# BizBoost Digital Academy - Placement Driven
# AI Powered Email Marketing & Automation | Analytics Program

## Pay Program Fee After Placement


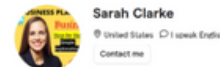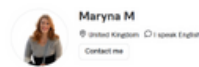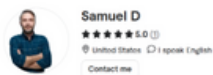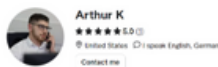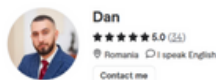
Email: careersbizboost@am-enterprises.org

https://bizboost-digital.am-enterprises.org/

# Get trained & take part in the BizBoost Digital Academy hiring drive

## Our Top Clients Currently Hiring

| Dan | Arthur K | Samuel D | Maryna M | Sarah Clarke |
|---|---|---|---|---|
| ★★★★★ 5.0 (26) | ★★★★★ 5.0 (1) | ★★★★★ 5.0 (1) | | |
| Romania □ I speak English | United States □ I speak English, German | United States □ I speak English | United Kingdom □ I speak English | United States □ I speak English |
| Contact me | Contact me | Contact me | Contact me | Contact me |

We Are Hiring for Our Clients

At BizBoost Digital Academy, our objective is clear: identify the right candidates, ensure they are equipped with the right skills, and if they aren't yet, train them with the best mentors in the industry.

## Hear from the candidates
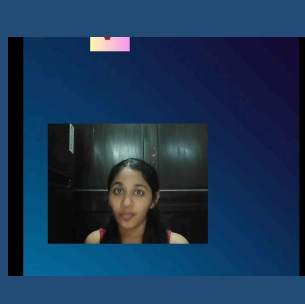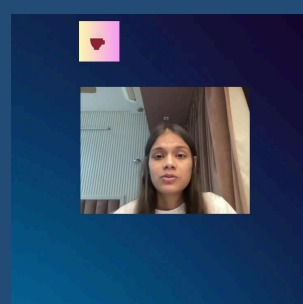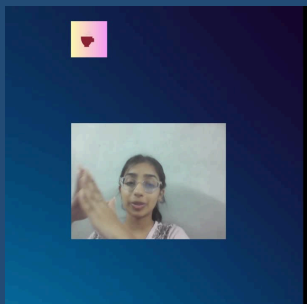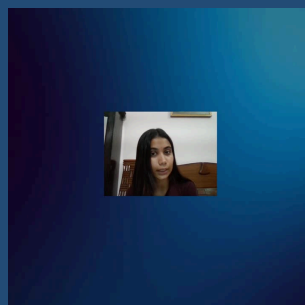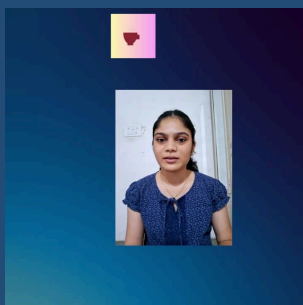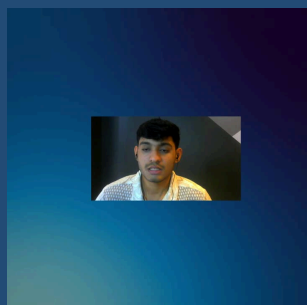
Register yourself for the hiring drive:

https://bizboost-digital.am-enterprises.org/bizboost-digital-academy-presents-hiring-drive-for-students-2025/

# Free consultation from experienced Mentors

Watch our BizBoost Digital Academy Podcast & Mentor Videos where experienced mentors share strategies, tips, and real-world insights on digital marketing. Learn more →
Learn from the Best: How BizBoost Digital Academy Mentors Shape Digital Marketing Careers
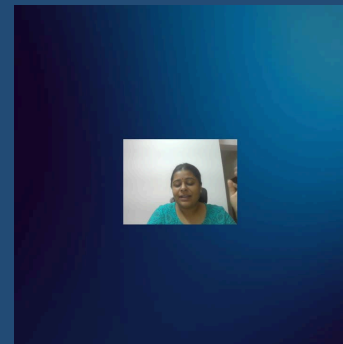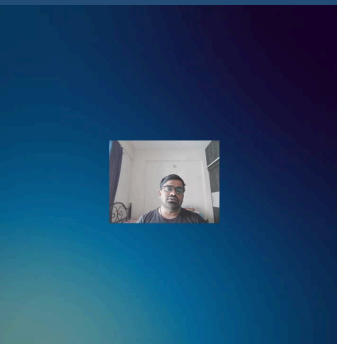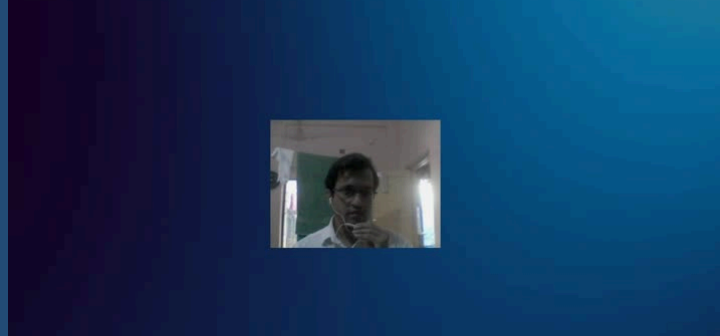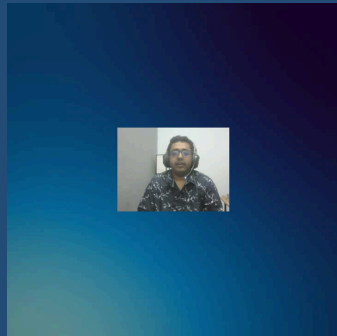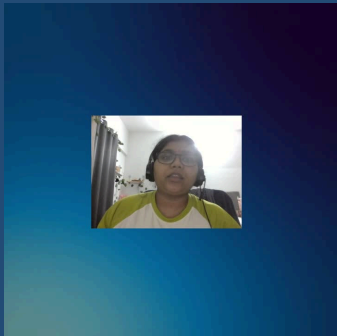


Listen to the mentors here:
https://bizboost-digital.am-enterprises.org/experienced-digital-marketing-mentors/
https://bizboost-digital.am-enterprises.org/

# Placement Driven Course:
## Email marketing, automation & Analytics

Pay complete fee after placement.

**Total Discounted fee:**

€ **Rs 80,000**

**Enrollment fee:**

🕐 **Rs 6500**

**Course Duration:**

🕐 **2 months**

1. AI Driven Google Analytics Course GA4

3. Content Email Marketing & Automation

4. AI Driven Google Google Tag Manager - Beginner

SEND
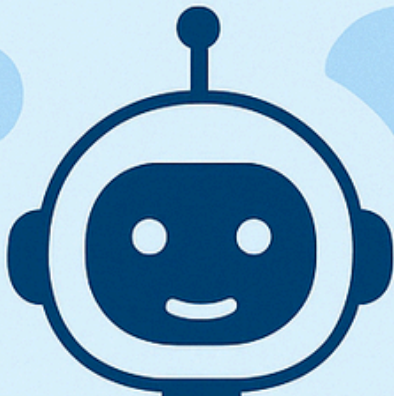
# 📚 Courses & Their Purpose

**1. AI Driven Google Analytics Course (GA4)**
Purpose:
To help learners track, measure, and analyze website/app performance.
Understand user behavior with AI-driven insights to improve marketing ROI.
Make data-driven business decisions using advanced reporting and predictive analytics in GA4.

**2. Content Marketing & Strategy**
Purpose:
Teach how to create valuable, SEO-friendly, and engaging content for target audiences.
Build brand authority and drive organic traffic.
Learn content planning, storytelling, and distribution strategies that align with business goals.

**3. AI Driven Email Marketing & Automation**
Purpose:
To design personalized, automated email campaigns powered by AI.
Improve customer engagement, lead nurturing, and conversion rates.
Learn tools & strategies for segmentation, automation flows, and campaign optimization.

**4. AI Driven Google Tag Manager – Beginner - advanced**
Purpose:
Introduce learners to tracking implementation without coding.
Set up tags, triggers, and variables for precise campaign tracking and analytics.
Understand how GTM integrates with GA4, Ads, and other platforms to improve performance tracking.

# ✉️ Course Overview: AI Driven Email Marketing, Automation & Analytics

## 🎯 Purpose of the Program

This course is designed to help students, professionals, and business owners master AI-driven email marketing strategies, automation workflows, and performance analytics. The goal is to transform email into a powerful revenue-generating and engagement tool rather than just a communication channel.

## ✅ What Students Will Gain

By the end of the course, learners will:

Build Effective Campaigns – Learn to craft engaging, personalized email campaigns that capture attention and drive action.

Master Automation – Set up AI-powered automation flows (welcome series, lead nurturing, re-engagement campaigns) to save time and maximize results.

**Leverage Analytics** – Track campaign performance, analyze subscriber behavior, and optimize email strategy with data-driven decisions.

Boost Conversions – Use segmentation, targeting, and AI personalization to increase open rates, click-throughs, and conversions.

**Hands-on Experience** – Work with real tools and case studies to apply skills in practical business scenarios.

# Job Roles: Email marketing, automation & Analytics Program

🌱 **Freshers / Entry-Level**
Email Marketing Intern / Associate
Email Campaign Executive
Junior Marketing Automation Assistant

⚡ **Mid-Level**
Email Marketing Specialist
Marketing Automation Specialist
CRM & Email Analyst
Email Content Strategist
Email Deliverability Specialist

🚀 **Senior**
Email Marketing Manager
Marketing Automation Manager
Lifecycle Marketing Manager
Head of CRM / Retention Marketing
Director of Marketing Automation & Analytics / VP Growth
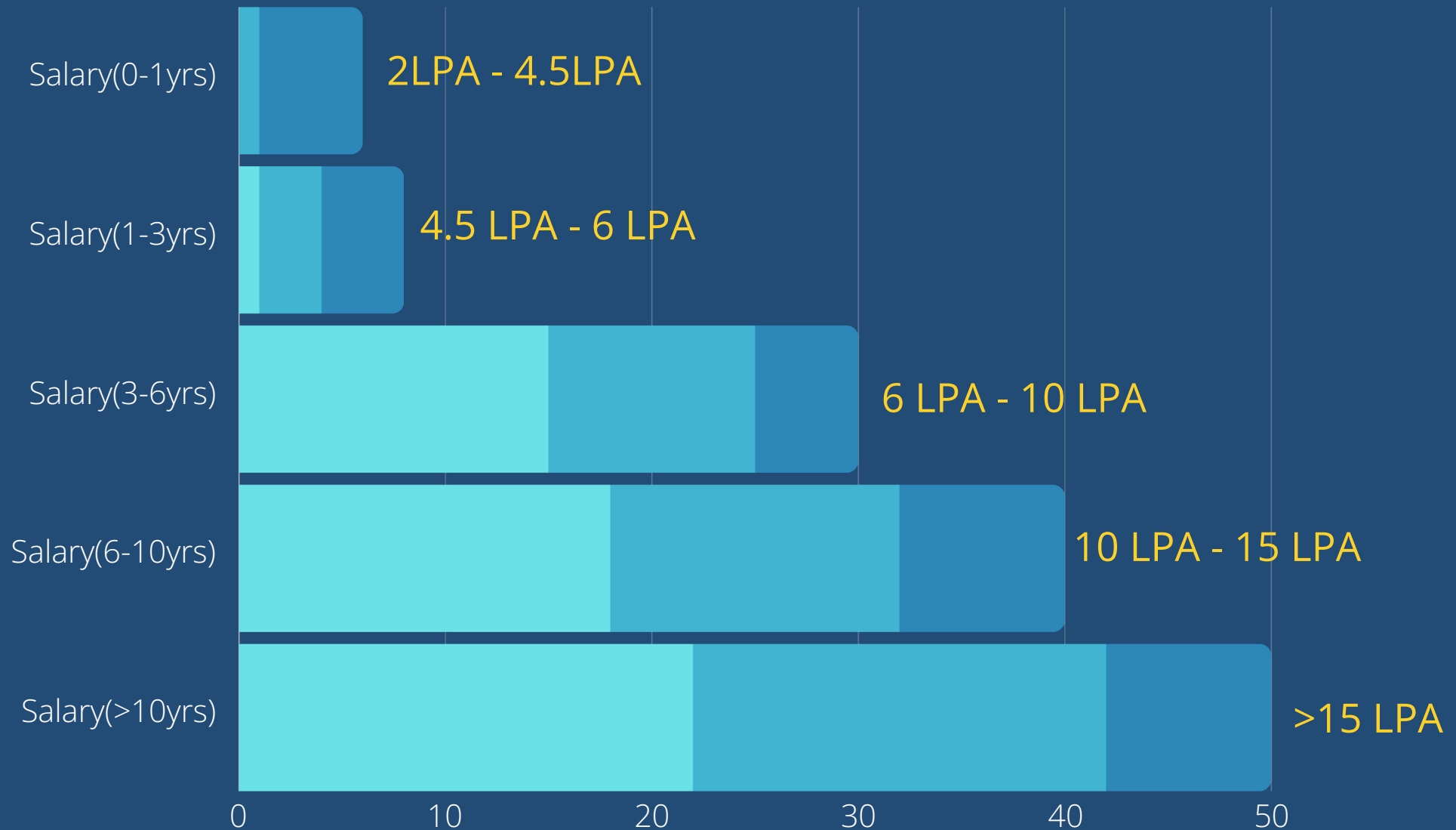
**Tools Covered:  Email marketing, automation & Analytics Program**

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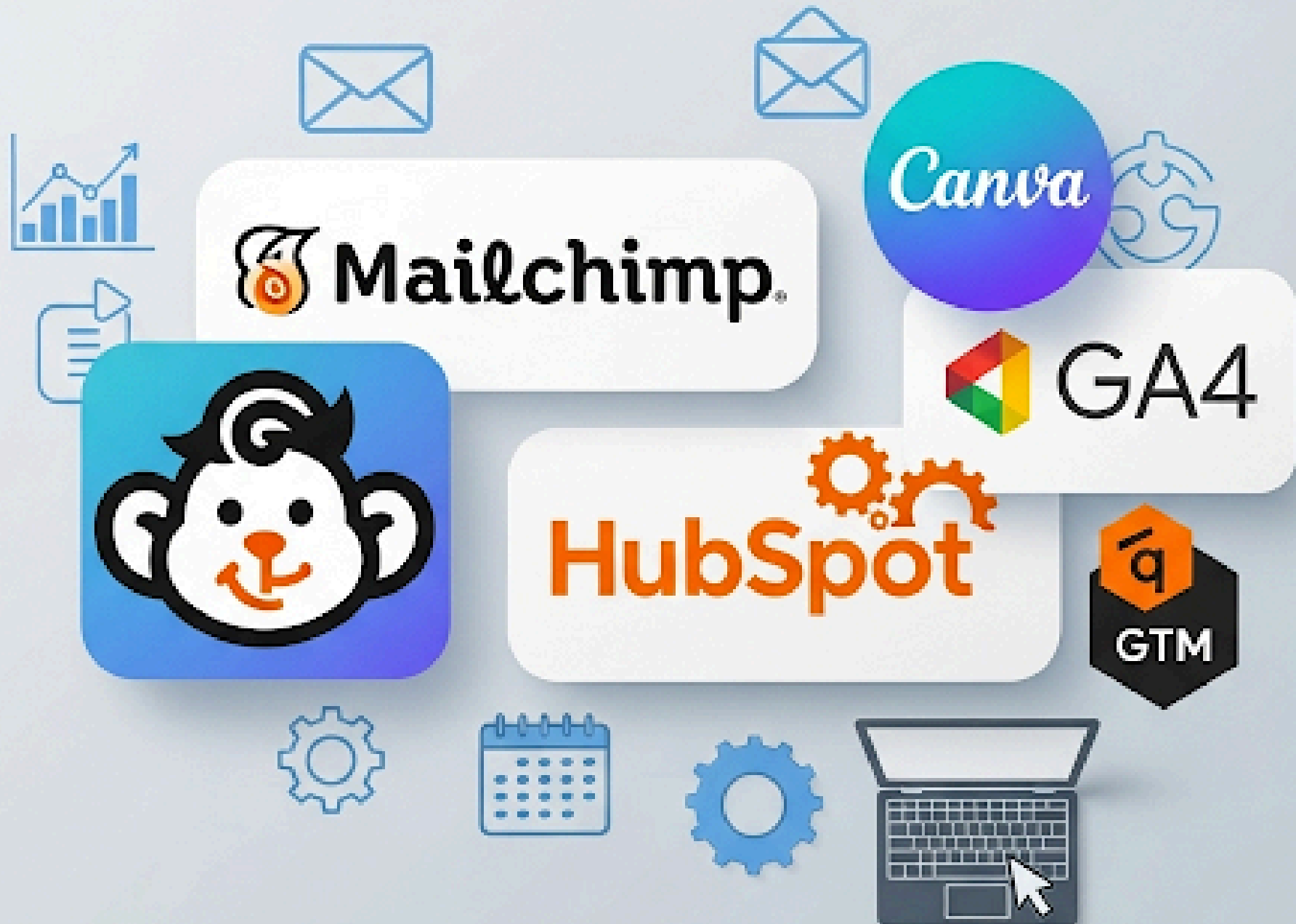
## • DIGITAL MARKETING THE REVOLUTION IS HERE

Digital Marketing is the constant pillar of every business growth strategy today. Businesses across industries are looking for 360-degree digital marketing professionals who can expertly leverage the diverse channels, tools, and techniques that form today's digital environment to generate real value at every step. Welcome to our Digital Marketing Job Guarantee Program - which guarantees you a job within 6 months of graduation! Countless program learners have already made the transition to new jobs. This handbook showcases their stories and is your blueprint to career success in the field.

**More than 50,000 vacancies as the industry faces skill shortage for digital marketing professionals.**

-Indeed

**With a 32% growth in Digital Marketing jobs in 2022, India has over 7.2 Lakh professionals**

-LinkedIn

# Email marketing, automation & Analytics Program

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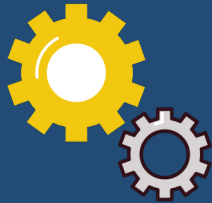
**Hands-on training on industry tools to make you job ready**

**Career mentoring and interview preparation**

**Global practitioners and industry experts as trainers**

**The complete digital marketing suite covered**

# Job Guarantee Services
# Future-Proofing Your Career

We bring you the ultimate job preparation solution to help you get to the next level -
from a job-ready professional eligible to be hired to a Digital Marketing professional anywhere in the world.
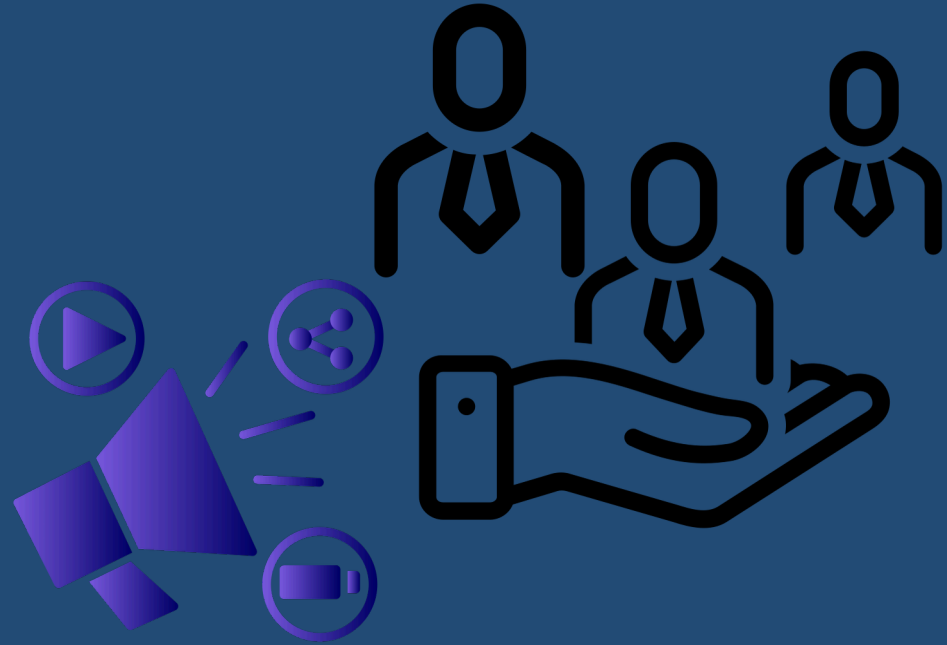
## Career
## Mentoring

- Resume preparation & profile building
- 1:1 mock interviews and soft skill training
- Mentorship from leading experts
  Curated job board by BizBoost Digital

## Job Placement, Guaranteed!
Get placed within 6 months
- of graduating or you don't

have to pay the program fee.
- 90000+ jobs openings*
  Naukri

# Highlighting Features You Should Know
## Pay Program Fee After Placements

**Weekend & Daily**
**Classroom Program Available**
The student can choose as per their choice
in which batch they want to get enrolled

**Instructor Led Live Classes**
You will be provided with live lectures
online from industry experts working with
reputed companies. Having 6+ Years Of
Experience

**Recorded Lectures**

You can get the recorded lectures of all
the lectures on our LMS for lifetime.

**Doubt Assistance**
24/7 Doubt Support
Mentor Doubt Session Available

## Internship & Experience Letter

## Create Your Live Online Portfolio

# Fee Structure for Email marketing, automation & Analytics Program

| | Actual Price |
|---|---|
| Enrollment fee | 6500 |
| Theory & Classroom Program | 45000 |
| Capstone Projects | 6500 |
| Tools & Softwares | 20000 |
| AI Tools Fee | 10000 |
| | |
| | |
| Total Fee | 88000(GST Inclusive) |
| Discounted Fee | 80,000(GST Inclusive) |

# Work Experience Letter

# To Whom-So-Ever It may Concern

This letter is to certify that _____ has worked in our organization as Digital Marketing Executive.

He had started working here on (Joining date) and worked till (Leaving Date). He had served till (total time of work) in our organization.

He had been very responsible till the date he had joined. He had enriched himself with lots of skills and work experiences to date.

We are really glad to have such an employee among us.

Wishing him the best of his luck in his career.

**DIRECTOR**

**SIMPLIFIEDUCOACH**

# Digital Marketing Course Completion Certificate

CERTIFICATION AWARDED FOR THE SUCCESSFUL COMPLETION OF THE DIGITAL MARKETING COURSE WITH BizBoost Digital

FOR EFFORTLESS CONTRIBUTION IN THEORY, QUIZZES, MODULES AND PROJECTS

DIRECTOR                                    BizBoost Digital

# Blueprint for your success

## How You are Going to proceed - Step by Step

**Step 1**
Enroll With Us
It all starts with this step!

**Step 2**
Start your learning & Get certified

Clear theory, projects, quizes like a Pro!

**Step 3**

Sign the ISA
Once you complete the training program, you sign the Income Share Agreement (ISA) and become a part of the placement program.

**Step 4**
Get access to placement assistance Resume preparation, Mock Interview, career workshops, etc

As per the agreement, you will pay your course fee in installments.

# The Complete Road map

- DIGITAL MARKETING Intro: Learn Fundamentals of Digital Marketing

- Content Marketing & Strategy

- AI Driven Email Marketing & Automation

- Ultimate Google Analytics course 4

- Google Analytics 4: Advanced

- Google Tag Manager - Beginner to advanced

- Placement Assistance, Building Profile & Internship Offer

# Work With Top Companies & Startups

Honeysha Technologies

aadiguru MARKETING

inventiva IT SOLUTIONS

VOGUE TEX (PVT) LTD

MARS

oodles Technologies

ZYBRA

SAI SEAIR LOGISTICS PVT LTD.

KyuTell

Arkss Tec

Simplifying your e-solut

MR. DEZYNER
DESIGNER BESPOKE FASHION

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# Success Stories of Alumni

Aryan Maheshwari
Sr. Digital Marketing Analyst
Accenture in India - Full-time

Sakshi
Business Analyst
American Express - Full-time
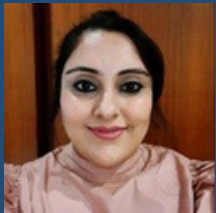
Richa Shukla
Executive - Social Media Marketing
ALTBalaji - Full-time
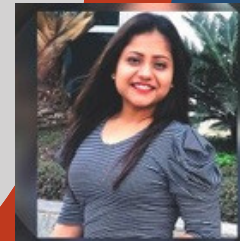
Sanya
Marketing Executive
Z1 Media - Full-time

# What are you waiting For?
## Enroll today!

## Submit Application
Submit the application with required information and check for eligibility

## Assessment and review
Talk to our counsellor for the course requirements and any eligibility test

## Admission RollOut
Secure the admissions by accepting the program enrollment and making the payment

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# Get Certified. Get Placed.

Technology is moving at a breathtaking speed today. Businesses worldwide are looking for talented professionals who can not only keep up with the pace but also drive the change.
Today, acquiring cutting-edge skills is vital for starting a career or career growth in any field including digital marketing.

## Develop skills for starting a career in Digital Marketing
This job guarantee program includes theory from basic - advanced, projects, and quizzes. Also, internship opportunities are provided so that you can solve real-life problems with your acquired skills.

## Learn from experts active in their field
Learn from the mentors who are themselves working professionals who can guide you in the digital marketing industry.

## Perfect your skills working on real-world problems
Capstone projects include real-world data sets with hands-on learning.

## Structured guidance ensures learning never stops
24/7 learning, doubt support so that you grow everyday in your skills.

# Table of Contents

**What:Your Business**

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Quiz: Business Life Cycle

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Intro

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Quiz: Customer Journey

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Quiz: KPIs
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3 Topics
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Get Started
Project: Prepare to market

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# Content Marketing & Strategy

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Visual Appeal
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Create Your Email In MailChimp(2)
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Create An Email

**Create an Email Plan**
10 Topics | 1 Quiz
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Segmenting Requires Data
Segmenting
Type of Bounce
A/B Testing Quiz
Project: Market With Email

5 Topics
Get Started
Building Your Email List
Preparing Your Campaign: Recipients
Preparing Your Campaign: Set Up, Template, Design
Project: Market With Email

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2 Topics
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**Lesson 8: Data modelling with GA4** Think about website data Typical e-commerce website: Part 1 Typical ecommerce website: Part 2 Typical ecommerce website: Part 3 Data modelling for non-standard website: Part 1 Data modelling for non-standard website: Part 2

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Lesson 6: Events in GA4 Capture data required by events from webpages Custom JS Variables & Event Parameters Analyze event parameter in GA4 Custom definitions, Dimesions & Metrices Use case events Firing events Tracking forms - Part 1 Tracking forms - Part 2 Tracking forms - Part 3 GTM Variables - DOM element & Auto event variables I GTM Variables - DOM element & Auto event variables II

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Custom reports in GA4 & Data studio

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Setting up funnel reports in GA4

Setting up path analysis reports in GA4

Setting up segment overlap in GA4

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Connect GTM and GA to Your Account – II

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# Placement Assistance, Building Profile & Internship Offer

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The Neutrogena Case
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Project: Optimize Your LinkedIn Profile

3 Topics Using LinkedIn Resources In Your Career Portal
Project:: LinkedIn Profile Review

Career: Job Search Strategies
6 Topics
How to conduct A Job Search ?
Job Search Best Platforms
Project: Refine Your Entry Level Resume
Project: Refine Your Career Change Resume
Project: Refine Your Prior Industry Experience
Project: Craft Your Cover Letter

Ace Your Interview
3 Topics
Introduction
Interviews are conversations
Star Method

Practice Behavioral Questions
3 Topics
Introduction
Self Practice: Behavioral Questions
Analyzing Behavioral Questions

Land An Internship Offer
2 Topics
Mock Interview
Offer Letter

About BizBoost Digital (a unit of A & M Enterprises), we are dedicated to revolutionizing the education landscape by empowering individuals with the knowledge and skills they need to succeed in their careers. Our innovative approach combines cutting-edge technology, an industry-relevant curriculum, and a unique Pay After Placement policy.

Our Mission:

We strive to bridge the gap between education and employment by offering high-quality, job-focused training programs that prepare individuals for in-demand roles. Our mission is to equip learners with practical skills, real-world experience, and the confidence to excel in their chosen fields.

Pay After Placement:

Our unique Pay After Placement policy sets us apart from traditional educational institutions. We believe in the value of our programs and the potential of our learners. With Pay After Placement, learners have the opportunity to focus on their education without the financial burden upfront. They only make payments after securing a job with a qualifying salary.
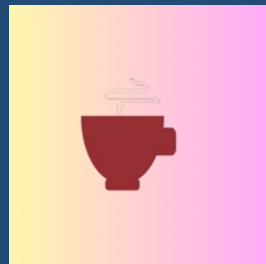
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