



PRODUCING INDIA'S 1ST DIGITAL MARKETING SCIENTISTS

Join India's Future



**Paradox Marketer
Foundation Course**

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The Future of India's Marketing

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Courses

WHY WOULD YOU WANT TO PAY FOR FREE KNOWLEDGE?

Stop wasting your money paying someone to teach you what you can self-learn over Google or YouTube.

That's what all Digital Marketing Institutes here are doing.

They don't teach digital marketing.

They are rehashing what's already available for free on Google and YouTube.

And they are getting away with it because you are letting them!

EVERYTHING YOU LEARNT ABOUT DIGITAL MARKETING SO FAR WAS A LIE!

If you've been told that Digital Marketing is only all about SEO, PPC, SMO, etc. then you've been lied to.

What about Marketing Science?

The Psychology of Persuasive Copywriting?

Neuro-Marketing?

Emotional Branding?

They don't tell you that, do they?





Your time soon will be up!

If you are a Voodoo Marketer that is.

Voodoo Marketers do what they 'think' is right and rely on assumptions and beliefs.

If you go to an institute you most definitely will be a Voodoo Marketer, because nowhere do not teach the **science of marketing**.

Digital Marketers today do not understand:

- The laws of marketing
(Just like there are laws of physics and maths, yes there are laws of marketing too)
- The science of the brain
- Empirical marketing testing

Digital Marketers today are like the Medieval Doctors of a 100 years ago.

That is why if you are a Voodoo Marketer in today's age, your time is up!

Because guess what ...

Paradox Marketer is now producing **Digital Marketing Scientists**.

And just like there is no comparison between a Modern Doctor and a Medieval Doctor, there is no comparison between a Digital Marketing Scientist and a Voodoo Marketer.



DIGITAL MARKETER = SCIENTIST 1ST

Take your pick.

What do you believe in?

Voodoo?

Or Science?

And ask yourself, what is going to happen in the future?



WE ARE HERE TO DISRUPT JOIN THE SHAKE UP!

You have all heard of Digital Disruption.

It's everywhere now.

Uber, Netflix, AirBnB, Tinder...the list goes on and now.

But now it is time for Digital Marketing DISRUPTION!

The Digital Marketing Institutes in Delhi do not teach the science of marketing.

They have been around for years and never have they mentioned 'marketing science' in their course material.

Why?

Because:

- Their standard is very low, and until now they have had no real competition (and so no real reason to raise their standard)
- They have 'teachers' not real marketers
- They are not a marketing company. They don't work for corporations. They never run marketing campaigns and make money for clients

Paradox Marketer's sister company is VirtualEmployee.com.

VirtualEmployee.com is an outsourcing company based in Delhi NCR and has 1500+ professionals.

For years we have seen freshers come to our organization looking for a career in Digital Marketing (having learnt at a Digital Marketing Institute). The standard of the freshers is incredibly poor. We have to teach them from scratch. After watching for years the nonsense the institutes have been teaching, we have now launched Paradox Marketer to disrupt the entire industry.



At Paradox, we will teach you what you don't know.

We will teach you what's not available outside our classrooms because all our learning has come out of working with real clients across the world, in real time and on real projects.

Now you can learn from real marketers that run real marketing campaigns for real corporations based all around the world (including the USA and Europe).

Of course, the institutes will soon copy us and also start talking about 'marketing science'.

But why did they never talk about in the past 10 years, until we, Paradox Marketer started shouting about it?

The institutes cannot compete with us, they can only copy us.

The truth is only Paradox Marketer can make you a Digital Marketing Scientist!



GIVE ME LOTS OF 'COKE', 'CHOCOLATE' & 'BURGERS'!

This is what most children say, is it not?

They want to eat lots of junk food that is bad for their health.

Does a good parent give a child what they want?

Of course not!

If you want to excel in any aspect of life the expert, the mentor, the Guru should show the way.

NOT the student.

Don't you agree?

But what is happening when it comes to Digital Marketing?

The students are deciding the path.
NOT the Guru.

Since launching Paradox Marketer, we have found 3 things 95% of all students are obsessed with:

- 1. Certificates***
- 2. Job Placement***
- 3. Cost***

95% of students want this.

But it is not good for you.

It will not help your career.

It will not help you grow.



Giving you these three things is like giving you lots of coke, chocolate and burgers.

Here is why certificates, job placements & cost is bad for you:

1. Certificates

Certificates have ZERO value. Having a certificate will not help you get a job or clear a job interview. Why? Because everyone has one!

Think about the best academic organizations in the world.

Think about Harvard, Oxford and IIT.

Why does everyone want to go to these schools?

Because they are very hard to get into!

Because it is very hard to get a certificate from these schools!

That is why they have a lot of value.

That is why going to these schools immediately gets you a job!
Instead of focusing on a certificate, focus on real knowledge.

But what is the value of a certificate everyone has and anyone can get? Nothing. It's not even worth the paper it is printed on and it certainly won't help you clear an interview. If you really want to learn how to clear an interview see our section on it below.

There are scores of institutes, all claiming to make you a certified writer or a marketer in 4 days, or a week, or even a month.

Nonsense.

We make no such silly promises or false claims.

Our job at Paradox is to reveal to you ***the hidden secrets of Digital Marketing that no one is talking about.*** Insights that we have gained through our deeply-researched, validated and proven techniques and learnings.

Your own intelligence, attitude and keenness to learn will take care of the rest.



2. Job Placement

How on earth can anyone get you a job?

This is the most stupid thing we have ever heard.

This is MADNESS.

The real world does not operate like this.

YOU ARE RESPONSIBLE FOR YOU GETTING A JOB.

Paradox Marketer is not here to get you a job anyone can do with no qualifications.

We are here to help create the future leaders of India's tomorrow.

By focusing on job placement, too many students are not focusing on what they need to do to create a great career.

3. Cost

'What is the cost'?

This is the 3rd question we keep getting asked.

Does this make any sense?

Are all Universities the same?

Or is there a difference?

Is Oxford on a different level to some college no one has heard about?

Of course there is a difference.

If you want to excel, first you must ask, "What will I learn?" "What value will I get?"

If everyone focused on cost, no one in the world would go to IIT, Oxford or Harvard.

There is a reason why smart people choose Oxford, because they know it's not about cost. It's about RETURN ON INVESTMENT.



YOU WILL CRACK JOB INTERVIEWS

Many digital marketers, with even 10 years of experience, could not tell you what the first role of a Digital Marketer is.

And that is to be a scientist!

Many experienced digital marketers actually have very weak foundations.

Ask highly experienced digital marketers the following questions:

- *What is Value Proposition and why is it important?*
 - *What is Copywriting and its role in digital marketing?*
 - *What is Content Marketing?*
 - *What does Marketing Science mean to you?*
 - *How would you describe Branding?*
-

Among all the candidates I have interviewed, some with even 10 years of experience, so far not a single person has been able to answer even one of these questions correctly. That includes many candidates earning more than Rs 50,000 a month and some even more than Rs1 lakh per month!

What does that mean for you?

It means you will easily crack job interviews.

Why?

Because even though this is a Foundation Course, our foundational courses are of such a high standard that we will teach you things that even highly experienced digital marketers do not know.



Here is a trick we have to help you crack a job interview.

At the end of the job interview, YOU must say to the job interviewer that you want to ensure you join an organization that will enable you to grow and so have some questions for them to ensure their environment is conducive to your learning. Then go on and ask the job interviewer questions such as:

What is your Content Marketing strategy?

How do you incorporate Marketing Science with digital marketing?

Why is Branding so important for digital marketing?

99/100 will either be stumped or will give you an incorrect answer.

Next, go for the kill – tell them the right answer!

When you tell them the right answer they will be shocked at how you know so much more than them.

Getting the job will then be inevitable!



WHY I STARTED PARADOX MARKETER

"I got very tired of seeing young, ambitious individuals coming to our offices every day, having spent their hard earned money on some 'digital marketing course' and still knowing nothing about digital marketing."

It saddens me to see this.

But we see it with at least 20-plus job applicants at our offices every day.

Enough is enough!

The institutes need to be disrupted.

They have no spirit. No innovation. No creativity.

I can see it a mile off with their shoddy and uninspiring content.

With their textbook approach, they make learning marketing absolutely boring.

Marketing is not boring!

Marketing is an art!

Marketing is a science!

Marketing is poetry!

Marketing is thought experiments!

Marketing is a mystery!

Marketing is fact!

Marketing is ...a paradox!

They don't eat, breathe and sleep marketing, like we do.



They have no passion, no love for marketing, like we do.

The institutes have robbed marketing of its true essence!

They have taken this beautiful art, this beautiful science and turned it into something out of an accounts textbook.

How dare they!

This is why I started Paradox Marketer.

I want to show you the beautiful art, the beautiful science, the paradox of marketing.

I want to show you how insanely interesting marketing can be.

I want to show you what it's like to learn from marketers with real passion and real love.

I want you and me to take marketing back to where it really belongs!"

-Shaunvir Singh

Founder - Paradox Marketer

(American Growth Hacker and a Global Entrepreneur)



WHO IS THIS COURSE FOR?

The Paradox Digital Marketing Foundation Course suits *marketing enthusiasts from all walks of life*. Whether you're a student, a job hunter, a professional, a business owner, here's a powerful course tailor-made to give you a head start over the others.

ARE YOU A STUDENT, A JOB SEEKER?

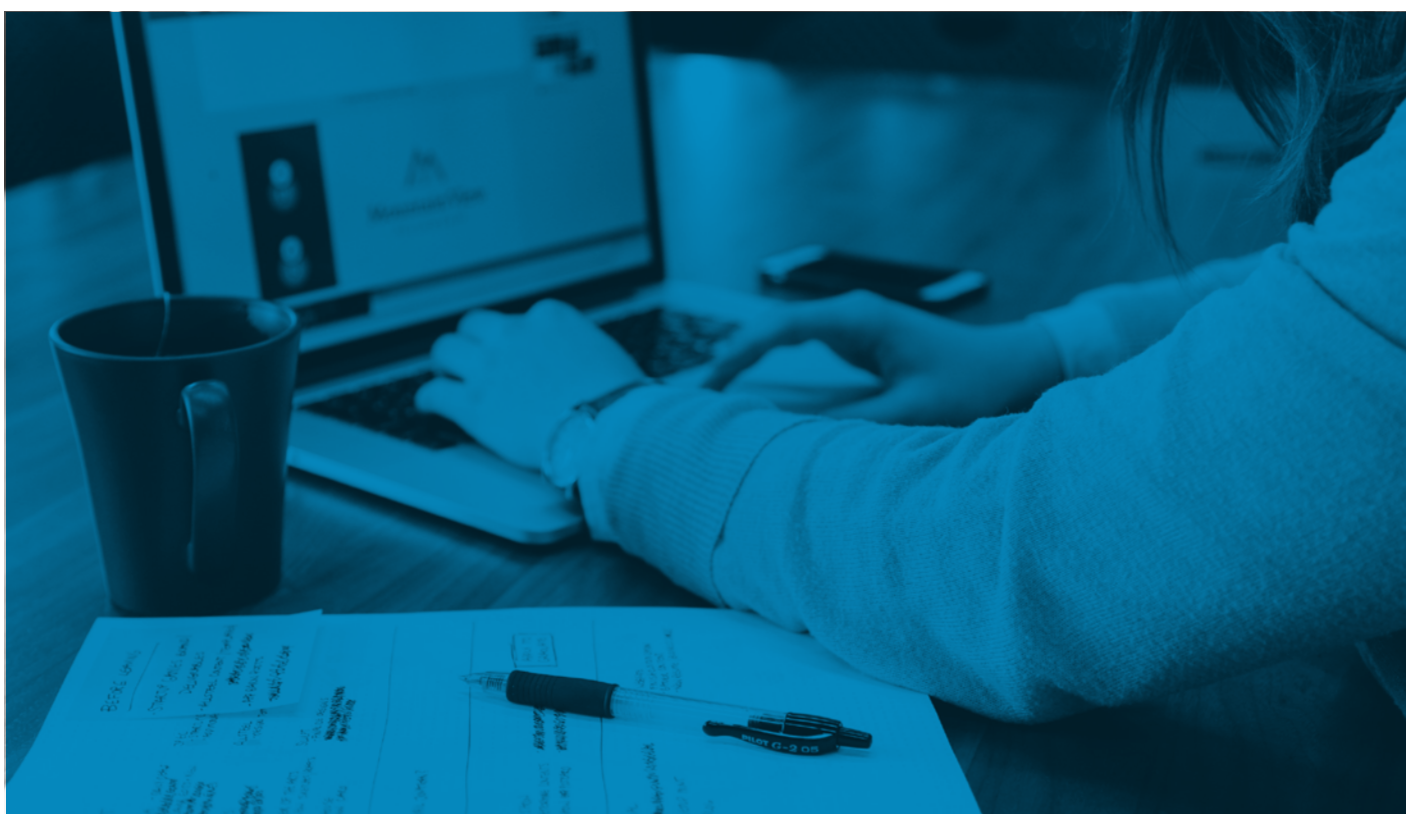
Master the art and science of Digital Marketing, sharpen your writing skills and shape up for a great career as a Marketing Scientist.

ARE YOU A WORKING PROFESSIONAL?

It's time to change the direction of your career graph with this Foundation Course. Learn what others don't know yet and reach dizzying heights in your career.

ARE YOU AN ENTREPRENEUR?

Give your precious business the winning edge with some Digital Marketing expertise and leave your competitors way behind.



COURSE OVERVIEW



A STRONG STRUCTURE STANDS ON DEEP ROOTS.

The Digital Marketing Foundation Course will cover the **4 main pillars** of Digital Marketing:

+ Search Engine Optimization (SEO)

+ Copywriting

+ Pay-Per-Click (PPC)

+ Social Media Optimization (SMO)

The Digital Marketing Foundation Course at Paradox will help you build a solid understanding about the fascinating world of Digital Marketing. You'll get powerful insights into how its various components function, how new and upcoming technologies are forever going to change the way business run online, and how you can race ahead of your peers in any job interview.

Is SEO only about keywords?

How can Social Media's full potential be exploited?

Why is Copywriting the very backbone of all digital marketing?

Is PPC a science?

All this and more is what you'll learn *only* at Paradox.

Additionally, what you'll learn will be far superior to any typical 'classroom' teaching. Your teachers will be people who head these departments at VirtualEmployee.com. They will be teaching you the very latest and most effective skills in their respective domains, gained from their own rich experience of working closely and firsthand with over 2000 clients from 30 countries around the world.

As the name suggests, it is a Foundation course without which you will not be able to graduate to the advanced levels where the subjects and topics become more diversified, more complex and more indepth.

Happy Learning!



COURSE 1 SEARCH ENGINE OPTIMIZATION (SEO)

Why 85% of Beginners Fail to Learn Real SEO

Did you read about how to ride a bike?

Of course not!

You just hopped onto one (likely a friend's bike) and just pushed the pedals till you either fell or learnt how to keep your balance while moving.
But, in a nutshell, that is what institutes are doing with SEO.

They are doling out only theoretical knowledge on how to do SEO.

Theoretical SEO will never make you an SEO expert. At best, you will get called for interviews. But, actually bagging that job? Likely not.

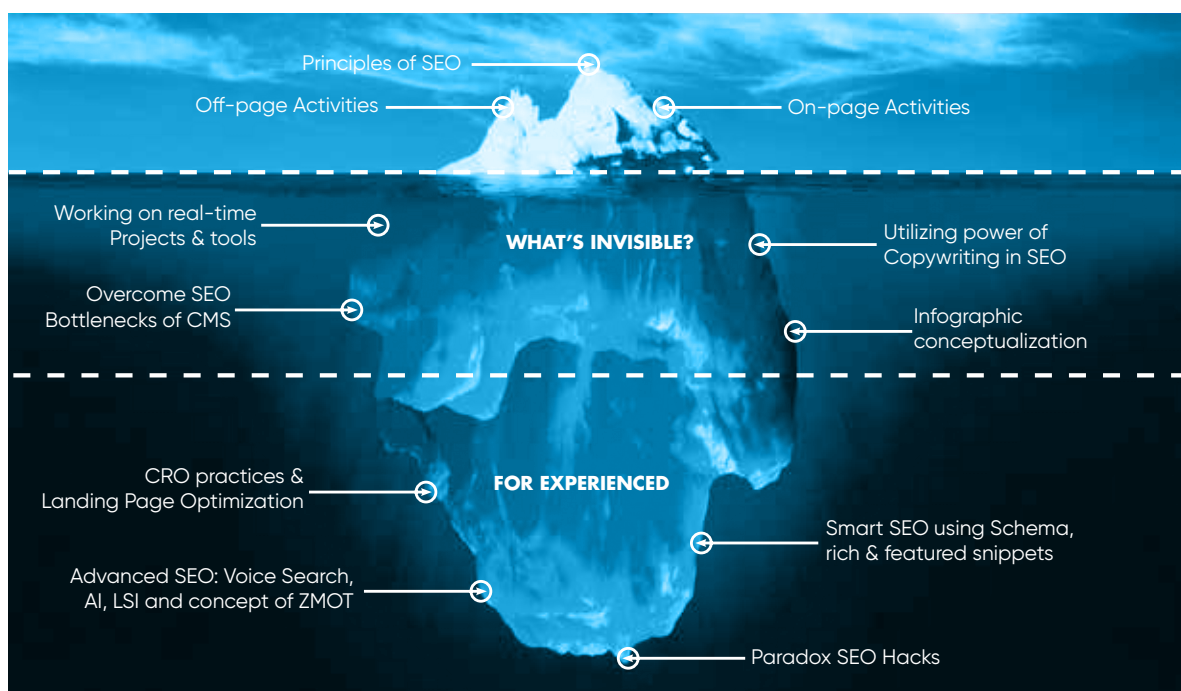
That is why 85% of these 'well-trained' freshers get rejected at VirtualEmployee.com within 5-10 minutes of their interview session.

Could There Be Another (Better) Way to Approach SEO?

Yes. The Paradox Way.



WHAT'S VISIBLE?



Why Will An SEO Academy Up The Game For You in SEO?

1. Because you don't have time to read 1,000 blog posts

2. Budget to run endless experiments to learn real SEO hacks

At Paradox, we invest a lot in SEO R&D, where part of the 50+ SEO team rigorously works on experimenting & learning

They work on setting the right experiments under controlled environment, testing hypotheses and evaluating the results.

Such research & development is carried out to eventually make those hacks/ cheat codes a part of the company's SEO strategy.

How Will YOU benefit from this SEO Foundation course?

Know behind-the-scenes strategies employed by real marketers that drive massive SEO wins

SEO scientist's approach – work on real examples and real life case studies of people achieving first page rankings

Work on industry best tools for hypothesis & evaluation.

Following the blueprint of those who repeatedly win through their SEO approach



SEO Course Modules:

Module 1

Introduction To SEO – The Search Panorama

Module 2

Keyword Research – The Smart Way

Module 3

Coding a Strong Foundation of SEO & On-Page Practices

Module 4

SEO Through Content

Module 5

SEO Off-Page Practices – Actionable Insights

Module 6

SEO Through 3Ts: Types, Tools And Tracking

Final Assessment Exam

COURSE 2

COPYWRITING

Why is Copywriting so important in Digital Marketing?

To answer this, we must first answer another question.

What is the ultimate aim of all Digital Marketing?

To get their target market to say 'YES' to whatever it is that they are offering. Right? And who, or rather, what helps them do this?

Not their website design. You can't promote a design. A design, like modern art, is open to multiple interpretations.

But, the copy or content on their website, their ads, their marketing collaterals – it speaks, it urges, it convinces.

In the hands of a skilled copywriter, even the most stubborn, most difficult client will end up saying 'Yes'.

That's the power of copywriting!

But....Digital Marketing Institutes don't teach copywriting!

Isn't that laughable?

Because, without copywriting there is no digital marketing.

Remove copywriting from the equation and there's nothing left.

It is the very bedrock of all successful marketing.

Just look around you.

Web pages, landing pages, banner ads, display ads, PPC ads, social media poststhe list is endless.

Copywriting is everywhere

Copywriting is to Digital Marketing what strings are to a guitar, or to give a very different allegory, copywriters are like secret service spy agencies. They are masters of seduction; they cast a spell over you and reel you in and, before you know it, you are taking the action they want.

At Paradox, we teach you the Psychology of Persuasive Copywriting and help you become copywriters who are the masters of 'persuasion judo



As a Trained Copywriter, What Are Your Career Options?

Immense!

Every online business today needs great copy to grab eyeballs in the insanely competitive digital space. Sharp, crisp, spot-on copy to make their customers say 'Yes' to their offering.

How will you benefit from this Copywriting Course?

Copywriting is an art and a science. You'll learn the hidden secrets and principles of persuasive copywriting

You'll be able to write more powerful, convincing copy that converts

You'll understand how the human brain works, why people say 'Yes' and how to make them say it

You'll have a healthy respect for grammar because poor copy is a BIG turn-off

Once you master the copywriting principles, no domain or field will ever be a challenge



Copywriting Course Modules

Module 1

Introduction to Copywriting

Module 2

Principles of Copywriting

Module 3

The Science of Persuasive Copywriting

Module 4

Headlines

Module 5

Crafting Compelling Copy

Module 6

Copywriting for Digital Marketing
(SEO, PPC, SMO, E-mail, etc.)

Bonus Module: Grammar and Punctuation

Final Assessment Exam

COURSE 3

SOCIAL MEDIA OPTIMIZATION (SMO)

Social media platform is growing on a daily basis.

As a marketer, do you know how you can utilize it?

According to surveys conducted in 2019, 3.48 billion people are using social media actively. Social media has emerged as the one of the biggest platforms to market any business.

But, the question is, in this massively crowded space, how will you find target audience as a marketer?

Even if you do find your audience, how do you decide what to show them to convince them?

How to Start Social Media Marketing?

The audience for social media is humungous and tapping into it is not easy. Here, at Paradox, we will teach you the art of reaching out to the right audience while promoting any business.

Some institutes teach you to use certain tools which can give you instant interactions on your social media profiles.

But, what do you think? Is that the right approach? Can fake likes and shares turn your company into a brand?

The answer is NO.....

If you follow this approach, you are still 5 years behind.



In the era of Artificial Intelligence, it's possible to study consumer behavior and make more informed decisions. Real marketers utilize this data and provide tailored experiences to users, based on what they are actually looking forward to.

That is why in Paradox Marketer, we focus on teaching:

Innovative use of behavioural insights

Building right connections to get the right response

Creating content that converts

Targeting the right audience

Building a brand which people recognize and remember

Focussing on conversions vs. silent likes

Customer service - personalizing the customer journey

So, is it easy to attract the right audience to your social media profile?
The answer is YES.

If you employ the right technique and have the right approach in your mind. Our Social media trainers have a rich experience in working on live projects. They know how to build the right connections & nurture relationships with their targeted audience.

How will you benefit from this Social Media Foundation Course?

You'll learn how to find the right audience for any business

You'll understand how the human brain works and how you can influence it with your brand voice

Go beyond mere likes and followers and learn the real art of building customers

You will get to learn from real marketers

Bag your dream job



SMO Course Modules

Module 1

Power of Social Media

Module 2

How can you Prepare the Right Strategy?

Module 3

Facebook Marketing

Module 4

Instagram Marketing

Module 5

Overview of other Social Media Platforms

Final Assessment Exam

COURSE 4

PAY-PER-CLICK (PPC)

The PPC philosophy at Paradox is based on a powerful **3-tier strategy** that covers the entire spectrum of PPC marketing.

TIER ONE - THEORY

Go Beyond Text Books & Concepts

Paradox Theory modules go way beyond textbooks and classroom sessions. We make the trainees apply the concepts we teach them to create their very own websites, experiment with them and learn on the job. We also help them set up and run their own Sandbox accounts.

TIER TWO - PRACTICAL

Deal with Projects, Experimentation & Testing

As a scientist in a 'digital lab', you get to deal with real examples, real case studies & real-time projects. We run you through live projects. Basically, digital marketing is all about rigorous testing and endless rounds of experimentation. You get to run tests & retests on evolving projects.

TIER THREE - PROCESS & STRATEGY

Be a Part of the Online Ad 'Machine'

Understand how the PPC Advertising 'machine' works. Be a part of the process itself, right from the start of a project to the delivery. Be a part of the brainstorming, ad creation, A/B testing, etc. Cover the whole nine yards and understand how AdWords marketing works.

How will YOU benefit from the Pay-Per-Click Foundation course:

Bag a dream job in the field of PPC Advertising

Masterfully create & manage Google AdWords

Use data-driven approach to boost online ad campaigns

Devise remarketing strategies to win back lost traffic

Power up ROI for businesses from all over the world



PPC Course Modules

Module 1

Introduction to PPC

Module 2

Fundamental of Google Ads

Module 3

Search Campaign

Module 4

Display & Video Camp

Module 5

Mobile App Campaign

Final Assessment Exam

LEARN FROM THE BEST IN THE BUSINESS

Our Digital Marketing and Copywriting Educators are armed with the most sought-after international online writing and marketing certifications

At VE, our marketers and copywriting teams are all directly working with international clients, especially those from the US and UK. These clients have high standards, demand only the best and are the best 'teachers' in a sense.

The sessions will be highly interactive and your active participation will be essential.

MEET THE KEY FACULTY AT PARADOX



COPYWRITING

Daya

She is Head of Content at VirtualEmployee.com and heads a team of 35 brilliant writers who have been personally trained by her in the art and science of persuasive copywriting. Daya has international certifications in copywriting (Andy Maslen, MecLabs, Len Smith) and holds University degrees in Psychology, English and Mass Communication and Journalism. An ex-journalist with top national dailies for almost two decades, she has also been commissioned by reputed national and international publishing houses such as Jaico and Random House, UK for reviewing manuscripts. Daya has also taught English online to American high school, college and University students as an English e-tutor with an award-winning Washington DC-based organization. You'll also find her listed in Wikipedia for authoring a book, [Subhas Chandra Bose: The Accelerator of India's Independence](#). Her poetry has been published in the [American Anthology of Poems, California](#).



SMO

Sonia

She heads a team of more than 35 Digital Marketers and has a rich experience of more than 9 years in the field of Digital Marketing. She holds a degree in B. Tech and her forte is solving serious technical issues. She has worked on a wide range of projects and is an expert at optimizing any website and making it ready for online business.

**PPC****Anuradha**

She heads the PPC and CRO teams here at VE, with more than 50+ experts in various domains, including PPC, Double Click Ad Operations, Amazon PPC, Email Marketing, Hubspot, Google Analytics and Conversion Rate Optimization and many more. She is a Google AdWords, Bing, MecLabs and Analytics Certified professional with more than 9 years of experience and has been with Virtual Employee for more than 5 years. She also has a Masters degree in Computer Application.

**SEO****Deepanshu**

He has specialized in SEO and Google Analytics since 2009 and heads the SEO team of 30 experts at VE. He is an Engineer by training and specializes in various forms of SEO, including regional SEO, eCommerce SEO, global SEO and multilingual SEO. He is also sought after as an SEO consultant, especially for projects which are the most revenue generating sources of a company.

**Rajnikant**

He is also one of the trainers of SEO, Google Analytics & Tag Manager here at Paradox. He heads a team of 25 digital marketing wizards at VE. He is a Google Analytics & Ads certified professional with over 10 years of experience as a digital marketing practitioner in domains like SEO, SEM, Email & Affiliate Marketing. He holds a Master degree in computer application.

