

B-School
From Codestratz

Codestratz Bschoo

Where Businesses Grow, and
Marketers are Made



Kerala's Trusted
Learning Hub
For Entrepreneurs And
Marketing Aspirants

Digital Marketing Mastery

With Business Opportunities

Duration:
4
Months

Mode of
Learning:
Online



Build Brands, Build Careers

Meet your Mentors



Rohith Sasanken
(CEO @ Codestratz)



Vishnu F
(COO @ Codestratz)

How This Course Benefits You

For Entrepreneurs

- ✓ Learn Digital Marketing from Basics to Advanced
- ✓ Grow and Scale Existing Businesses
- ✓ Launch New Business Models:
 - *E-commerce*
 - *Service-based Businesses*
 - *Affiliate Marketing and many more...*
- ✓ One-Year Strategic Growth Roadmap
- ✓ Step-by-Step Execution Guidance
- ✓ One-Year Dedicated Support
- ✓ Lifetime Access to Course Content

For Students

- ✓ Learn Complete Digital Marketing Strategies
- ✓ Resume Building Guidance
- ✓ Interview Preparation
- ✓ Demo Session Practice
- ✓ Job Assurance
- ✓ One-Year Dedicated Support
- ✓ Lifetime Access to Course Content

About Codestratz Bschoool

At CodeStratz Bschoool, we believe that every digital marketer has the potential to drive remarkable growth and success. Our mission is to empower you with the skills, knowledge, and expertise to unlock your full potential and achieve mastery in digital marketing.

Course Overview

The Digital Marketing Mastery with Business Opportunities Programme is a customised training experience designed for both job seekers and business owners. This course teaches how digital marketing strategies are built and executed across different industries, including e-commerce, service businesses, affiliate models and more.

Classes are led by Rohith Sasanken (CEO, Codestratz Advertising) and Vishnu F (COO, Codestratz Advertising), both with 12+ years of industry experience. Their hands-on expertise provides practical learning to help students secure jobs and help businesses scale effectively.



**5000+
Learning Community**



Expert Teachers



**Guaranteed
Placements**



**Business Growth
Strategies**



What's Inside Your Learning Journey?

Our Curriculum

SOCIAL MEDIA MARKETING

- Overview
- Content Creation
- Audience Targeting
- Social Media Advertising
[Facebook, Instagram, LinkedIn, Twitter (X), Snapchat]
- Community Management and Engagement
- Analytics and Performance Measurement
- Influencer Marketing Strategies

SEO

- Fundamentals of SEO - Overview
- Keyword Research and Analysis
- On-Page and Off-Page SEO
- Technical SEO
- Local SEO
- AEO vs GEO vs AIO vs SXO
- SEO Analytics, Reporting and Auditing

CONTENT MARKETING

- Content Marketing Strategy Development
- Content Hub Creation
- Audience Segmentation
- Infographics, Visual Content, and Video Content Creation
- Content Distribution Channels
- Content Marketing Metrics
- Storytelling and Brand Narratives
- EEAT Structure, Google Helpful Content Update, and Google Algorithm
- AI in Content Creation

GOOGLE ANALYTICS (GA4)

- GA4 Fundamentals
- Core Reports
- Conversion Tracking
- Advanced Analysis

GOOGLE SEARCH CONSOLE

- Setup and Performance
- Technical Health Monitoring
- Core Web Vitals, Mobile Usability, and Security Issues
- Google Tag Manager
- Core Concepts
- Implementation
- Advanced Tracking for Different Industries
- Debugging

Our Curriculum

GOOGLE ADS

- Introduction to Google Ads
- Campaign Types and Objectives
- Keyword Research and Bid Strategies
- Ad Creation and Optimization
- Remarketing Campaigns
- Performance Tracking and Reporting
- Advanced Google Ads Strategies

EMAIL MARKETING

- Building Email Lists
- Crafting Effective Email Campaigns
- Automation and Segmentation
- A/B Testing and Optimization
- Email Deliverability and Compliance
- Performance Tracking and Analytics
- Advanced Email Marketing Techniques
- Lead Nurturing

WHATSAPP MARKETING

- Choosing The Platform
- Crafting WhatsApp Marketing Campaigns
- Audience Segmentation
- WhatsApp Marketing for Service-Based Companies
- WhatsApp Marketing for Edutech Business
- WhatsApp Marketing for E-Commerce Industry
- Performance Tracking and Analytics

DIGITAL MARKETING STRATEGY

- Strategic Frameworks
- Full-Funnel Integration
- Analytics and Reporting
- Client Handling (Customer Relationship Management- CRM)
- Agency Operations

Our Curriculum

BRANDING

- Brand Identity Development
- Brand Positioning and Messaging
- Visual and Verbal Brand Elements
- Brand Experience and Loyalty
- Brand Management Tools
- Rebranding Strategies
- Case Studies of Successful Brands

SALES PITCHING AND COLD CALLING

- Different Types of Sales Pitching
- The Art of Pitching
- Sales Pitching Framework
- Lead Generation and Outreach

YOUTUBE OPTIMISATION

- Channel Optimisation
- YouTube Specific Keyword Research
- Video SEO
- Engagement Signals
- High Contrast Thumbnails and Click-through Rates

APP STORE OPTIMISATION

- ASO Fundamentals
- On-Meta Data Optimisation
- Off-Meta Data Optimisation
- Ratings and Reviews
- Advanced ASO Using A/B Testing

BUSINESS OPPORTUNITIES

- Dropshipping
- Print on Demand
- Affiliate Marketing
- Amazon FBA
- Digital Product Selling

PROGRAMMATIC ADVERTISING

- Introduction to Programmatic Advertising
- Ad Exchanges and DSPs
- Real-Time Bidding (RTB)
- Audience Targeting and Segmentation
- Creative Optimization
- Campaign Performance Measurement
- Advanced Programmatic Strategies

INTERVIEW PREPARATION

- Personal Branding and Portfolio
- Interview Skills
- Creating Resume
- Strategic Thinking and Data Interpretation

AI IN MARKETING

- Prompt Engineering for Marketers
- The AI Marketing Tool Stack (40 Essential AI Tools)
- AI Agents
- AI Automation
- Landing Page Creation

PLACEMENT

- Job Search Strategy
- Preparation for Salary Negotiation
- Professional Development

Why Choose Us

100% Job Assurance

**Trainers With 12+ Years of
Industry Experience**

Live Project Experience

Client Handling

**Assured Internship Upon
Course Completion**

**Codestratz
Bschool**

Our Advanced Features



**250+ Hours of
Content**



**Lifetime
Community Access**



**Monthly One-On-One
Mentorship**



**100% Practical-Oriented
Training**



Weekly Live Session

Career Opportunities



Digital
Marketing
Strategist



SEO
Specialist



PPC
Specialist



Performance
Marketer



Social Media
Marketer



AI Generalist



Email Marketing
Specialist



E-commerce
Specialist



Creative
Strategist



CRO
Specialist



WhatsApp
Marketing
Specialist



Content
Strategist

Our Success Stories



Sajad N

Social Media Manager,
Livelaw.in



Amruth

SEO Specialist, Kanzo

Kanzo[®]

Veranda
RACE

Resmi B

PPC Analyst, Veranda Race



Abhishek Krishna BK

Social Media Executive,
Amrita Hospital

AMRITA
HOSPITAL

OXDU
INTEGRATED MEDIA SCHOOL

Sadiya Rahmu

Digital Marketing Faculty,
OXDU Integrated Media School





Akshay Raj

Digital Marketing Executive,
Codestratz Advertising

Code**S**tratz
Advertising PVT LTD

#**viralmafia**[®]
Growth Hacking Agency

Vijay C

SEO Specialist,
Viralmafia



Aravind Balachandran

Digital Marketing Executive,
Cradiac


CRADIAC

 **ZAFR**
CONSTRUCTION

Shamna Nisam

Digital Marketing Analyst,
ZAFR Constructions



Thasni Abbas

Search & Social Media
Specialist, Perfomax

perfo**m**ax[™]

 **way**

Hari Krishnan R

SEO Specialist, Way.com



No Placement?

**Get A
Full Refund**

Enroll With Confidence

**Our Programme Ensures Your Career
Growth, Or Your Money Back**



In the next five years, digital marketing is projected to be a cornerstone of business success. With global spending on digital advertising expected to reach \$600 billion by 2025, the demand for skilled digital marketers is soaring.

Aspire to be a part of this thriving industry? With the right skills, you could be among the next generation of successful professionals.

Are you ready to take the leap?

Join

CodeStratz

Business School

Now!

B-School
From Codestratz

For more information

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