

## FAQs (Frequently Asked Questions)

You might have many questions in your mind about Digital Marketing Course regarding Duration, Timings, Fees, Methodology, Certification... etc. Here are the answers of some mostly asked questions, even if there is something unanswered, feel free to contact at

Mobile No. +91-8381818388 or Email Us on [info@segatrainers.com](mailto:info@segatrainers.com)

What would I learn in this course?

How many students are there in one batch?

Would I be able to promote any website to top rankings in Google after this course?

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What is the Fee of this course?

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I'm an entrepreneur, going to start my own website. I want to learn how to become successful online? How can I be benefited from this course?

Will you provide study material also?

Digital Marketing Course Online v/s Offline?

I have a website. Can you teach me how to do SEO on my website?

I do not own any website right now, how would I learn?

Do I need to know any programming language?

I am not good at English, can I join it?

Would you provide any certificate of the course?

I am already doing a job as an SEO, I want to learn advance SEO techniques. Is this course for me?

I am doing blogging but not getting good traffic, can you teach how to promote my blog?

I am a businessman & want to start an online business. How can you help me?

Is Digital Marketing a successful career opportunity for a Fresher?

I've no internet experience & don't know much about websites, can I learn it?

Do You Need Technical Background to Learn Digital Marketing?

Do You provide internship?

Do You provide Jobs also?

When to Join the Digital Marketing Course?

How can I book my seat in the next batch?

Hope, You might have got most of the answers but is there something which is missed out,

Kindly call **8183818388** or WhatsApp on this no. for more queries. You can also fill the request a callback, we will contact you in next 24hrs.

Have a Nice Day Ahead !!

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## **What would I learn in this course?**

The whole program is designed professionally to help students in learning the step-by-step process of digital marketing.

- Designing and managing website, content planning
- How to rank your website in Google's top search results
- How to generate leads online from your website
- How to automate communication via emails and nurture leads into potential buyers
- Designing ads and social media posts
- How to run effective ads on Facebook and Google
- Creating a successful affiliate model to make money online
- Build, grow, & earn via YouTube channel
- Prepare yourself for more than 10 industry-recognized certifications.
- All under the personal guidance of experienced trainer & entrepreneur.

[Would I be able to promote any website to top rankings in Google after this course?](#)

Of course yes, if you would apply the principles and practices taught in the class with a suggested SEO plan, you would lead to online success for sure.

Type of website does not matter at all.

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[How many students are there in one batch?](#)

We've 20 seats in one batch.

Every student works closely on his assigned project under the guidance of the trainer and tries to shape it professionally during the course.

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### What is the Fee of this course?

**Course Fee:** Rs. 18,000/- (You can pay in two parts 10000/- + 8000/-)

You will get **Rs. 3000/- discount** if you decide to pay the full fee in one go.

Total one-time payment – Rs. 15,000/-

**Payment Mode:** Check, Cash, Online Transfer

Kindly **Contact +91-8381818388** for the more details... Or Write us on [info@segatrainers.com](mailto:info@segatrainers.com)

### How can I pay the fee?

You can pay a fee in cash, by cheque, NEFT, or via any digital transfer mode. We do not take admissions more than our seats and we shift students to next batch once the batch is full. The fee *is non-refundable and/or non-transferable in any case*. We consider that you agree with this term while taking admission.

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### Is there any registration fee?

No, there is no registration fees.

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### Do you provide a demo class?

We do not believe in demo class kind of concept since in one class you cannot judge the trainer's ability and knowledge.

Yes, but those who are very new to Digital Marketing Concept can discuss every aspect of internet marketing, meeting with a trainer before joining. This session will help you in making a decision on whether this course is for you or not.

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### Who will take classes?

Internet marketing training classes will be taken by Mr Ashish Gupta (he's trained 1000+ aspirants from various profiles and backgrounds & earned an esteemed reputation as Digital Marketing & SEO Trainer in Kanpur, Allahabad & Varanasi) He believes in result-oriented training and works

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### When Can I join the classes?

Usually, we start one batch every month and you should inquire for the next batch timings and date, call directly on **8183818388** now. Most of the time Date and Time of new batch is displayed on our website. You can share your details via clicking 'Request a Call Back' Button, and we will inform you of the batch details as per the time slot you choose for yourself.

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### I am doing a job, what timing will suit me?

We run three regular batches: *Morning* – (7:30 am to 9:00 am), *Evening* – (6:00 pm to 7:30 pm), and (7:30 pm to 9:00 pm) considering your kind of participants, You can choose your time as per the batch availability. The batch commencement date is generally dependent on completion of previous batch classes. So, it may vary 5-7 days from date of announced date. For further details, you should contact our institute.

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### Can I join weekend classes?

No, We experimented with weekend classes (Saturday & Sunday) but we didn't find it much beneficial for the students.

We conduct 5 days/week regular classes (Mon to Fri).

For greater benefit we would suggest you to join regular sessions but for special case you can consult us.

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### Do I need to bring laptop in the class?

Yes, to pursue this course you would need to bring your laptop along with you. Most of the activities will be done in class, and you will be informed earlier whenever required.

Class is conducted on a 65 inches LED screen which remains connected with the trainer's laptop and you can follow it live. Our classes are fully interactive.

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### I'm an entrepreneur, going to start my own website. I want to learn how to become successful online? How can I be benefited from this course?

Learning effective internet marketing can help you to promote your product or services with limited resources. For more details, you should read this post.

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### Will you provide study material also?

We do not provide any printed study material but will provide classroom notes. And in every class, you'll be suggested some online links for further reading and keeping yourself updated in every aspect of Digital Marketing. Online study material will be available.

Second, our classroom approach is completely practical so every concept you study in class is implemented on a live project/blog/website which you create yourself in the class.

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## Digital Marketing Course Online v/s Offline?

There is no difference in subject material and fees in both the type of courses but the major difference is that when you pursue the offline course you will get practical knowledge but when you do the online course you will learn through video lectures which are also good when you have to learn a particular topic or when you travel a lot while in an offline course you can interact with your trainer who will guide you in the best possible way and will answer all your question without wasting your time.

## I have a website. Can you teach me how to do SEO on my website?

Sure. We always appreciate if you already have a website.

We will give you assignments related to your website so that you can immediately implement during this course & see the results. We also discuss them in our consecutive sessions.

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## I do not own any website right now, how would I learn?

Owning a website is not mandatory but having one is a plus point. So, in most of the cases, students create their own website/blog in the class and learn by implementing strategies on it.

We give you a case study and suggest some links for analysis and suggest the best out of it.

Second, you also learn from the discussion on your batch-mates' websites.

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## Do I need to know any programming language?

No. You need some basic understanding of HTML, Website Functionality, and Hosting & Internet. All we teach in our class.

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## I am not good at English, can I join it?

You don't require English communication skills. But you must be comfortable in reading and writing English.

There is a rumor that SEO is nothing but building keyword links but the reality is far from it.

If you feel a tough time with English understanding then we won't suggest this course to you. *Sorry!!*

## Would you provide any certificate of the course?

Yes. You would be awarded with certificate in Digital Marketing (IDMP – Integrated Digital Marketing Program) after clearing assessment exam.

Also, we guide you to get Google, Facebook, YouTube, & Hubspot Academy Certifications. (Most of them are free to attempt)

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I am already doing a job as an SEO, I want to learn advance SEO techniques. Is this course for me?

To get the appropriate answer you need to meet us personally.

We'll ask you some questions on the basis of which we would give suggestion (don't worry; we do not justify your joining unnecessarily).

In past, people up to 3yrs. of SEO experience have joined & appreciated this course. So do meet us, we'll give you honest advice.

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I am doing blogging but not getting good traffic, can you teach how to promote my blog?

Sure, many of our students are running successful blogs and making respectable money out of it. Our trainer personally running sites with overall 15M+ monthly traffic.

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I am a businessman & want to start an online business. How can you help me?

If you're planning to start a new vertical as an online business, we would strongly advise you to join this course.

Yes, we know you won't be able to do it yourself (even we don't recommend you) but if you hire an agency or build the in-house team you must know what those people are doing.

It's common fact that most harm is done by these agencies to your website than promoting it (I'm not questioning all the agencies but those which offer low-cost SEO services are BIG NO)

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Is Digital Marketing a successful career opportunity for a Fresher?

Digital Marketing is a very vast field and for building a successful career in this field it is very important to do the right beginning because it is a practical based skilled course and when you will start from the beginning you will get to learn every small thing about the course and judging your own skills is important as well. When you are starting your career as a fresher then it is very important that you work in the right environment and stay updated all the time as without it you will not be able to learn properly.

I've no internet experience & don't know much about websites, can I learn it?

To join this course and completing it successfully, you

Should be basic internet user (you might be using email, Facebook, Online news etc.)

Should be comfortable in English (reading, writing, communication is not required)

Strong desire to learn it... LEAVE REST on Us.

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## Do You Need Technical Background to Learn Digital Marketing?

There are multiple profiles in the field of digital marketing as it is a very broad platform and different type of skill set is needed to expertise in a single field and each field has its own requirements. Some expertization needs technical skills whereas some don't. So it depends on you that if you want to get expertise in a single field or if you want to learn complete digital marketing course.

## Do You provide internship?

Yes. After successful completion of the program and passing certification exams, we do provide full-time internship to fresher's and undergraduate students or those who want to make a professional career in digital marketing. For this, you would need to clear internship interview.

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## Do You provide Jobs also?

Yes. We help you to get placed. We have some parameters which you would need to fulfil to get Job assistance from us. Kindly meet personally for details review of your profile.

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## When to Join the Digital Marketing Course?

It will be really great if you join the digital marketing course either after 12th or with your graduation as you don't need any particular stream or background and if you learn this course wisely then you will definitely recover whatever money you will invest while learning digital marketing course. It is very important to choose the correct career for yourself, so if you are planning to join then the best time is now.

## How can I book my seat in the next batch?

1. Visit our office, fill registration form, deposit fee, and book your seat. You can also ask for a discount on the 'One Time Full Fee' Payment.
2. Contact 8183818388, ask for payment details, make an online payment, and do rest formalities before starting the class.

And that's it!

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