



AGENCY BACKED ACADEMY

**LEARN
WORK
BUILD
GET INDUSTRY READY**

Master digital marketing with **practical agency experience** and build a portfolio that showcases what you can actually do

ABOUT THE ACADEMY

Learn digital marketing by working on real projects



WHAT YOU GET



Real Client Projects



Agency Experience



Portfolio Development



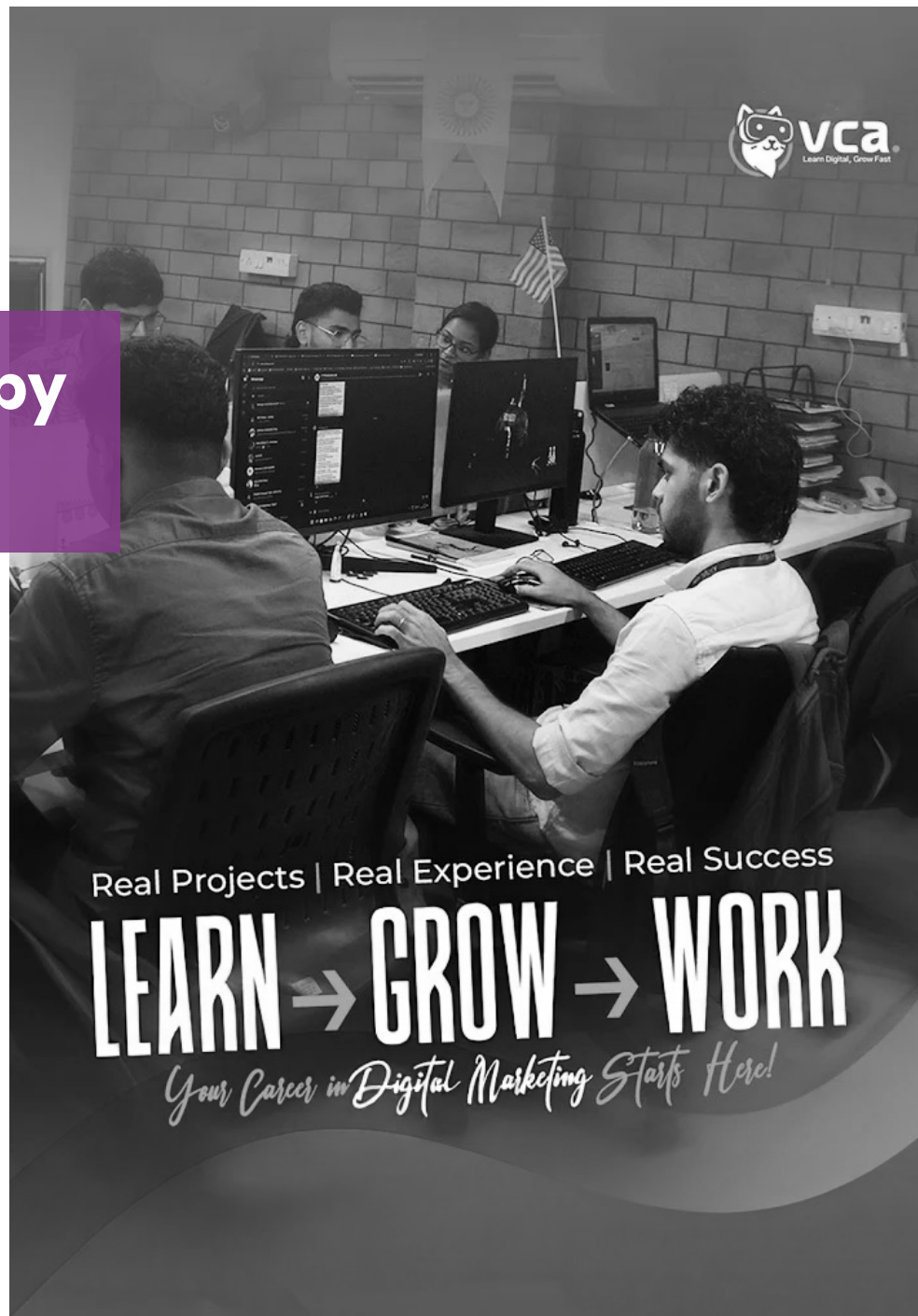
Internship Experience



Interview Training



3-Month Experience Certificate



Viral Cat Academy

Get practical guidance from experienced professionals and work on projects that reflect real agency requirements.



Mentorship • Projects • Feedback

COURSE STRUCTURE



3-MONTH INDUSTRY-BASED PROGRAM

MONTH 01 FOUNDATION



- Digital Marketing Fundamentals
- AI Tools & Professional Setup
- Understand SEO
- Understand SMM
- Market Research & Strategy
- Agency Onboarding

MONTH 02 BRANDING & ORGANIC



- Social Media Marketing
- Content Marketing
- Branding & Creative Development
- Organic Marketing
- Local SEO **NEW**

MONTH 03 PERFORMANCE MARKETING



- Understand Paid Ads **NEW**
- Meta Ads
- Google Ads
- Campaign Optimization
- Performance Analysis

FINAL V CODE ANALYSIS



V CODE ANALYSIS **NEW**

Complete evaluation of your learning, skills, projects, and performance. Get your V Code – your digital marketing performance score.



OUTCOMES



Interview Confidence

Build confidence for interviews, presentations & communication.



VCA Student Portal

Access your learning progress, grades, projects & performance.



Digital Marketing Knowledge

Understand SEO, SMM, Paid Ads, Content, Branding & Strategy.



Professional Portfolio

Build a portfolio that showcases your skills and real work.



Industry-Ready Skills

Develop practical skills and get ready for real-world roles.

ADVANCED INDUSTRY SPECIALIZATION PROGRAM

The VCA Level 02 Advanced Program is designed for learners who are ready to move beyond the basics and become confident digital marketing professionals. This advanced-level training focuses on strategic thinking, real-world execution, campaign optimization, and business growth.

THE ADVANCED STACK

01 ADVANCED SEO  • Technical SEO • Advanced Keyword Research • On-Page & Off-Page SEO • SEO Audit & Strategy • Google Search Console & Analytics	02 ADVANCED SOCIAL MEDIA  • Social Media Strategy • Content Planning • Community Management • Growth Strategies • Social Media Analytics	03 PERFORMANCE MARKETING  • Advanced Meta Ads • Google Ads • Campaign Scaling • Retargeting & Remarketing • Conversion Optimization	04 WEB & CONVERSION  • Landing Page Strategy • WordPress Website Management • Conversion-Focused Design • Tracking & Analytics • Lead Generation Funnels	05 AI & AUTOMATION  • AI-Powered Content Creation • AI for Marketing Strategy • Marketing Automation • AI Analytics & Research • Productivity Workflows
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WHAT YOU GET

 ADVANCED CLIENT PROJECTS	 CAMPAIGN MANAGEMENT EXPERIENCE	 ADVANCED PORTFOLIO	 PERFORMANCE REPORTS	 INDUSTRY MENTORSHIP	 ADVANCED EXPERIENCE CERTIFICATE
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