & skills regularly

Active Online
Reach out to 24*7 LMS for doubts, online

Placement Cell

Providing Central & Zonal Placement Activities

Our Placement cell is divided into Head office and Zonal Teams to ensure we are able to find and offer region wise Job and Intership opportunities for Candidates

In-Course Internships

LMS Jobs

Mock Interviews

Resume Building

Campus Drives

Interview Communication

What Our Students Say About TekhPortal Academy

Honest Student Testimonials (Google Reviews)

TekhPortal digital academy is, without a doubt, the finest digital marketing institute in Sahakarnagar Hebbal. Throughout my time at the institute, I gained a wealth of knowledge and skills. The staff members were remarkably supportive and always ready to assist me whenever I needed help. Overall, my learning journey with TekhPortal has been exceptional, and I encourage everyone to join and take advantage of their top-notch educational offerings.

Gowtham Gowda

I had recently been looking for best digital marketing in sahakar Nagar and came across TekhPortal Academy in Hebbal. Vijay Sir is very friendly and ensures that every concept is thoroughly understood and helps work on clients projects as well.

Shreyas M

If you are looking for a digital marketing company in bangalore, TekhPortal is your one stop solution. These guys provide you all the services and you do not need to go anywhere else.

UJWAL BA

I recently had the pleasure of attending the digital marketing program at TekhPortal Digital Marketing Academy, and I must say it was an outstanding experience from start to finish.

As someone with a keen interest in digital marketing, I was seeking a reputable institute to enhance my skills, and TekhPortal exceeded my expectations in every way.

Vijay Sir's explanations on each of the digital marketing concepts were very clear and easy to understand.

Nakul G Reddy

I had been enquiring about Digital Marketing Institutes from quite a few days and visited few around Hebbal and Yelahanka. There are some institutes that do fake claims of placements and I also enquired few students there and the responses were surprising. These highly reputed institutes does not finish the course in the given time and drag it to months together. Then I came across TekhPortal Academy in Sahakar Nagar and trust me my whole point of view towards the course changed. Young and energetic team with such commitment and personal assistance as they train students for the interviews and make them ready for the agencies and companies. I thank the entire team of TekhPortal Tea, for helping me with the course and guiding me in boosting my career.

Sagar R

Recently I joined tekhportal academy , professional trainers and good location.

NIKHIL JADAV

8 DOMAIN AND 28 FULL TIME JOB ROLES

DOMAIN 1

Search Engine Optimizer (SEO Executive)

A good search engine optimization helps you to get massive traffic on your website without spending a single penny.
This is the reason why there are terrific opportunities relating to SEO executive.

JOBS AVAILABLE

- ROLE 1 SEO INTERN
- ROLE 2 SEO & WEBMASTER
- ROLE 3 LINK BUILDING EXPERT
- ROLE 4 SEO EXECUTIVE
- ROLE 5 SEO SPECIALIST/ CONSULTANT

DOMAIN 2

Social Media Marketing

Social Media marketing is separated into two major roles, that are Community Building & Content Management. Both the roles require expertise and experience.

JOBS AVAILABLE

- ROLE 1 SOCIAL MEDIA INTERN
- ROLE 2 SOCIAL MEDIA MODERATOR/ EXECUTIVE
- ROLE 3 SOCIAL MEDIA STRATEGIST /COMMUNITY MANAGER
- ROLE 4 SOCIAL MEDIA AD SPECIALIST

DOMAIN 3

Content Marketing

Content marketing is all about creating and distributing valuable, informative, and relevant content to a clearly defined audience, and encouraging them to interact with your brand meaningfully.

Another benefits of being into content marketing is that you can work from home without any hustle.

JOBS AVAILABLE

- ROLE 1 SEO CONTENT WRITER
- ROLE 2 ECOMMERCE CONTENT WRITER
- ROLE 3 WEB COPYWRITER
- ROLE 4 CONTENT MARKETING CONSULTANT/ SPECIALIST

DOMAIN 4

Digital Advertising

Digital advertising, also called Internet advertising is when businesses leverage Internet technologies to deliver promotional advertisements to customers.

Digital advertising includes promotional advertisements and messages delivered through email, social media websites, online advertising on search engines, banner ads on mobile or websites and affiliate programs.

JOBS AVAILABLE

- ROLE 1 PPC SPECIALIST
- ROLE 2 DISPLAY AD MANAGER
- ROLE 3 DIGITAL MEDIA PLANNER

8 DOMAIN AND 28 FULL TIME JOB ROLES

DOMAIN 5
Analytics & Optimization

Analytic & optimization involves getting the audience data specific to your business, and customize your website accordingly.
Analyze customer behavior & developing custom reports specific to your goals.

JOBS AVAILABLE

- ROLE 1 WEB ANALYST
- ROLE 2 CRO SPECIALIST
- ROLE 3 DIGITAL ANALYTICS SPECIALIST- MOBILE, WEB, EMAIL, SOCIAL ANALYTICS

DOMAIN 6
Customer Relations

CR specialists are analysts who constantly examine and monitor a firm's practices with existing customers, helping to ensure the retention levels are as high as possible. They also analyze data to find ways to attract new customers, as well as assist in the rollout of such measures.

JOBS AVAILABLE

- ROLE 1 DIGITAL ACCOUNT MANAGER
- ROLE 2 ONLINE REPUTATION & HELPDESK SPECIALIST
- ROLE 3 AFFILIATE/PUBLISHER RELATIONS EXECUTIVE
- ROLE 4 DIGITAL PR/ INFLUENCER MARKETING SPECIALIST

DOMAIN 7
Business Development

Business Development specialists role is to assist their companies acquire new customers and sell additional products or services to existing ones; this means the role is a crucial one for any business that wants to grow & acquire customers in Digital Age.

JOBS AVAILABLE

- ROLE 1 INBOUND SALES SPECIALIST
- ROLE 2 DIGITAL SOLUTION SALES SPECIALIST

DOMAIN 8
Digital Marketing - Cross Domain

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

A Cross Domain Digital Marketing Specialist is generally preferred at startups & SMEs. Having many unidentified responsibilities & roles, these companies prefer a single resource to provide them a solution to their digital needs.

JOBS AVAILABLE

- ROLE 1 DIGITAL MARKETING INTERN/EXECUTIVE
- ROLE 2 DIGITAL MARKETING OFFICER/ STRATEGIST
- ROLE 3 DIGITAL MARKETING SPECIALIST/CONSULTANT

Digital Marketing Part Time/Freelancing Roles:

Affiliate Marketer:

You can earn as

Email Affiliate
Online Influencer
Blogger
Product Affiliate
PPC Affiliate

Services you can offer

Content Writing
Social Media Management
SEO Services
Lead Generation
Brand Consulting
Email & Marketing Automation
Marketplace Management

Fresher Career Growth Chart: Digital Marketing Professional in India*

7+ Years

CHIEF DIGITAL OFFICER
2 .5- 8 Lacs Per Month

5+ Years

HEAD
60K- 5 Lacs Per Month

3+ Years

LEAD
40k- 1.8 Lacs Per Month

1+ Years

DIGITAL MARKETING SPECIALIST
25k-60k Per Month

Freshers

EXECUTIVE
15k-40K Per Month
INTERN
6K-15K Per Month(Stipend)

*Note: Your Experience, Disciplined Learning, Personal Preferences and Interview Preparation play a crucial role in package you will receive.

Our Alumni's Work at

accenture
CASAGRAND
PURAVANKARA
unacademy
BYJU'S
Rakuten
TATA CONSULTANCY SERVICES
AT&T
PORTER

https://www.facebook.com/tekhportalacademy

https://www.linkedin.com/in/tekhportal

https://www.instagram.com/tekhportal_academy

TekhPortal Academy

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