EaseInternZ

Intern Stump ®

**EaseInternZ - An Intern Stump Product**

# Digital Marketing and Practice

This program designed to bridge the gap between academic learning and real-world application by offering participants hands-on training and exposure to the industry's practices, technologies, and challenges.

Domain:
**Management**

Duration:
**6 Months**

Mode:
**Online/In-Campus**

## Our Accreditations and Recognitions

#startupindia

NASSCOM®
Certified Member

MSME
सूक्ष्म, लघु एवं मध्यम उद्यम
MICRO, SMALL & MEDIUM ENTERPRISES

aws EdStart

Zoho for Startups

ANDHRA PRADESH
Innovation Society

## About Intern Stump

Intern Stump was announced on 26th June, 2021 and launched on 8th July, 2021 on a mission to make education more accessible, engaging, and effective for everyone. We believe that learning should be a lifelong journey, and that everyone has the potential to succeed. At Intern Stump, We believe that everyone should have access to high-quality skill based education, regardless of their domain background or circumstances. That's why we offer a wide range of online trainings and programs for learners in all skill levels. Intern Stump provides high-quality learning resources that inspire, engage, and enable individuals to achieve their learning goals. We strive to create an inclusive and supportive learning environment where every student can thrive. Intern Stump offers a wide range of courses across various Domains, catering to the diverse interests and needs of our learners. we have come a long way in our journey to make education more engaging, accessible, and effective.

## Intern Stump Products

Intern Stump offers EaseInternZ for live project training, SkillNex Data for analytics skills, FinTrack Skills for financial expertise, and Orate Nexus for communication and leadership development. These products provide focused upskilling in their respective areas to enhance career growth.
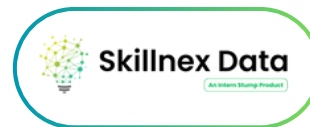


## About EaseInternZ

Welcome to EaseInternZ, your gateway to practical learning and real-world experience. As a proud product of Intern Stump, we are dedicated to transforming the way individuals gain skills and knowledge in today's competitive job market. Our platform is designed to bridge the gap between theoretical knowledge and practical application by offering training programs enriched with live projects and hands-on work experience.

# EaseInternZ Programs

EaseInternZ is committed to empowering professionals with the knowledge and practical expertise needed to excel in today's fast-paced and competitive job market. We offer a comprehensive range of upskilling programs designed to enhance your skills across various financial and analytical domains. Our programs are complemented by hands-on Live Work Experience, ensuring that learners gain real-world knowledge that can be immediately applied in their careers. By combining theoretical learning with practical application, we equip you with the confidence and competencies required to stand out and advance in your career, making you an invaluable asset to organization.

## Product Stages

### Domain Training
Get Subject or Domain training by the Subject Matter Experts

### Live Work Experience
Gain hands-on experience through real-world projects.

### Interview Training
Interview preparation will be taken care by corporate HRs

### Assessment
An Exclusive 8C assessment will be conducted by SMEs

## Product Progress

**4K+**
Certified Learners

**600+**
Active Learners

**08**
Available Programs

**15+**
Partnered Colleges

**15+**
Recognitions

**4.85**
Average Rating

# Digital Marketing & Practice

A Digital Marketing program equips students and professionals with the skills and knowledge needed to effectively manage online marketing strategies and campaigns. This program covers a range of topics essential for understanding and executing marketing efforts across digital platforms, ensuring business growth across various industries.

This program designed to bridge the gap between academic learning and real-world application by offering participants hands-on training and exposure to the industry's practices, technologies, and challenges.

## Stages in Program

### Domain Training
Get Subject or Domain training by the Subject Matter Experts

### Live Work Experience
Gain hands-on experience through real-world projects.

### Interview Training
Interview preparation will be taken care by corporate HRs

### Assessment
An Exclusive 8C assessment will be conducted by SMEs

## Program Highlights

**Online/In-Campus Training**

**6 Months Duration**

**Industry Led Project Training**

**Doubts Solving Sessions**

**Interview Preparation**

**Industry-Led Curriculum**

**Live Training**

**Exclusive Activities**

**Verified Certificate**

## Stage 1: Domain Training

Duration:
**2 Months**

Day Schedule:
**3 Hours/ Day**

### 01 Program Module

- Digital Marketing, Traditional Marketing Vs Digital Marketing, and its Evolution
- Various Techniques including Offline and Online Digital Marketing and their Importance
- Marketing Segmentation including Demographic, Psychographic, Geographic, etc.
- Marketing Strategies (Marketing Mix – 4Ps and 7Ps) and Customer-Centric Mixing
- Terminology in Digital Marketing Including SEO, On-Page, Off-Page, Leads, Traffic, etc.

### 02 Program Module

- Search Engine Optimization (SEO)
- Search Engine Optimization technique in Digital Marketing.
- Need for SEO: On-Page SEO, Off-Page SEO, Technical SEO, and Local SEO.
- Strategies and techniques for effective Search Engine Optimization.
- Case study on the importance of Digital Marketing for small-scale businesses.

### 03 Program Module

- Social Media Marketing and its role in the Digital Marketing
- Facebook, Instagram, X, Snapchat and LinkedIn Marketing and Procedure
- YouTube channel creation, monetization, and effective strategies for YouTube marketing.
- Facebook and Instagram marketing overview.
- Competitive analysis and framework for competitive analysis.

# Stage 1: Domain Training

Duration:
**2 Months**

Day Schedule:
**3 Hours/ Day**

## 04 Program Module

- Content Management and Website Management
- The concept of Content Management Systems (WordPress, WIX, Shopify, etc.).
- Creation of a website and steps for creating a website.
- Blog creation and the purpose of blogs, blogging by using Google Blogger and Medium
- Case study or live activity on content marketing.

## 05 Program Module

- Network and affiliate marketing offer passive income opportunities with minimal investment.
- Inbound marketing attracts customers through content, while outbound reaches directly.
- Neuromarketing uses psychology to influence consumer behavior and drive purchases.
- Budgeting allocates resources, while forecasting predicts future marketing performance.
- Neuromarketing optimizes ads and product designs based on consumer brain responses.

## 06 Program Module

- Working on Google My Business and Bing Business accounts creation.
- Pay-Per-Click, content creation, and content marketing strategies for digital success.
- Retail marketing in the digital era, focusing on e-commerce and channels.
- Recent developments and emerging trends in digital marketing impacting industries.
- Google Analytics and Working with Google Ad Sense Tool

## Stage 1: Domain Training

Duration:
**2 Months**

Day Schedule:
**3 Hours/ Day**

### 07 Program Module

- E-mail marketing is crucial for direct communication and customer engagement.
- E-Mail Marketing by Using Mail Chimp platform
- Lead generation focuses on attracting potential customers and converting them into sales.
- Conversion strategies aim to turn leads into paying customers, enhancing business growth.
- Self-promotion play a significant role in establishing credibility and expanding networks.

### 08 Program Module

- Practice sessions on Facebook and Instagram marketing to enhance social media presence.
- Various marketing strategies like mobile marketing, neuromarketing, and their effectiveness.
- Product life cycle and its stages, from introduction to decline, in marketing.
- Case study on marketing strategies followed by local businesses for growth.
- Campus ambassador program, its feasibility in recent marketing trends for brand promotion.

### 09 Program Module

- Working with the Introduction Chapter Including Objectives, Need for the study and etc.
- Working with the Industry Profile and Company Profile Chapter
- Working with the Theoretical Framework Chapter
- Working with the Results and Discussion or Data Analysis Chapter
- Working with the Findings, Suggestions and Conclusion Chapter

# Stage 2: Interview Training

Duration:
**1 Month**

Day Schedule:
**3 Hours/ Day**

**01** Program Module

- **Just A Minute Sessions:** JAM (Just A Minute) sessions are dynamic training activities that improve communication and public speaking skills. Participants are challenged to speak on a given topic for one minute without hesitation or repetition. These sessions help build confidence, enhance quick thinking, and sharpen articulation, making them a valuable exercise for personal and professional development.

**02** Program Module

- **Mock Interviews:** Mock interview preparation is an essential practice to enhance interview skills and boost confidence. It simulates real interview scenarios, allowing candidates to practice responding to common questions, handling pressure, and refining communication techniques. This exercise helps identify areas of improvement, providing valuable feedback to improve performance, and increase the chances of success in actual interviews.

**03** Program Module

- **Presentation Activities:** Presentation activities are designed to enhance communication, public speaking, and presentation skills. Participants prepare and deliver presentations on various topics, helping them build confidence in expressing ideas clearly and engagingly. These activities focus on improving content organization, visual aids usage, body language, and voice modulation, making them crucial for professional and academic success.

## Stage 2: Interview Training

Duration:
**1 Month**

Day Schedule:
**3 Hours/ Day**

### 04 Program Module

- **Group Discussion Preparation:** Group discussions are interactive sessions that foster effective communication, teamwork, and critical thinking. Participants engage in conversations on a specific topic, sharing perspectives and analyzing various viewpoints. These discussions help improve listening skills, articulate ideas clearly, and develop the ability to collaborate. They are essential for building confidence, leadership, and problem-solving abilities in a group setting.

### 05 Program Module

- **Resume Building Session:** Resume enhancement sessions focus on improving the structure, content, and overall presentation of resumes. Participants receive personalized feedback on how to highlight their skills, achievements, and experience effectively. These sessions also provide guidance on tailoring resumes to specific job roles, optimizing keywords for Applicant Tracking Systems (ATS), and creating a professional and compelling first impression.

### 06 Program Module

- **Mock E2E Interview Session:** End-to-end mock interview sessions simulate the entire interview process, providing a thorough preparation experience. Candidates go through each stage, from resume screening and initial interviews to technical and behavioral rounds. These mock sessions include real-time feedback on communication, problem-solving skills, and interview techniques, helping participants gain confidence and refine their responses for actual job interviews.

# Stage 3: Live Work Experience

Duration:
**3 Months**

Day Schedule:
**3 Hours/ Day**

## 01 Program Module

- **Social Media Campaign:** In this task, learners will design and execute a comprehensive social media campaign. The process includes developing a strategic approach tailored to specific business objectives, creating engaging content for various platforms, and monitoring the performance of the campaign. The analysis will focus on engagement metrics such as likes, shares, and comments to evaluate the effectiveness of the campaign.

## 02 Program Module

- **SEO Optimization Plan:** Learners will develop and implement an SEO optimization plan that includes thorough keyword research and analysis. The strategy will focus on both on-page and off-page SEO techniques to improve search engine rankings. The plan also includes optimizing website content, meta tags, and images, while addressing technical SEO aspects such as page load speed and mobile-friendliness.

## 03 Program Module

- **E-Mail Marketing:** In this task, learners will manage an email marketing campaign from start to finish. This includes designing visually appealing and effective email templates, segmenting the audience for targeted messaging, and personalizing content. After sending the campaign, learners will analyze performance metrics such as open rates, click-through rates, and conversions to measure the effectiveness and refine future email strategies.

# Stage 3: Live Work Experience

Duration: **3 Months**

Day Schedule: **3 Hours/ Day**

## 04 Program Module

- **Pay-Per-Click Campaign:** This task involves setting up and managing a Pay-Per-Click (PPC) campaign on platforms like Google Ads. Learners will create targeted ads, select relevant keywords, and define the campaign budget. They will also monitor the performance through metrics such as impressions, click-through rates, and conversions, making adjustments to bidding strategies and ad creatives to optimize the campaign's return on investment (ROI).

## 05 Program Module

- **Content Management:** Learners will create a comprehensive content management strategy that covers the entire content lifecycle, from creation to distribution. This involves crafting engaging content that resonates with the target audience, identifying the best platforms for content distribution, and measuring engagement metrics. The focus will be on fostering audience interaction and adjusting the content strategy based on performance insights.

## 06 Program Module

- **Website Analytics:** In this task, learners will utilize Google Analytics to monitor website traffic and user behavior. They will implement strategies to improve the user experience (UX), focusing on metrics such as bounce rates, session duration, and conversion rates. By analyzing the data, learners will make recommendations for optimizing site navigation, content placement, and overall website performance to boost conversions and user engagement.

# EaseInternZ Program Fee

## Program Fees

Scan to get Fee Details

✓ 6 Months Validity

✓ Live Training Sessions

✓ Doubts Solving Sessions

✓ Project Preparation Assistance

✓ Free Webinars and Workshops

✓ Placement Assistance

✓ Certificate of Completion

✓ Live Work Experience

**Scan to get Program Schedule**

## Why Intern Stump Product?

✓ Affordable Prices compared to any other Ed-Tech Company

✓ Industry Recognized Certificate

✓ Startup India Recognised Ed-Tech Company

✓ An ISO 9001:2015 and 21001:2018 Certified Company

✓ Exclusive Doubts Solving Sessions with Experts

✓ Live Work Experience for 3 Months

✓ Work Experience Certificate on the Domain

✓ Live Training by the Industry and Subject Matter Experts

✓ Free Resources and Exclusive Webinars by Industry Experts

✓ User Friendly LMS and Website, 24/7 Support from Intern Stump Team

**Scan to get more details**

# Intern Stump Partners

Scan to get more details

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## Product of Intern Stump

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