

THE MARKETING NERDZ

3 Months Digital Marketing
Certification Course Manual



TMN's Alumni

”

It's like a great investment, you will
need it forever”

- Henna Shah,
Makeup Artist & Travel Agency Owner

Most common Alumni and Student Job titles and Educational background:

Educational background:

Engineering
MBA in Marketing/HR/Finance/PR
IT graduates
Bachelors of Mass Media
Bachelors of Management Studies
Fine Arts
Hospitality
Banking and Finance

Job titles:

Digital Marketing Strategist
Social Media Manager
SEO Specialist
PPC and Adwords Manager
Sales and Marketing Manager
Business Development Manager
Content writer
Freelance Designer
Freelance Artists
Candidates with Family business/self employed

At [The Marketing Nerdz](#), our vision and mission is to make change happen, and help our clients and students move one step closer to their goals and objectives.

The "[3 Months Digital Marketing Certification Program](#)" is more than just a course, [it is an Experience](#), what we believe has changed and enhanced the lives of everyone involved.

It is an intensive training in both theory and practical format delivered for 3 months.

We've been running our "[3 Months Digital Marketing Certification Program](#)" for over 2 years now and our alumni have already created a mark for themselves in the industry, and worked towards achieving their desired results!

And hence, at TMN's 3 Months Digital Marketing Certification Program, [all the training and activities are "Result Oriented"](#) and the foundation is built over strong practical learning and application.

[Here, you DO NOT study and analyse different case studies, rather build your OWN!](#)

So, where there are 100's of other courses where you can definitely learn Digital Marketing as a Subject, we are not here just for that! Our journey with you actually begins from that point onward...

We can easily give you access to information (which you can get from anywhere) or have you memorize theories and strategies you will forget or have you appear for theory exams which really don't matter!

But [TMN's 3 Months Digital Marketing Certification Course](#) is built around "experience".

As a part of the training Program, you will engage in multiple practical assignments with your batchmates (batch of top 10 selected applicants to be precise), that will give you the real understanding of the subject and help you explore areas of your core expertise in the field of Digital Marketing.

And yes, this Program and intensive training is definitely NOT for everyone, and we are glad that it's that way.

We're only looking for the few (10 each batch to be precise), right candidates who are equally **committed to their success** and are willing to take the next big leap towards achieving their dreams and who care to bring about a positive growth oriented change in their lives.

About the Program:

An intensive 3 months training program that challenges you to level up and create a significant change as well as progress in your field of interest.

TMN's 3 Months Digital Marketing Certification Program prepared you to not just face the challenges in the real professional world, but also helps you develop and enhance the skills to successfully tackle and overcome these challenges.

Throughout the training, we encourage healthy competitive learning environment with constant feedbacks, team exercises, **direct coaching from our CEO Mr. Karan Dharamsi**, weekly assignments and group discussions.

Application and more details:

Program Application link: [CLICK HERE](#)

Program Stats:

More than 98% of the students in each batch successfully complete their training and certification. And all of them surely have one thing in common to share: "the entire training experience was definitely worth it, and in fact, it exceeded my expectations with the kind of results I have achieved"

Commitment:

As mentioned earlier, we only select the candidates who are 100% committed to their growth and success. This is because with each student enrolled with us, we are also 100% invested in their goals and objectives.

No we understand that you've got other things keeping you busy throughout the week. Hence the training sessions are conducted only on weekends. However, we demand compulsory 80% attendance and follow strict deadlines for assignment and project submission.



The entire training and coaching for the 3 months program is directly delivered by the [CEO of The Marketing Nerdz, Mr. Karan Dharamsi](#) (link to his video).

Karan Dharamsi has curated and structured the entire training program with 36 detailed modules, designed to work in a connected manner for any successful Digital Marketing activity.

Karan Dharamsi is the Founder & CEO of [The Marketing Nerdz](#). He regularly teaches Digital Marketing to Miss Indias, RJs, Entrepreneurs, Copywriters for VVIPs, Students & Professionals at 5 Stars such as Hilton, JW Marriott, Crowne Plaza & more.

Through his Digital Marketing training, he helps them brand & market themselves, get more leads & sales by leveraging the power of internet.

Karan is a [Digital Marketing Advisor to several companies in India & US](#). Karan loves Entrepreneurs and he founded 'The Marketing Nerdz' to help other entrepreneurs grow their business with the Latest Digital Marketing Strategies in the World.

He has been changing lives & helping people live their dream by empowering them to launch and grow businesses from home leveraging the power of Digital Marketing!

He's a [Digital Marketing Strategist to emerging companies, budding entrepreneurs and students](#). He's a professional speaker at colleges on topics including Digital Marketing, Facebook Marketing, Leadership, Entrepreneurship & Social Media.

Karan is a [Tony Robbins and Cloe Madanes Certified Master Strategic Intervention, Human Behaviour & Psychology Coach](#).

“ FOCUS on CONVERSIONS, not
Campaign Creation! ”

Karan Dharamsi
- CEO, The Marketing Nerdz

Meet some of TMN's Alumni



Meet Shaun Mattos

Shaun Mattos is one of [The Marketing Nerdz's](#) alumni. And we're extremely glad to have him as part of our Digital Marketing Courses, and help him pursue his career and accomplish his dreams.

Here's a little bit about Shaun, and his journey of turning his goals into reality!

Having studied Commerce and Economics from Sydenham College of Commerce and Economics, Shaun worked for a couple years in the finance industry as a broker at B&K Securities, then shifted to the media industry and worked in the sales department, thus gaining his share of experience in the corporate world.

Apart from all the experience and the Big Fat Money he was already making, there was something he wanted to achieve in life, something through which he could contribute to the society and not stick to the routine, the monetary perks and benefits!

This burning desire made him chase multiple jobs, but he settled for none...

That's when he finally realised what to do and answered his own question and search for the right thing...

Shaun's dear friend who is also a psychic was great at her work, helping people with their problems and contributing to their happiness.

In fact, she had made a great deal of contribution to his life too, be it for his personal life, health, wealth or professional life. She had been in the industry since a decade now and had transformed several lives!

But there's something Shaun noticed about her work...

He noticed the fact that her work was known to people ONLY through word of mouth!

This is when he realised the potential to grow her business, reach out to more people and help several others in need, just like him.

And the best way to do that was by using Online and Digital Marketing tools and strategies!

Shaun always had keen interest and inclination towards Entrepreneurship and Marketing.

Thus, with the aim of chasing his dreams and contributing to people's happiness, he decided to handle the entire Marketing for his dear friend's business. His aim was to [expand the reach](#) and [contribute to the well-being of many people and save several lives!](#)

However, having seen the importance of technology and Digital Marketing to grow and promote a business, Shaun wanted to make sure that he left no stone unturned while helping his friend.

Which is when Shaun decided to accomplish another milestone by pursuing the [Level One Digital Marketing Foundation Certification Course](#) with [The Marketing Nerdz](#), to understand the nuances of Marketing, get deeper insights in the field of Marketing and be trained directly by the CEO of [The Marketing Nerdz](#), Karan Dharamsi.

That's not all! The course gave him the sense of direction he was looking for; and it got him several steps closer to his bigger picture and goals!

With that objective in mind, he applied for the [6 Months Masters Digital Entrepreneurship Certification Course](#) and helped his friend's business "Alohappiness" go completely digital with his efforts and learning.

And with all of that, here is what he has successfully achieved, on completion of his [6 Months Masters Digital Entrepreneurship Certification Course](#):

1) [Social media followers multiplied from 5000 and more](#)

- Through practically learning and implementing the CVO strategies
- Understanding Marketing Principles and Customer Psychology
- Practically learning and implementing how to use Social Media Platforms to enhance and promote any business Online.

2) Alohappiness website completely designed and structured by team TMN

- Starting from creating the Brand identity, USP, logo and the overall website content and structure.

3) High converting marketing funnels

- Creating and Implementing High Converting Marketing and Sales funnels online.
- Applying the 7SF formula to create the most appropriate marketing message.
- Implementing the ANS strategy to increase online conversions.

4) Successfully conducting events at properties like JW Marriott by implementing all the tools and techniques shared by Karan Dharamsi including his Email Marketing Campaigns and Conversion Strategies.

5) Increased social media awareness and engagement

- Using all the tools, strategies and platforms shared to increase the engagement, creating platform specific content and reaching out to his audience effectively.

6) Helping and reaching out to more people with the cure to their problems at a larger scale through online platforms

And much more..

From zero to achieving all this along with the practical knowledge of how to create and implement these Digital Marketing tools, strategies and platforms, Shaun's successful journey towards achieving his dream makes us proud and gives every budding entrepreneur the faith and courage to chase their dreams with the right guidance, dedication and hard work!

And here's what Shaun had to say to summarize his experience with [The Marketing Nerdz's 6 Months Masters Digital Entrepreneurship Certification Course](#):

1) What have you got to say about your experience throughout the course?

"It felt like it was meant to be" -Shaun Mattos

2) Why Did You Decide to join the 6 Months Digital Entrepreneurship and Marketing Masters Course taught by The Marketing Nerdz's CEO Karan Dharamsi?

"I do a lot of research before getting into something. So I read about all his companies. And I was like if this guy is running so many companies, he definitely knows something about what he's doing. So yeah, I think it will be great to learn from him (CEO Karan Dharamsi) rather than learning from someone who just comes to the college & and teaches but does not know what's happening in the world. That's the core reason why I actually joined here" -Shaun Mattos

Meet Parinaz Kharas a.k.a The Bombay Blogger

A passionate Blogger, Writer and girl next door who does not fear being judged and always believes in being 100 percent genuine through all her work, meet [Parinaz Kharas -The Unbiased Blogger](#), currently pursuing The Marketing Nerdz's [6 Months Masters Digital Entrepreneurship Certification Course](#).



Just like everyone, Parinaz also had to face her share of challenges in life before she could finally established her mark in the world as a Blogger, something that she always wanted!

So, here's a quick summary of Parinaz, that got her to apply for the [6 Months Masters Digital Entrepreneurship Certification Course at The Marketing Nerdz](#).

Usually when kids enjoy the first year in their degree colleges, whiling away time, bunking lectures and everything that comes along, Parinaz had to face quite a lot of hurdles!

The very immediate and unforeseen challenge was that one year down her course after completing senior college, the University she got admitted in shut down!

Well, that's a huge blow, especially when you have planned an entire career ahead in line with your current educational choices...

And, that was not all. Parinaz made the so called mistake of answering the classic question: "what do you want to do in life?" She answered: "I want to become a Blogger!"

Her friends, relatives and haters laughed at her for having made this decision. But deep down, she always knew what she wanted.

However, she decided to get over this phase and with an aim to get her degree, she went on to pursue BCOM at Byramjee Jeejeebhoy College of Commerce (BJCC) along with her quest to become a Successful Blogger.

Blessed with a family of achievers including an elder sister who is India's youngest Internationally practising Image Consultant, Parinaz continued exploring the best path for her to begin her Blogging career.

Her interest and passion always lied in fashion, lifestyle and food! Her desire was to become a successful influencer, and a clear way to achieve that was through her love for blogging!

Her supporting sister and caring mother found her multiple career options and courses that could help her establish her own Business.

And that's when they got her to apply for the [2 Days Digital Marketing Workshop at Hotel JW Marriott](#).

With the experience she had during the 2 days training workshop, Parinaz was already sure how she would launch and grow her Blogging career using Digital Marketing!

After the [Level One Digital Marketing Foundation Certification Course](#), Parinaz applied for the [6 Months Masters Digital Entrepreneurship Certification Course](#) and waited for a long duration of 6 months before she could get trained by her favorite CEO and get her entire Blogging Business Model setup by the team of [The Marketing Nerdz!](#)

Fast forward 6 months...

Parinaz started her training for the [6 Months Masters Digital Entrepreneurship Certification Course](#) and ever since then, she has grown leaps and bound as The Bombay Blogger with her career plan, strategy creation and most importantly, practical implementation!

Popularly known as The Bombay Blogger, Parinaz has achieved the following in just 3 months:

1) Establishing her Brand “The Bombay Blogger”

- Starting from creating the Brand identity, USP, logo and the overall website content and structure
- Understanding and targeting her niche

2) Blog - work under progress

- Just 3 months down the line and Parinaz already has her Blog setup ready, just a few finishing touches before the website goes live.
- High converting and Niche appropriate website designed, structured and developed by [The Marketing Nerdz](#).

3) High Converting Marketing Campaigns

- Creating and Implementing High Converting Marketing and Sales funnels online.
- Applying the 7SF formula to create the most appropriate marketing message.
- Implementing the ANS strategy to increase online conversions

4) Revenue and Business model

- Having practically understood her numbers and business opportunities
- Creating and implementing high converting, tried and tested blogging business models.

5) Followers and Fans across all the social media platforms

- Through practically learning and implementing the CVO strategies
- Understanding Marketing Principles and Customers' Psychology
- Practically learning and implementing how to use Social Media Platforms to enhance and promote any business Online.

And a lot more..

Just 3 months down the training, budding blogger Parinaz has achieved commendable heights of success with her persistence, hard work and burning desire to learn and be trained by the CEO of several companies including [The Marketing Nerdz](#)!

Meet Aaryam Trivedi

Aaryam Trivedi is one of our brilliant students, pursuing the [3 Months Digital Marketing Certification Program](#).

But before we dive into his successful achievements, let's take a quick dive into his life and what gets him where he is today!

Born in a small region in the north east, Aaryam had a wonderful childhood where he grew amidst a small, loving family with his parents and an elder sister.

When it came to health and physical fitness, Aaryam had always been overweight than his other friends of the same age.

Soon, he realised that his health concerns could not be taken lightly and it was only he who could bring about a change. With an aim to lose weight, Aaryam started researching various fitness regimes and workout options.

This helped him learn a lot about losing weight. With determination, commitment and desire to achieve his goals, Aaryam built a healthier and fit body and lost over 30 kilos of extra weight.

Today, Aaryam is a fitness coach and yoga trainer. He conducts morning fitness sessions where his only objective is to help any and every individual who is fighting the same battle he did as a child.

He believes in gaining expertise and achieving real results in every field of his interest.

This is one of his most interesting qualities; and it played a huge role in his final selection for this [3 Months Digital Marketing Certification Program](#) with [The Marketing Nerdz](#).

Today, Aaryam has stepped into the field of Digital Marketing with an objective to spread awareness about his fitness training. In addition, he wants to share his journey with as many people as possible by using Digital Marketing. His objective is to help everyone he can with his fitness knowledge while developing a strong professional background in Digital Marketing.



Aaryam now successfully looks after the various Digital Marketing activities for his business and personal fitness routines.

Aaryam's bigger goal is to eventually pursue the [6 Months Masters Digital Entrepreneurship Certification Course](#) and this 3 Months Course is the first milestone he aimed at.



Meet Henna Shah -Freelance Makeup Artist, Travel Agency Owner and Marketing Enthusiast

Henna Shah is a young Make Up Artist from south Bombay who is also an active member of her family owned Tours and Travel Agency and a Marketing freak out of interest!

Henna is our most recent member of the [3 Months Digital Marketing Certification Program](#) and we are glad to have talented and committed individuals like her on board for the course.

With an aim to grow and expand her career as a freelance makeup artist, she applied for the [3 Months Digital Marketing Certification Program](#).

Henna had always been very clear and determined about her goals and what she wanted in life.

Being at that point in her professional life where she is the one man army, she wanted to make sure nothing falls short in terms of branding and marketing her services to her audience.

In this industry of wedding make up and make up in general for that matter, people are very selective about whom they work with, which is why word of mouth marketing has been working wonders since ages.

After all, everyone wants to look their absolute best and wouldn't risk that out by any chance!

However, Henna too noticed the huge potential online marketing possessed to leverage any business.

After all, if you are not where your audience is, are you at the right place?

With just 2 sessions of her entire 3 months of training, here is what Henna has achieved:

1) Her Brand identity and USP which sets her apart from 100's of other make up artists.

2) Targeted Niche for her services

- Based on the kind of audience she wants to cater to and her Brand Identity, Henna has successfully created her "Ideal Customer Avatar" for different social media platforms.

3) A clear understanding of Digital Marketing and Competition Analysis

- - Apart from those practical accomplishments, Henna now has a deeper understanding both about the subject and her competitors.

These 3 things as you must have guessed by now, lay the foundation of any strong marketing campaign.

And that is exactly what we can worked on for Henna during her first 2 sessions of the 3 Months Digital Marketing Program.

The next step would be to set up Online conversion funnels, CVO models, creating strategies for lead generation and so much more!

This will help Henna to not only learn Digital Marketing, but to "experience" it for herself. And as we mentioned earlier, it will **empower and equip her to create her own case study!**

Learning happens best when you have results or outcomes to measure and track.

Hence, that is what we aim to provide to all of our 10 selected students with the intensive, practical based **3 Months Digital Marketing Certification Program.**

Our entire team at **The Marketing Nerdz** is committed and dedicated to help you achieve your goals and dreams, with the help of our Digital Marketing Programs, designed and structured for specific outcomes and results!

After all, Shaun Mattos lived his dream.

In fact, the entire online presence for his brand "Alohappiness" was created during his [6 Months Masters Digital Entrepreneurship Certification Course](#).

He built his dream. You can too!

If you too want to build your dream project, or do live event, or create a life-transforming company from ZERO or make more money, share your goals with us and we would be glad to have you on board.

[The Marketing Nerdz](#) welcomes driven, determined and committed individuals who are willing to make the next BIG move towards achieving their dreams.

This time, make it count, turn your passion and dreams into reality and write your own successfull Case Study!