



SATLOK TECHNOLOGY

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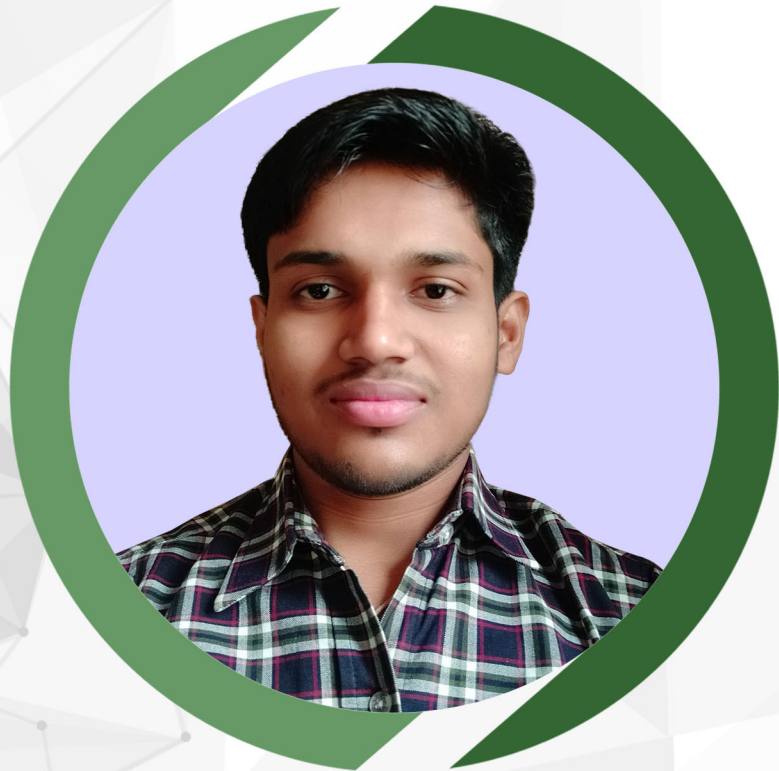
Digital Marketing Pvt.Ltd.



**PROSPECTUS
2020**

Investment in Learning Digital Marketing knowledge today will pay you the Best Interest Tomorrow

Message from the Founder



I started my career at the age of 18 in the field of Technology & Digital Marketing. I was fully focused and passionate in this field for 4 years and I achieved my Goal to some extent. I share my experience through online & offline courses. I am fully passionate about training & working on a live project related to digital marketing and I believe that I'll be a professional trainer in the field of Digital Marketing.

I believe, unless you are in a particular field and handle some clients yourself, you won't know what it takes to build a brand. After working with 100+ brands in different verticals, I have mastered the art of running a Digital Marketing company named **Satlok Technology & Digital Marketing Pvt. Ltd** and provide brand value with the right solutions.

Satlok Technology & Digital Marketing Pvt. Ltd focuses on mainly four important things i.e. Professional Digital Marketing Course, Career Growth, Become Successful Entrepreneur & Businessman and Academic Research & Development. So if you are a student wanting to shape up your Digital Marketing career with the right guidance, a professional, who wants to upgrade their knowledge, switch careers or learn Digital Marketing to earn passive income then 'Satlok Technology & Digital Marketing Pvt. Ltd' is the right place for you now.

An investment in Learning Digital marketing knowledge today will pay you the Best Interest Tomorrow.

A handwritten signature in black ink, appearing to read 'Bijay Sah'.

Bijay Sah
Founder & CEO

ABOUT US

Satlok Technology & Digital Marketing Pvt. Ltd is one of the leading digital marketing services & courses provider companies in Biratnagar, Morang - Nepal. The Company has been founded by Mr. Bijay Sah in 2019 AD who will have the vision to provide courses & services of digital marketing at affordable prices to all startups, businesses, entrepreneurs & Students in Nepal. Our company offers the wide range of services in fields of digital marketing in Nepal and overseas such as Social Media Marketing (SMM), Search Engine Optimization (SEO), and Google AdsWords/Pay per click (PPC) Advertising, Email Marketing, SMS Marketing Viral Marketing, Video Marketing, Website Design & Development, Business Branding, and Graphics Design as well.

The journey of Mr. Bijay Sah starts from Single room with a laptop but now we are in a team of Designer, Developers, content writer and digital marketing experts. Because of his Hardworking, creative, passionate and Leadership skills today we are in team working as family members. We have a specialized team of IT professionals of SEO Expert, Digital Marketer, Graphics Designer, Web Developer, and Content Writer.

We provide customized quick, highly effective solutions to manage and promote their brand globally. We can develop digital marketing strategies to increase your sales, improve your return on investment (ROI) and grow your business.

OUR MISSION, VISION AND OBJECTIVE

MISSION

Our mission is to provide the best digital marketing courses and services at an affordable price in Nepal to all startups, entrepreneurs, a small, medium and large business with quality and satisfaction. Our mission is also to provide free workshops at different village/city area of Nepal to introduce the power & value of digital marketing in the current world.

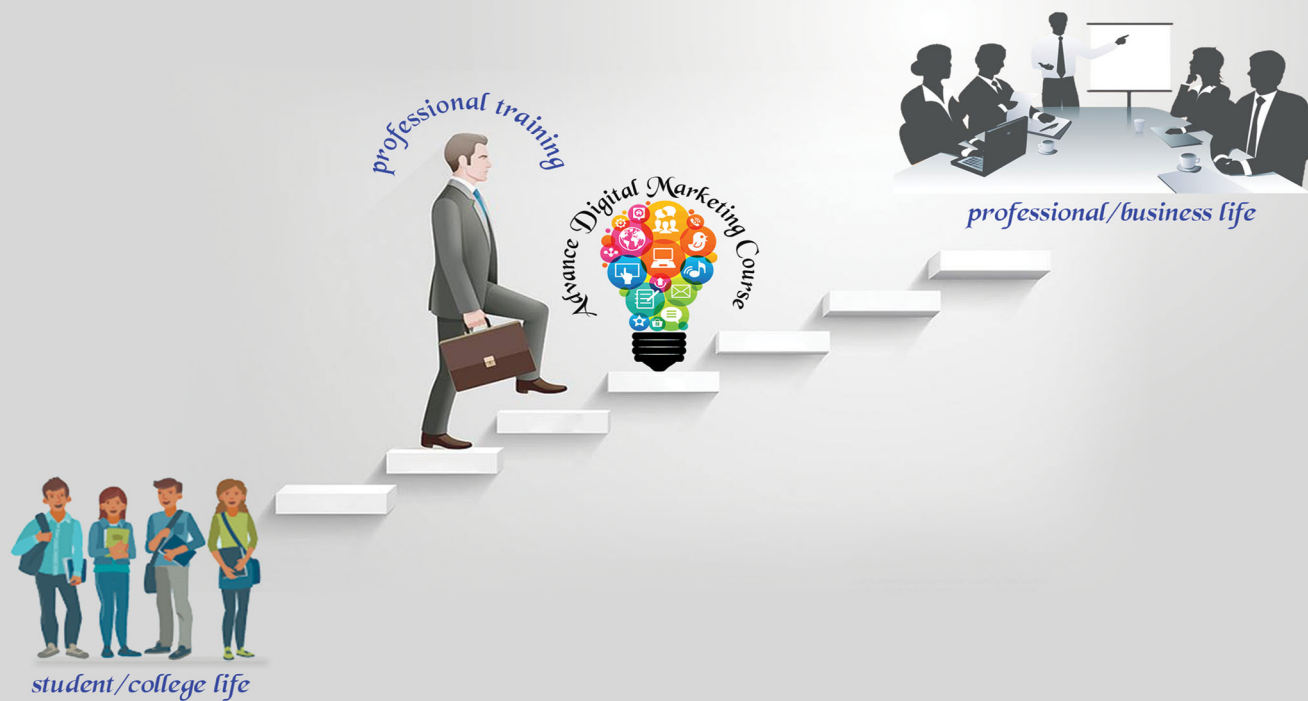
VISION

Our vision is to become a leading company in fields of digital marketing in Nepal by providing digital marketing courses and digital marketing services at an affordable price to all startups, entrepreneurs, and a small, medium and large business with satisfaction.

OBJECTIVE

The main objective of this course is to provide in-depth research based knowledge of digital marketing platform & used of various analytics tools which helps students for their academic research and career growth, for businessman & Entrepreneur, to accelerate current business to online presence digitally and increase your sales by targeting the right potential audience.

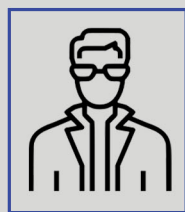
BRIDGING THE GAP BETWEEN ACADEMY AND INDUSTRY



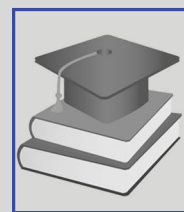
Satlok Technology & Digital Marketing Pvt. Ltd is established to offer a professional course that is specifically designed as per the current industry trends. Years of experience have helped us identify and understand the graduate-students & employee skills gap in the industry.

Satlok Technology & Digital Marketing Pvt. Ltd keeps up with the place of the industry and imparts a holistic education that encompasses all the latest concepts of the Digital world so that our graduates can effortlessly integrate into the assigned roles.

--[PROGRAM IS BEST SUITED FOR]--



Entrepreneurs



College Students



Marketing Professionals



Job Seekers



COURSE OVERVIEWS

“What we market may not have changed but how we market has changed.”

DIGITAL MARKETING COURSE OVERVIEW

This course is designed by practicing managers and subject matter experts for practical learning, therefore, most concepts will be linked with hands-on training, where students will be expected to work with marketing datasets, dummy display ads, virtual website optimization, SEO based on instructions in lectures and class discussions. It aims at covering the essential marketing and advertising concepts, revisit the fundamental statistical tools for analysis and prediction along with in-depth knowledge of online marketing and analytical tools.

This course is recommended to anyone who is involved in the planning, implementing or monitoring the Digital strategies at their organizations - or anyone who is looking to add a new skill set and pursue a career in this dynamic field of online marketing.

At the end of this course, the participants will understand various channels and activities essential to plan to implement and manage an effective digital marketing strategy for their businesses. The course will equip them for various online marketing certificates like Google AdWords, Facebook, Google Analytics (GA).

The course is divided into 25 modules. Each of the modules has unique content, focus and objective. Each module will be led by a specialist/expert from industry and will have assignments relevant to it. Once a module is completed, the student will automatically progress to the next module.

DIGITAL MARKETING PROGRAM FOCUS:

We offer a Professional Diploma in Digital Marketing & Advanced Digital Marketing Courses, where the program focuses on:

- Exploring the emerging tools offered by the internet.
- Understand and estimate the mindset of the online consumer.
- Design tools to enhance online consumer experiences.
- Monitor, evaluate and iterate traffic-building activities for marketers.
- Evaluate internet-marketing metrics and identify KPI.
- Integrate digital marketing and traditional marketing efforts.

WHO SHOULD ATTEND DIGITAL MARKETING COURSE?

- Professionals who need to understand Digital Marketing/ online marketing or get more out of their Digital channels.
- Anyone responsible for developing or implementing an organization's online /digital strategy.
- Traditional marketers who want to fast-track their marketing career or enter the digital world.
- Entrepreneurs who need to maximize online channels for growing their business.
- Students who want to gain knowledge on Internet Marketing and increase their job opportunities.

Advanced

DIGITAL MARKETING

Course Duration: 3 Months = 12 Weeks = 180 Hours

CURRICULUM OVERVIEW

Module: 1 Marketing Overview

- Introduction to Marketing
- Understand Consumer Behavior
- Marketing Strategy Plan
- Understand Neuro Marketing
- Understand Branding
- Niche Marketing
- Inbound & Outbound Marketing
- Guerrilla Marketing
- Referral Marketing
- Black-hat Marketing
- Event Marketing
- Business Model Overview
- Problem-Solving Idea & Program

Module: 2 Digital Marketing Overview

- Introduction to Digital Marketing
- Traditional Marketing vs Digital Marketing
- Benefits of Digital Marketing
- Careers Opportunity
- Eligibility & Qualification
- High Profile Job & Salary
- Online Money Making Strategy
- Market Analysis and System Design
- Become Full Stack Digital Marketer
- Understand Lead, Traffic & Potential Audience

Module: 3 Website Design and Development [Live Project Workshop]

- Introduction to HTML, CSS & JavaScript
- Introduction to Blogging
- Earn Online Money From Blogging
- Domain & Hosting
- Types of Domain & Hosting
- Understand UI & UX
- Introduction Of CMS
- Creating a Website using CMS
- C-Panel and its functionality
- Admin Interface Discussion
- Pixel Code Integration
- Google Analytics Integration
- Discussion about Paid Theme and Plugin
- Introduction to Cloudflare
- Website Security Maintenance
- Website customization and Maintenance

Module: 4 E-commerce Website

- Introduction to ecommerce
- Creating E-commerce Website Using CMS
- Woo-commerce Installation and Setup
- Listing Product on Ecommerce Website
- Introduction of API
- Payment Gateway API Integration

Module: 5 Search Engine Optimization (SEO)

- Introduction & Importance Of SEO
- Check Ranking & Optimization Technique
- Content Optimization
- Focus Keyword Meta Tag & Meta Description
- Panda, Penguin, and Hummingbird
- Organic Search VS Paid Search
- Keyword Research Tools
- Local SEO
- On-Page SEO
- Off-Page SEO
- Introduction & Importance of Backlink
- Technique to create more Backlinks
- Increase DA & PA
- Build Internal link and External Link
- Black hat Technique to Build Backlink
- Data Analysis & Report
- Google Webmaster Tools
- Site Map & Site Link
- Google Crawl & Indexing
- Manage Security
- SEO Audit & Report

Module: 6 Content Marketing

- Introduction of content Marketing
- Become a Pro Blogger
- Content Optimization
- Copywriting
- Content For Social Media
- Technique to Increase Traffic & Visitors
- Monetization Blog and earn money

Module: 7 YouTube Marketing

- Create Your Own YouTube Channel
- Video Making, Editing & Uploading
- Create Professional thumbnail
- Discussion about Paid YouTube Channel
- Live Broadcasting On YouTube
- Video Optimization & Ranking
- Data Analytics
- Technique to increase views & Subscriber
- Monetization and Earn money

Module: 8 Social Media Marketing (SMM)

- Introduction to SMM
- Importance of Social Media Marketing
- Facebook Marketing
- Twitter Marketing
- Quora Marketing
- Instagram Marketing
- Pinterest Marketing
- LinkedIn Marketing
- Video Marketing
- Social Media Audit
- Types Of Ads Camping
- Ads Account Setup
- Ads Camping Strategy
- Create Custom Audience
- Technique to increase More Page Like & post engagement
- Hacks of Camping CPC Optimization
- Concept Of Retargeting – In Details
- Social Media Data Analytics
- AB Testing & Split Testing
- Pixel integration

Module: 9 Web Analytics

- Steps of the web analytics process
- Off-site web analytics
- On-site web analytics
- Track Website Traffic
- Dwell Time & Bounce Rate

Module: 10 Email marketing

- Understanding Email marketing
- Email Marketing Plan & Strategy
- Popular Email marketing Tools
- Tips to Never land email to spam
- Sending Bulk mail
- Nurturing & Automation
- Increasing open rate of email
- Creating an email camping
- Email Newsletter
- Email video camping
- Increase Your Sales

Module: 11 Affiliate Marketing & Online Money making

- Introduction of Affiliate marketing
- Understanding the Affiliate Business Model
- Understanding Affiliate Marketing Platform
- Tips & Trick to get Approval In Affiliate Network
- Tools used for Affiliate Marketing
- Landing Page and Sales Funnel
- Choose Best Offer and Promote them
- Affiliate Commission & Payment Mode
- Master Plan to Earn Money Online
- Become Pro Affiliate Marketer

Module: 12 Google Adswords / PPC Marketing

- Introduction to Google AdsWords
- Types Of Google Ads
- Understanding CPC, CPM & CPA
- Google AdsWords Account Setup
- Billing & Payment Setup
- PPC Cost Formula
- Setting up your first AdsWords Camping
- Keyword planner & Research
- Search Advertising
- Display Advertising
- Apps Advertising
- Ecommerce Advertising
- YouTube Video Advertising
- CPC Optimization
- Landing Page Optimization
- Linking with Google Analytics & YouTube
- Remarketing Rules & Strategies
- Auction & Bidding
- Conversion Tracking
- Google Merchant Center
- Shared Budget
- Google AdsWords Certification

Module: 13 Drop Shipping

- Introduction to Drop shipping
- Choosing Niches & Products
- Drop shipping Account Setup
- Understanding the Business Model
- Tools Used For Drop Shipping
- Make Money Online With Drop shipping
- Setting Up Your Drop shipping Stock
- Driving Traffic To Your Store
- Retargeting Your Audience

Module: 14 Google Adscense and other Ads Network

- Introduction to Google AdSense & AdMob
- Business Model Of Ads Network
- Tips & Trick to Get AdSense Approval
- Google PIN Verification
- Connect AdSense Account With Website, Apps & YouTube
- Get Approval Other Ads Network
- Earning & Payment Withdrawal

Module: 15 Online Reputation Management

- Introduction of ORM
- Importance of ORM for Individual & Business
- Manage Online Rating & Review
- Discussion about ORM Tools
- Monitoring Brand & Business

Module: 16 Graphic Designing

- Introduction to Graphics Design
- Basic Adobe Photoshop
- User Interface Discussion
- Design Logo & cover Page
- Create Professional Thumbnail
- Design Banner Ads
- Image Optimization
- Color Psychology

Module: 17 Video production & Editing

- Introduction of Video Production
- Lighting Setup
- Video Shooting For Live Project
- Video Shooting For Ads
- Video Editing Software
- Video Editing & Mixing
- Make Animated Video
- Live Project Workshops

Module: 18 Communication & Leadership session

- Introduction to communication & Leadership Skill
- Understanding the Audience
- Team Work On Live Project
- Become a Team Leader
- Communication with client
- Public Speaking Live Workshops
- Become Motivational Speaker
- Improve Leadership & Communication Skill

Module: 19 Freelancing Job [Online Job]

- Introduction to Freelancing
- Understanding Business Model
- Top Freelancing Website
- Registration & Get Approval
- Freelancing Project
- Tips and Trick To Get More Project
- Review and Rating
- Creating Professional Gigs
- Promote Yourself
- Dashboard & Analytics
- Earning & Payment Withdrawal

Module: 20 Online payment gateway Solution (National & International)

- Introduction to Digital Wallet
- Understanding Business Model
- Mobile Banking & Internet Banking
- Discussion about VISA & Master Card
- Choose Best Payment Gateway
- API Integration With Website
- National & International Payment Gateway Solution

Module: 21 Influencer Marketing

- Introduction to Influencer Marketing
- Difference between ambassadors of a brand & influencers
- Niche of social networks
- Power of haters
- Influencer Hunters & Agencies
- How to contact an Influencer?
- Master class with reputed Influencer
- Make money online become a professional influencer

Module: 22 Growth Hacking & Viral Marketing

- Introduction to Growth Hacking
- Introduction to Viral Marketing
- Phases Of Growth Hacking
- Make Your First Growth Plan
- Growth Hacking Funnel
- Craft Your Inbound Marketing Stack
- Create a Viral Marketing Campaign
- Tools Used For Growth Hacking
- Activation Hacks & Retention Hacks
- Become a Professional Growth Hacker

Module: 23 Mobile Marketing

- Introduction to Mobile Marketing
- Introduction to SMS Marketing
- SMS API Integration
- Concept Of Bulk SMS
- Admin Interface Discussion
- Service Provider & Reseller
- Apps Marketing
- Tools Used for Mobile Marketing
- Case Study Of Business Model

Module: 24 Sales Training & Job Interviews

- Introduction to sales
- Importance of sales
- Understanding Sales Funnels
- Sales method & techniques
- Concept Of B2B & B2C
- How to pitch client
- Increase your sales
- Live Sales Workshops Demo
- Live Job Interview Workshops

Module: 25 Project Presentation & Feedback Sessions

- Final Project Presentation
- Suggestion For Improvement On Your Project
- Improvement In Your Business Model & Strategy
- Feedback Sessions

Diploma in

DIGITAL MARKETING

Course Duration: 3 Months = 12 Weeks = 144 Hours

**Total
Package
Price:
Rs. 25,000 /-**

CURRICULUM OVERVIEW

1 Marketing Overview

- Introduction to Marketing
- Understand Consumer Behavior
- Marketing Strategy & Planning
- Niche Marketing
- Traditional Marketing VS Digital Marketing

2 Digital Marketing Overview

- Introduction to Digital Marketing
- Benefits of Digital Marketing
- Careers Opportunity
- Eligibility & Qualification
- High Profile Job & Salary
- Online Money Making Strategy
- Understand Lead, Traffic & Potential Audience

3 Graphic Designing

- Introduction to Graphics Design
- Basic Adobe Photoshop
- User Interface Discussion
- Design Logo & cover Page
- Create Professional Thumbnail
- Design Banner Ads
- Image Optimization
- Color Psychology

4 Content Marketing

- Introduction of content Marketing
- Become a Pro Blogger
- Content Optimization
- Copywriting
- Content For Social Media
- Technique to Increase Traffic & Visitors

5

Website Design and Development [Live Project Workshop]

- Introduction to HTML, CSS
- Domain & Hosting
- Understand UI & UX
- Introduction Of CMS
- Creating a Website using CMS
- C-Panel and its functionality
- Admin Interface Discussion
- Discussion about Paid Theme and Plugin
- Website customization and Maintenance
- Introduction to ecommerce
- Woo-commerce Installation and Setup
- Listing Product on Ecommerce Website

6

Search Engine Optimization [SEO]

- Introduction & Importance Of SEO
- Focus Keyword Meta Tag & Meta Description
- Panda, Penguin, and Hummingbird
- Organic Search VS Paid Search
- Keyword Research Tools
- Local SEO
- On-Page SEO
- Off-Page SEO
- Discussion about Backlink

7

YouTube Video Production

- Create Your Own YouTube Channel
- Video Making, Editing & Uploading
- Create Professional thumbnail
- Discussion about Paid YouTube Channel
- Live Broadcasting On YouTube
- Video Optimization & Ranking
- Technique to increase views & Subscriber
- Monetization and Earn money

8

Social Media Marketing [SMM]

- Introduction to Social Media Marketing
- Importance of Social Media Marketing
- Facebook Marketing
- Instagram Marketing
- Types Of Ads Camping
- Ads Account Setup
- Ads Camping Strategy
- Create Custom Audience
- Camping CPC Optimization
- Concept Of Retargeting - In Details
- Technique to increase More Page Like & post engagement

9 Affiliate Marketing & Online Money Making

- Introduction of Affiliate marketing
- Understanding the Affiliate Business Model
- Understanding Affiliate Marketing Platform
- Tips & Trick to get Approval In Affiliate Network
- Tools used for Affiliate Marketing
- Landing Page and Sales Funnel
- Choose Best Offer and Promote them
- Affiliate Commission & Payment Mode
- Master Plan to Earn Money Online

10 Freelancing Job [Online Job]

- Introduction to Freelancing
- Understanding Business Model
- Top Freelancing Website
- Registration & Get Approval
- Freelancing Project
- Tips and Trick To Get More Project
- Review and Rating
- Creating Professional Gigs
- Promote Yourself
- Dashboard & Analytics
- Earning & Payment Withdrawal

11 11. Google AdSense and Other Ads Network

- Introduction to Google AdSense
- Business Model Of Ads Network
- Tips & Trick to Get AdSense Approval
- Google PIN Verification
- Connect AdSense Account With Website, Apps & YouTube
- Get Approval Other Ads Network
- Earning & Payment Withdrawal

12 12. Google AdsWords / PPC Marketing

- Introduction to Google AdsWords
- Types Of Google Ads
- Google AdsWords Account Setup
- Billing & Payment Setup
- Setting up your first AdsWords Campaign
- Keyword planner & Research

13 Project Presentation & Feedback Sessions

- Final Project Presentation
- Suggestion For Improvement On Your Project
- Improvement In Your Business Model & Strategy
- Feedback Sessions

CLASS SCHEDULE

CLASSES	DAYS	PER DAY
Weekday	Sunday Friday Saturday	4 hours
Weekend	Friday Saturday	6-8 hours
Daily	Sunday-Friday	2 hours

SHIFT :



Morning Shift








Day Shift








Night Shift

CERTIFICATION:

  Google AdWords Certification
 Digital Marketing

  Facebook Blueprint Certification (paid)

  Social Media Marketing (SMM)
 Search Engine Optimization (SEO)
 Digital Marketing (Diploma & Advance)
 Google AdWords

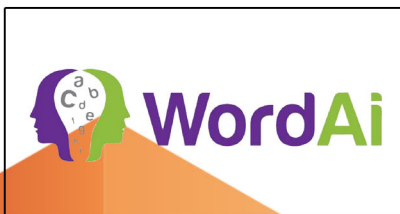
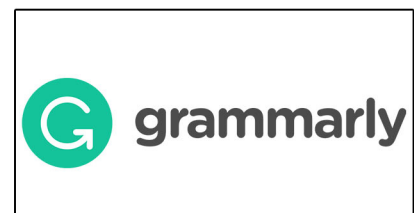
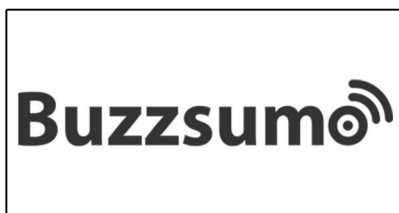
COURSES, DURATION & FEE STRUCTURE

Course	Duration	Fee
1. Diploma in Digital Marketing	3 months	Rs.25,000
2. Advanced Digital Marketing	3 months	RS.55,000
3. Social Media Marketing	1.5 months	RS.25,000
4. Search Engine Optimization	1.5 months	RS.25,000
5. Website Design & Development	1.5 months	RS.25,000
6. Google AdWords/PPC	1.5 months	RS.25,000

SERVICE WE PROVIDE :

1. Digital Marketing (course and services)
2. Website Design & Development
3. Search Engine Optimization [SEO]
4. Graphics Designing
5. Social Media Marketing [SMM]
6. Content Writing
7. YouTube Video Marketing
8. Email/SMS Marketing
9. Domain & Hosting
10. Business Branding
11. Video Production Editing & Mixing
12. Website & SEO Audit
13. Google AdWords/PPC Advertising

TOOLS WE PROVIDE(paid) : (OF WORTH RS.64960/-)



for 1 month only

WHAT OUR CLIENT SAYS



When I was doing my Diploma, at that time I had a huge interest to know and learn what Digital Marketing is? Then I started to search where I can learn and found a very suitable place near me. I visit the Office at Biratnagar and decided to join here. The Founder was very kind & approachable at any time as well as the trainer was responsible for developing the knowledge about this course & very communicative by clearing every doubt I had. After learning from Satlok technology I startup my own business. I would highly recommend satlok Technology & Digital Marketing Pvt. Ltd, if you are looking to build your career in the fields of digital marketing.

-Nabin Kr. Yadav

I am currently working in a reputed company in Nepal, but not satisfied with my current job so I want to switch my career and decided to take the Digital Marketing course to see if it would be a good career change for me. After searching on the internet I found Satlok Technology & Digital Marketing Pvt. Ltd. Is the best one who made it easy to learn a new skill set and finally I join. Their teaching methods were informative and gave me a good sense of what I expect. If you are unsure about a career move but want to try something new in the fields of digital marketing, then Satlok technology just might be right for you. The courses are affordable and designed to give you a feel as to what to expect in that field.

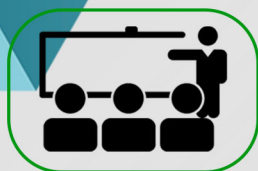
-Nikesh Giri



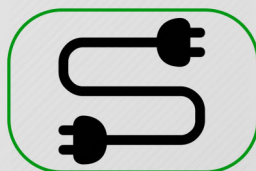
I was just an ordinary Facebook Marketer in the Internet Marketing world, but I always wanted to grow my knowledge as a Professional Digital Marketer. In my Journey, I tried many times to learn Professional Digital Marketing from different Digital Marketing Institutes but I left with disappointment. After searching on Google I come to know about Satlok Technology & Digital Marketing Pvt. Ltd, and after researching it I joined classes to learn each and everything about Digital Marketing. Honestly, I didn't expect such a huge gain in my knowledge, I'm thankful to Satlok Technology & Digital Marketing. If you want to learn about digital marketing courses in-depth then Satlok Technology might be a perfect platform for you.

-Rabul Mishrra

WHY CHOOSE US ?



Live Project workshops



Paid Wordpress plugins



Paid SEO Tools



Paid Wordpress Themes



Lifetime Support



Free Internship

CAREER OPPORTUNITIES IN DIGITAL MARKETING

*Start your
own Business*

Entrepreneur

*Work on
Individual projects*

Freelancer

*Online
Earning*

*Professional
Job*



*Earn from
Adsense/Affiliate*

*Work for
a Company*

- As a Digital Marketer you can be a Entrepreneur and start your own business
- You can be a Freelancer and work for Individual projects online
- Or you can be a Professional Digital Marketer and work for a company
- And you can earn online through Affiliate Marketing/ CPA/ Ads Network/ Forex Trading

FOR MORE INFORMATION IN DETAIL

Satlok Technology & Digital Marketing Pvt. Ltd.

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