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Entellus Academy
Bengaluru

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Headquartered in Bengaluru

Entellus & Co is a trusted Digital marketing, Web development & Application development company in Bengaluru.

We take pride in serving our clients throughout the world with our proficient team of marketers and technology experts. We constantly engage with our clients and their teams to ensure the branding goals don't deviate. We strive to create value for our clients in any industry as diverse as Corporate Brands, Technology, Restaurants, Resorts, Automobiles, Healthcare, Cosmetics, Retail & Infrastructure etc.

Our Team is also specialized in Celebrity Management and Political PR Campaigns.

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" Every Business has only two functions - Marketing and Innovation. "

- Aman Gupta
BOAT CEO

Living the Digital Life

Today's life revolves around the Internet. Digital is bigger than physical. Our day starts not with the newspaper but catching news snippets on apps like InShorts or Buzzfeed.

From booking a cab to college, to buying that latest fashion online, to asking Google for all our answers, we have come to depend on Mr. WWW for everything.

The digital world today is not a dream. It is a reality staring us in the face, with limitless possibilities and countless avenues of success. It is dynamic. Forever transforming, adapting and throwing up new surprises.

As terabytes of data get consumed every nanosecond, the mathematics of it all is staggering.

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Why Digital Marketing ?

Increased Reach: According to Statista, there are over 4.6 billion active internet users globally. This means that businesses have the potential to reach a much larger audience through digital marketing than through traditional marketing methods.

Measurable Results: Businesses can track metrics such as website traffic, social media engagement, email open rates, conversion rates, and ROI.
This data provides insights into the effectiveness of marketing campaigns and enables businesses to make data-driven decisions.

Targeted Marketing: According to eMarketer, targeted ads are twice as effective as non-targeted ads, and targeted email campaigns have a 14.32% higher open rate than non-targeted campaigns.

Increased Customer Engagement: According to Salesforce, 76% of consumers expect companies to understand their needs and expectations. Digital marketing enables businesses to engage with customers in real-time and provide personalized experiences.

Global Reach: According to Hootsuite, there are over 4.2 billion social media users globally. This means that businesses can use social media to reach a global audience and expand their customer base beyond their local market.

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SEO -
Search Engine Optimisation

Social Media Marketing

Web Development

Content Marketing

Lead Generation

- Whatsapp, Email, SMS Marketing
- Graphic & Motion Design
- Strategy Management
- Online Reputation
- App Development

Our Course Features

Entellus Advance Digital Marketing Course turns learners into all-rounded professionals with expertise in a host of specialised areas of digital marketing with a comprehensive coverage of fields like: **Graphic Designing, Web Development, Social Media Marketing, Content Planning, SEO, and SEM.**

Why Choose Entellus Academy

100% PLACEMENT GUARANTEE

ONE MONTH PAID INTERNSHIP

ON JOB TRAINING

LIVE WORK EXPERIENCE

LEARN FROM INDUSTRY EXPERTS

100% PLACEMENT GUARANTEED

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Programme Module

The programme starts from the fundamentals of marketing, focussing on laying a strong foundation in Digital Marketing, with covering essential concepts of marketing like segmentation, targeting & positioning, advertising & sales promotions, integrated marketing communications, product & brand management, digital models & channels.

After laying a strong foundation for an individual, the programme moves onto covering digital marketing concepts, tools & techniques such as Graphic Designing, Web Development, Social Media Marketing, Content Planning & Promotions, Email Marketing, SEO, SEM, Lead Generation etc, making sure that the learner is equipped to launch his Presence in digital marketing.

Once the learner is equipped with the digital marketing tools & techniques, the programme focusses on equipping them with business & leadership skills such as; integration of marketing with business, market research, managing digital initiatives, creation of digital strategy, managing digital marketing clients for a learner to become an advanced professional in digital marketing at the end of the course.

Digital Marketing
Academy Syllabus:

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Module 1: Introduction to Digital Marketing (Duration: 6 hours)

- Overview of the digital marketing ecosystem
- The evolution and impact of digital marketing
- Current trends and future predictions
- Ethical considerations in digital marketing

Module 2: Social Media Marketing (Duration: 28 hours)

- Social media platforms and their relevance
- Creating a comprehensive social media strategy, content creation and optimization for social media
- Social media advertising and targeting techniques
- Influencer marketing and collaborations
- Community management and engagement strategies
- Analytics and performance tracking on social media
- Analyzing and critiquing successful social media campaigns

Module 3: Search Engine Optimization - SEO (Duration: 24 hours)

- Deep dive into search engines and algorithms
- Advanced keyword research and semantic SEO
- Technical SEO and site architecture optimization
- Schema markup and rich snippets
- Voice search and mobile SEO
- SEO for e-commerce and local businesses
- Algorithm updates and recovery strategies
- Conducting an in-depth website SEO audit

Module 4: Performance Marketing (Duration: 22 hours)

- In-depth study of online advertising platforms (Google Ads, Facebook Ads, etc.)
- Advanced PPC strategies and budget optimization
- Conversion rate optimization (CRO) techniques
- Dynamic ads and personalized marketing
- A/B testing and data-driven decision making
- Retargeting and remarketing campaigns
- AI-powered ad platforms and automation tools
- Crafting a data-driven performance marketing campaign

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Module 5: Web Development (Duration: 20 hours)

- Front-end and back-end web development concepts
- Building responsive and interactive websites
- User-centric design and UX principles
- Introduction to AI-driven website personalization
- Speed optimization and web security
- Implementing chatbots and virtual assistants
- Creating a dynamic website with AI-enhanced features

Module 6: Graphic Designing & Video Editing (Duration: 24 hours)

- Learning Photoshop, Illustrator, Adobe Premier pro and Adobe After Effects
- Basic Sketch and Design Fundamentals
- Advanced graphic design principles and concepts
- Creating visually appealing assets for diverse platforms
- Animation and motion graphics for digital marketing
- Creation of Brand Colletorals
- Mockups generation
- AI-powered design tools and generative art
- Visual storytelling and branding with AI-generated content
- Designing a comprehensive brand identity with AI assistance

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Module 7: Content Marketing (Duration: 20 hours)

- Advanced content strategy and audience targeting
- AI-driven content generation and curation
- Long-form content and pillar page strategy
- Video marketing and AI-edited content
- Distributing content through AI-enhanced channels
- Measuring content ROI with AI analytics
- Developing an AI-driven content campaign

Module 8: AI in Digital Marketing
(Duration: 14 hours)

- Introduction to AI and machine learning in marketing
- Predictive analytics and customer segmentation
- Chatbots and conversational AI in customer engagement
- AI-powered personalization and recommendation engines
- Ethics and challenges of AI in marketing
- Future trends and possibilities of AI in digital marketing

Module 9: Interview Preparation and Mock-ups (Duration: 10 hours)

- Crafting a compelling CV and portfolio
- Interview techniques and communication skills
- Mock interview sessions with personalized feedback

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Module 10: Trial Live Classes (Duration: 12 hours)

- Real-world digital marketing projects with simulated scenarios
- Collaborative problem-solving and decision-making in real-time

Module 11: Paid Internship
(Duration: 1 month with Entellus)

- Immersive hands-on experience in a professional environment
- Applying AI-driven strategies in real-world campaigns
- Mentorship and guidance from industry experts
- Building a portfolio showcasing AI-integrated digital marketing skills

NOTE: This comprehensive syllabus encompasses all aspects of digital marketing, incorporates AI's role, and integrates various practical components to enhance the learning experience and real-world application for students.

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Our Aggregators

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Nisarga Resort Treat with Nature

EDEN PARK Restaurants

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Entellus & Co
Digitally Personified..

📞 **+91 80174 18610**

✉️ **admissions@entellusacademy.in**

🌐 **www.entellusacademy.in**

📍 **No.16, Ground Floor, Maruthi Arcade, 4th Cross Rd, Nagarbhavi 1st Stage, Maruthi Nagar, Chandra Layout, Bengaluru, Karnataka 560072**