

WHISSKERS MARKETING



DIGITAL MARKETING TRAINING

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









ABOUT US

Whisskers, 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 Whisskers 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.

Whisskers 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.

Whisskers is recognized by global and national bodies:



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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

SEC

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

SEO PROCESS

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

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 Analytics

STRATEGIES IN WEB ANALYTICS

A/B Testing, Attribution Analysis, Paid vs Organic,

Prediction Analysis

GOOGLE ANALYTICS CERTIFICATION EXAM Preparation, Time lines



SEO

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



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 Whisskers.



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.

WHISSKERS 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.

Google bing Yahoo!

TOOL INTERFACE



Whisskers to Add Trainers and Students from Admin Interface



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



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



CERTIFICATIONS ON COMPLETION





CERTIFICATIONS ELIGIBLE FOR







WHISSKERS 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-Googler, 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-Googler 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 Googler, always a Googler".



WHISSKERS 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
✓ BWIR ✓ Capegemini	✓ Fidelity ✓ Futures First	✓ Mahindra Comviva ✓ MaxBupa	✓ Syntel ✓ TCS
✓ Capegemini	✓ Futures First	√ MaxBupa	√TCS
✓ Capegemini ✓ Century Link	✓ Futures First ✓ GE	✓ MaxBupa ✓ Mind Tree	✓TCS ✓Temenos



DIGITAL MARKETING SIMULATION TOOL

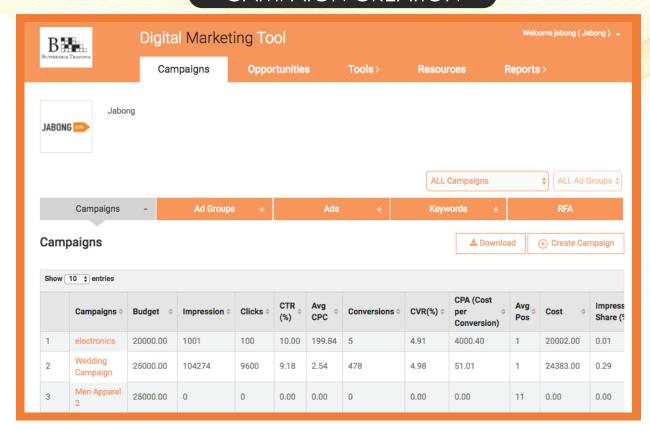
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The tool covers all the characteristics of an online ad account such as –



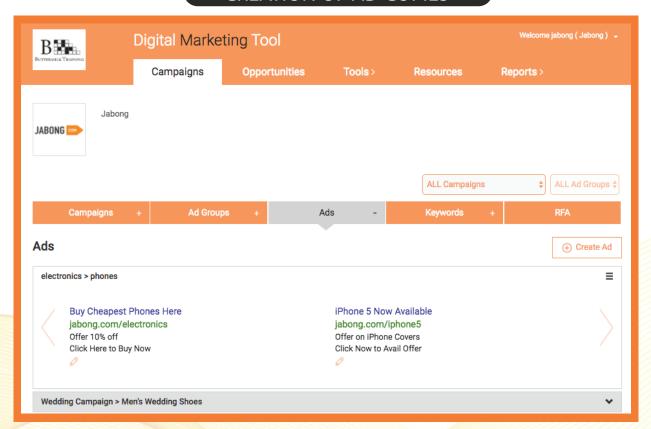
SNEAK PEEK INTO WHISSKERS TOOL

CAMPAIGN CREATION



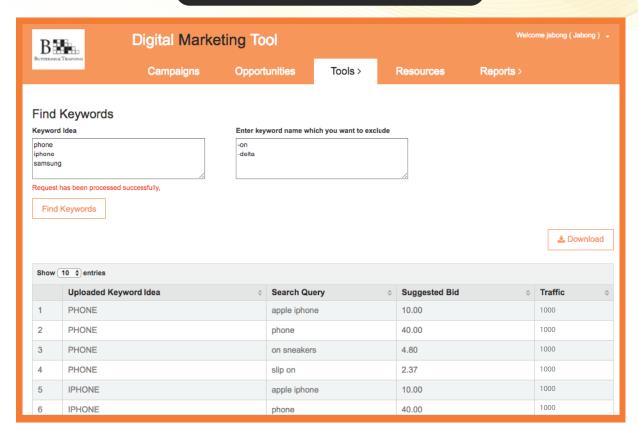
- ▶ Each group of students will be assigned an account of a particular company of the same industry to make a campaign.
- One can create as many campaigns with different budgets, Ad Groups and Keywords.

CREATION OF AD COPIES



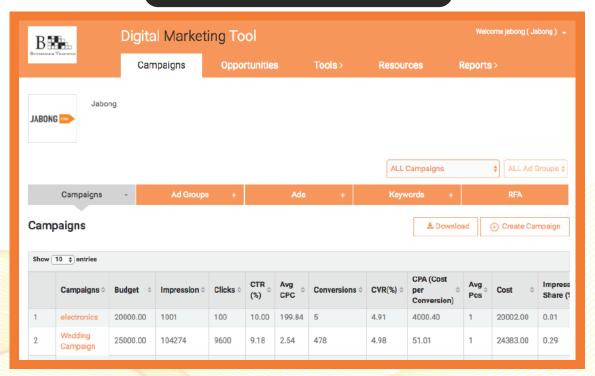
- Student can create multiple ads with keywords to improve performance.
- There is a character limits for Headline and both the description, enabling real time experience of Adwords to the students.

IN-BUILT KEYWORD TOOL



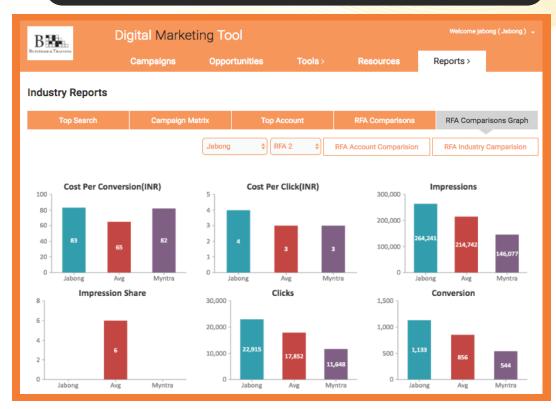
- Keyword Tool is used for assigning keywords to your Campaign
- Students can also use Keyword Tool to get keyword suggestions, suggested bids and traffic for each keyword for better keyword placement.

RUN FOR AUCTION



- 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 Whisskers 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

"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

"We had a wonderful association with Whisskers 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, knowledgable a nd a persistent team" -

Sonalika Sahai - Founder, StyleArrest.com

"At Gudskool, we have loved our experience of working with Whisskers. 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.



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