



Certified Inbound Marketing  
Professional  
VS-1102

**Vskills Certifications**

Vskills Brochure



Skills for a secure future

## Certified Inbound Marketing Professional

### Certification Code VS-1102

Companies spend huge amount of money in reaching out to their target audience through various online channels including Social Media, Search Engines, Emailers, Ad Networks and other niche platforms. Inbound Marketing is about converting your existing reach to revenue generation. For example, an Average CTR (Click Through Rate) of an online ad is 0.01% but if you create content which is specific to prospect's needs with good CTA (call-to-action), you can generate 20+% CTR. Learning Inbound Marketing will help you to multiple the returns you are getting from your existing investments in Digital Marketing domain.

### Why should one take this certification?

This Course is intended for professionals and graduates wanting to excel in their chosen areas. It is also well suited for those who are already working and would like to take certification for further career progression.

### Who will benefit from taking this certification?

Job seekers looking to find employment in Banks, MNCs, Corporates, marketing companies and marketing departments of various companies, students generally wanting to improve their skill set and make their CV stronger and existing employees looking for a better role can prove their employers the value of their skills through this certification. An individual can also start a debt recovery agency of own and be self-employed.

### Test Details

- **Duration:** 60 minutes
- **No. of questions:** 50
- **Maximum marks:** 50, Passing marks: 25 (50%)

There is no negative marking in this module.

### Fee Structure

Rs. 4,999/- (Excludes taxes)\*

\*Fees may change without prior notice, please refer <http://www.vskills.in> for updated fees

### Companies that hire Vskills Inbound Marketing Professional

Inbound Marketing Professionals are in great demand. Companies specializing in marketing sector are constantly hiring skilled professionals. Various public and private companies also need inbound marketing professional for their marketing departments.

# Table of Contents

## **1. Engagement Magnets: A way to multiply results from existing reach**

- 1.1 Introduction to Engagement Magnets
- 1.2 Content based engagement magnets: guides, case studies, webinars
- 1.3 Tool based engagement magnets: audits, strategy toolkits, worksheets

## **2. Audience Aggregation for Demand Generation**

- 2.1 Importance of Audience Aggregation
- 2.2 Using Email lists for Audience Aggregation
- 2.3 Marketing patterns to grow email lists

## **3. Conversion Optimization**

- 3.1 Understanding the buyer's psyche
- 3.2 Designing user flows across your website, emails and other touchpoints
- 3.3 The framework for online persuasion for lead generation & sales
- 3.4 Visualizing micro funnels to track buyers through the purchase process
- 3.5 Landing page optimization & A/B testing

## **4. Lifecycle Emails & Lead Nurturing**

- 4.1 Identifying stages in buyer's lifecycle to make leads sales-ready
- 4.2 Designing lifecycle emails & website customizations
- 4.3 Drip email marketing for lead nurturing

## Certifications

### ➤ Accounting, Banking and Finance

- Certified AML-KYC Compliance Officer
- Certified Business Accountant
- Certified Commercial Banker
- Certified Foreign Exchange Professional
- Certified GAAP Accounting Standards Professional
- Certified Financial Risk Management Professional
- Certified Merger and Acquisition Analyst
- Certified Tally 9.0 Professional
- Certified Treasury Market Professional
- Certified Wealth Manager

### ➤ Big Data

- Certified Hadoop and Mapreduce Professional

### ➤ Cloud Computing

- Certified Cloud Computing Professional

### ➤ Design

- Certified Interior Designer

### ➤ Digital Media

- Certified Social Media Marketing Professional
- Certified Inbound Marketing Professional
- Certified Digital Marketing Master

### ➤ Foreign Trade

- Certified Export Import (Foreign Trade) Professional

### ➤ Health, Nutrition and Well Being

- Certified Fitness Instructor

### ➤ Hospitality

- Certified Restaurant Team Member (Hospitality)

### ➤ Human Resources

- Certified HR Compensation Manager
- Certified HR Staffing Manager
- Certified Human Resources Manager
- Certified Performance Appraisal Manager

### ➤ Office Skills

- Certified Data Entry Operator
- Certified Office Administrator

### ➤ Project Management

- Certified Project Management Professional

### ➤ Real Estate

- Certified Real Estate Consultant

### ➤ Marketing

- Certified Marketing Manager

### ➤ Quality

- Certified Six Sigma Green Belt Professional
- Certified Six Sigma Black Belt Professional
- Certified TQM Professional

### ➤ Logistics & Supply Chain Management

- Certified International Logistics Professional
- Certified Logistics & SCM Professional
- Certified Purchase Manager
- Certified Supply Chain Management Professional

### ➤ Legal

- Certified IPR & Legal Manager
- Certified Labour Law Analyst
- Certified Business Law Analyst
- Certified Corporate Law Analyst

### ➤ Information Technology

- Certified ASP.NET Programmer
- Certified Basic Network Support Professional
- Certified Business Intelligence Professional
- Certified Core Java Developer
- Certified E-commerce Professional
- Certified IT Support Professional
- Certified PHP Professional
- Certified Selenium Professional
- Certified SEO Professional
- Certified Software Quality Assurance Professional

### ➤ Mobile Application Development

- Certified Android Apps Developer
- Certified iPhone Apps Developer

### ➤ Security

- Certified Ethical Hacking and Security Professional
- Certified Network Security Professional

### ➤ Management

- Certified Corporate Governance Professional
- Certified Corporate Social Responsibility Professional

### ➤ Life Skills

- Certified Business Communication Specialist
- Certified Public Relations Officer

### ➤ Media

- Certified Advertising Manager
- Certified Advertising Sales Professional

### ➤ Sales, BPO

- Certified Sales Manager
- Certified Telesales Executive

**& many more job related certifications**

Contact us at :

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[www.vskills.com](http://www.vskills.com)