

B-School  
From Codestratz

# Codestratz Bschoo

Where Businesses Grow, and  
Marketers are Made



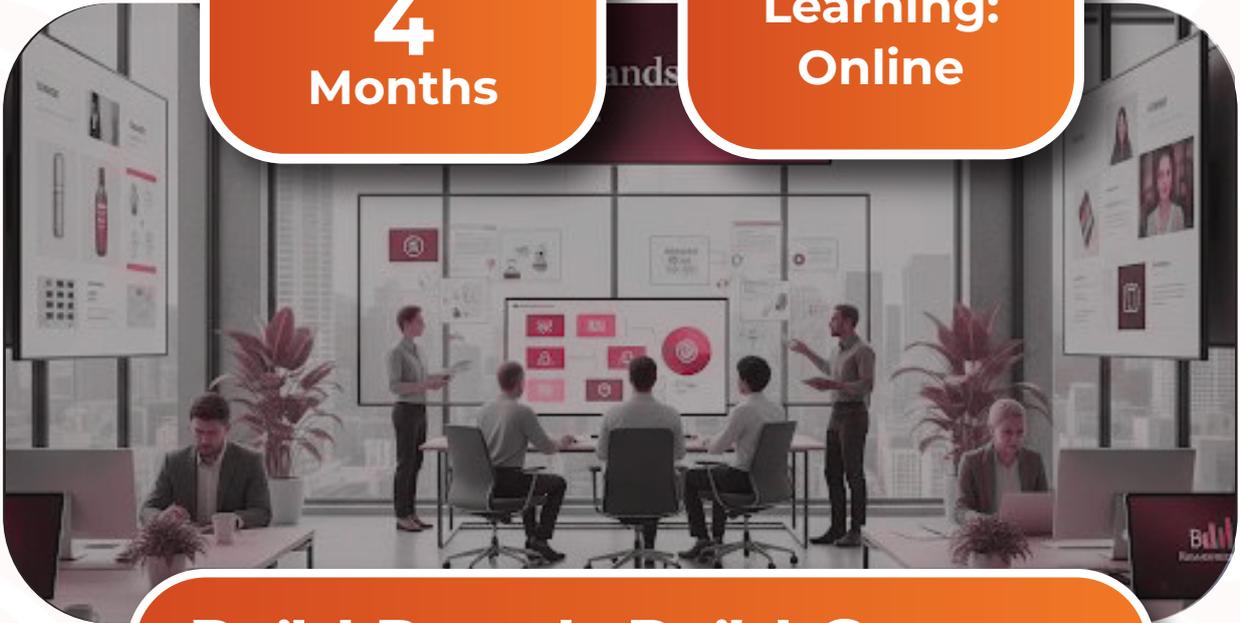
**Kerala's Trusted**  
**Learning Hub**  
**For Entrepreneurs And**  
**Marketing Aspirants**

# 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



**Live  
Law.in**

**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



**#viralmafia**<sup>®</sup>  
Growth Hacking Agency

**Vijay C**

SEO Specialist,  
Viralmafia



**Aravind Balachandran**

Digital Marketing Executive,  
Cradiac



**ZAFR**  
CONSTRUCTION

**Shamna Nisam**

Digital Marketing Analyst,  
ZAFR Constructions



**Thasni Abbas**

Search & Social Media  
Specialist, Perfomax

perfo**max**<sup>™</sup>

**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

**contact us:**

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