



BREAK FREE FROM
THE LIMITATIONS OF
CLASSROOM LEARNING



akn.academy

EMPOWERING PASSIONATE DIGITAL MARKETERS

Today's world is rapidly shifting towards digital and people with the right skills can unlock limitless opportunities. At **AKN Academy**, our objective is to equip passionate individuals to drive success in their careers, business and entrepreneurial ventures through digital marketing. Our live, interactive courses are designed to transform learners into talented marketers, ensuring that they seamlessly fit into the digitally driven world. Whether you are a student, working professional, business owner or a job seeker, our finely tuned digital marketing courses make you industry-ready and help you stay competitive and successful.



LEARN AT YOUR OWN PACE

Flexibility is the key to learning and adapting to today's fast-paced world. At **AKN Academy**, we offer digital marketing courses tailored to fit into your schedules. Our courses are completely online, freeing our learners from the constraints of a location commitment. Free yourself from classroom constraints and travel hassles, focus on high-impact learning, and become job-ready with in-depth training!

OUR COURSES

Our courses are career-focused and designed to refine the skills of beginners and industry professionals alike. Our mentors, who are industry experts with 5+ years of experience bring practical and on-demand training virtually. Join AKN and let us break the barriers that pull you back from your career dreams.



DIGITAL MARKETING ESSENTIALS (2 MONTHS) MASTER CORE SKILLS TO GROW ONLINE

The 2-month digital marketing course is tailored with essential concepts that help you tap into the digital world. Learners will gain hands-on experience in advanced topics that help them navigate businesses through evolving market. This is a practical and beginner-friendly course that covers the fundamentals of digital marketing, helping you build a strong digital presence and become job-ready.



FOCUS AREAS



**SOCIAL MEDIA MARKETING
(FACEBOOK & INSTAGRAM)**



**SEARCH ENGINE
OPTIMIZATION (ON-PAGE,
OFF-PAGE, & LOCAL)**



WEBSITE DEVELOPMENT



**BASICS OF AFFILIATE
MARKETING**



MARKETING AUTOMATION

WHO IS THIS COURSE FOR?

1. STUDENTS AND NEWBIES IN DIGITAL MARKETING
2. ENTREPRENEURS AND SMALL BUSINESS OWNERS
3. FREELANCERS AND JOB SEEKERS



ADVANCED DIGITAL MARKETING COURSE (3 MONTHS) -

BECOME A DIGITAL MARKETING PRO AND AN E-COMMERCE MAVEN

The 3-month advanced digital marketing program we offer is the combination of our digital marketing essential course and advanced strategies such as E-commerce marketing and paid advertising. By covering advanced level concepts, this course prepares you for high-paying careers and helps you succeed in entrepreneurship and business establishment. This program guide you become an extraordinary marketer by mastering latest tools and industry-leading trends.



FOCUS AREAS



ALL TOPICS OF THE 2-MONTH COURSE



SHOPIFY & DROPSHIPPING



AMAZON MARKETING & ADVERTISING



TIKTOK, SNAPCHAT, & LINKEDIN MARKETING

Learners will gain valuable insights into Shopify, Dropshipping, Amazon Marketing and Social Media Marketing to effectively leverage TikTok, Snapchat and LinkedIn.

WHO IS THIS COURSE FOR?

- 1. DIGITAL MARKETING PROFESSIONALS**
- 2. BUSINESS AND AGENCY OWNERS**
- 3. E-COMMERCE ENTREPRENEURS**



ADVANCED LEVEL COURSES

FUTURE PROOF YOUR CAREER WITH SPECIALIZED COURSES

Sparkle your digital marketing expertise with niche specialisations in advanced concepts. Tailor-made for entrepreneurs, business owners and professionals, our advanced level courses offer practical, in-depth training to grow your expertise.

Flexible Learning

Expert Mentorship

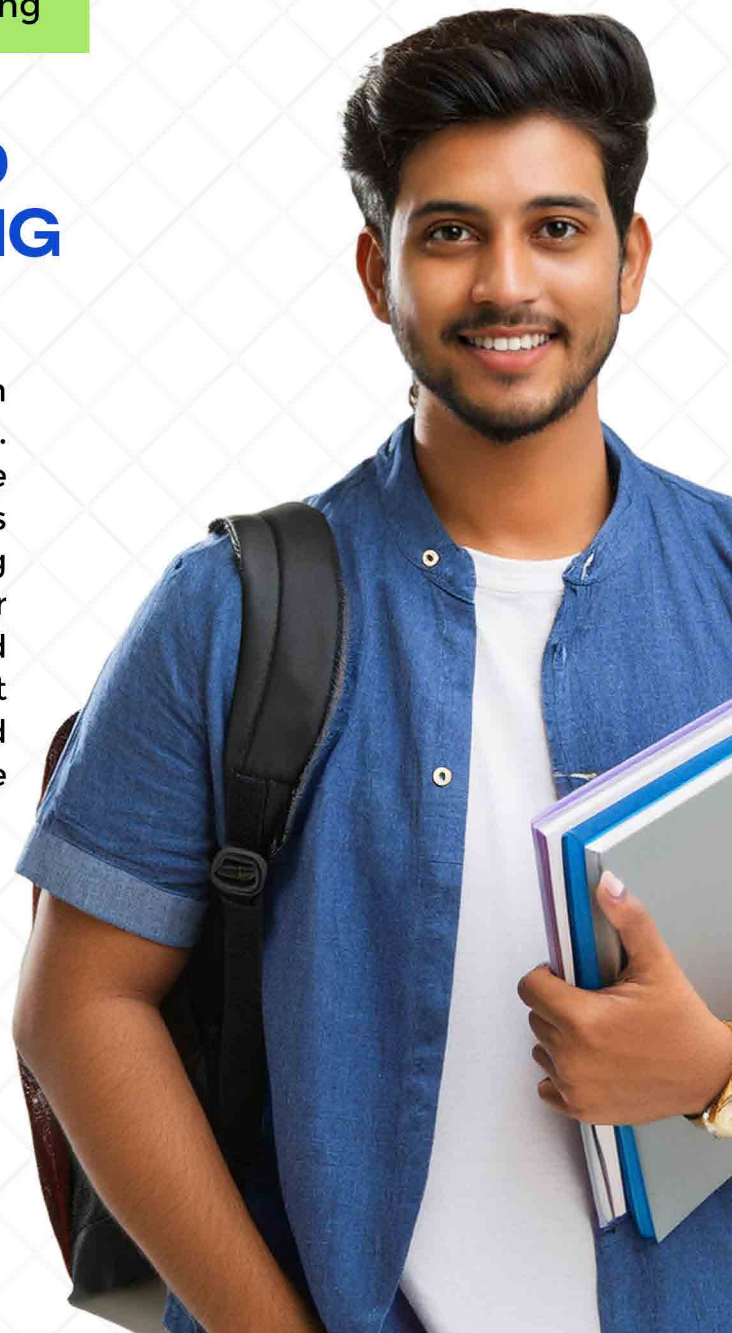
Live Sessions

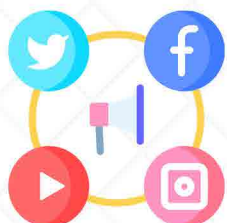
Practical Training



SHOPIFY AND DROPSHIPPING (1 Month)

Tap into the nuances of E-commerce with our Shopify and Dropshipping course. Learn how to build, optimise, automate and scale a Shopify store, convert visitors into customers and craft winning strategies for long-term success. Master proven techniques to find high-demand products and run ad campaigns to market them. E-commerce entrepreneurs and business owners. You are mostly welcome here!





SOCIAL MEDIA MARKETING (1 Month)

Become a social media maestro in one month! Flatter the digital world by mastering Meta, Snapchat, TikTok and LinkedIn. Our SMM course helps you become adept in tailoring platform-specific content and ad strategies, audience targeting and retargeting, engagement driving techniques and campaign optimization. This course is your gateway to learn how to craft viral ideas and yield high-quality results from social media platforms. Freelancers, influencers, business owners and social media marketers. Join now and sharpen your skills!

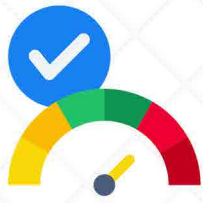
SEO ADVANCED SEO (1 Month)

Dominate Google and YouTube rankings naturally by acquiring on-page, offpage, local and YouTube SEO. Our advanced SEO course is designed to make the learners skilled in ranking higher and driving organic website traffic. Learn keyword research, link building, content optimization, Google My Business and YouTube monetisation from experienced mentors. This one month SEO course is suitable for SEO Specialists, content creators, business owners and digital marketers.

AMAZON MARKETING AND AFFILIATE MARKETING

Who doesn't like to generate some passive income, huh? Amazon and affiliate marketing is on the rise and we offer a comprehensive course that helps you unlock new opportunities with Amazon FBA, FBM, affiliate marketing and much more. Learn product listing, optimization, Amazon SEO, conversion and paid organic traffic driving techniques for Amazon and Affiliate websites. This course is specifically tailored for E-commerce sellers, Affiliate marketers, entrepreneurs and freelancers.





PERFORMANCE MARKETING COURSE (META AND GOOGLE ADS)

Looking for ways to maximize ROI? Our advanced performance marketing course has got you covered! This course helps you acquire vast knowledge in crafting advanced ad strategies for Meta and Google Ads, conversion optimization and audience targeting and retargeting, thereby maximizing ROI. Freelancers, business owners, paid marketers and agency owners, this is your call to advance your skills.

GROWING CAREER OPPORTUNITIES IN DIGITAL MARKETING

Online shopping and digital promotion have created a buzzing impact on businesses over the past few years globally. Both young and old generations welcomed the concept wholeheartedly, leading to massive growth of the industry and securing a colossal share of the global economy. Today's businesses are increasingly reliant on digital marketing, unlocking vast career opportunities in the sphere. Bold and passionate youth took the initiative and experimented with their abilities, allowing them to unveil their passion and creativity. Some of the notable career opportunities in digital marketing are **listed below**:

1. Digital Marketer
2. Social Media Marketer
3. Digital Marketing Strategist
4. PPC Specialist
5. Content Writer/Content Strategist
6. Copy Writer
7. Growth Marketer
8. Performance Marketer
9. SEO Specialist
10. E-commerce Marketing Specialist
11. Dropshipping Specialist
12. Web Developer
13. Affiliate Marketing Manager
14. Conversion Rate Optimization (CRO) Specialist
15. Marketing Automation Specialists
16. Web Designer



THRIVING CAREER PROSPECTS IN DIGITAL MARKETING

Now that the world is increasingly digital, the scope for digital marketing is flourishing day by day, offering high income potential, flexibility and global demand. Moreover, businesses are heavily investing in it because of the significant exposure it offers. Here are some of the notable career prospects you can consider after finishing our course.

BE YOUR OWN BOSS WITH FREELANCING

Work on your terms and conditions! Freelancing allows you to work from anywhere in the world, with the clientele you choose. No matter what niche you are specialized in, freelancing can be done by anyone who has a passionate heart and creative mind. You can cut loose from the clutches of an office space and earn substantially, and work independently with freelancing opportunities.

BECOME A SKILLED PROFESSIONAL

The business world seeks skilled digital marketing professionals for consistent growth. The more skills you acquire, the higher your career opportunities. High paying companies are always on the hunt for professionals with in demand skills. That is, you have the opportunity to flourish your digital marketing career with industry giants!

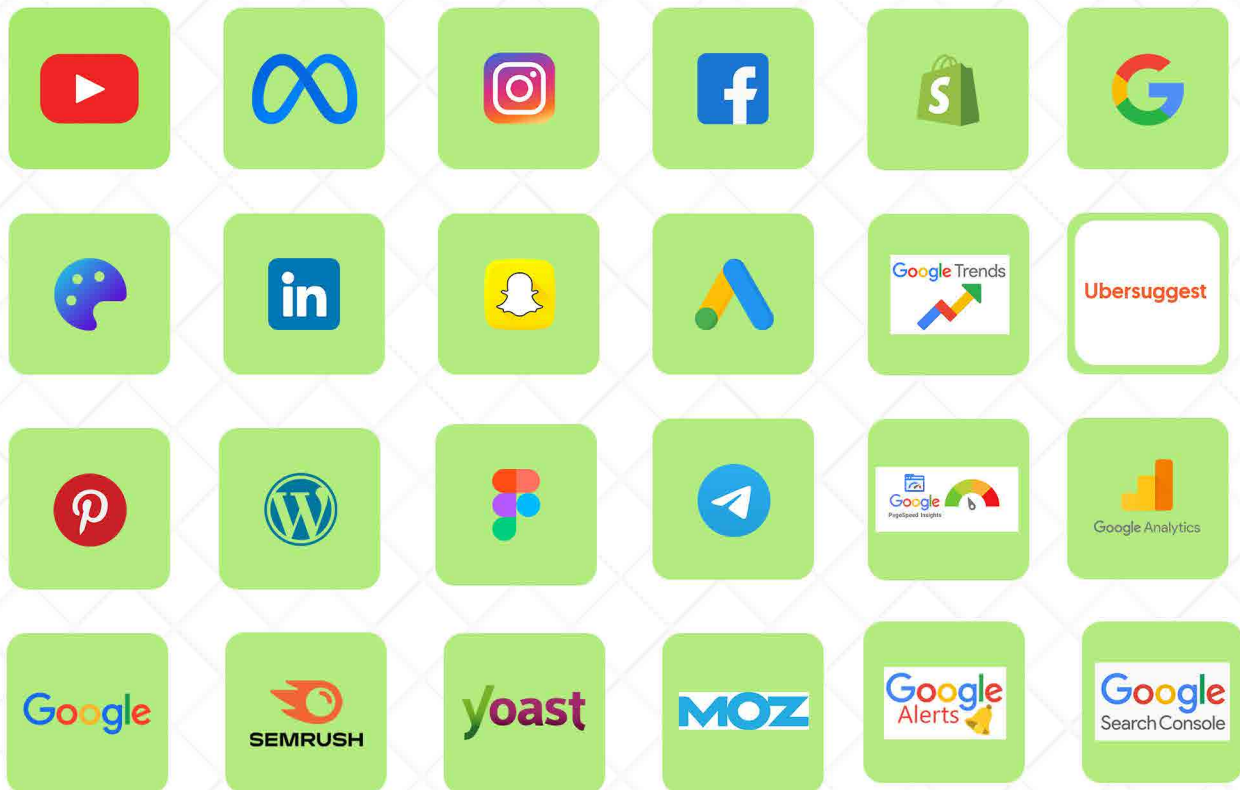
ESTABLISH YOUR AGENCY

Dreaming of starting your own agency? The right skill set and knowledge of the industry will lead you through the right path to establish your own agency.

ACQUIRE REMOTE JOB OPPORTUNITIES

Digital marketing is not only confined to the four walls of an office. You can acquire remote opportunities, which let you work from your desired locations, with competitive salaries. A digital nomad is a growing career in digital marketing that allows you to work for companies while travelling.

ESSENTIAL TOOLS YOU WILL MASTER



CERTIFICATIONS YOU WILL ACQUIRE



WHAT MAKES AKN STAND OUT?

Live Interactive Classes

Learn from industry experts, through live interactive sessions. Ask questions and engage with them in real time.

Hands-on Training

Work on real projects and case studies and improve your skills in real-time.

Exclusive Community and Networking Opportunities

Learners will get the opportunity to connect with experienced mentors, likeminded people and industry experts.

24/7 Student Support

A dedicated student support team is available 24/7 to provide professional assistance for learners.

24/7 Access to Recorded Classes

No worries of missing out on a session, learners will be provided with recordings of the classes for flexible learning.

Hands-on Training

Work on real projects and case studies and improve your skills in real-time.

Globally Recognized Certifications

Get certifications from industry giants that will add value to your skills and qualifications globally.

WHO CAN JOIN?



Aspiring Digital Marketers



Entrepreneurs and Business Owners



Freelancers and Remote Workers



Students and Job Seekers





**LEARN,
GROW AND
START YOUR
DIGITAL MARKETING
JOURNEY WITH US!**

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