

ABOUT OUR ACADEMY

About Marketing Pragya

"Empowering Entrepreneurs with Speed, Simplicity & Skills"

Marketing Pragya is a performance-driven digital academy built especially for business owners, freelancers, and self-learners who want to grow fast and practically in the digital world.

We believe that you don't need to spend months learning theory. You need real skills, fast execution, and practical knowledge that gives you results.

YOUR DESERVE

FAST. PRACTICAL. POWERFUL.

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INDIA'S FASTEST & MOST PRACTICAL
DIGITAL MARKETING COURSE FOR
BUSINESS OWNERS



MARKETING PRAGYA ACADEMY

OPEN FOR REGISTRATION

WEEK 1 – MARKETING MINDSET & WEBSITE CREATION



1 REAL MARKETING

Understand how real business marketing works beyond just posting or boosting.

- Learn the difference between noise and strategy.
- Understand how customers think and make buying decisions.
- Set a clear Customer Journey: Attention → Trust → Sale → Loyalty.
- Build a funnel: Awareness, Interest, Desire, Action.
- Find your USP and Positioning in the market.

2 Branding



2 BRANDING

First impressions matter. Branding helps you stay in the customer's mind.

- Understand the Psychology of Branding
- Create your brand tone, colours, logo & message
- Build trust with consistent online presence
- Know how to look premium without spending big
- Social media branding hacks (profile, highlights, bio, etc.)



3 SALES PSYCHOLOGY

Without sales, marketing is just a cost

- Learn how people buy and why they don't
- Craft offers that convert
- Emotional & logical sales triggers
- Set up Call-to-Actions across all platforms
- Create irresistible hooks, headlines & WhatsApp follow-ups



4 WEBSITE CREATION

Build a modern, mobile-friendly, fast-loading website using AI – No coding needed.

- Buy Domain + Hosting (step-by-step)
- Build your Business Website using AI Website Builder
- Add Homepage, About, Contact, Product/Service Pages
- Integrate WhatsApp Chat, Lead Form, and Call Buttons
- Mobile responsive, SEO-optimized & secured site
- Learn to manage the website without tech help



5 E-COMMERCE WEBSITE

Want to sell products online? We've got you covered.

- Add Product Catalog with images, pricing & descriptions
- Create smooth checkout flow with payment integration
- Use smart tools to manage inventory & orders
- Sell on your own site without marketplace fees
- Learn how to handle COD & Shipping options



BY THE END OF WEEK 1:

- ✓ You will have your own branded website or e-commerce store
- ✓ You will understand how marketing connects with branding & sales
- ✓ You'll start building digital trust with real-world tools

WEEK 2 – SOCIAL MEDIA MARKETING



1 SET UP INSTAGRAM & FACEBOOK FOR BUSINESS

Create a strong foundation for your online presence with the right setup.

- Convert personal profiles to professional business accounts
- Link Facebook & Instagram to Meta Business Suite
- Enable messaging tools, shop features & contact buttons
- Set up profile visuals that reflect your brand identity
- Understand platform algorithms & what works best for your industry



2 CONTENT PLANNING + POST CREATION WITH CANVA

Content is your online salesman — it should speak, engage, and convert.

- Create a 30-day content calendar tailored to your business
- Understand the 3 core types of content: Educational, Emotional & Sales
- Hands-on training in Canva to design professional posts, stories, carousels
- Save time using templates and AI tools for visual content
- Learn storytelling & captions that trigger engagement



3 REELS STRATEGY & AUTOMATION TOOLS

Reels = Reach. It's the fastest way to grow organically.

- Learn how the Instagram Reels algorithm works
- What type of reels go viral for your industry
- Scriptwriting + Audio selection + Smart editing tips
- Use tools like CapCut or Canva to edit faster
- Schedule posts using Meta Creator Studio or automation tools



4 BIO + HIGHLIGHTS + HASHTAG STRATEGY

Your profile should sell within 7 seconds.

- Craft a compelling Instagram bio that instantly tells people who you are
- Use branded story highlights to showcase Offers, Reviews, Services, etc.
- Smart hashtag research: Niche + Trending + Local mix
- Use SEO-friendly captions and keyword placement
- Examples and swipe files you can directly copy & use



5 LINKEDIN FOR AUTHORITY & B2B

Perfect for service providers, freelancers, consultants & entrepreneurs.

- Optimize your personal profile for professional branding
- How to grow a targeted network and engage with leads
- Types of content that build trust (Posts, Polls, Docs)
- LinkedIn posting calendar for visibility & connections
- Free lead generation strategy using profile funnel



BY THE END OF WEEK 2:

- ✓ You will have a professional social media presence across all major platforms
- ✓ Your business will be visible, searchable & engaging
- ✓ You'll be ready to consistently post, promote & grow followers organically

WEEK 3 – FACEBOOK & INSTAGRAM ADS



1 UNDERSTANDING META ADS

Learn how Meta (Facebook + Instagram) ads really work — no fluff, only business-focused execution.

- What makes an ad successful: Objective → Target → Creative → Offer
- Overview of Meta Business Suite and Ads Manager
- Learn how Meta decides who sees your ads and how much it costs
- Case studies of small businesses that scaled with smart ads



2 CAMPAIGN CREATION

Learn to launch your first ad campaign with confidence.

- Hands-on: Create 3 types of campaigns
 - Lead Generation (form ads for inquiries)
 - Traffic Campaigns (drive visitors to website)
 - Brand Awareness (create recall in your area)
- Understand Budgeting: Start with ₹100/day and scale
- Learn to write scroll-stopping ad copy and use strong CTAs



3 TARGETING THE RIGHT AUDIENCE

Don't waste money on random people — target like a pro.

- Detailed Audience Setup: Age, Gender, Location, Interests
- Create Custom Audience (your existing leads/visitors)
- Create Lookalike Audience to find similar new customers
- Retargeting Ads: Show ads to people who visited your website but didn't buy



4 AD CREATIVE & DESIGN STRATEGY

The best ad is not the fanciest, it's the clearest.

- Design thumb-stopping ads using Canva templates
- Learn ideal ad dimensions, placements & formats
- Use videos, carousel, reels & single image ads
- Copywriting that converts: Headline, Description, CTA



5 TRACKING, OPTIMIZATION & ROI

You don't need to be an expert — just track what matters.

- Read results: CTR, CPM, CPL, ROAS (explained simply)
- Learn when to kill, pause or scale your ads
- Split Testing (A/B) for better performance
- Real strategies to reduce cost and increase leads



BY THE END OF WEEK 3:

- ✓ You will be able to run profitable ads for your business or clients
- ✓ You'll know how to spend smart & get leads/sales daily
- ✓ You'll have at least 3 ad campaigns live with results coming in



WEEK 4 – GOOGLE MY BUSINESS & AUTOMATION



1 GOOGLE MY BUSINESS RANKING (LOCAL SEO)

Be the first business your local customer finds on Google.

- Step-by-step setup of your Google My Business (GMB) profile
- Tips to get 5-star reviews that build trust
- How to rank higher using local SEO strategies
- Posting updates, offers & photos that increase engagement
- Real examples: how local businesses doubled their walk-ins



2 AUTOMATING WHATSAPP REPLIES

Save time. Reply instantly. Stay professional.

- Set up WhatsApp Business for your brand
- Create auto-replies for FAQs, greetings & order confirmations
- Use labels to track leads and customers
- Set up instant replies for Instagram DMs & Facebook Messenger
- Tools to connect WhatsApp with your website & ads



3 USING CHATGPT FOR MARKETING CONTENT

Say goodbye to creative blocks. Say hello to smart content.

- Generate Instagram captions, blog ideas & ad copy in seconds
- Create personalized responses for comments & messages
- Design email campaigns and lead nurturing content
- Write product descriptions and customer service replies
- Live activity: Create content for your business during the session



4 LEAD TRACKING, ANALYTICS & RESULT OPTIMIZATION

If you can track it, you can improve it.

- Centralized tracking sheet for leads from ads, website & social media
- Set up Google Analytics & Meta insights tracking
- Measure what's working: ROI, CPL, Conversion Rate
- Optimize your content, offers, and marketing actions for better results
- Create a weekly performance report to track your progress



BY THE END OF WEEK 4:

- ✓ Your business will appear in local searches with strong reviews
- ✓ Your customer replies will be automated & professional
- ✓ You'll know how to create content fast with AI & track real-time growth
- ✓ You'll be equipped with tools to scale your business digitally



WHO IS THIS FOR?

- Small Business Owners
- Service Providers (Coaches, Consultants, Freelancers)
- Retailers & Wholesalers
- Anyone looking to grow business using digital marketing without hiring an agency



WHY CHOOSE MARKETING PRAGYA?

Speed That Matches Your Hustle

We understand that as a business owner, your time is precious. That's why our course completes in just 4 weeks, delivering power-packed, practical learning without dragging it for months. Get skills that work — fast.

Built on Trust

Your success is our promise. That's why we offer a 100% Money-Back Guarantee if you're not satisfied with the results. We keep our batches small — just 10 students max — so you get personalized attention and real outcomes.

Quality That Drives Results

This is not theory. Every session is 100% practical, focused on helping you generate real leads, traffic, and sales for your business. From setting up your website to running high-performing ads — we make sure you learn with clarity and confidence.

ADDITIONAL BENEFITS :



 LIVE Sessions with Expert Guidance



 1 Year Access to Recordings



 Personalised Support for Your Business



 Refund Guarantee if Not Satisfied



 **DURATION: 4 WEEKS |**

 **MODE: LIVE + RECORDINGS |**

 **FEES: ₹4,999**

More Information
www.marketingpragya.com