



# PIVOT YOUR CAREER

Level Up Your Skills That Matter In The Digital Marketing

## YOUR ONLINE DIGITAL MARKETING COACH

 Google Ads ChatGPT Google Analytics Meta Clarity WORDPRESS

# Top Rated Online Digital Marketing Academy

## FOR ENTREPRENEURS & BUSINESS OWNERS

1. Free Guidance and assistance to budding entrepreneurs.
2. Access the most advanced course curriculum emphasizing practical learning tailored to enhance your online business growth.
3. Gain exposure through hands-on campaigns and real investment opportunities during your studies.

## FOR FREELANCERS & JOB SEEKERS

1. Secure 100% internship and professional experience with our Digital Marketing Course.
2. Avail placement assistance and the opportunity to collaborate with renowned companies.
3. Learn strategies to generate passive income through a freelancing program while pursuing your studies.
4. Earn certifications from industry leaders such as SEMRUSH, Google, Facebook, and Hubspot.



## FOR STUDENTS

1. Learn from certified trainer recognized for their expertise in the field.
2. Engage in case studies, capstone projects, and agency-style training for a comprehensive learning experience.
3. Construct your website during the course and apply your newfound skills directly to your project.
4. Access cutting-edge course material centered around practical application, ensuring a robust learning journey.

# Trainer Profile



Meet Abhishek Srivastava, a highly experienced digital marketing trainer with over 7+ years in the industry. Specializing in teaching businesses and individuals how to effectively promote their products or services through digital channels, Abhishek has a deep understanding of the latest digital marketing trends, techniques, and tools. From creating training materials and delivering presentations and workshops, to providing one-on-one coaching and assessing student progress, he has the skills and expertise to help students improve their digital marketing skills.

With a background in Web Development & Digital Marketing Manager, Abhishek is able to recommend the best digital marketing tools and technologies for a particular situation. Whether you're a business looking to improve your online presence or an individual looking to boost your career in digital marketing, Abhishek can help you achieve your goals.



**ABHISHEK SRIVASTAVA**

**(HEAD TRAINER)**

 @ABHISRIVASTAVA07



**Ronit Sharma** · 1st

Digital Marketing Expert | SMM | SEM | SEO | Paid Campaigns  
March 13, 2021, Ronit reported directly to Abhishek

It was great to work as Intern under the guidance of Abhishek Sir, He is the Best Trainer and Manager who will clear all your doubts. He very supportive and experience trainer.



**Vineet Singh** · 1st

SEO, PPC, SMO, Social media marketing and Digital Marketing Specialist in Lucknow, India  
July 21, 2019, Abhishek was senior to Vineet but didn't manage Vineet directly

 All LinkedIn members

My Digital Guru..You are very knowledgeable and capable in digital marketing. I strongly recommend him for your digital marketing services to grow your business.



On



# Our Programs

## MODULES YOU LEARN IN DIGITAL MARKETING COURSE

In our comprehensive Advanced Digital Marketing Courses, you'll delve deep into the intricate world of online marketing, equipping yourself with advanced skills and strategies to thrive in today's competitive digital landscape.



### 4.5-MONTH ADVANCED DIGITAL MARKETING COURSE

- Building on the Essentials
- Advanced SEO Tactics
- Mastering WordPress Development
- Advanced Analytics and Data Interpretation
- Comprehensive Social Media Marketing
- 8+ Certifications
- 30+ Tools & 20+ Experiential Projects
- Advanced Google Ads Strategies



### 3-MONTH DIGITAL MARKETING COURSE

- Digital Marketing Fundamentals
- Google Ads (Search and Display)
- Web Designing on WordPress
- Facebook and Instagram Ads
- Analytics
- SEO Basics
- 4+ Certifications
- 30+ Tools Exposure
- 20+ Experiential Projects

# 4.5 Months Course



## PROGRAM

### Key Features

- 4.5 Months of Advanced Training
- Specialisation Training in E-Commerce / Performance Marketing
- Influencer Marketing
- 2 Months Paid Internship
- Access to Premium Tools Worth Upto Rs.20k
- Advanced Stimulation training with Student
- Interview Preparation Sessions
- Assured Placement Assistance
- Domain & Hosting - 6k for Free
- 8 Specialized Certification
- All platform Marketing with AI(Chatgpt)



#### Course Addons

Business Strategies | Funnel Creation | Dropshipping | Affiliate Marketing | Business Idea/Opportunities

# 4.5 Months Course

**01** Website Creation

**02** Pay Per Click (Google Ads)

**03** SEO (Search Engine Optimization)

**04** Facebook Marketing

**05** Instagram Marketing

**06** Email Marketing

**07** Affiliate Marketing

**08** Google Analytics

**09** How to Build a Strong Blog

**10** Graphic Designing (Canva)

**11** Google AdSense

**12** Sales Funnels

**13** Content Marketing

**14** Marketing Automation

**15** Google Search Console

**16** Tag Manager

# 3 Months Course



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### Key Features

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- 2 Months Paid Internship
- Various Tools Exposure
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- Domain & Hosting - 6k for Free
- 4 Specialized Certification
- All platform Marketing with AI (ChatGPT)



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# 3 Month Course



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- 01** Digital Marketing Fundamentals

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  - 02** Web Designing on WordPress

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  - 03** Google Ads (Search and Display)

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  - 04** Analytics

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  - 05** SEO Basics

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  - 06** Facebook and Instagram Ads

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# Personalised Courses For Experts



## Google Ads

### [Course Duration 22 Days]

Master Google Ads in just 22 days with Alterse. Gain expertise in optimization, targeting, and analytics for unparalleled advertising success!



## Meta Ads

### [Course Duration 22 Days]

Accelerate your digital marketing prowess with our 22-day Meta Ads course. Expert-led training for maximum impact and ROI. Enroll now!



## Performance Marketing

### [1 month Google & Fb Ads]

Dive into 1 month of intensive Google & Facebook Ads training with a focus on performance marketing. Elevate your digital advertising skills now!



## WordPress

### [Course Duration 22 Days]

Become a WordPress expert in just 20 days! Our course covers everything from setup to advanced customization. Enroll today!

# Agency Style Training



## WHAT IS AGENCY STYLE TRAINING ?

Immerse yourself in the world of digital marketing with Alterse, where learning is seamlessly integrated with real-world campaign management. Picture yourself honing your skills while contributing to impactful campaigns for leading brands.

Experience the thrill of hands-on learning as you navigate live campaigns on Facebook, Google, and other platforms under the guidance of industry experts from alterse.com, a respected 360 Degree Digital Marketing Agency. Elevate your expertise and earn a certificate of experience that sets you apart in the digital landscape.

# What Will You Get ?



## 2024

In the fast-paced world of job trends, digital marketing is one of the booming sectors with boundless potential.

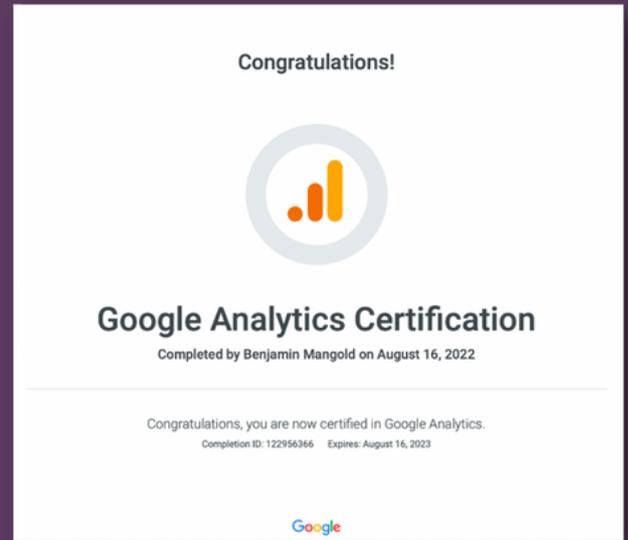
- 8+ Certificates
- AI-powered tools
- Domain & Hosting worth Rs 6000 for free
- SEO Softwares
- WordPress Theme
- Graphic Designing Tools
- Free Paid Plugins
- Landing Page Builder Tools
- Get Domain and Hosting worth Rs. 6,000/- for FREE
- SEO & E-mail marketing tools worth 7,000/- for FREE



Unlock a world of opportunities with our comprehensive program. Enroll today to access expert-led instruction, cutting-edge curriculum, practical skills through real-world projects, career support, and certification.

# Certification

8+CERTIFICATIONS



## CERTIFICATIONS

We Prepare You For









# About Us

Most trusted online digital marketing institute in Lucknow. We pride ourselves on being a one-of-a-kind institute that aims to equip learners with the skills, knowledge and mindset needed to compete successfully in the digital landscape.



## OUR MISSION: YOUR SUCCESS

At Alterse, our mission is to transform aspiring individuals into proficient digital marketers. We believe in imparting not just knowledge but practical skills that empower our students to navigate the digital landscape with confidence. Our courses are crafted to reflect the latest trends and best practices in the ever-evolving world of digital marketing.



- Educational Leadership
- Digital Transformation Expert
- List Item
- Upskills Corporate Teams
- Promotes Digital Literacy
- Promotes Digital Literacy

# Student Testimonials



**Charu Singh**



“Abhishek Sir at Digital Marketing Institute is amazing! His teaching style is engaging, making even the most complex concepts easy to comprehend. I feel fortunate to have been taught by such a knowledgeable and dedicated professional.”



**Roshni shekhar**



“I have learned from Mr. Abhishek Sir and I really appreciate his patience when students ask lots of questions he answers each and every question very calmly. I definitely recommend this institute where all the concepts are explained through live projects.”



**Aanchal Sinha**



“Must say it is a best digital marketing institute in Lucknow. Flexible classes and timings. I have been taught by Abhishek Srivastava Sir and never met a great mentor like him. Now, it’s been 3 years I am working as a senior social media project manager in Lucknow.”



**Shashwat Malhotra**



“It is the best digital marketing institute in lucknow. Abhishek Sir has in depth knowledge and he helped me to understand the core of digital marketing. If you are looking to learn digital marketing DigiTrend is the right place for you.”



**YASHI KRISHNA**



“Excellent training , guidance and support from Abhishek sir.. learn and enhance skills and gather more information in Digital marketing.. Digtrend Lucknow helps you with training and provide you the best for your carrier and further growth in digital marketing.”



**Lavkush Kumar**



“I joined their 4.5-month course and got an internship. Teachers are very helpful, specially Abhishek sir, he focuses on every student individually. One to one mentorship really helped me in knowing my mistakes and rectifying them.”

# Ready to Make next Move?

Book Your Counselling Session Today and Take the First Step Towards Digital Marketing Success.



**PHONE :**

+91 9532666622

**WEBSITE :**

[courses.alterse.in](https://courses.alterse.in)