

Executive certificate in

Digital Marketing

24 Weeks Core Specialization





In a world driven by innovation, staying ahead requires not just learning but mastering the skills that fuel the digital era. **At Ryma Academy**, we believe every trainee is a potential scientist in the making, ready to decode the complex language of technology and craft solutions for tomorrow.

“FROM CURIOUS MIND TO INTERNSHIP”



About RYMA

RYMA Academy has empowered thousands to become Marketing and Business Leaders through our Executive Certificate in Digital Marketing. We fuse traditional marketing with cutting-edge insights to create **future-ready leaders!**

RYMA Academy merges timeless marketing fundamentals with cutting-edge innovation to cultivate world-class business leaders.

I can guarantee that the RYMA Academy will bring all the traditional techniques and tools in marketing and combine them with smart learning using Modern AI Tools that will make you the most successful leader not just in a marketing role but in the world of business management.

We are a Digital Learning And Working Platform



PROGRAM OVERVIEW

This course is like a **360° media & marketing bootcamp** designed for Students, Job Professional, startup Owners and. Business Owners. The world of marketing is constantly changing, and this course will help you revamp your strategies for the digital age.

WHO IS THIS PROGRAM FOR?



Freshers & Students

who want to Launch your career in the exciting world of digital marketing!



Working Professional

Upskill and advance your marketing knowledge for career and Salary growth.



Startup Owners

Learn the digital marketing secrets to launch your startup successfully.



Business Owners

Take your existing business to the next level with powerful digital marketing strategies.

What sets this Digital Marketing Learning Course apart from others



Guaranteed 30+ Certification

RYMA Academy ,
Google, SEMRush



Beginner to Expert Friendly Course

by RYMA Academy
Expert



Distinguished Faculty

with years of
industry experience



Dedicated Student Support

from Teaching
Assistants Mentors
and Peer groups



Offline | Online Classes Available

To interact 1:1
Sessions



Job-ready Projects

Based on real world
experience



Easy Doubt Resolution

Clear all doubts
through doubt
clearing sessions



Recorded Sessions

that you can access
content for up to 6
months

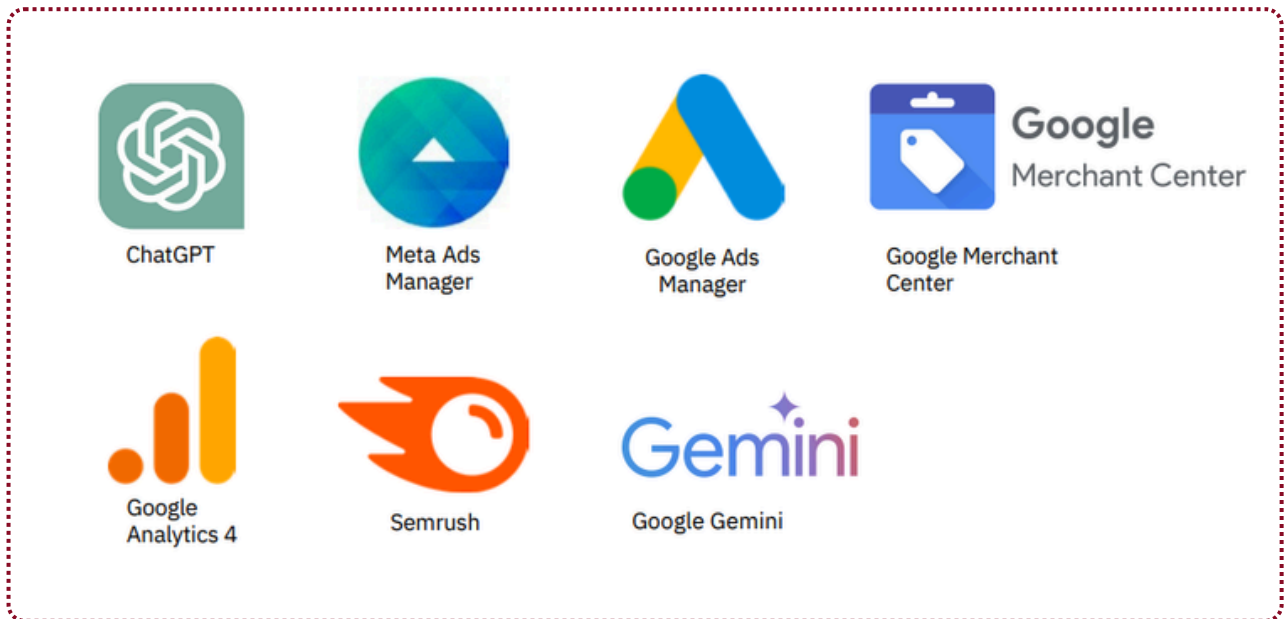


Crack Interviews

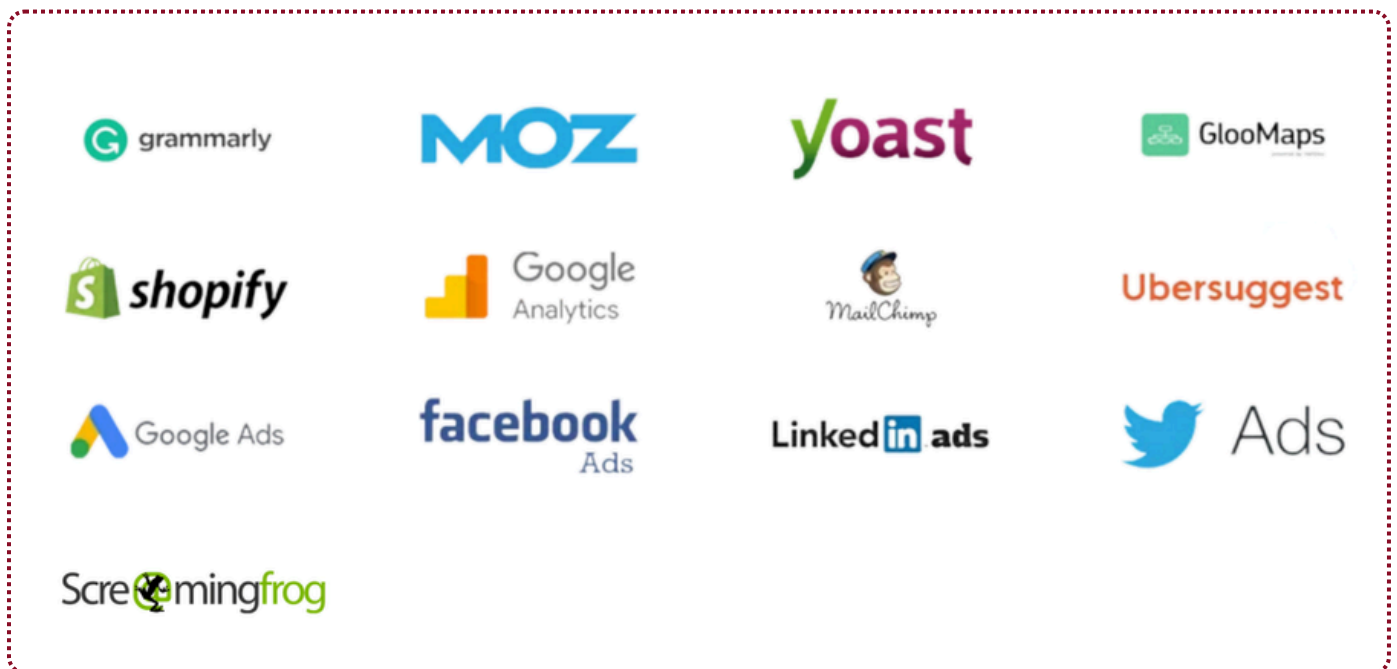
and impress
recruiters with your
Digital Marketing
Skills

TOOLS AND TECHNOLOGIES

























































This program will give you hands-on experience on multiple tools



SOFTWARES



55+ modules

| | | | | | | |
|--|--|--|--|---|---|--|
|  Intro to Digital marketing |  Basics of Marketing and Branding |  Content Planning |  Content Creation/Canva |  Professional Blogging |  Logo Creation |  Domain + Hosting Integration |
|  Website Creation without Codes |  Chat Bots |  Search Engine Algorithms |  Search Engine Optimization |  Google Search Console |  Bing Webmaster |  Google Analytics |
|  Local Business Listing |  Competitors Analysis |  Voice Search Optimization |  Google Adwords |  Online Display |  Advertising |  Remarketing Concepts |
|  Gmail Ads |  Optimization Conversion Rate |  Lead Generation for Business |  Mobile Marketing |  Performance Marketing |  Bing Ads |  Google Tag Manager |
|  Social Media Optimization |  Social Media Marketing |  Meta Business Suite |  Social Media Parameters |  Youtube Marketing |  Email Marketing |  E-Commerce Store Creation |
|  E-Commerce Marketing |  Affiliate Marketing |  Drop Shipping |  Google AdSense |  Tools of Digital Marketing |  Influence Marketing & Personal Branding |  Online Reputation Management |
|  Funnel Marketing |  Client Relationship Management |  Content Marketing |  Inbound Marketing |  Podcast Marketing |  Case Study Discussion |  Creating Marketing Strategy |
|  Earn as Freelancer |  Agency Skills |  Start up |  Resume Building |  Interview Pruneration |  Placement Session |  Assignment Session |



Course Details

Internship Focus

InternPresso

- ✓ Customized Modules
- ✓ E-Sop's
- ✓ Internship Placement Capstone Projects
- ✓ Google + RYMA (Certification)
- ✓ Experience Certification
- ✗ On Job Training
- ✗ Theme Membership
- ✗ Tools & Software
- ✗ LMS Recorded
- ✗ Research & Automation Paid Tools
- ✗ E-Notes & E-Books
- ✗ Case Study
- ✗ Interview & Presenting Skills Session



INTERNPRESSO MODULES

Social Media Marketer



Social Media
Optimization



Social Media
Marketing



Social Media
Parameters



Youtube
Marketing



Optimization
Conversion
Rate

Lead Generation Expert



Social Media
Marketing



Email
Marketing



Google
Adwords



Optimization
Conversion
Rate



Funnel
Marketing

PPC Expert



Google
Adwords



Funnel
Marketing



Google
Analytics



Remarketing
Concepts



Youtube
Marketing

Principle of

Highly Paid Intern

Agency
Skill

Strategic
job Search

Resume
Building

Learn Most
Demanding
Skill

Interview
Cracking



Course Details



Internpresso

- ✓ Customized Modules
- ✓ E-Sop's
- ✓ Internship Placement Capstone
- ✓ Projects
- ✓ Google + RYMA(Certification)
- ✓ Experience Certification
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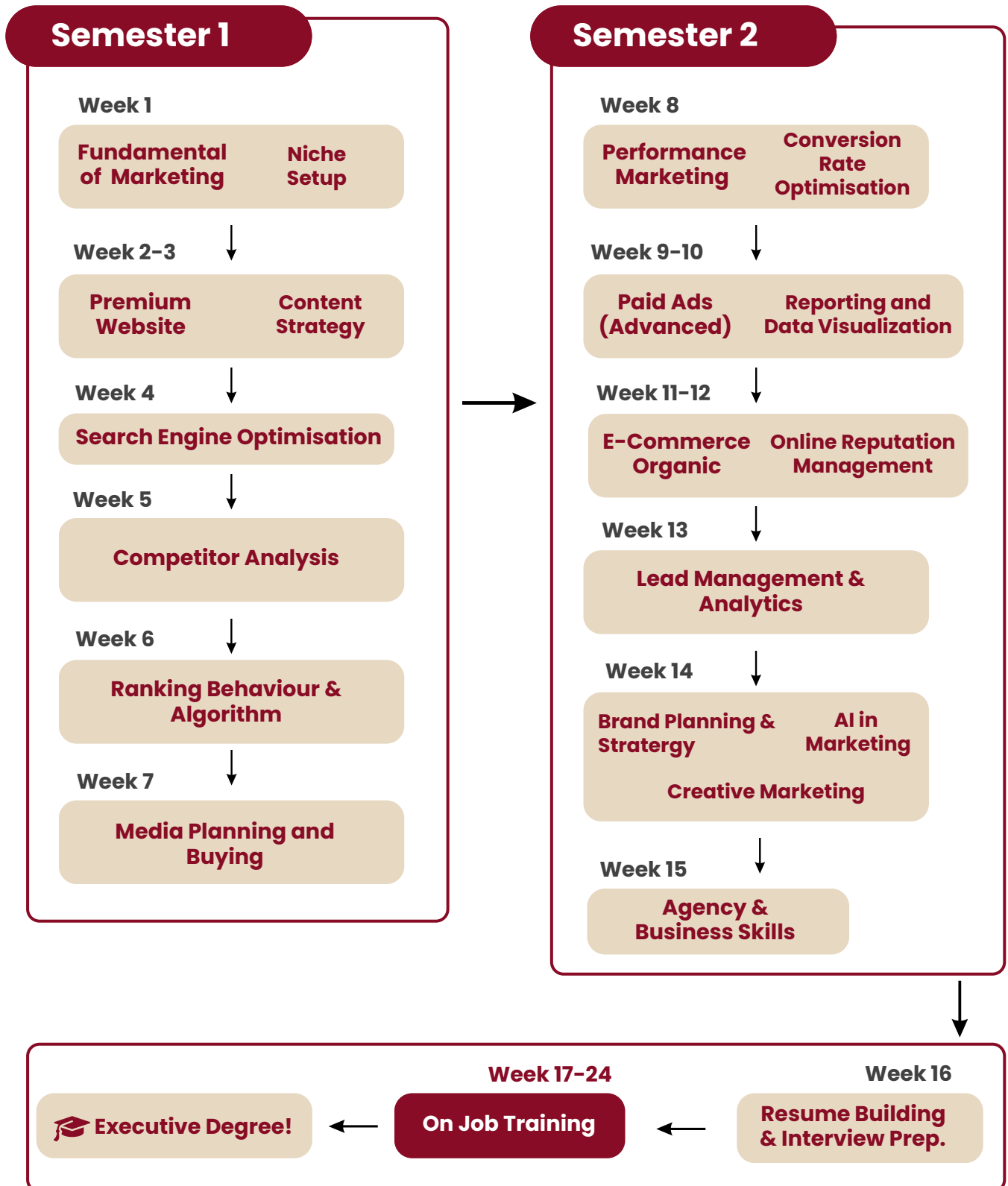
Executive

- ✓ 55+ Modules
- ✓ E-Sop's
- ✓ Internship Placement Capstone
- ✓ Projects
- ✓ Google + RYMA(Certification)
- ✓ Experience Certification
- ✓ On Job Training
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- ✓ LMS Recorded
- ✓ Research & Automation Paid Tools
- ✓ E-Notes & E-Books
- ✓ Case Study
- ✓ Interview & Presenting Skills Session



Learn A-Z of Digital Marketing & More

Embark on the 6-month Ryma journey, where strategic thinking, practical learning, and comprehensive career prep make you a PRO Digital Marketer.



URDDIE LEARNING MODEL BY PRO MARKETER

This program research and design by Experts Using URDDIE Model For Fastest and Effective Learning

U

Understand

Grasp the fundamentals of digital marketing and audience behavior

R

Research

Explore market trends, competitors, and user needs for informed strategies

D

Design

Create impactful marketing plans and visual assets to engage the target audience

D

Develop

Build and refine tools, content, and campaigns for execution

I

Implement

Execute strategies across digital platforms effectively

E

Evaluate

Analyze performance metrics to measure success and optimize future campaigns

Road to Your Digital Marketing Success



PROJECT DETAILS

Learners work on Self of project and Our Industry Projects. These include:



Website + Blog Creation Project

This involves setting up a website on WordPress and creating a blog populated with pages, posts, and plugins.



SEO Assignment

This assignment involves performing SEO on your blog or conducting an SEO audit of a website (This task differs a little, based on the track you choose).



Web Analytics Project

Learners will analyze their blog using Google Analytics. They will generate, read and present insights from Google Analytics reports.



Social Media Marketing Live Project

Here, you will run a campaign on Facebook Ads manager to drive traffic to either your blog/website or create engagement for your Facebook page. You will learn how to run the campaign from end to end, from setup to optimization.



Search Engine Marketing + Display Marketing Live Project

Run a search and display campaign on Google Ads to drive traffic to your blog or website. This would also cover the entire campaign journey right from setup to optimization

PROJECTS & CASE STUDIES



CASE STUDY

Real-world
insights gained

CarDekho Case Study

With the help of this case study, This case studies are goldmine! They offer real-world examples of how auto companies tackle challenges and achieve success. This practical knowledge can give you a head start in understanding the industry and preparing for your future career.

Showcases CRM
solutions

Salesforce Case Study

Aspiring business leaders, look no further! Salesforce case studies provide a treasure trove of practical knowledge. These real-world examples showcase how companies leverage Salesforce to boost sales, enhance customer relationships, and achieve remarkable results.

OUR STUDENTS



Simran

Digital Mkt Team leader
TrippyBug



Parteeksha Manral

Digital Marketing Manager,
Freelancer



Deepanshi Negi

Digital Marketing Manager,
FCR Group



Ramjii Lal

Digital Strategist,
Business Owner



Aaryan Pillai

Corporate Communications,
Digivigyan

GLIMPSES OF RYMA ACADEMY





COMPANIES THAT LOVE OUR STUDENTS





COMPANIES THAT LOVE OUR STUDENTS

rohit arora.in
I SHOOT PEOPLE

CUBEXSOFT
Ease for your Business

ALPHAVITOS

WYZMINDZ
DELIVERING BREAKTHROUGHS

High Technologies Solutions
The Software People

nlb services



Naufinati



inshorts
stay informed



VA VISAS AVENUE
Boulevard to Dreams

HANA-GLOBAL
New Thinking, New Business



realme



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Adstacks Media

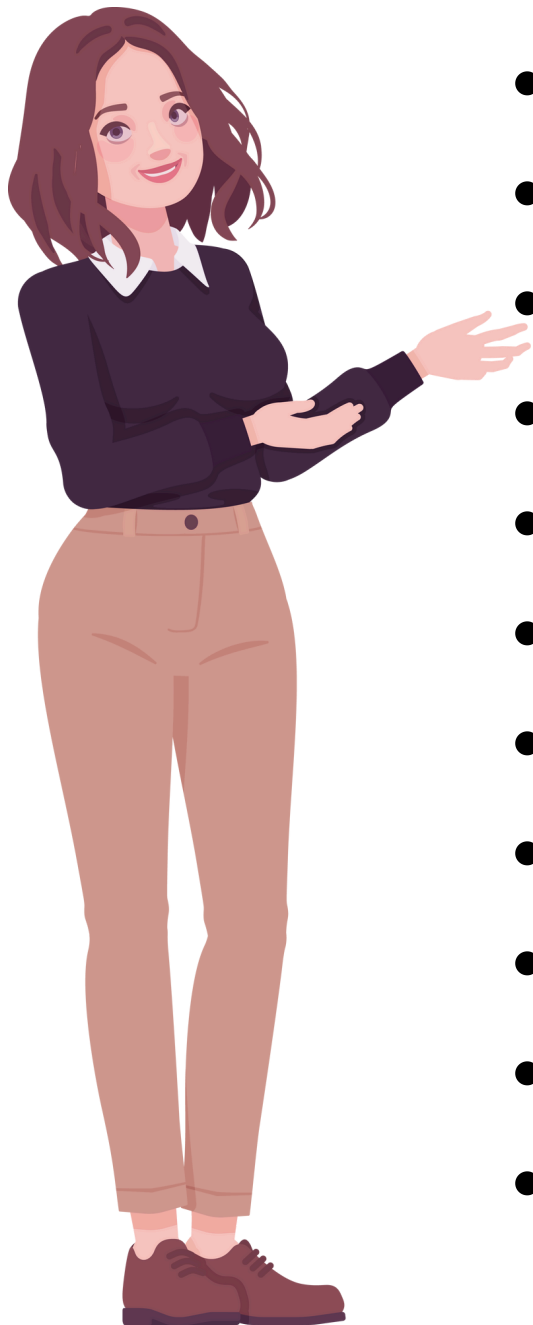
JLL BUSINESS
Services

DESIGN HOUSE
Design House India Pvt. Ltd.

PREPARE FOR HIGH-GROWTH CAREER OPPORTUNITIES

with our industry-ready digital marketing training

- Digital Marketing Executive
- Digital Marketing Manager
- SEO Executive
- Social Media Executive
- PPC Expert
- Lead Generation Expert
- Performance Marketer
- Online Reputation Manager
- E-Commerce Specialist
- Digital Campaign Planner
- Ads Expert
- Online Entrepreneur
- Freelancer
- Digital Account Manager
- Sr. SEO Executive
- Associate Digital Marketing



“NOTE”



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TALK TO US

+91-9873336133

+91-8810360942

info@rymaacademy.com

