



WHISKERS MARKETING



ONE STOP SHOP FOR ALL DIGITAL MARKETING TRAINING

Digital Strategy | Social Media | Google & Facebook Ads | SEO



ABOUT US

Whiskers, founded by two Ex-Googlers, is a 360 degree digital marketing training and consultancy company pioneering in the Education Sector, helping institutes, organizations and companies bridge the digital gap, in this fast moving environment by means of world class digital services in managing their online advertising accounts on global platforms like Google, Facebook, Bing, Yahoo, Twitter and many others, along with upskilling their students to become proficient Digital Marketers by means of their extensive and one of its kind Digital Marketing Course.

The entire Whiskers team is certified by Google and/or Facebook for both managing live ad accounts as well as for delivering training on basic and advanced digital marketing concepts. The team individually has managed million dollar accounts and have grown them considerably across geographies and industries making them well equipped with plethora of live examples that they are able to bring to the table.

Whiskers uses technology extensively to make the experience much more wholesome and rewarding - from India's first and only digital marketing simulation tool for search trainings to their own bid optimizer to work on ROI for ad accounts, are some of the impactful ones apart from the others.

Whiskers is recognized by global and national bodies:



TABLE OF CONTENTS

DIGITAL MARKETING COURSE	4
Module Wise Structure	5
Pedagogy	11
Whiskers Simulation Tool	12
Certifications	14
Whiskers Trainers Profile	14
Whiskers Already Trained	15
DIGITAL MARKETING SIMULATION TOOL	16
Tool Features	17
Auction & Reporting	19
COMPANIES WORKED FOR	20
MARKETS SERVED	21
TESTIMONIALS	21
CONTACT DETAILS	22

The image features a hand holding a tablet. The tablet screen displays a 3D pie chart with five segments in pink, yellow, green, cyan, and blue. The background of the screen is filled with binary code (0s and 1s). In the upper left corner of the image, there is a faint, semi-transparent LinkedIn logo. The entire image is overlaid with a large, diagonal orange shape that points towards the bottom right corner. The text 'DIGITAL MARKETING COURSES' is written in white, uppercase letters on the orange background.

DIGITAL MARKETING COURSES

DIGITAL MARKETING COURSE MODULE

DIGITAL MARKETING STRATEGY, PLANNING & EXECUTION

MODULES	MODULE NAME	DETAILS
MODULE 1	Introduction to Digital Marketing	WHY DIGITAL MARKETING Internet Penetration, Growth in Digital Marketing Spends, Online vs Offline, Need and Benefit of Digital Transformation
		DIGITAL MARKETING LANDSCAPE In India, In Mature Markets, Other Developing Markets, Opportunities, Challenges
		BUSINESS CASE STUDIES Of companies that transformed business by going online, Of companies that failed to go online and went bust
MODULE 2	Digital Marketing Channels and Tools	DIGITAL MARKETING CHANNELS Branding, Social Media, Content Marketing, Display Network, Video Production, Video Ad Management, Youtube Ads, SEO, Web Design, SEM, Email Marketing
		DIGITAL MARKETING TOOLS Google Adwords, Facebook Adverts, Twitter Ads, Hootsuite, Mailchimp, Google Analytics, Omniture, Outbrain, Taboola, MOZ, Google Webmaster Tool, Screaming Frog, Sokrati, Trackur, Meltwater
MODULE 3	Business & Attribution Models	ONLINE BUSINESS MODELS Online Retail, Online Lead Generation, Online Ads, Online MarketPlace, Online Publishers
		ONLINE ATTRIBUTION MODELS Multi Channel Funnels, Performance Metrics, Ecommerce Tracking, Conversion Paths, Web Navigation Flow
		OTHER ELEMENTS Email Marketing, Mobile Marketing, Affiliate Marketing
MODULE 4	Organic Social Media Management	BRAND PAGE MANAGEMENT Facebook Page Management, Twitter Handle, Organic Company Portfolio Management, Performance Metrics, Organic Buzz Creation on Social Media
MODULE 5	Paid Advertising on Social Media	ADVERTS ON SOCIAL MEDIA Metrics That Matter, Campaign Objectives, Campaign Creations, Audience Targeting

MODULE 6**Introduction to SEO****SEO**

Website Analysis, Keyword Research, Content Writing, Website Optimization, SEO Submission, Link Building, Reporting

SEO PROCESS

Objectives, Keywords List Creation, Keyword Mapping, Content and On Page Optimization, Off Page Optimization, Reporting, Monitoring

MODULE 7**Introduction to SEM and Google Adwords****SEM**

Brain Behind Search, Search Auction

GOOGLE ADWORDS

Account Structure, Keyword Tool, Adwords Editor, Audience Targeting, Match Types, Control Factors

MODULE 8**Display Advertising****DISPLAY ADVERTISING**

Backend of Display Network, Topic Targeting, Placement Targeting, Contextual Targeting, Interest Targeting, Remarketing, Bid Optimization

MODULE 9**Google Web Analytics****WHY WEB ANALYTICS**

Audience Portfolio, Optimizations, ROI Calculations

WEB ANALYTICS PLATFORMS

Google Analytics, Omniture

GOOGLE ANALYTICS

Performance Metrics, Audience Engagement Data, Audience Portfolio Data, Goal Setting and Tracking, Path Analysis, Interest Targeting

MODULE 10**Email Marketing****WHY EMAIL MARKETING**

Easy and Effective Reach, In-depth Engagement, Generating High Leads and Conversions, Sales Boosting, Interactive Communication

EMAIL MARKETING PLATFORMS

Mailchimp, Getresponse, Constant Contact

IMPORTANT ELEMENTS

Goals Identification, Understanding Different Campaign Types, Email Writing Tactics, Knowing Email Marketing Metrics

MODULE 11**Customized Digital Marketing Media Plan for Outreach & Engagement**

Strategic Development, Social Media Management, Web Development, Design Services, Direct Email, Brand Placement

SOCIAL MEDIA MARKETING

MODULES	MODULE NAME	DETAILS
MODULE 1	Introduction to Social Media, the Platforms and Online Social Goals	<p>SOCIAL MEDIA PLATFORMS Facebook, Youtube, Instagram, Linked In, Twitter</p> <p>SOCIAL MEDIA GOALS Online Branding, Online Sales, Lead Generation, App Downloads, Customer Loyalty, Customer Engagement</p>
MODULE 2	Organic Social Media Management	<p>BRAND PAGE MANAGEMENT Facebook Page Management, Twitter Handle, Organic Company Portfolio Management, Performance Metrics, Organic Buzz Creation on Social Media</p>
MODULE 3	Hands On/Live	LIVE AD ACCOUNT EXERCISE (WALKTHROUGH ONLY)
MODULE 4	Paid Advertising on Social Media	<p>ADVERTS ON SOCIAL MEDIA Metrics That Matter, Campaign Objectives, Campaign Creations, Audience Targeting</p>
MODULE 5	Optimizations on Social Media	<p>EFFICIENCY MAPPING, FINE TUNING ROI Optimizations, Traffic Optimization, Audience Optimizations, Reporting, Monitoring</p>
MODULE 6	Hands On/Live	<p>LIVE AD ACCOUNT WALKTHROUGH & EXERCISE Facebook Ad Case Studies</p>
MODULE 7	Other Social Media Platforms	<p>OTHER SOCIAL MEDIA PAID ADS Twitter Ads, Linked In Ads, Placements, Ad Formats, Targeting Options, Reports</p>

GOOGLE ADWORDS & OTHER AD PLATFORMS

MODULES	MODULE NAME	DETAILS
MODULE 1	Introduction to SEM and Google Adwords	SEM Brain Behind Search, Search Auction GOOGLE ADWORDS Account Structure, Keyword Tool, Adwords Editor, Audience Targeting, Match Types, Control Factors
MODULE 2	SEM Optimizations	EFFICIENCY MAPPING & FINE TUNING ROI Optimizations, Traffic Optimization, Advanced Feature Options
MODULE 3	Hands On/Live	LIVE AD ACCOUNT EXERCISE (WALKTHROUGH ONLY) ONLINE AD CASE STUDIES
MODULE 4	Display Advertising	DISPLAY ADVERTISING Backend of Display Network, Topic Targeting, Placement Targeting, Contextual Targeting, Interest Targeting, Remarketing, Bid Optimization
MODULE 5	The Live Simulation Tool - Creation and Research	CREATION OF CAMPAIGNS, KEYWORD RESEARCH, CREATION OF AD COPIES,
MODULE 6	The Live Simulation Tool - Basic Optimizations	TRAFFIC OPTIMIZATION, ROI OPTIMIZATION, SEASONAL CAMPAIGN CREATION
MODULE 7	The Live Simulation Tool - Industry & Competitors	WORK UNDER INDUSTRY SCENARIO AND CONSTRAINTS, COMPETITOR ANALYSIS AFTER EACH AUCTION
MODULE 8	The Live Simulation Tool - Advanced Optimizations	ADVANCED OPTIMIZATIONS BASED ON CASES
MODULE 9	The Live Simulation Tool - Benchmarking & Data Interpretation	BENCHMARKING, DATA ANALYSIS & INTERPRETATION
MODULE 10	Google Web Analytics	WHY WEB ANALYTICS Audience Portfolio, Optimizations, ROI Calculations WEB ANALYTICS PLATFORMS Google Analytics, Omniture GOOGLE ANALYTICS Performance Metrics, Audience Engagement Data, Audience Portfolio Data, Goal Setting and Tracking, Path Analysis, Interest Targeting

MODULE 11

Hands On/Live

LIVE GOOGLE ANALYTICS ACCOUNT EXERCISE
(WALKTHROUGH ONLY)**MODULE 12**Strategies in Web
AnalyticsSTRATEGIES IN WEB ANALYTICS
A/B Testing, Attribution Analysis, Paid vs Organic,
Prediction AnalysisGOOGLE ANALYTICS CERTIFICATION EXAM
Preparation, Time lines

SEO

MODULE 1	Introduction to SEO	<p>SEO</p> <p>Website Analysis, Keyword Research, Content Writing, Website Optimization, SEO Submission, Link Building, Reporting</p> <p>SEO PROCESS</p> <p>Objectives, Keywords List Creation, Keyword Mapping, Content and On Page Optimization, Off Page Optimization, Reporting, Monitoring</p>
MODULE 2	SEO Fundamentals	<p>TECHNICAL SEO</p> <p>LOCAL SEO</p> <p>Introduction, Objectives, Directories, Nap, Top Local Signals, Key Takeaways</p>
MODULE 3	SEO Process	<p>PROCESS</p> <p>Research Analysis, Goal Setting, Content Building, Page Optimization, Social and Link Building, Follow Up Reporting</p> <p>STRATEGY & ANALYTICS</p> <p>White Hat vs Black Hat, Seo Strategy and Implementation, Analytics, Campaign Monitoring and Optimizing</p>
MODULE 4	SEO Tools and Competition Mapping	<p>TOOLS USED FOR SEO</p> <p>Keyword Tool, Webmaster Tool, Ranking Tools, Google Analytics</p> <p>SEO COMPETITOR ANALYSIS</p> <p>Data Sourcing, Data Analysis, Competition Analysis Tools</p>
MODULE 5	Optimizing your Website for Search	<p>Competitor Analysis, Site Optimization for Local Search</p> <p>Keyword Research and Selection, Keyword Mapping, On Page Elements, Content Optimization</p>
MODULE 6	Advance Content Management & Social Tactics	<p>CONTENT MANAGEMENT</p> <p>Content Marketing Cycle, Concepts For Content Marketing, Link Building, Audience Analysis and Designing</p> <p>SOCIAL TACTICS</p> <p>Social Media Links, Platform Analytics and Selection, Fundamentals for Creating Audience, Influencer Marketing, Building Relations</p>
MODULE 7	Advance Strategies	<p>TECHNICAL SEO</p> <p>Objective of Technical Seo, Indexing and Accessibility, Improving Site Speed and Performance, Advance Data Analysis</p> <p>TOOLS AND ACTIVITY</p> <p>Excel Plugins, Browser Plugins, Backlink Analysis Tools, Fixing Technical Issues In Content, Record Website Audit</p>
MODULE 8	Reporting & Monitoring Performance	<p>TOOLS AND MONITORING</p> <p>Semrush, Gtmetrix, Screaming Frog, Majestic Seo, Google Analytics</p>



PEDAGOGY



Hands On Learning through Live Exercises:

When it comes to understanding Digital Marketing, there is just as much PPT and Videos can make one learn. To make one understand how it's really done in the industry, we make the students work on live ad accounts and work on industry tools. This makes learning faster and a lot more relevant.



Case Study Based Sessions:

To understand the dynamic transformation that Digital can bring in a company or industry, it is important to know the impact of Digital Marketing in perspective of business scenario and how companies have adopted, strategized & executed digital strategies; a topic that is most effectively delivered through case study discussions by our trainers at Whiskers.



Advance Learning with Digital Marketing Simulation Tool:

Considering the complexity and competitive nature of Search advertising, one can only grasp as much about the mechanism through theoretical learning. Simulation tool helps students to create Online Campaigns and Ads, like in real world, and then run those ads live as well, competing with peers like advertisers do, in the real online advertising world.



Assessment with Insightful Results:

At the end of the course, students take a test which includes questions from all the topics covered. The test is quite exhaustive and not only tests their Digital Marketing learning of the course, but also gives a detailed result of which aspects of Digital Marketing do they have a strong hold on, and where do they need to put in more efforts.

WHISKERS SIMULATION TOOL FOR DIGITAL MARKETING

WST is India's first Digital Marketing Simulation Tool. It simulates the experience of online ad management across global platforms like Google, Yahoo, Bing, into one Gamification platform which provides space to young marketers to escalate their journey of a professional digital marketer by getting hands on practical experience.



TOOL INTERFACE



Admin:

Whiskers to Add Trainers and Students from Admin Interface



Trainer:

Trainer portal to add students to a batch see reports and manage the training



Students:

Unique log in details for each student to access their simulation ad account

The tool covers all the characteristics of an online ad account such as –

- ▶ Creating Campaign.
- ▶ Participants run for Simulated Auction.
- ▶ Real Time Optimisation.
- ▶ Optimisation Reports & Comparison.
- ▶ Opportunity of "Learning by Doing".



DIGITAL MARKETING



BENEFITS OF GETTING TRAINED USING WST

Access to Adwords lookalike tool, offering first-hand experience of digital marketing world.

Exposure to competitive real world environment, where students compete with others whilst running campaign and bidding for the same keyword.

No risk factor involved in terms of money unlike Adwords which kills the scope of learning while doing.

Students become job ready right after the course is completed instead of undertaking training for 6 or more months to gain experience.

Adwords is complex and is challenging for a newbie to develop an understanding for it right away, and by working on the tool you have already crossed that bridge



CERTIFICATIONS ON COMPLETION



CERTIFICATIONS ELIGIBLE FOR



WHISKERS TRAINERS PROFILE



POOJA VERMA

Pooja has worked with Google in the past, where she worked with High Net Clients in US, in managing their digital media spends effectively. Pooja has a rich experience of training senior executives from companies like Google, Wipro, Infosys, Genpact, Dell, IBM and many others. She has mentored her students in the past few years to become experts in Digital Marketing in their job and for start-ups as well.



NEHA VERMA

Neha is an Ex-Gogler, has done her MBA from SP Jain School of Global Managment. She has worked in the Digital Marketing field in Singapore and then moved to India, where she runs Digital Marketing agency. She is Facebook Certifies and her core area of expertise is Social Media Advertising and Online Branding.



KANUPRIYA TAYAL

An Ex-Gogler and a passionate Digital Marketer with 11+ years of experience in the field. She has also worked with brands like Search Experts and Expedia Inc with also heading marketing for EduKart. Currently helping businesses sell better and expand their online reach. In her own words, "Google Adwords is simply a part of the professional DNA now, once a Gogler, always a Gogler".



WHISKERS ALREADY TRAINED INDIVIDUALS FROM...

✓ Accenture	✓ CTS	✓ Infonovum	✓ Persistent
✓ Andhra Bank	✓ Dangotte	✓ Infosys	✓ Pramati
✓ AON Hewitt	✓ Dell	✓ Keane	✓ RBS
✓ Bank of America	✓ Eaton	✓ KPI Soft	✓ Renault Nissan
✓ Birlasoft	✓ Emerson	✓ L&T Infotech	✓ Spiderlogic
✓ Bora Housing	✓ Ericsson	✓ Logica	✓ Syndicate Bank
✓ BWIR	✓ Fidelity	✓ Mahindra Comviva	✓ Syntel
✓ Capegemini	✓ Futures First	✓ MaxBupa	✓ TCS
✓ Century Link	✓ GE	✓ Mind Tree	✓ Temenos
✓ CISCO	✓ Genpact	✓ NeemTree	✓ Unisys
✓ Cognizant	✓ HCL	✓ Oracle, Logica	✓ Verizon
✓ CSC	✓ IBM	✓ PeriSoftware	✓ Wipro

DIGITAL MARKETING SIMULATION TOOL



DIGITAL MARKETING SIMULATION TOOL

WST is India's first Digital Marketing Simulation Tool. It simulates the experience of online ad management across global platforms like Google, Yahoo, Bing, into one Gamification platform which provides space to young marketers to escalate their journey of a professional digital marketer by getting hands on practical experience.

The tool covers all the characteristics of an online ad account such as –

Creating Campaign.

Participants run for Simulated Auction.

Real Time Optimisation.

Optimisation Reports & Comparison.

Opportunity of "Learning by Doing".

SNEAK PEEK INTO WHISKERS TOOL

CAMPAIGN CREATION

Digital Marketing Tool Welcome Jabong (Jabong) ▾

Campaigns Opportunities Tools > Resources Reports >

Jabong

ALL Campaigns ▾ ALL Ad Groups ▾

Campaigns - Ad Groups + Ads + Keywords + RFA

Campaigns Download Create Campaign

Show 10 entries

	Campaigns ▾	Budget ▾	Impression ▾	Clicks ▾	CTR (%) ▾	Avg CPC ▾	Conversions ▾	CVR(%) ▾	CPA (Cost per Conversion) ▾	Avg Pos ▾	Cost ▾	Impress Share (%) ▾
1	electronics	20000.00	1001	100	10.00	199.84	5	4.91	4000.40	1	20002.00	0.01
2	Wedding Campaign	25000.00	104274	9600	9.18	2.54	478	4.98	51.01	1	24383.00	0.29
3	Men Apparel 2	25000.00	0	0	0.00	0.00	0	0.00	0.00	11	0.00	0.00

- ▶ Each group of students will be assigned an account of a particular company of the same industry to make a campaign.
- ▶ One can create as many campaigns with different budgets, Ad Groups and Keywords.

CREATION OF AD COPIES

Digital Marketing Tool Welcome Jabong (Jabong)

Campaigns Opportunities Tools > Resources Reports >

Jabong

ALL Campaigns ALL Ad Groups

Campaigns + Ad Groups + Ads - Keywords + RFA

Ads Create Ad

electronics > phones

Buy Cheapest Phones Here
jabong.com/electronics
Offer 10% off
Click Here to Buy Now

iPhone 5 Now Available
jabong.com/iphone5
Offer on iPhone Covers
Click Now to Avail Offer

Wedding Campaign > Men's Wedding Shoes

- ▶ Student can create multiple ads with keywords to improve performance.
- ▶ There is a character limits for Headline and both the description, enabling real time experience of Adwords to the students.

IN-BUILT KEYWORD TOOL

Digital Marketing Tool Welcome Jabong (Jabong)

Campaigns Opportunities Tools > Resources Reports >

Find Keywords

Keyword Idea

phone
iphone
samsung

Enter keyword name which you want to exclude

-on
-delta

Request has been processed successfully.

Find Keywords

Download

Show 10 entries

	Uploaded Keyword Idea	Search Query	Suggested Bid	Traffic
1	PHONE	apple iphone	10.00	1000
2	PHONE	phone	40.00	1000
3	PHONE	on sneakers	4.80	1000
4	PHONE	slip on	2.37	1000
5	IPHONE	apple iphone	10.00	1000
6	IPHONE	phone	40.00	1000

- ▶ Keyword Tool is used for assigning keywords to your Campaign
- ▶ Students can also use Keyword Tool to get keyword suggestions, suggested bids and traffic for each keyword for better keyword placement.

RUN FOR AUCTION

Digital Marketing Tool Welcome jabong (Jabong)

Campaigns Opportunities Tools > Resources Reports >

Jabong

ALL Campaigns ALL Ad Groups

Campaigns Ad Groups Ads Keywords RFA

Campaigns Download Create Campaign

Show 10 entries

	Campaigns	Budget	Impression	Clicks	CTR (%)	Avg CPC	Conversions	CVR(%)	CPA (Cost per Conversion)	Avg Pcs	Cost	Impress Share (%)
1	electronics	20000.00	1001	100	10.00	199.84	5	4.91	4000.40	1	20002.00	0.01
2	Wedding Campaign	25000.00	104274	9600	9.18	2.54	478	4.98	51.01	1	24383.00	0.29

- ▶ All Candidates submit their campaigns for the Simulated Auction
- ▶ The complex backend algorithm compares the results of all groups to measure which team created a well optimized solution and were able to get maximum conversions at the minimum cost

REPORTING AND MONITORING IN THE TOOL



- ▶ Winners are announced for each Auction before the teams move on to the next.
- ▶ At the end of the program, basis cumulative results of all RFAs, the final winner is announced

COMPANIES WORKED FOR



MARKETS SERVED



TESTIMONIALS

"It was great working with the Whiskers team. The team understood our digital marketing requirements and customized their services to achieve our business goals. It also helped that both the Partners came from Google, so they know how to optimize our digital presence for best results. Look forward to working again with them" -

Anu Parthasarathy - CEO, Global Executive Talent, Inc

"We had a wonderful association with Whiskers for my online retail company StyleArrest.com. Pooja and Neha are result driven professionals who excel in the field of digital marketing - Extremely creative, disciplined, knowledgeable and a persistent team" -

Sonalika Sahai - Founder, StyleArrest.com

"You guys are super. We are very with the work you have done for us and I wish you all the very best for all the very best for all future endeavors -

Saket Modi, CEO, Lucideus Tech

"At Gudskool, we have loved our experience of working with Whiskers. The team is extremely professional, committed to delivering value and very helpful in sharing everything around web marketing. They are a very reliable partner to shape our web presence in the most productive way. -

Puneet Goyal Co-Founder, Gudskool Foundation.



Whiskers Marketing Pvt. Ltd.

Gurgaon: 5th Floor, 18 Institutional
Area, Sector 32, Gurgaon - 122001

Noida: Nasscom Warehouse, Plot No 7 to 10,
Sector 126, Noida – 201303

Email - contactus@whiskers.com

Contact No.- 0124-4018106/ +91 9910950333/ +91 7042835451

www.whiskers.com