

## 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

## OUR JOURNEY AND ACHIEVEMENTS

Our commitment to **quality** and **customer satisfaction** has earned us **numerous accolades**, including:

- Recognized as one of the top 10 promising MVP development companies.
- Awarded for excellence in Product Management by industry leaders.
- Featured as "Top 50 Emerging Small Scale Tech Firm" By Times of India
   Newspaper
- Featured in **prominent industry publications** for our **innovative solutions** and **successful projects**.







#### MINIMUM SEVELOPME

OBII KRIATIONZ:
Shaping the Digital Landscape through Cutting-edge Solutions & Services



we validate to progressing to ment extends of the progressing to ment extends defining the progression of th

Notigating through the cove-scobing landscape of this industry requires a strategic approach that encompasses strategic approach that encompasses and prototyping, lean development, and user-centric design. Obli Kristinov studies out in the MVP Development space for several reasons, each contributing to its ability to help elients navigate the complexities of bringing new products to market. Founded in 2009 (as KRATONZ) in the vibrant tech has of Benglauru, India, Ohk Kristinov las best a trail-blauer in digital covolitor, assisting

"At Obii Kriationz, our core objective is to empower startups across their entire product lifecycle journey hrough expertise and excellence, room the initial stages of decision and consideration of the consideration of the proposent phase, we ensure flexibility and adaptability to meet unique needs. firmbrasing a design thinking posture, we validate ideas on multiple firests, ropersoning to recing a tangible, lean representation of the consideration of the proposation, the consideration of the conposition of the consideration of the conferring for values, Collecting and Autoprize for success, Collecting and Autoprize for success, Collecting and Autoprize for success, Collecting and Autoger's, speaks Abilitant Chandismobius, or gr's, speaks Abilitant Chandismobius, or green or speak or speak or speak or speak or speak or green or speak green or speak or spea

Antaione.

Al the boart of Ohii Kataisun.

Al the boart of Ohii Kataisun.

Al the evelopment atrategy lies:

A the evelopment atrategy lies:

A the evelopment atrategy lies:

A the evelopment at approach to product development at approach to product development at approach to product development at a training and the temper transfert eveloving needs. By embracing agily practices, Ohii Kriatiour facilitates:

Collaborative environment where feed back is continuously integrated into the development process, allowing for re al-time adjustments and enhancements

Ohii Kriatiour is at the foorferout or Shi Kriatiour is at the foorferout or the format of the state of

al-time adjustments and enhancements. Obi Kriatiour is at the forefront of debunking the myth that Agile method-logics are reserved for large businesses. In reality, the principles of Agile—flexibility, responsiveness to Agile—flexibility, responsiveness to the particularly well-suited to the dynamic and fluid nature of startupe. By gaid-ing startups through Agile adoption. Obii Kriatiouz empowers these nimble entities to hamess the full potential of

usiness Agile practices.

"Understanding and addressing the ore obend-user's needs is crucial for any products across user's success. At Obii Kriationz, We open the crucial in employing a customers contributed to the crucial in employing a customers contributed."

an philosophy, cassuring that MVPs minimal and viable from the user's pective. This involves engaging internal and external stakeholdardy and often, incorporating their back to refine the product's value osition. Such an approach valse the product idea and builds a dation for a development that resouell with its intended authorith

approach to MVP development in specification of the continuent of

"Our ethos is driven by Empathy For quest for excellence stems from our ability to empathize with our cusomers, stakeholders, end users, and numanity on the whole", concludes whitem



Obli Kristionz Web LLP is a Bengaluru-based digital transformation champion specializing in product life cycle management and digital empowerment. Recognized among the top 10 promising MVP software developers in the country, the firm excels in crafting innovative and high-quality digital solutions. With a focus on cutting-edge technology and a commitment to customer satisfaction, Obli Kriationz has built a reputation for delivering exceptional results across the globe. Their diverse service verticals showcase their ability to meet the unique needs of various verticals of industries, continually setting new benchmarks in the software development landscape.



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.





Provident.







#### tandem **RUNNING CREWS**















dubizzle





**Yalantis** 



**DIGITALSILK** 

# 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

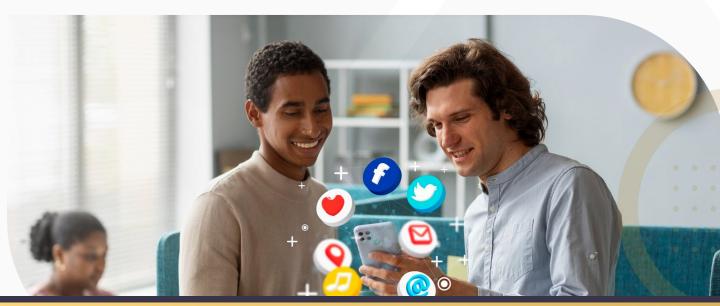
With the competitive nature of the social media, there is a notable increase in demand for performance marketers.

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 wellstructured and covered all the key areas of performance marketing, including PPC, SEO, and analytics.



Kavitha Somashekhara , *Performance Marketer, BluMiles Aviation* 

## ObiiNxt's Performance Marketing Program Overview



#### **Fundamentals of Performance Marketing**

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



#### **Analytics and Data Interpretation**

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



### Search Engine Marketing (SEM)

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



## 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



#### **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



### **Email Marketing**

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



#### **Affiliate Marketing**

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



#### Conversion Rate Optimization (CRO)

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





## Meta for Business





















#### **Value Adds**

#### **Google Data Studios**

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



### MS Excel / Google Spreadsheet

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



#### **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



### **Software Product Management Basics**

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



#### **Take Aways**

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

### **Terms and Conditions for Placement**

#### 1.Educational Qualification:

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

#### 2.Performance in Assignments:

 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:

 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**:

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

#### 5.No Minimum CTC Guarantee:

 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:

 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:

 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.COM** 

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

+91 9964 011 022 | +91 9964 102 103



**An Obii Kriationz Web LLP Product** 

OBIIKRIATIONZ.COM