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About Us

www.palin.co.in

Palin Analytics is a leading edtech and consulting firm specializing in digital marketing, marketing strategy, and technology-driven training solutions. With a strong focus on skill development and career transformation, we equip individuals and professionals with the expertise needed to excel in the ever-evolving world of data.

At Palin Analytics, we offer a wide range of training programs covering Search Engine Optimization (SEO), Social Media Optimization (SMO), Search Engine Marketing (SEM), Wordpress, and Content Marketing, designed to meet industry standards. Our hands-on, project-based learning approach ensures that learners gain practical experience with real-world datasets and business scenarios.

What sets us apart is our team of expert trainers, who bring years of industry experience across various domains, including finance, healthcare, retail, and e-commerce. We focus on live projects, case studies, and industry-specific assignments, ensuring our learners develop job-ready skills.

Flexible Learning Modes

Industry Experienced Trainers

Certifications & Recognition

Hands-on Learning Approach

Personalized Mentorship

Comprehensive Curriculum

Live Projects & Case Studies

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Understanding Digital Marketing Concepts

Gain a strong foundation in Digital Marketing, including SEO, Social media, and key digital marketing processes.

Master Concepts of marketing strategy

Perform data tracking, analysis, and visualization using tools like, GSC, GA4, web tracking and many more.

Develop Problem-Solving Skills

Apply analytical techniques to solve business challenges using data-driven approaches.

Work on Real-World Projects

Gain hands-on experience with industry-relevant datasets and projects to build a strong portfolio.

Analyzing strategy for Decision-Making

Use real-world case studies to derive insights that drive business growth and efficiency.

ELIGIBILITY

Students & Fresh Graduates

B.Tech, B.Sc, B.Com, BBA, MBA, or any other degree holders looking to enter into industry.

Working Professionals

Professionals from IT, finance, marketing, operations, HR, and other domains looking to upskill or transit their career.

Business Analysts & Consultants

Individuals who want to strengthen their skills for data-driven industry.

Entrepreneurs & Business Owners

Those who wish to leverage data for business insights and strategic growth.

KEY FEATURES OF DIGITAL MARKETING TRAINING

Comprehensive Curriculum

Comprehensive curriculum designed to equip you with in-demand skills and real-world expertise.

Industry-Expert Trainers

Learn from industry expert trainers with hands-on experience and deep domain knowledge.

Live Projects & Capstone Assignments

Work on industry-relevant projects to build a strong portfolio.

Interactive Sessions

Engage in interactive sessions for practical learning and real-time problem-solving.

Flexible Learning Modes

Online, offline, and hybrid training options available.

Hands-on Learning Approach

Practical, project-based training with real-world case studies and projects.

Placement Assistance

Resume building, interview preparation, and job referrals through our hiring network.

JOB ROLES WE CAN TARGET IN DIGITAL MARKETING

Digital Marketing Strategist

SEO Specialist & SEO Manager

PPC & Paid Ads Expert

Social Media Manager & Community Specialist

Affiliate & Influencer Marketing Specialist

Performance Marketing Manager

Conversion Rate Optimization (CRO) Specialist

E-commerce & Dropshipping Marketing Specialist

Marketing Automation & CRM Specialist

Branding & Online Reputation Manager

Branding & Online Reputation Manager

MANISH ANAND

Digital Marketing Trainer | Consultant | Growth Strategist

Manish Anand is a seasoned digital marketing trainer and consultant with over 10+ years of experience in the industry. Passionate about bridging the gap between theory and practical application, he empowers individuals and businesses with the skills needed to succeed in the digital world. Through his expertise in SEO, paid advertising, social media, and eCommerce, he has helped brands scale and maximize their online presence.

PROFESSIONAL EXPERIENCE

- SEO & Paid Advertising Specialist – Expert in driving organic and paid growth through data-driven marketing strategies.
- Social Media & eCommerce Solutions – Helps businesses establish a strong online presence and optimize sales through Shopify and WordPress.
- Trainer & Mentor – Has successfully trained professionals, entrepreneurs, and businesses, enabling them to implement high-impact digital marketing strategies.

At Palin Analytics, we offer comprehensive training programs covering SEO, SEM, Social Media Marketing, Google Ads, ontent Marketing, Email Marketing, Web Analytics, and Marketing Automation, designed to meet industry standards. Our hands-on, project-based learning approach ensures that learners gain practical experience with real-world marketing campaigns and digital strategies.

Palin Analytics offers three different digital marketing certification programs:

1 **Foundation Course in Digital Marketing**

2 **Advanced Course in Digital Marketing**

3 **Specialization Course in Digital Marketing**

Foundation Course in Digital Marketing

Duration: 3 Months |

Key Features:

- **Understanding Digital Marketing Ecosystem & Career Opportunities**
- **Basics of Website Development (WordPress & Shopify)**
- **Fundamentals of SEO (On-Page, Off-Page, Technical SEO)**
- **Introduction to Google Ads (Search, Display, Shopping, Video Ads)**
- **Basics of Social Media Marketing & Organic Growth Strategies**
- **Essentials of Email & Content Marketing**
- **Hands-on practice with Live Industry Projects & Case Studies**

Curriculum:

- **Digital Marketing Fundamentals & Career Scope**
- **Website Development (WordPress Basics, Landing Page Optimization)**
- **SEO Basics (Keyword Research, Meta Tags, Backlinking)**
- **Introduction to Paid Advertising (Google Ads, Facebook Ads)**
- **Social Media Marketing (Facebook, Instagram, LinkedIn, Twitter)**
- **Content Marketing (Blogging, Copywriting, Content Strategy)**
- **Email Marketing & Automation Basics**
- **Google Analytics & Performance Tracking**
- **Live Industry-Based Assignments**

Advanced Course in Digital Marketing

Duration: 6 Months |

Key Features:

- **Advanced SEO Techniques (Technical SEO, Schema Markup, Voice Search Optimization)**
- **Expert-Level Google Ads & PPC Strategy (A/B Testing, Remarketing, Performance Optimization)**
- **Social Media Mastery (Organic & Paid Growth Strategies, Ads Management, Community Building)**
- **Lead Generation & Conversion Optimization Strategies**
- **Marketing Funnel Development & CRM Integration**
- **Advanced Email Marketing Automation & Retargeting**
- **Affiliate Marketing & Influencer Partnerships**
- **Hands-on Training with Live Digital Marketing Campaigns**

Curriculum:

- **Advanced SEO (Voice Search, E-A-T, AI & SEO Trends)**
- **PPC & Google Ads Mastery (Performance Tracking, Ad Copy Optimization)**
- **Social Media Advertising (Meta Ads, LinkedIn Ads, Twitter Ads)**
- **Advanced Content Marketing (Viral Content, Storytelling, Visual Content)**
- **Conversion Rate Optimization (Landing Pages, Heatmaps, A/B Testing)**
- **Email Marketing Automation (Personalization, Drip Campaigns, Segmentation)**
- **Influencer Marketing & Affiliate Revenue Strategies**
- **Data-Driven Digital Marketing & Analytics**
- **Capstone Project: Managing a Full-Fledged Digital Campaign**

Specialization Course in Digital Marketing

Duration: 8 Months |

Key Features:

- **Mastery in Performance Marketing (Google Ads, Meta Ads, LinkedIn Ads, TikTok Ads)**
- **E-commerce & Dropshipping Marketing Specialization (Shopify, WooCommerce, Amazon Marketing)**
- **Advanced Video Marketing Strategies (YouTube SEO, Video Ads, Monetization)**
- **AI & Automation in Digital Marketing (Chatbots, AI-Driven Campaigns, Predictive Analytics)**
- **Mastering Growth Hacking & Viral Marketing Techniques**
- **Online Reputation Management & Crisis Handling**
- **Hands-on Work with Real-World Business Marketing Strategies**
- **Dedicated Portfolio Building & Career Assistance**

Curriculum:

- **Performance Marketing & High-Budget Campaigns**
- **AI & Automation for Digital Marketing (ChatGPT, AI-Based Ad Optimization)**
- **E-commerce Growth & Amazon Marketing**
- **Advanced YouTube & Video Content Strategy**
- **Growth Hacking & Viral Marketing (Referral & Gamification Strategies)**
- **Online Reputation Management (Crisis Handling, PR Management)**
- **Building Authority in Personal & Corporate Branding**
- **Live Business Case Studies & Final Capstone Project**

Placement Support

Palin Analytics is committed to ensuring every learner successfully transitions into a rewarding career in Digital Marketing. Our placement support provides continuous assistance for up to one year, offering multiple interview opportunities until you secure a job.

- **Mock Interviews with Industry Experts –** Gain confidence & refine your skills
- **ATS-Friendly Resume Development –** Professionally optimized resumes for job applications
- **Guaranteed Interview Calls – Connect with** hiring partners from top brands & agencies

Transform Your Career with Palin Analytics!

Enroll Today & Become a Certified Digital Marketing Professional !

✉ **Email: info@palin.co.in**

☎ **Call/WhatsApp: +91 7303744524**

🌐 **Website: palin.co.in**