



- **TeleCommunication**
- **Software / Development**
- **Digital Marketing Services**
- **Digital Marketing Training**

**When you succeed,  
We succeed**



**Team Obligr**

# ABOUT OBLIGR

Obligr (legal name Obligr India Pvt Ltd) is a publicly held business cloud communications provider.

Headquartered in Indore, Madhya Pradesh, the company was founded in 2013 as a provider of telecommunications services based on voice-over-Internet Protocol (VoIP) and Digital Marketing services.

As of 2022, Obligr reported approximately 10k subscribers and consolidated revenues of ₹10 million. Through a series of acquisitions beginning in 2013, Obligr, previously a consumer-focused service provider, has expanded its presence in the business-to-business marketplace.

Obligr's offering includes unified communications, contact center applications, and communications APIs.



**Darshan Tiwari Founder**

# Obligr™

Get certification in Digital Marketing and accelerate your career to the next level. Digital Marketing training by industry experts. 100% Practical training In Indore. The oldest and best Digital Marketing Company in Indore with years of Training & industry expertise.



## Become A Digital Marketing Pro



**Website Development**



**Facebook & Instagram Ads**



**Google & YouTube Ads**



**Twitter Promotion**



**Becoming a YouTuber**



**Becoming a Blogger**



**Email Marketing**



**SEO - ON Page/  
OFF Page**



**Building a Hosting  
Server**



**Blockchain  
Cryptocurrency**



# WEBSITE DEVELOPMENT

Package

## CURRICULUM

### WordPress Basics

- WordPress - Home
- WordPress - Overview
- WordPress - Installation
- WordPress - Dashboard

### WordPress Pages

- WordPress - Add Pages
- WordPress - Publish Pages
- WordPress - Edit Pages
- WordPress - Delete Pages

### WordPress Tags

- WordPress - Add Tags
- WordPress - Edit Tags
- WordPress - Delete Tags

### WordPress Links

- WordPress - Add Links
- WordPress - Edit Links
- WordPress - Delete Links

### WordPress Plugins

- WordPress - View Plugins
- WordPress - Install Plugins
- WordPress - Customize Plugins

### Elementor Page Builder

- Premium Themes
- Elementor pro
- Element Kit pro
- Header-Footer
- Slider Revolution
- Image Carousel
- Create Elementor Form
- Table Creation
- Landing Page

### WordPress Settings

- WordPress - General Setting
- WordPress - Writing Setting
- WordPress - Reading Setting
- WordPress - Discussion Setting
- WordPress - Media Setting
- WordPress - Permalink Setting
- WordPress - Plugin Setting

### WordPress Media

- WordPress - Media Library
- WordPress - Add Media
- WordPress - Insert Media
- WordPress - Edit Media

### WordPress Users

- WordPress - User Roles
- WordPress - Add Users
- WordPress - User Photo
- WordPress - Edit Users
- WordPress - Delete Users
- WordPress - Personal Profile

### WordPress Appearance

- WordPress - Theme Management
- WordPress - Customize Theme
- WordPress - Widget Management
- WordPress - Background

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# FACEBOOK & INSTAGRAM - ADS

Package

## CURRICULUM

### Facebook Marketing

- Facebook Account Setup
- User Engagement Metrics
- Facebook Business Page Setup
- Examples of Facebook Posts
- Types of Posts And Statistics
- How to Increase Facebook Likes

### Facebook Ads

- What is Facebook Advertising
- Objectives of Facebook Ads
- Likes & Engagements Campaign
- Click & Conversions Campaign
- Ad Sets & Audience
- Advanced Audience Targeting
- Bidding & Budget Setting
- Report Management
- Remarketing Audience

### Instagram

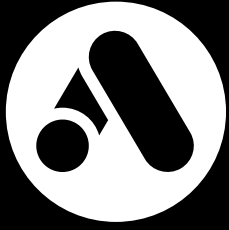
- Instagram Account Setup
- User Engagement Metrics
- Example of Instagram Post
- Hashtags Uses
- Alt Text

### Instagram Ads

- What is Instagram Advertising
- Instagram Ad Format Type
- Instagram Bidding & Budget Setting
- Report Management

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# GOOGLE & YOUTUBE ADS

Package

## CURRICULUM

### Google Ads

- Introduction To Google Ads
- Set up your First Google Ads Account
- Interface Tour
- Basic Important Definitions
- Keyword Match Types
- Extensions
- Quality Score
- Keyword Planner
- Setup Your 1st Google Ads Search Campaign with Ad Groups
- Bidding Strategies
- Scripts
- Optimization

### YouTube Ads

- Skippable in-stream ads
- Non-skippable in-stream ads
- Video discovery ads

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# TWITTER PROMOTION

Package

## CURRICULUM

### Twitter Handling

- Overview
- Direct Messages
- Favorites
- Set Up a New Account
- @Mentions and Hashtags
- Followers and Following
- Finding Twitter Users
- Link Shorteners
- Brand vs. Personal Account
- Custom URL
- When to Tweet
- Auto Tweets
- Hashtags in Practice

### Twitter Ads

- Followers Increase Ads
- Video View
- Website Clicks
- Engagements
- Reach ads

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# BECOMING A YOUTUBER

Package

## CURRICULUM

### Youtube

- What is Video Marketing
- What is Youtube
- Creating a YouTube Channel
  - Customizing the YouTube Channel
  - How to Rank YouTube Videos on Top
  - Types of Video Posts
  - YouTube Engagement Metrics
  - Custom Settings in Videos
- End Screens & Cards
- How to use Playlists
- Understanding Copyrights and Spam
- YouTube Creator Studio
  - YouTube Tools & Plugins
  - YouTube Analytics
  - YouTube Live Streaming
  - Create Thumbnail
  - Youtube Seo
  - Keyword Research
  - Competitor Analytics
  - Social Media Sharing
  - Subtitles
  - Effective Description
  - Video Tags, Channel Tags
  - Channel Niche Guidance

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# BECOMING A BLOGGER

Package

## CURRICULUM

### WordPress Basics

- WordPress - Home
- WordPress - Overview
- WordPress - Installation
- WordPress - Dashboard

### WordPress Categories

- WordPress - Add Category
- WordPress - Edit Category
- WordPress - Delete Category
- WordPress - Arrange Categories

### WordPress Comments

- WordPress - Add Comments
- WordPress - Edit Comments

### WordPress Links

- WordPress - Add Links
- WordPress - Edit Links
- WordPress - Delete Links

### WordPress Tags

- WordPress - Add Tags
- WordPress - Edit Tags
- WordPress - Delete Tags

### WordPress Posts

- WordPress - Add Post
- WordPress - Edit Posts
- WordPress - Delete Posts
- WordPress - Preview Posts
- WordPress - Publish Posts

### Blog Theme Selection

- Magazines
- Food
- Information Technology

### Improve Your Writing

- How To Write Irresistible Headlines
- Matching Your Audience's Tone & Vocabulary
- Creating Focused Content
- How Grammatical Errors Can Cripple Your Efforts
- How To Become A Better Writer

### The Importance of Effective Writing

- How To Create Epic List Content
- Teaching Your Audience With Guides
- How To Write Valuable Reviews & Comparisons
- How To Write A Case Study That Turns Readers Into Customers
- Statistics & Original Research

### Monetizing Your Blog

- Build a profitable business around your content and turn your blog into a revenue-generating asset

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# EMAIL MARKETING

Package

## CURRICULUM

### Email Marketing

- Email Template Designing
- Bulk Email Sending
- Dynamic Bulk Email Sending
- Email Subscriber
- Automated Email Marketing
- Scheduled Email
- Email Tracking
- Create Form
- Manage Report
- Dynamic Attachment

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# SEO - ON PAGE/ OFF PAGE

Package

## CURRICULUM

### On Page

- What is In On-Page Optimization?
- How to Make Your Site SEO Friendly?
- What are URLs (Uniform Resource Locator?)
- How to Make SEO Friendly URLs
- Title Tag Optimization
- Meta Tags Optimization
- Headings Tags Optimization
- On-Page Links Optimization
- Image Optimization

### Off Page

- What is Off-Page and Why It's Important?
- Difference Between On-Page and Off-Page Optimization
- What are Backlinks?
- Comment Posting
- Article Writing and Submissions
- Press Release Writing and Submissions
- Social Bookmarking and Submissions
- Social Sharing of Your Content
- Directory Submissions
- Classifieds Submissions
- Forum Posting

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# BUILDING A HOSTING SERVER

Package

## CURRICULUM

### Install Server OS

- Account Information
- SSL/TLS
- Account Functions
- Transfers
- Themes
- Packages
- DNS Functions
- SQL Services
- IP Functions
- Software
- Email
- System Health

### Create Web Hosting Server

- File
- Database
- Domain
- Email
- Preferences
- Security
- Software
- Advanced
- Applications

### Migration of Websites

- File
- Database
- Domain
- Email

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# BLOCKCHAIN CRYPTOCURRENCY

Package

## CURRICULUM

- **Blockchain Tutorial for Beginners for Beginners to Advanced Level**
- **What is Blockchain Technology and How Does It Work?**
- **What is Blockchain: Features and Use Case**
- **Why is Blockchain Important and Why Does it Matter**
- **Understanding What is Cryptocurrency and Its Benefits**
- **What is Blockchain Wallet and How Does It Work?**
- **What is Ethereum: Understanding Its Features and Applications**
- **Ethereum vs Bitcoin: Which One is Better?**
- **Ethereum Mining: Understanding The Second Largest Cryptocurrency**
- **What is a Smart Contract in Blockchain?**
- **What is Dogecoin: Understanding The Crypto-Star**
- **Dogecoin vs. Bitcoin: Understanding The World of Cryptocurrency**
- **Dogecoin Mining: Understanding The Fundamentals**
- **A Look into The Digital Dogecoin Wallet**
- **5 Industries That Blockchain Will Disrupt in Future**
- **Emerging Blockchain Applications Across Industries**
- **What is NFT and How Does NFT Work?**

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