



DIGITAL MARKETING BOOTCAMP

Guaranteed Job in Top Agencies and Brands*

- **Specialization:** Performance Marketing (Paid Media)
- **Rs. 2.4 to 8 LPA** Starting Salary
- **5-10** Seats only

- Performance Marketing Bootcamp
- Guaranteed placement in GMR and other top brands
- 5 + 1 seats only (1 for needy and deserving candidate)
- 3 months cohort + 1 month live internship | 2 hours per day on weekdays | LIVE Offline classes | <Anupam, Abhishek - suggest Salary>

About “EvolvPro”

Welcome to EvolvPro - a dynamic hub for performance marketing excellence co-founded by Anupam Rajey and Abhishek Pastore. Our institute stands as a testament to their shared vision and passion for reshaping the digital marketing landscape.

Founders: Anupam Rajey - With a remarkable career spanning over 12 years in the performance marketing realm, Anupam brings an invaluable depth of experience in driving growth through strategic insights and innovative campaigns.

Abhishek Pastore - An accomplished marketer known for his creative prowess and strategic thinking, Abhishek has a knack for crafting compelling brand narratives that leave a lasting impact.

Vision Statement

At EvolvPro, we envision a world where marketers are empowered with the skills to thrive in a rapidly evolving digital landscape. Our mission is to provide a platform for honing expertise, fostering innovation, and creating meaningful connections.

Clients We Have Empowered: Over the years, Growthify has had the privilege of partnering with a diverse array of clients, including:

TechNova Solutions - Elevated their online presence through data-driven social media campaigns, resulting in a 30% boost in lead generation.

Nature's Harvest Market - Implemented a holistic SEO strategy, leading to a 50% increase in organic website traffic and online sales.

HealthWave Clinic - Orchestrated an integrated content marketing approach, securing a top-tier industry authority and a 40% rise in patient inquiries.

These collaborations underscore our commitment to delivering tangible, quantifiable results. As we continue to innovate and shape the future of performance marketing, we invite you to embark on your growth journey with Growthify. Unleash your potential, transform your strategies, and embrace the power of performance with us.

Curriculum

Module 01

Introduction to Performance Marketing

- ✎ Understand the concept of performance marketing and its importance in digital advertising.
- ✎ Identify key performance indicators (KPIs) used to measure marketing success.
- ✎ Explore various channels and platforms used in performance marketing.
- ✎ How does performance marketing differ from traditional marketing approaches?
- ✎ Why is it essential to measure and analyze KPIs in performance marketing?

Module 02

Target Audience and Persona Building

- ✎ Learn how to define a target audience for performance marketing campaigns.
- ✎ Understand the process of creating detailed buyer personas.
- ✎ Explore techniques for segmenting audiences based on demographics and behaviors.

Module 03

Crafting Compelling Advertisements

- ✎ Master the principles of creating compelling ad copy and visuals.
- ✎ Explore different ad formats and their impact on audience engagement.
- ✎ Understand the role of A/B testing in optimizing ad performance.

- ✎ Create an A/B test for ad copy variations and analyze the results.
- ✎ Design a mock performance marketing campaign with different ad formats.

Module 04

Data Analytics and Conversion Tracking

- ✎ Learn the basics of data analytics and its role in performance marketing.
- ✎ Understand importance of conversion tracking and its impact on campaign optimization.
- ✎ Explore tools and platforms for analyzing marketing data.
- ✎ Set up conversion tracking for a hypothetical campaign and analyze the results.
- ✎ Interpret data from a sample performance marketing dashboard.
- ✎ How can data analytics inform marketing strategies and decision-making?
- ✎ What insights can be gained from analyzing conversion tracking data?

Module 05

Budgeting and ROI in Performance Marketing

- ✎ Understand the principles of budget allocation in performance marketing.
- ✎ Learn how to calculate return on investment (ROI) for marketing campaigns.
- ✎ Explore strategies for optimizing budget allocation based on campaign performance.
- ✎ Create a budget allocation plan for a given marketing campaign scenario.
- ✎ Calculate ROI for a sample performance marketing campaign.
- ✎ Why is effective budget allocation crucial for performance marketing success?

- ✎ How can you optimize budget allocation based on ROI and campaign performance?

Module 06

Capstone Project - Design Your Performance Marketing Campaign

- ✎ Apply knowledge from previous modules to create a comprehensive performance marketing campaign.
- ✎ Develop a project plan outlining campaign goals, target audience, ad creatives, and budget allocation.
- ✎ Present and justify your campaign proposal based on performance marketing principles.
- ✎ Design a complete performance marketing campaign for a fictional product or service.
- ✎ Present and defend your campaign proposal to the class.
- ✎ Group reflection on the challenges and lessons learned during the campaign design process.

Module 07

Performance Marketing using AI tools like ChatGPT

- ✎ Learn to create an effective Customer Persona
Creating ads for Facebook, Google, and LinkedIn
Social Media Content Planning & generating engaging social media updates using Chat GPT
Identifying hashtags, topics, and keywords for social media posts.
- ✎ Using Chat GPT to create compelling emails, effective subject lines and assess email potential.
Creating and optimizing funnels for your business and marketing channels.
- ✎ Identifying bottlenecks and drop-off points
Generating insights from marketing metrics
Understanding.

Module 08

Interview preparation

- ✎ Salary starting min Rs. 2 LPA will be guaranteed when you crack any 1 out of 3 interviews - if you fail, you repeat in the next batch at NO EXTRA COST!

Module 09

The Fail Fast- Scale Fast Mindset

- ✎ How to make the most out of this program in 8 weeks.
- ✎ Fundamentals of goal and mindset setting for Facebook Ads
- ✎ How to break free from self-doubt and unleash your full potential by overcoming limiting beliefs.
- ✎ Confidently put more budget in your ads without the fear of making a loss.

This framework helped us go from making 10k/month to upwards of 5L/month.

Trainee will apply everything they've learned to create a comprehensive campaign proposal, from defining their target audience to crafting compelling ads and optimizing their budget. By the end of this module, they'll have a fully developed campaign that showcases their mastery of performance marketing.

Projects

Hands-on experience in Optimising and Growing multiple **D2C (Direct To Customer)** Brands with your mentor.

Participants will work with Mentor to optimize ads for different real life D2C Brands. They will also get to experience and analyse the results with mentors on regular basis. Participants will be given budget to spend on D2C Brands as part of group assignments.

Run Campaigns for various Affiliates

Work alongside mentors to experience Ad campaigns for Lead sourcing and Sales related affiliates.

Tools Covered



FACEBOOK
Business Suite



Ads Manager



Google Ad Manager



Google Tag Manager



Google Ads
Editor



Keyword Partner

Digital Marketing Bootcamp Mentor

Digital Marketing bootcamp is being designed & developed in association with a number of industry partners and digital marketing thought leaders, who have contributed to the curriculum, will play a role in mentoring the participants, and will finally hire the participants. No wonder, the participants of this digital marketing bootcamp will get the BEST salaries offered in the industry.



Anupam Rajey

[in](#) /anupam-raje



Abhishek Pastore

[in](#) /abhishekpastore



Deepa Adhikari

[in](#) /deepa-adhikari



Prashant Parashar

[in](#) /prashant-p



Pyara Singh Katuria

[in](#) /pyara-singh-katuria

Who Should Attend?

We are looking for committed participants who are available to join full-time by end of the program. www.evolvpro.com



Students (Graduate/Post Graduate)

Who are available to join full time by end of the program



Freshers

Who want to start a rewarding career in Digital Marketing

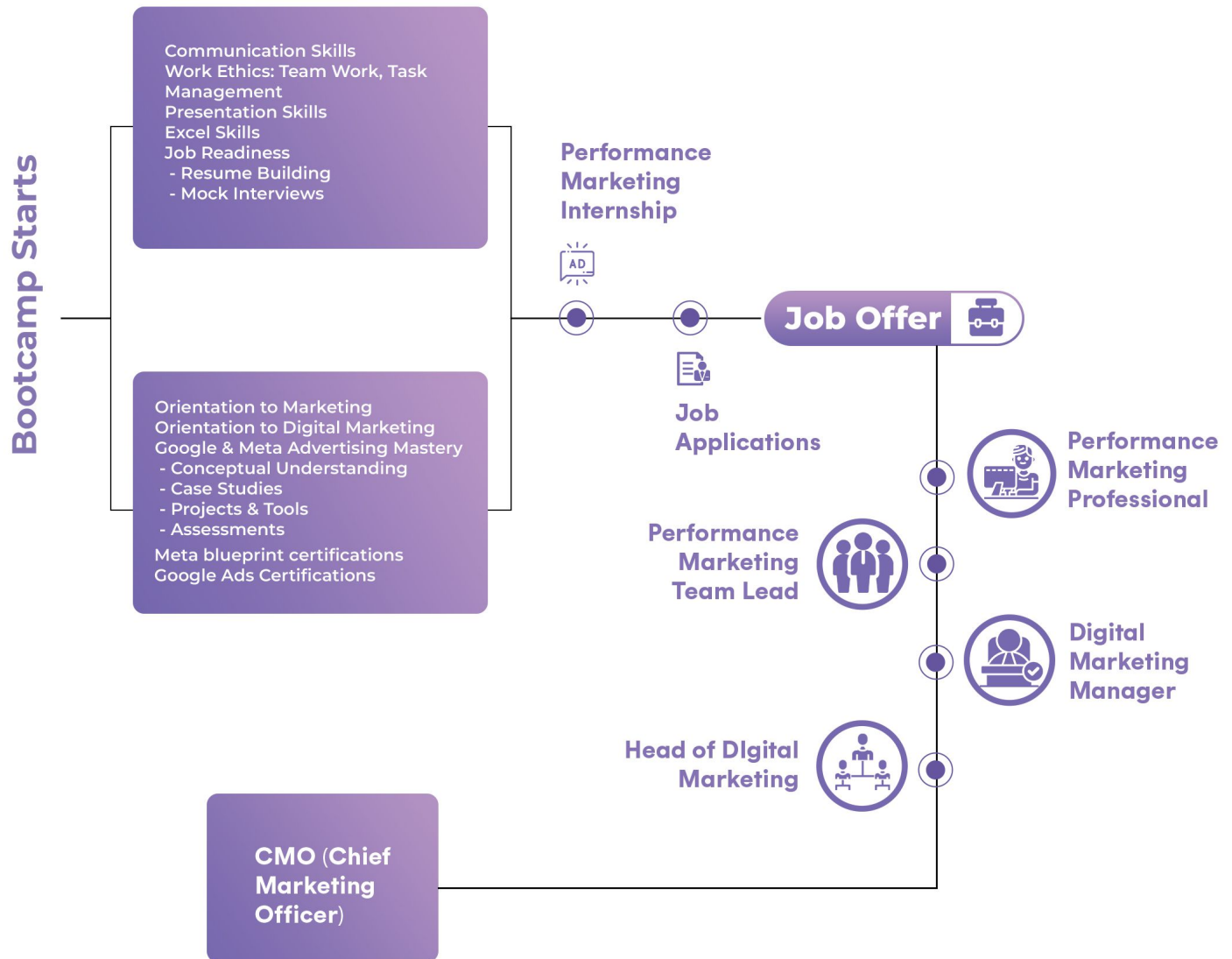


Young Professionals

(Under 30 Years of Age)

Who are looking at building a career in Digital Marketing

Roadmap to Building a successful Career in Performance Marketing



In-depth training on Meta Advertisement

- ✎ Basics, Creatives, Ad Planning & Buying and Meta Legal Compliance.
- ✎ Managing Business presence on Meta platforms using Meta.
- ✎ Business Suite and Business Manager.
- ✎ Ad Management using Meta Ad Manager.
- ✎ Meta's Policies on Data, Privacy and Compliance Issues.
- ✎ Leveraging Data on Meta for Generating Insights.
- ✎ Ad Creative Essentials and its impact on Performance.
- ✎ Ads Optimization Strategies for Campaigns and Targeting.
- ✎ Parameters.
- ✎ Exploring Targeting options and defining your Audience on Meta.
- ✎ Meta Ads Bidding Strategies.
- ✎ How to identify winning products for generating Online Sales?
- ✎ Meta Ads – Structure for Scale Model.

In-depth training on Google Ads

- ✎ Google Analytics
- ✎ Introduction to Google Ad Network
- ✎ How does SEM Auction work?
- ✎ Google Ad Formats & Terminologies
- ✎ In Depth implementation of all Google Campaign Types
 - Search Campaign
 - Display Campaign
 - Video Campaign
 - Shopping Campaign (PLA)
 - App Campaign
- ✎ www.evolvpro.com
- ✎ Understanding Bidding Strategies
- ✎ Campaign Optimisation Techniques & Best Practices
- ✎ Conversion Tracking & Retargeting
- ✎ Introduction to Performance Max Campaigns (New)
- ✎ Orientation to Programmatic Advertising
- ✎ Understanding the concept of Google Analytics
- ✎ Collecting actionable data using GA4
- ✎ Standard Reports & Conversion Set up
- ✎ Campaign Tracking

Performance Marketing with AI Tools including ChatGPT

- ↘ Text Editing Formulas
- ↘ Learn to create an effective Customer Persona
- ↘ Creating ads for Facebook, Google, and LinkedIn
- ↘ Social Media Content Planning & generating engaging social media updates using Chat GPT
- ↘ Identifying hashtags, topics, and keywords for social media posts
- ↘ Using Chat GPT to create compelling emails, effective subject lines and assess email potential
- ↘ Creating and optimizing funnels for your business and marketing channels
- ↘ Identifying bottlenecks and drop-off points
- ↘ Generating insights from marketing metrics
- ↘ Understanding how to use prompts in Chat GPT for digital marketing tasks

Google Analytics

- ↘ Understanding concept of Google Analytics
- ↘ Collecting actionable data using GA4
- ↘ Standard Reports & Conversion Set up
- ↘ Campaign Tracking

A Typical Day in the Bootcamp

Daily Training Schedule (3 Hrs a day)

SESSION DETAILS	MORNING BATCH
Day Creation and Queries Resolution	11:00 Am to 04:00 Pm
Lecture Session	11:00 Am to 04:00 Pm
Task Kickstart Discussion	11:00 Am to 04:00 Pm
Break	11:00 Am to 04:00 Pm
In class Task Execution	11:00 Am to 04:00 Pm
Task Completion Discussion	11:00 Am to 04:00 Pm
Day Completion and Consolidation	11:00 Am to 04:00 Pm

Industry Case Studies

Eno Reaching rural audiences with facebook ads in local languages.



Earning more car loan leads with facebook photo and video ad.



Chumbak spreads the words and increases sales by 35% in 3 months.



Promoting a new in-store pickup service with facebook link ads.



Build a user-based recommendation model for amazon. perform exploratory data analysis and build a recommendation model on the given amazon dataset.



EvolvPro Certification

On successful completion of this bootcamp, you will be awarded a Digital Marketing Certification from EvolvPro



Certificate Image

95000+ Delighted Participants

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Hrishabh Dubey

Social Media Consultant, FxPay Services [Rs 4.8 LPA]

EvolvPro is a unique course as it's practical and focused. I learn to make a brand identity using my skills while getting the support of the experts in EvolvPro. I've been able to learn how to lead a successful life as a Digital Marketer through the practical focused way of teaching them.

Anurima Modi

Social Media Consultant, FxPay Services [Rs 4.8 LPA]

This Bootcamp has helped me to gain expertise in Meta Ads. There was no doubt that the trainers were experts in their field, and they answered all my questions. We were given daily assignments that stimulated our thinking. Everyone on the team was very helpful. The placement team took care of our specific requirements. I got placed as a Social Media Consultant at FXPAY Services.



Priyanka Shukla

Social Media Consultant, Skovian [Rs 4.8 LPA]

EvolvPro has provided me with one of the best and most awesome learning experiences. I learned everything about "Marketing Knowledge" that is required for training and placements. Trainers are so good at educating with relevant industry experience.

Nazmul Hasan Shekh

Social Media Consultant, FxPay Services [Rs 4.8 LPA]

EvolvPro helped me in getting the right knowledge and confidence that I needed to succeed as a Digital Marketer. As EvolvPro focuses more on practical knowledge rather than theoretical knowledge, which helped me acquire expertise in the Meta Platform. Without the help of EvolvPro, I could not have been a Digital Marketer.



Industry Vouches for EvolvPro



Virginia Sharma

Ex - Director, LinkedIn Marketing Solutions

The work EvolvPro does is very important to help traditional companies and marketers reinvent themselves to become digital.



Aparna Lal

Marketing Lead, Global Demand Center

EvolvPro is doing a great job in making everyone digital ready!



Sakhee Dheer

Ex - Digital Marketing Lead, Facebook

EvolvPro is doing a great job in making everyone digital ready!



Amit Jain

CEO & Co-Founder

We will be happy to hire EvolvPro Alumni for our Digital Marketing requirements.



Guaranteed Job* (with a Salary of Rs 2.4 LPA to Rs 8 LPA)

We promise to support everyone who participates in our program seriously. We provide placement support with job guarantee to all participants after they fulfil Job Guarantee requirements.

Job Guarantee Requirements

You should be serious about your participation

- Attend 80% of the Classes

- Complete all In-class Tasks and Capstone Project

- Score above 70% in Internal Assessments

What are Internal Assessments?

This training program is divided into 3 phases:

- Phase 1: Understanding of Digital Marketing Techniques

- Phase 2: Google Ads

- Phase 3: Meta Ads

At the end of each phase, you will have written as well as viva assessments on your communication skills as well as Digital Marketing Understanding.

You will have to score min 70% in your exam to get a Job Guarantee(80% of our past students are able to score about 70%).