DIGITAL (डिजिटल मार्केटिंग)
MARKETING

"Elevate Your Codeing Journey with Ideallearning:

Where Innovation Meets Education!"

Website Development

Full Stack Development Java

Full Stack Development PHP

Digital Marketing Advanced

100%
Scholarship

100%
PLACEMENT

केवल अभ्यास पर निर्भर करें,

10% theory, 90% practical अनुभव!

ABOUT IDEAL LEARNING

OUR HISTORY:

When we established Ideallearning, our goal was to provide anyone in the world with the ability to gain the skills required to prosper in the twenty-first century. We set out to design a new, interactive learning experience that would be entertaining, flexible, and accessible to as many people as possible. Since then, we have assisted millions of students around the world in unlocking modern technical abilities and realizing their full potential through code.

Ideallearning is the online Edutech platform. Ideallearning aims to offer solutions for anytime, anywhere learning to overcome the drawbacks of the conventional educational system and make learning enjoyable. We empower learners to excel in the global workforce by providing professional mentorship through our tech-powered courses in Indians' first language. We help students of all types and sizes prepare for the path ahead - wherever it leads. Our curated collection of business and technical courses helps them to go further by placing learning at the centre of their strategies.

We combine technical innovation with high-quality material and great customer service to achieve ongoing academic progress and provide the best and most fruitful learning experience for the student. Through a series of online courses and hands-on projects, our Learners can gain real-world skills through our website

IMPROVING LIVES THROUGH LEARNING:

Whether you want to learn or to share what you know, you've come to the right place. As a global destination for online learning, we empower individuals with flexible and effective skill development with our online and offline courses.

Ideallearning creates an Ecosystem in which Everyone Can Excel

MISSION:

Breaking Language Barriers
Language plays a major role in effective learning. And, not everyone finds it easy to learn in a language that is not their first. We break down these barriers by offering mentorship in a local language

Tailored for Deep Demographics
Our career acceleration programs are designed exclusively for students from India's 2, 3, and 4-tier cities. We want to help them realize their full potential, regardless of where they live or what language they speak.

Emphasizing Hands-on Projects
Due to a lack of resources, 80% of job seekers frequently lack practical skills. Our unique approach encourages students to roll up their sleeves, get involved, and create real-world projects that are relevant in today's competitive employment market.

About Bootcamp:

The Bootcamp is intended for students in their final year of college or working professionals who want to jumpstart their career in technology. The Bootcamp is designed to get you hired and includes best-in-class instructor-led training, tons of hands-on exercises and assignments using Cloud Labs, and much more.

Create a strong project portfolio, prepare for interviews at product-based organizations, and begin your career as a developer.

Learn how to design, deploy, protect, and scale programs in order to gain experience in the user interface, business logic, and database stacks.

Placement Stas:

We have one of the greatest off-campus placement records. Many of our top students from

Various courses have been recruited by well-known Corporations. Our students accepted job

Offers from companies such as:

- IBM
- AI FUND
- Zomato
- Fidelity
- Airbus
- Delhivery and many more

80,000 Career Transition

35% Average Salary Hike

11 LPA Average Annual Salary

600+ Hiring Partners

Digital Marketing Advacnd

The digital marketing course from one of India's best websites Ideallearning will help you advance your career and stand out from the crowd. In this Digital Marketing Course, you will gain competence in prominent Generative Al Tools such as Chat GPT, MidJourney, and many more.

Digital Marketing Course Highlights

- Up-to-date modules integrated with Generative Al
- 15+ Case Studies and Live Projects
- Video Library with 90+ Tools
- Fortnightly Coaching by Industry Mentors
- Personalised Resume Feedback
- Mock Interviews by Hiring Managers
- Daily Doubt Resolution
- Video classes
- Tutorials on using ChatGPT in digital marketing
- New specialisation on Generative Al in digital marketing

Certification Course on Digital Marketing via Offline or Online

Best-in-class digital marketing course content is offered in the form of online marketing classes, recorded video lectures, case studies, and live projects by prominent faculty and industry professionals. Now includes Generative Al components.

Full Stack Development Java

For anyone who wishes to start from scratch, this course by Mycodeing covers every part of web development with Java.

What you'll learn

- Proficiency in Java 11. Full stack Java Development with Java, Mss ql.
- Spring, Hibernate
- Proficiency in Eclipse
- Obtain Core Java skills
- Essential Java basicsS
- All concepts of Object-Oriented Programming
- How to use the 'static' keyword and 'nested and inner' classes
- Layouts and Grid Layout
- Learn SQL basics with SSMS (SQL Server Management Studio)
- Use SQL commands to filter, sort and manipulate strings, dates
- Numerical data from different sources
- Retrieving data from database with different scenarios
- User privileges, permission commands and roles
- Build awesome Web Applications using Spring Boot

Website Development

Whether you're just storting out or already have some experience, Ideallearning offers various Website Development courses designed to fit your needs. Curated from top educational institutions and industry leaders, our selection of Website Development courses aims to provide quality training for everyone from individual learners seeking personal growth to corporate teams looking to upskill. For those professional advancement, skill acquisition, or even a new career path, these Website Development courses can be a valuable resource. Take the nextstep in your professional journey and enrol in a Website Development course today with us!

Full Stack Development PHP

Full Stack Development is a software profession/stream where a developer deals with both the Frontend (client-side) and Backend (server-side) of a tech product. A Full Stack Developer is proficient in several technologies that help in developing a robust tech product, and thus plays a major role in making decisions for the company. It is one of the high-demand jobs in the software industry. So, Join this course with Ideallearning!

What you'll learn

- Become a Web Developer and Start Earning.
- Apply for a Job as a Junior Web Developer.
- Become a Freelancer Web developer on Fiverr or
- UpWork.
- Build a Website with WordPress, PHP and Laravel and
- Sell Online.
- Start your own online Business.
- Learn to build websites.
- Be proficient with databases and server-side
- languages with PHP and MySQL.
- Become a front-end and Back-end developer
- Complete Full Stack Developer

MERN

MERN is widely utilized in the development of mobile and web applica -tions, As a result, many firms require developers who are familiar with this system. Begin learning the MERN stack on Mycodeing today. Numerou MERN stack courses are led by expert professionals who can help you comprehend this dynamic integrated system regardless of your ability level.

What You'll Learn in MERN

- What You'll Learn in MERN
- Learn how to build a big full-stack app from scratch
- Learn how to connect Front-End applications (React) with

  Backend applications (Express, MongoDB, NodeJS)
- Learn how to implement JWT for authentication and

MARKETING

Larval

The Larval course by Ideallearning is part of the Secure Coding in Laravel Specialization. Laravel has become one of the most popular if not the most popular PHP framework. Employers are asking for this skill for all web programming jobs and in this course we have put together all of them, to give you the best chance of landing that job; or taking it to the next level.

• When you enrol in this course, you'll also be enrolled in this Specialization.

• Learn new concepts from industry experts

• Gain a foundational understanding of a subject or tool

• Develop job-relevant skills with hands-on projects

• Earn a shareable career certificate

Next Js

Learn NextJS from the Scratch and build production-ready fullstack ReactJS apps with the NextJS framework! Join this amazing course with us!

What You'll Learn in MERN

• You will be able to learn API Routes

• Single File Components

• Server Rendering.

• SSG and SSR (Static-site Generation) (Server

• Side Rendering)

• Automatic Routing

• Layouts

• Prefetching

• File System Routing

• CSS Styling with JSX

हम दुसरो से अलग क्यों है!

Ideal Learning	Others
> 90% Practical 10% Theory	> Self Practical 90% Theory
> Daily Class (2 Hours)+ Full Day Practice	> Only Class (2 Hours)
> Real Project Practice	> Dummy Project Practice
> Agency Expert Trainer	> Educational Expert Trainer
> 100% Placement Without Any Internship	> Required Internship
> Advance Digital Marketing + Internship Certificate	> Normal Digital Marketing
> Graphic Design	> None
> Sales Strategy	> None
> Sales Pipeline Stratgy Sales Pitch Sales Closure Bidding Sales Cyclie	> None
> Business Development training	_____
> Managment	_____
> Project Managment	_____
> Client Managment	_____
> Portfolio Managment	_____
> Business Oparation Managment	_____
> Discipline Managment	_____
> Freelancing Road Mapping	_____

D To C Marketing

हम केवल डीजीटल मार्केटर नंही वल्कि ENTREPRENEUR बनाते हैं!

Others :

COURSE ENROLL → COURSE JOURNEY

↓

ONLY THEORY & PRACTICAL ON DUMMY PROJECT

↓

YOU GET ONLY 25% VALUE

Ideal Learning :

COURSE ENROLL → COURSE JOURNEY

↓

THEORY & PRACTICAL ON OUR REAL PROJECT OF CLIENT

↓

YOU GET ONLY 100% VALUE

WHICH PROVIDE REAL-LIFE INDUSTRY EXPOSURE

BENEFIT

ELIMENATION OF 3 TO 6 MONTH FREE INTERNSHIP
WORTH RS. = 90, 000

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COURSES

DIGITAL MARKETING ADVANCED

OVERVIEW:

The digital marketing industry is growing at a fast pace. This field has become a booming career today and the demand for skilled online marketers will increase all the more in the coming years.

If you develop the essential skills, you can make the most of this growing field and make a great career. At Ideallearning, we have been offering offline and online digital marketing courses in India with certificates and throughout the years, we have understood the learners' expectations and created the curriculum accordingly. This makes us the best platform in India for digital marketing course.

Whether you are a college learner, recent graduate, job seeker, existing digital marketer, freelancer, business owner, or someone looking to grow in this field, then our strategic online course on digital marketing is for you.

With this course, you can become a Digital Marketing Manager, SEO Expert, PPC Specialist, Content Marketer, YouTube Manager, Social Media Manager, or even start your agency.

CURRICULUM:

Well-structured & comprehensive curriculum designed according to the latest trends and industry standards!

INTRODUCTION TO DIGITAL MARKETING

> What is Digital Marketing?
> Scope of Digital Marketing
> Requirement of Digital Marketing
> Latest Trends in Digital Marketing
> Digital Marketing for Working Professionals
> Digital Marketing for Small, Medium, and Large Businesses
> Job opportunities in Digital Marketing

SUCCESSFUL DIGITAL MARKETING CASE STUDIES

> Objectives of Online Marketing
> Elements of Successful Digital Strategy
> Secrets of Successful Digital Marketing Campaigns

Graphic Designing Using Canva

> Digital Banner Designing
> Graphic Design Fundamentals
> How to Use Canva?
> Logo & Graphic Designing
> Live Practice– Designing Logos and Banners

Domain Marketing

> What is a Domain Name?
> Types of Domains and Extensions
> How to Buy the Right Domain Name?
> What is Web Hosting, cPanel & FTP Account?
> What is Domain Marketing?
> How to Sell a Domain Name?
> Top Domain Selling Platforms

Building WordPress Websites

> What is WordPress?
> Why Learn WordPress in Digital Marketing?
> WordPress.com vs WordPress.org
> WordPress Page Builders
> WordPress installation and Creating 1st Website
> WordPress Plugins and Settings
> Using WordPress for Blogging
> WordPress for Personal Websites
> WordPress for Business Websites
> WordPress for eCommerce

eCommerce Website Development With Shopify

> Shopify Introduction
> Why Use Shopify for eCommerce?
> Setting up a Free Shopify Account
> Important Tools for Shopify
> Building an eCommerce Site With Shopify

Google AdSense

> What is Google AdSense?
> Account Approval & Account Setup
> AdSense Guidelines & Requirements
> Niche Content Research
> Traffic Strategy

Google Analytics

> Basics of Google Analytics
> How to Set Up Google Analytics?
> Concept of Cookies
> Understanding Website Analytics
> Reports in Google Analytics
> Users/Access in Google Analytics
> Audience Creation in Google Analytics
> Google Analytics for SEO
> Google Analytics for PPC Campaigns
> Important Metrics in Google Analytics
> Ecommerce Tracking
> Analytics Report Creation
> Filter Creation
> Understanding Attribution
> Alternatives to Google Analytics
> Similar Products
> Link Tracking
> UTM Parameters

Google Tag Manager + Google Analytics

> What is Google Tag Manager?
> Setting up Google Tag Manager
> 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
> eCommerce Events Tracking With GTM
> Facebook Pixel + GTM
> Facebook Events Tracking With GTM

Email Marketing

> What is Email Marketing?
> How to do Email Marketing?
> Top Tools for Email Marketing
> Automation in Email Marketing
> Omnichannel Marketing
> How to Write an Email?
> Important Metrics for Email Marketing
> Call to Actions in Email Marketing
> Email Cycles
> Conversion Rate Optimization
> Spam Score in Email Marketing
> Lead Generation
> Email Marketing Funnels

EMAIL
Marketing

Social Media Marketing

Facebook Marketing

> Basics of Facebook Ads
> Working on 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

> Instagram Profile Creation
> Profile Customization
> Best Practices for Instagram Posts
> Instagram Growth Strategy
> Importance of Hashtags
> Working on the Instagram Algorithm
> Running Ads on Instagram
> Case Studies
> Buyer Persona

Social Media Marketing

LinkedIn Marketing

> Introduction to LinkedIn
> Best Practices for Profile Setup
> Best Practices for Posts
> LinkedIn Advertising
> Facebook vs LinkedIn Advertising
> LinkedIn Ad Objectives
> LinkedIn Ad Formats
> Scheduling Options
> Billing Account Setup
> Practical- LinkedIn Ad Creation
>LinkedIn Automation
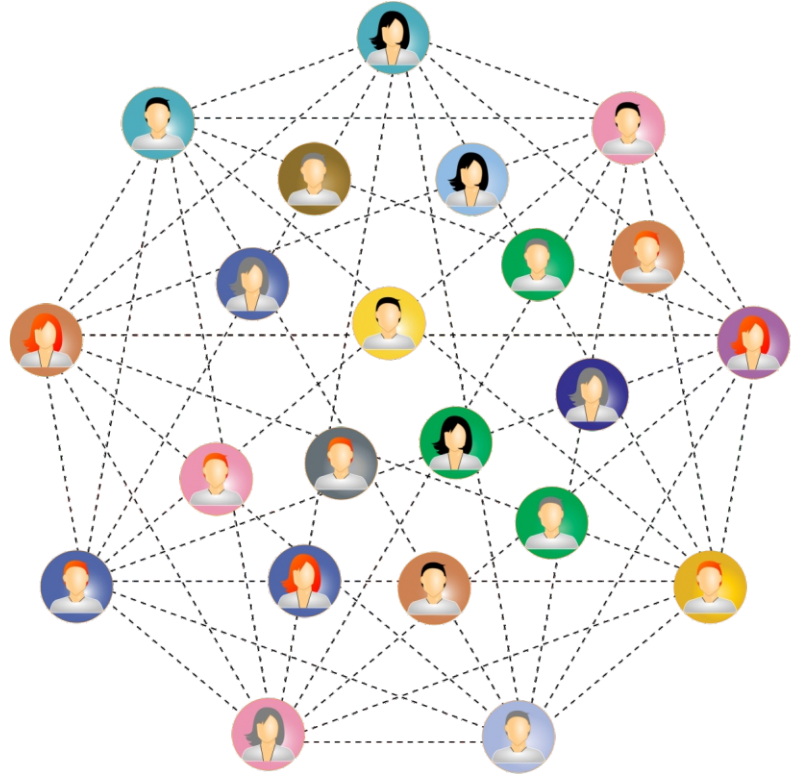
Instagram Marketing

> Introduction to Twitter
> Working on Twitter Algorithm work
> How do Businesses Use Twitter?
> Twitter Advertising
> Billing & Account Setup
> Types of Twitter Ads
> Audience Bidding, Budgets, and Creatives
> Case Studies

Quora Marketing

> Introduction to Quora
> Working of Quora Algorithm
> Quora Profile Best Practices
> Building Quora Profile
> Answering Questions Perfectly
> Quora Traffic Building Strategies
> Types of Quora Ads
> Live Case Studies

Pinterest Marketing

> Pinterest Marketing

> Brand Building on Pinterest

> Pinterest Content Strategy

> How to Drive Engagement?

> Optimizing Profile and Best Practices

> Influencer Marketing

> Analytics, Measurement Tools, and Ads

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, and 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

Third-Party Ads

> What are Third-Party Ads?

> How to Run Ads on Hotstar?

> How to Run Ads on MX Player?

> Online Ad Platforms and Ad Buying Models

> Publishing Ads on Third Party Platforms

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 a 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
> Influencer Marketing
> 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 a 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 the Right Tools
> Editing Videos Using the Right Tools
> Uploading a Demo Video & Optimizing It
> Adding Viral Elements to Videos
> Checklist for YouTube Videos
> Case Studies of Successful Channels
> Power of YouTube Live
> Channel Strategies for Different Niches

App Store Optimization (ASO)

> What is App Store Optimization?
> Optimize Ranking on Google Play Store
> Optimize Ranking on the Apple App Store
> On-Page ASO Elements
> Off-Page ASO Elements
> Different Strategies for ASO
> Tools to Use for ASO
> Using Google Play Console
> Paid Campaigns for ASO
> How to Increase App Downloads?
> Google Firebase & Analytics for ASO
> iOS App Store Optimization Strategies
> App Store Marketing on Facebook
> App Store Marketing on Google
> App Ratings & Rankings System
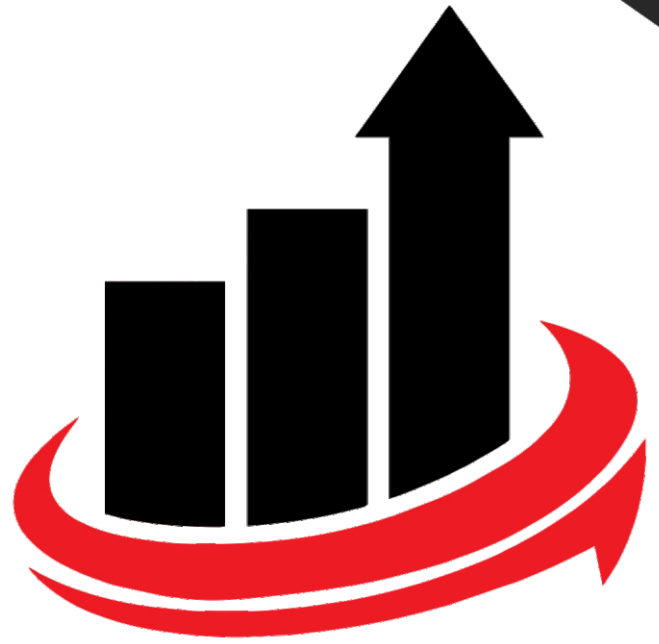
Online Reputation Management (ORM)

> What is ORM?
> How does ORM Work?
> Different ORM Tools
> Impact of ORM on Sales/Revenue
> Difference Between ORM and SMO
> Handling Negative Comments
> User Behavior Study
> ORM Strategies
> Press Release for ORM
> Creating a Review Magnet
> ORM Auditing
> Parameters to Decide ORM Score
> ORM Models
> ORM Projects, Clients, Billing

National and 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?

Learning That Shapes Your Future With
90% Industry - *Level Experience*

OUR PLACEMENT PARTNER

zomato

IBM

SWIGGY

BAJAJ | Allianz

Hewitt

accenture
High performance. Delivered.

Birlasoft

Thank You