

Performance Marketing Course

Marketing Internship Program

An OBII KRIATIONZ WEB LLP Product

OBIINXT.COM

#3500/A, Second Floor, Above Union Bank,
80ft Road, Raghuvanahally, Bengaluru 560062

+91 9964 011 022 | +91 9964 102 103



**Abhiram
Chandramohan**

Founder &
Managing Partner

From Our Founder's Desk

At **Obii Kriationz Web LLP**, our mission has always been to empower businesses through cutting-edge technology and innovative solutions. From developing scalable MVPs to creating robust SaaS platforms and delivering exceptional digital marketing strategies, we've built a reputation for turning ideas into impactful realities.

In today's fast-evolving world, staying ahead requires more than just technological expertise; it demands a commitment to continuous learning and adaptation. This belief inspired us to launch **ObiiNxt**, a finishing school designed to bridge the gap between education and industry. ObiiNxt empowers individuals with real-world skills, preparing them to excel in competitive global markets.

What sets us apart is our unwavering dedication to understanding your needs, collaborating closely, and delivering solutions that drive measurable results. Whether helping a startup bring its vision to life, partnering with enterprises to scale their operations, or nurturing future leaders through ObiiNxt, our focus remains on creating value and fostering success.

As we look to the future, we're excited about the possibilities—pioneering innovations, building meaningful relationships, and continuing to be trusted partners in your journey. Thank you for your trust in Obii Kriationz and ObiiNxt.

About ObiiNxt

ObiiNxt stands at the forefront of educational innovation, offering diverse programs designed to bridge the gap between traditional academic learning and the dynamic requirements of today's tech industry. With a focus on upskilling and accelerating career growth, ObiiNxt provides hands-on experience through its comprehensive internships and specialized internship programs in full-stack development, digital marketing, performance marketing, and B2B and SaaS sales.

Why ObiiNxt?



Global Project Exposure

Obiinext provides opportunities to work on projects from leading companies in the USA and Europe, offering valuable international experience.



One-to-One Mentorship

ObiiNxt offers Personalized guidance ensuring that each student's upskilling needs are met, enhancing learning outcomes.



Delivered in Indian Languages

Obiinxt is delivered in Kannada, Hindi, Tamil, Telugu, and English to upskill and ensure wider accessibility and engagement.



Expert-Led Curriculum

ObiiNxt's curriculum is designed by industry leaders and subject matter experts who bring current and relevant insights directly from the field.



Guaranteed Job Opportunities

A standout feature with a commitment to securing opportunities of employment for program graduates, enhancing career prospects significantly.



Comprehensive Internship Programs

ObiiNxt offers specialized internships in both technical and marketing domains, providing real-world skills and job readiness.

Our Clientele



What is Performance Marketing?

Performance marketing is a results-oriented approach to digital advertising that focuses on achieving specific actions or outcomes directly linked to the marketing efforts. It encompasses various online marketing and advertising programs where advertisers pay marketing companies or advertising platforms only when a specific action—such as a sale, click, or lead—is completed. This model stands in contrast to traditional advertising, which often charges based on the exposure or the amount of content delivered to potential customers, regardless of the results it generates.

In performance marketing, every aspect of marketing is measurable, making it highly accountable and efficient. It typically involves channels like affiliate marketing, search engine marketing, social media advertising, and email marketing. The key advantage is its inherent efficiency and cost-effectiveness, as businesses can tightly control their spending by allocating budgets only towards strategies that have proven to deliver results.



Highlights



22352+ Job Opportunities Posted in 2023-24



22% Job Market Growth Rate



93% Work from Anywhere Opportunities



58% Selection Ratio – The best in the industry

Why get a Certificate in Performance Marketing?



Specialized Skill Development

A certificate in performance marketing validates your expertise in managing and optimizing campaigns based on performance metrics. This specialized knowledge is crucial for driving effective marketing efforts that are directly tied to revenue generation.



Increased Job Prospects

A certification distinguishes candidates in a competitive job market, signaling to potential employers their capability to effectively manage budgets and maximize ROI. This can open doors to advanced career opportunities in various industries.



Gain Practical, Hands-on Skills

With the competitive nature of the social media, there is a notable increase in demand for performance marketers. Marketing professionals with experience in performance marketing, particularly those who can use analytics to drive decisions, are also in high demand.



Higher Earning Potential

With the growing importance of performance marketing, professionals who possess a certified understanding and proficiency in this area are often able to command higher salaries and more competitive benefits.



ObiiNxt's Digital Marketing Program Overview

Duration	120 Days
Language of Delivery	Kannada, Tamil, Telugu, Hindi, English
Projects Type	Global Projects from Customers Across the Globe – USA, Europe, Australia
Job Interview Assurance	Minimum 5 Interviews
Take Aways	Industry Recognized Certificate + Letter of Recommendation
Who is it for?	Ideal for BA, BCom, BBA/BBM, MBA
Salary Package	2.4LPA to 8LPA



ObiiNxt's Performance Marketing Diploma program exceeded my expectations. The curriculum was comprehensive and up-to-date with the latest industry trends. The hands-on projects were particularly beneficial, helping me understand how to create and

**Arjun Ramakrishna , Performance Marketer,
630aerospace.com, Florida**

“

Enrolling in ObiiNxt's Performance Marketing Diploma was one of the best decisions I made for my career. The program was well-structured and covered all the key areas of performance marketing, including PPC, SEO, and analytics.



**Kavitha Somashekara , Performance Marketer,
BluMiles Aviation**

ObiiNxt's Performance Marketing Program Overview

1 Fundamentals of Performance Marketing

- Cost Models in Performance Marketing
- Role of Attribution in Performance Marketing
- Ethical Considerations
- Integration with Overall Marketing Strategy

2 Analytics and Data Interpretation

- Advanced Analytics Techniques
- Real-Time Data Monitoring
- Cross-Channel Tracking
- Using Heatmaps and Visitor Recordings
- Predictive Analytics

3 Search Engine Marketing (SEM)

- Campaign Structure and Management
- Quality Score Optimization
- Bidding Strategies
- Use of Extensions
- Localization and Geo-Targeting
- Performance Analysis and Reporting

4 Search Engine Optimization (SEO)

- SEO Fundamentals: Understanding search engines and how SEO works
- On-Page
- Technical SEO
- Off-Page SEO
- Keyword Research and Strategy
- Local SEO

ObiiNxt's Performance Marketing Program Overview

5

Social Media Advertising

- Creative and Visual Optimization
- A/B Testing for Ad Optimization
- Advanced Audience Targeting
- Cross-Platform Advertising Strategies
- Analytics and Measurement
- Ad Compliance and Best Practices

6

Email Marketing

- Responsive Design
- Trigger-based Emails
- Content Strategy for Emails
- Testing and Optimization
- List Management and Hygiene
- Legal Compliance

7

Affiliate Marketing

- Partner Selection and Management
- Commission Structures
- Performance Tracking and Analytics
- Promotional Strategies for Affiliates
- Ethical Practices and Transparency
- Optimization and Scaling

8

Conversion Rate Optimization (CRO)

- Heatmap Analysis
- Landing Page Optimization
- Multivariate Testing
- Psychological Triggers
- Accessibility and Usability
- Mobile Optimization

Tools

SEO



Meta for Business

Ubersuggest

by  digital

MOZ

Canva



ChatGPT



INTUIT
mailchimp



Google
Analytics



invideo AI



POWTOON



synthesia

Value Adds

1

Google Data Studios

- Advanced Data Visualization
- Real-Time Data Integration
- Customizable Reporting
- Collaborative Features

2

MS Excel / Google Spreadsheet

- Basics
- Data Formatting and Formulae management
- Logical and Lookup functions
- Data management

3

Amazon PPC

- Introduction to Amazon PPC
- Types of Amazon Ads
- Setting Up Your Campaign
- Keyword Research for Amazon PPC
- Creating Compelling Ad Content
- Bidding Strategies
- Monitoring and Optimizing Campaigns
- Advanced Techniques and Tools
- Reporting and Analytics

4

Software Product Management Basics

- Scrum/Agile Principles
- User Persona Development
- Product Lifecycle management
- Product Roadmap Building
- eCommerce introduction – WooCommerce and Shopify

5

Take Aways

- 10,000 Backlinks
- Cold Email Scripts, Follow-up Scripts

Terms and Conditions for Placement

1.Educational Qualification:

1. Candidates must possess at least a graduate degree from a recognized institution to be eligible for placement consideration.

2.Performance in Assignments:

1. Candidates are required to consistently complete all assigned tasks and responsibilities throughout the duration of their program. All participants must maintain regularity in submitting their assignments.

3.Academic Excellence:

1. Candidates must achieve a minimum score of 75% in periodic reviews to qualify for placement opportunities. These reviews assess both the quality and timeliness of the assignments completed.

4.Interview Preparation:

1. Participants must successfully clear mock interviews as part of their training. These interviews are designed to prepare candidates for real-world scenarios and evaluate their readiness for actual job interviews.

5.No Minimum CTC Guarantee:

1. ObiiNxt does not guarantee a minimum compensation (CTC) for any job placement. Salaries and benefits are determined solely by the hiring companies based on their policies and the candidate's performance during the actual job interviews.

6.Placement and Interview Assurance:

1. While ObiiNxt assures that all eligible candidates will get an opportunity to attend job interviews, there is no guarantee of job placement. The primary commitment is to provide interview opportunities with potential employers.

7.Geographical Flexibility:

1. Placement opportunities may be pan-India. Candidates must be prepared to relocate or travel as required by the hiring company.

8.Program Discontinuation:

1. ObiiNxt reserves the right to discontinue the Job Placement Program at any time due to unforeseen circumstances or strategic realignment. Candidates will be notified in advance in such cases.

By participating in the ObiiNxt Placement Program, candidates agree to adhere to these terms and conditions. Non-compliance with any of the terms may result in disqualification from the placement process.

ObiiNXT

Upskilling, Accelerated.

OBIINXT.COM

#3500/A, Second Floor, Above Union Bank,
80ft Road, Raghuvanahally, Bengaluru 560062

+91 9964 011 022 | +91 9964 102 103

Kriati^{Obii}**onZ**

An Obii Kriationz Web LLP Product

OBIIKRIATIONZ.COM