

TR-07: Digital Marketing & Growth Strategy

Strategy First, Measurement Always

Digital marketing is not just posting content or running ads. It is about understanding audiences, building offers and funnels, measuring what actually happened, and improving the next campaign with evidence instead of guesswork. This course gives beginners a clearer path into that work.

The focus is practical: audience research, GA4 and GTM, paid media, SEO, content systems, reporting, and simple automation that beginners can actually maintain.

Why This Course?

The Market Reality

Global Context: Digital growth depends on audience research, campaign strategy, measurement, and consistent content execution. Businesses increasingly need marketers who can connect creative work with data, funnels, and repeatable experimentation.

Nepal Context: Nepal's digital advertising ecosystem keeps expanding as businesses move budget toward measurable online channels. The strongest junior marketers are the ones who can connect creative work with analytics, funnel thinking, experimentation, and repeatable reporting.

Your Opportunity: This course positions you for **digital marketing specialist, growth marketer, performance marketer, and content or SEO support roles** by teaching the practical workflows most businesses actually need.

Nepal-Relevant Reality	Opportunity
More local businesses are moving budget into digital channels	Measurement and reporting skills become immediately useful
Many beginners know platforms but not funnel logic	Strategy and offer clarity become your differentiator
AI tools are common but often used poorly	Better prompting and human review improve output quality
Simple automation can save a lot of repetitive work	Practical, maintainable workflows stand out

Course Snapshot

Parameter	Details
Course Code	TR-07
Title	Digital Marketing & Growth Strategy
Duration	2 Months (8 Weeks)
Schedule	Monday to Friday (Mon–Fri, 5 Days/Week), 2 Hours/Day
Total Hours	80 Hours of Live Training
Batch Size	Maximum 10 Students
Course Fee	NPR 30,000
Prerequisites	Baseline social media usage and spreadsheet comfort are required. You should be able to use a smartphone and internet confidently, maintain an active social media account, create basic spreadsheet tables, and bring a real or hypothetical product or service context to practice with. Saarathi Gate Assessment (diagnostic, no pass/fail) before Day 1.
Self-Study	Minimum 2 hours/day outside class (mandatory)
Outcome	Digital Marketing Specialist / Growth Marketer

Your Learning Week

Day	Activity
Mon–Fri	2-hour live class session (hands-on, campaign-based)
Mon–Fri	Minimum 2 hours self-study & campaign practice (mandatory)
Saturday	No classes - flexible self-study, peer collaboration, campaign work
Sunday	Whole day self-learn time. Classrooms remain fully open for you to come in, study, collaborate with peers, and build projects.

Campaign confidence grows through repeated practice: planning, launching, checking the data, and writing down what changed and why.

Week-by-Week Curriculum

Phase 1: Marketing Foundations & Analytics (Weeks 1–2, 2 Weeks, 20 Hours)

Week	Focus Area	What You'll Master
Week 1	Market Thinking & Offer Clarity	Audience research, buyer thinking, funnel logic, offer clarity, and campaign framing before platform execution
Week 2	Analytics, Tracking & MarTech Basics	GA4, GTM, event setup, conversion tracking, CRM basics, landing-page thinking, and measurement discipline

Phase 2: Paid Advertising Mastery (Weeks 3–5, 3 Weeks, 30 Hours)

Week	Focus Area	What You'll Master
Week 3	Meta Ads	Audience setup, creative logic, campaign structure, testing, and optimization habits
Week 4	Google Ads	Keyword intent, campaign setup, landing-page fit, and budget control
Week 5	Cross-Channel Reporting & Remarketing	Remarketing, attribution basics, dashboard habits, and cross-platform optimization logic

Phase 3: Organic Growth, Content & Automation (Weeks 6–7, 2 Weeks, 20 Hours)

Week	Focus Area	What You'll Master
Week 6	SEO, Local Discovery & Website Readiness	Keyword research, on-page SEO, local SEO, GBP optimization, and WordPress or WooCommerce readiness
Week 7	AI Content, Email & Simple Automation	Prompting for marketing, content repurposing, social calendars, email nurture flows, and beginner-friendly automation

Phase 4: Capstone & Career Launch (Week 8, 1 Week, 10 Hours)

Week	Focus Area	What You'll Master
Week 8	Capstone, Portfolio & Career Launch	Final case study, portfolio packaging, interviews, and job-search planning

Skills You'll Gain

Marketing Platforms

Platform	Proficiency Level
Google Analytics 4	Analytics and reporting discipline
Google Tag Manager	Event and conversion tracking
Meta Ads Manager	Paid social campaign execution
Google Ads	Search and paid acquisition
Looker Studio	Dashboard and reporting workflow
WordPress	Website readiness and content publishing

Marketing Skills

Skill	Application
Audience Research	Buyer and offer clarity
Funnel Strategy	Conversion planning and diagnosis
SEO & Local Discovery	Organic visibility and compounding growth
AI-Assisted Content	Faster content production with human review

Topic Depth and Awareness

Section	Guidance
Purpose	This course intentionally separates what you need to master in depth from what you only need to understand with working awareness.
Depth	Analytics, paid-media execution, SEO basics, reporting, content systems, and simple automation workflows practiced repeatedly in class
Awareness	Broader platform expansion, deeper attribution modeling, advanced automation architecture, and wider martech ecosystems introduced as comparison context

Section	Guidance
How to use this syllabus	Spend most of your self-study time strengthening the depth topics first. Use awareness topics to broaden judgment, not to divide your focus too early.

Project Pool

All options below are **intermediate-level final projects**. Each student chooses **one** final project from this pool. Trainers may run smaller guided exercises during the course, but public phase-wise project sections are intentionally removed so the completion standard stays clear and consistent.

#	Final Project Choice	What You Will Build	Core Stack / Tools
1	Full-Funnel Campaign System	Plan and run a complete funnel from audience research through offer, creative, landing flow, and reporting.	Meta Ads, Google Ads, landing pages, analytics
2	Paid Ads Testing Pack	Run structured ad experiments with messaging, audience, budget, and conversion learnings clearly documented.	Meta Ads, Google Ads, A/B testing, campaign optimization
3	SEO & Content Engine	Build a content-led growth system with keyword mapping, publishing workflow, and measurable search improvement plan.	SEO, WordPress, content strategy, search analytics
4	Lead Nurture Automation Stack	Build a lead capture and nurture system with forms, email flows, and CRM visibility across the funnel.	Email marketing, CRM, automation tools, lead scoring
5	Analytics & Reporting Dashboard	Build a marketing dashboard that turns channel activity into clearer business decisions and action points.	GA4, GTM, Looker Studio, reporting

Career Paths & Trajectory

Role Path	Focus and Proof	Stage and Timeline	What Actually Matters
Junior Digital Marketing Executive	Support campaign setup, reporting, content coordination, and platform operations across a small team or agency. Proof you leave with: GA4 and ad-platform setup, reporting habits, and campaign case-study proof	Entry role - first 0–12 months	Reliable execution, correct tracking, clean reporting, and learning how each channel contributes to the funnel.
Digital Marketing Specialist / Growth Associate	Run channel execution more independently across paid media, SEO, email, and CRM workflows. Proof you leave with: Multi-platform campaigns, landing flows, and stronger dashboard habits	Growth role - 1–3 years	Own weekly results, test with discipline, and connect spend, creative, and conversion data honestly.
Performance Marketer / Growth Marketer	Manage budget efficiency, experimentation, and full-funnel performance improvement across channels. Proof you leave with: Paid media case studies, attribution analysis, and better optimization judgment	Specialist path - 2–4 years	Good creative judgment, stronger reporting, and repeatable experimentation that improves lead or revenue quality.
Senior Growth Marketer / Marketing Strategist	Lead channel mix decisions, campaign planning, and measurement standards for a business or client portfolio. Proof you leave with: Portfolio case studies, reporting systems, and stronger funnel strategy	Senior path - 4+ years	Commercial thinking, cross-team communication, and turning campaign data into business decisions instead of noise.

Saarathi Gate & Completion Review

Before You Start: Saarathi Gate Assessment

All students complete the **Saarathi Gate Assessment** before Day 1. It is a short diagnostic review of aptitude, learning behaviour, and thinking style. It has **no pass/fail** and is used only to tailor support from the start.

After Course Completion: Saarathi Completion Review

The **Saarathi Academy Certificate** is issued after the selected final project is completed, documented, and reviewed by the trainer. There is **no separate certification exam** for this course.

Completion Requirements:

1. **Attendance:** Minimum 80% attendance
2. **Weekly Work:** Core deliverables, revision work, and practice tasks completed
3. **Final Project:** One intermediate-level project selected from the project pool and completed to trainer-approved quality
4. **Portfolio Proof:** Screenshots, documentation, case-study notes, or equivalent proof assets updated
5. **Trainer Review:** Practical execution, consistency, communication, and overall growth signed off by the trainer

Enrollment & Next Steps

Next Batch: Starting soon (contact for exact dates) **Offline Location:** Old Baneshwor Chowk, Kathmandu, Nepal **Mode:** Online + Offline **Contact (Call/WhatsApp):** 9761095364, 9744442469

» **[ENROLL NOW]** - Limited to 10 seats per batch

Strong beginner marketers do not need more hype. They need clearer thinking, cleaner tracking, and better case studies.

Last Updated: Mar 30, 2026