Why Choose EDEAS?

Feature	Escala EDEAS Course	Other Generic Academy Courses
Your Mentor's Background	Built a top e-commerce brand in India, expanded to 6 countries	Only have agency experience, no successful international brand building
Mentorship	Full-time classes and continuous mentorship by IIT, IIM, NIT entrepreneurs who built international brands	Successful founders may come only for few guest lectures; no ongoing mentorship or ongoing doubt clearance from them
Learning Focus	End-to-end business model creation & solving, brand scaling, internationalization	Basic digital marketing topics like Ads, SEO, and Social Media, Generic AI tools etc.
Job Opportunities	High-paying roles, management positions, entrepreneurship opportunities	Entry-level jobs with low salaries, repetitive work under others
Future Growth	Lifelong high career and salary growth	Career stagnates, tough to move into leadership roles
Course Vision	To create future leaders, entrepreneurs, and decision-makers	To create low-level digital marketing employees
Course Vision	2-acre modern Kerala Government KINFRA Advanced Technology Park, 24x7 secure, hygienic, safe environment for ladies as well	Classes in random crowded buildings with basic facilities
Exposure	Real business building, international brand scaling experience	Only textbook knowledge and limited case studies
Learning Atmosphere	High-quality peer group and corporate-standard environment	Mixed students, casual environment, lack of professional exposure
Long-Term Earnings	Good initial investment for a high paying Jumpstart a high-earning career from year one.	Saving a few thousands now loss of potential opportunity to make big money in life
Fee Usage	Invest once and build a successful, high-growth career	Lower fee, but potential lifetime loss due to low-quality jobs
Skill Set	Business strategy, brand building, leadership, e-commerce, digital marketing, AI integration	Only basic digital marketing operations and platform management

IIT-IIM-NIT Successful Entrepreneurs Led
Digital Marketing & Startup Community

Join Escala Technologies exclusive EDEAS Community—a powerful network of successful entrepreneurs, digital marketers, and founders from IIT, IIM & NIT.

Get lifetime access to mentorship, industry connections, doubt clarifications, and growth opportunities through:

▶ Live sessions & networking events

▶ Startup & job referrals

▶ Collaboration with real founders & CEOs

▶ This is not just a course. It's a lifelong ecosystem for future leaders

Anwer C M
IIM Lucknow
Co-Founder
Escala Technologies, CBG
Ex → amazon

Junaid K V
NIT Calicut
Co-Founder
Escala Technologies, B4Brain
Ex → BPCL

Faheem M K
IIT Madras
Co-Founder & CEO
ACMF Technologies
Ex → CATERPILLAR

Christy John
NID Ahmedabad
Creative Designer
ACMF Technologies
Former Student of

Delivered from a 2 - Acre
Modern Campus

Learn in Kerala Govt.'s KINFRA Advanced Technology Park, a state- of-the-art facility with:

▸ **2 Acre spacious campus**

▸ **New building and facilities**

▸ **Fully Air-Conditioned class rooms**

▸ **We provide clean and safe facilities for girls.**

▸ **24x7 Security**

Job Roles EDEAS
Graduates Can Apply For

1. Digital Marketing & Performance Roles

- ▶ Digital Marketing Executive / Manager
- ▶ Performance Marketing Specialist (Meta, Google, YouTube, Snapchat, LinkedIn, Tik Tok etc)
- ▶ SEO Specialist / Manager
- ▶ Content & Social Media Manager
- ▶ Email Marketing & Automation Specialist
- ▶ Influencer Marketing Strategist
- ▶ Digital Campaign Analyst
- ▶ YouTube & Video Marketing Strategist

2. E-Commerce & D2C Roles

- ▶ E-Commerce Manager (Shopify, Amazon, Flipkart, etc)
- ▶ Amazon/Flipkart Marketplace Executive
- ▶ Product Listing & Merchandising Specialist
- ▶ Growth & Funnel Optimization Executive
- ▶ B2B/Export E-Commerce Executive
- ▶ Product Research & Sourcing Analyst

3. AI & Automation-Based Roles

- ▶ AI Marketing Assistant (Prompt Writing, ChatGPT, Copy Automation)
- ▶ Marketing Automation Strategist (CRM, WhatsApp, Email Flows)
- ▶ AI Tool Integrator for Startups
- ▶ Chatbot Workflow Designer (using AI agents)

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4. Strategy, Business & Leaders

▶ Business Development Associate / Manager
▶ Growth Strategist
▶ Startup Operations Manager
▶ Brand Strategist
▶ Entrepreneur-in-Residence
▶ Founder's Office Associate (Working closely with CEOs)

5. Entrepreneurial & Freelancing Opportunities

▶ Founder / Co-Founder of a startup
▶ Freelance Digital Marketer / SEO Expert
▶ E-Commerce Store Owner
▶ Instagram & YouTube Marketing Consultant
▶ Niche Content Creator with Monetization Strategy
▶ Online Course Creator / Personal Brand Builder

Work from Anywhere.
Be in Demand Everywhere.

With EDEAS, you gain globally applicable skills in Digital Marketing, AI, and E-Commerce—built around tools like Google, Meta, LinkedIn, Snapchat, TikTok, and more, which are used in every major economy.

Whether you're in India, the Gulf, Europe, the U.S, Canada, Australia, or New Zealand, these platforms and strategies remain the same—giving you the power to:

▶ Land high-paying jobs abroad
▶ Get part-time digital roles while studying overseas
▶ Build a remote career while traveling the world
▶ Launch your own location-independent online business

Unlike traditional jobs that are shrinking in the AI era, EDEAS prepares you for roles that are increasing in demand, AI-resistant, and future-proof—giving you the freedom, security, and income to thrive in any corner of the world.
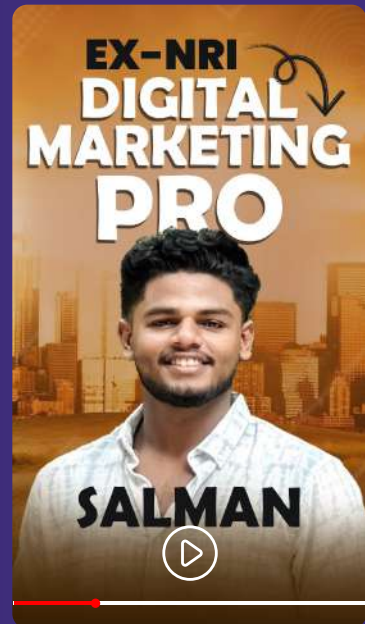
Click. Watch.
Get Inspired!

CAREER SET @ 18
SHANIM

CLICK HERE

B.TECH DIGITAL MARKETING STRATEGIST
SAHAL

CLICK HERE

Housewife MARKETING EXPERT
HASHRA

CLICK HERE

DIGITAL MARKETING ENTREPRENEUR
ADHIL

CLICK HERE

DIGITAL MARKETING STRATEGIST
BBA
SAYANTH

CLICK HERE

EX-NRI DIGITAL MARKETING PRO
SALMAN

CLICK HERE

A DYNAMIC CAMPUS LIFE AT ESCALA

At Escala Technologies, learning goes far beyond the classroom. Our vibrant 2-acre campus at Kerala Govt. KINFRA Advanced Technology Park, Kozhikode offers the perfect environment for students to gain practical skills, connect

From live projects and mentorship sessions to collaborative learning with entrepreneurs, every day here is designed to inspire.

But it's not just about work—we celebrate life too!

▶ Birthday Celebrations

▶ Festive Events & Cultural Days

▶ Outdoor Tours & Industry Visits

▶ Hackathons, Founder Meets & Open Mics

We believe that great learning happens in a great environment one that balances knowledge, fun, creativity, and community.

Welcome to a place
where careers are built & memories are made

EDEAS Batch 01
Convocation

April-05-2025

NAJEEB
Placed at
Glenearth

SAHAL
Placed at
greenescapes

SAHAL
Placed at
BMI BRITISH MONTESSORI INTERNATIONAL

SAYANTH
Placed at
FabUs

SHANIM
Placed at
ESCALA technologies

LUKMAN
CHOSEN
ENTREPRENEURSHIP

HASHRA
Placed at
B4BRAIN
Nurturing young brains

NAVAS
Placed at
Dr.Shafi's

ADIL
Placed at
ESTILOCUS

What you will Learn?

EDEAS Modules

▼

Module 1:
Business Setup, Product Strategy & Team Building

This foundational module empowers aspiring digital marketers and future entrepreneurs to confidently launch and scale their ventures. Students will learn how to legally form a company, establish a powerful online presence, and manage finances for growth. It also equips them with the skills to develop products based on real customer needs and build high-performing marketing teams.
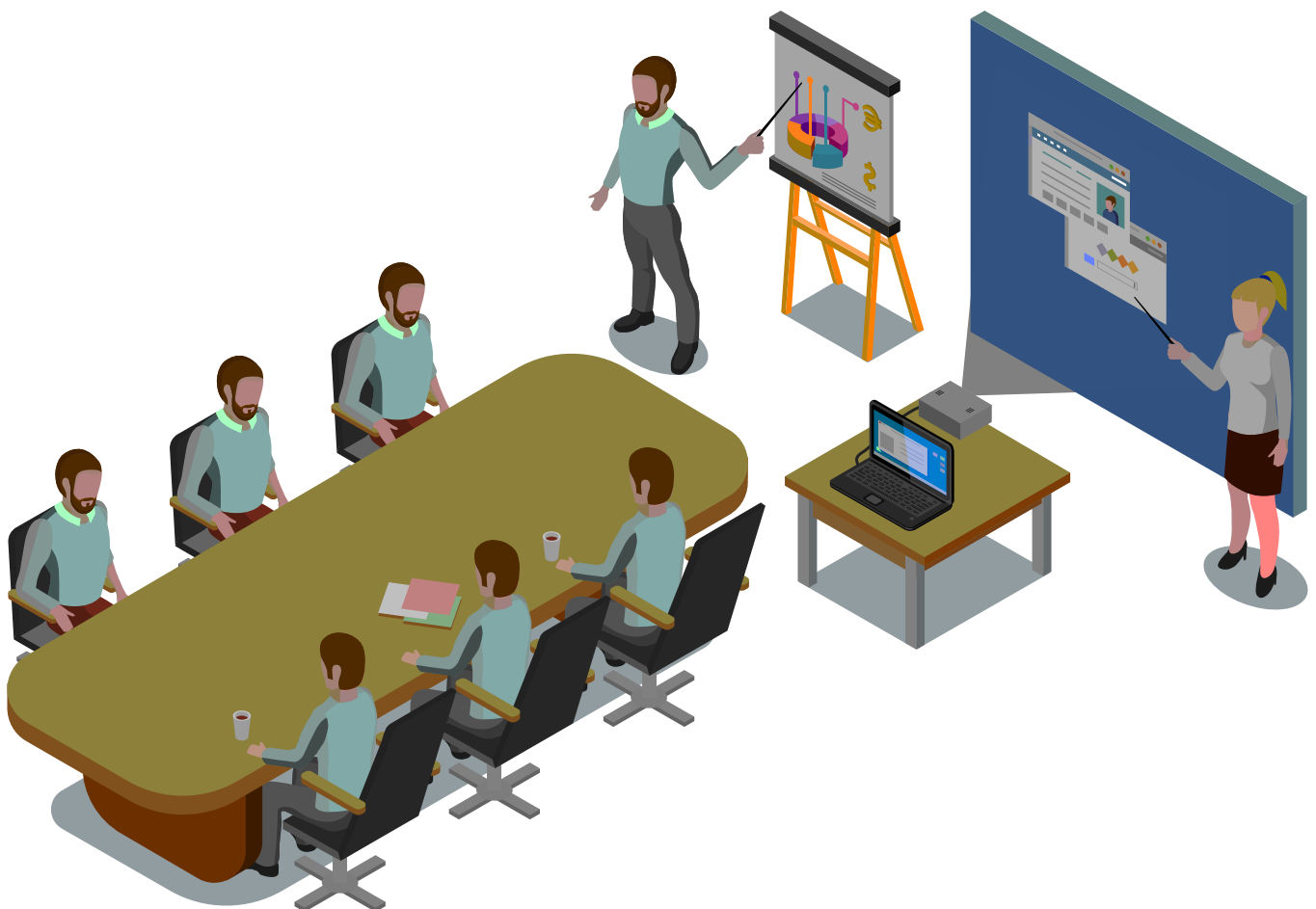
Key Takeaways:

▶ Learn how to register your business and choose the right structure.

▶ Master online branding through websites, social media, and strategic visibility.

▶ Understand financial basics to manage cash flow and make data-driven decisions.

▶ Build products using customer research, testing, and feedback loops.

▶ Learn how to hire and manage your own digital marketing team for scalable growth.

This module gives real-world skills that every future marketer and entrepreneur must master for long-term success.

Entrepreneurial Success

Business Registration
Understanding legal requirements and choosing the right business structure.

Online Branding
Creating a strong online presence through websites and social media.

Financial Management
Managing cash flow and making data-driven financial decisions.

Product Development
Building products based on customer research and feedback.

Team Management
Hiring and managing a digital marketing team for growth.

Module 2:
Market Entry & Customer Acquisition

This module equips students with the essential skills to build, scale, and market an online business. From launching e-commerce platforms to mastering Amazon sales and WhatsApp marketing, learners gain hands-on experience in acquiring and retaining customers efficiently—laying the foundation for a thriving digital venture.

Key Takeaways:

▶ **E-Commerce Setup:** Learn to build an online store, integrate logistics, and enable global/local payments for seamless customer transactions.

▶ **Amazon Mastery:** Optimize listings, run ads, analyze sales, and source products globally for profitable marketplace success.

▶ **B2B Strategies:** Master client-specific marketing, lead generation, and segmentation for long-term business growth in corporate markets.

▶ **WhatsApp Marketing:** Create personalized campaigns to engage directly with customers and drive instant conversions.

Ideal for future digital marketers and entrepreneurs, this module offers powerful, real-world tools to grow brands and increase revenue through effective customer acquisition.

E-Commerce Setup

Building online stores and integrating logistics

Amazon Mastery

Optimizing listings and running ads on Amazon

B2B Strategies

Mastering client-specific marketing and lead generation

WhatsApp Marketing

Creating personalized campaigns for customer engagement
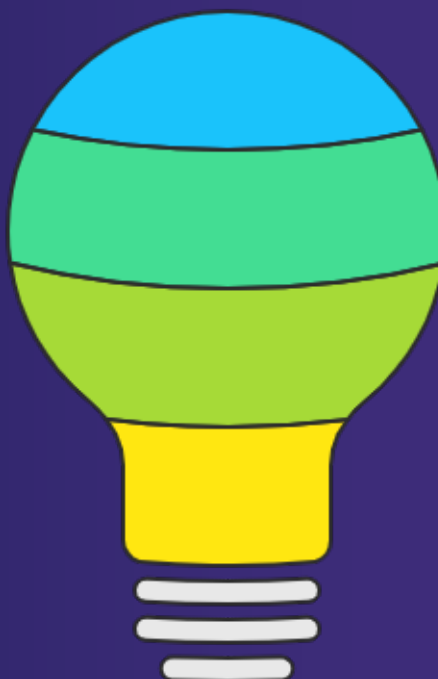
Module 3:
Customer Outreach & Lead Generation

This module equips students with powerful digital marketing and advertising skills to attract, engage, and convert customers across platforms. It covers everything from omnichannel strategy to high-converting ad creation—ideal for digital marketers and future entrepreneurs.

Key Takeaways:

▶ **Omnichannel Mastery:** Build a unified customer journey across platforms like social media, email, and offline touchpoints.

▶ **Ad Platform Expertise:** Learn to run and optimize campaigns on search engines, social platforms, and professional networks.

▶ **Campaign Optimization:** Use A/B testing, audience targeting, persuasive copywriting, and smart budget allocation to maximize ROI.

This module ensures students can confidently generate leads, scale customer acquisition, and grow any brand through strategic, data-driven marketing campaigns.

Brand Growth

Achieve strategic, data-driven marketing success
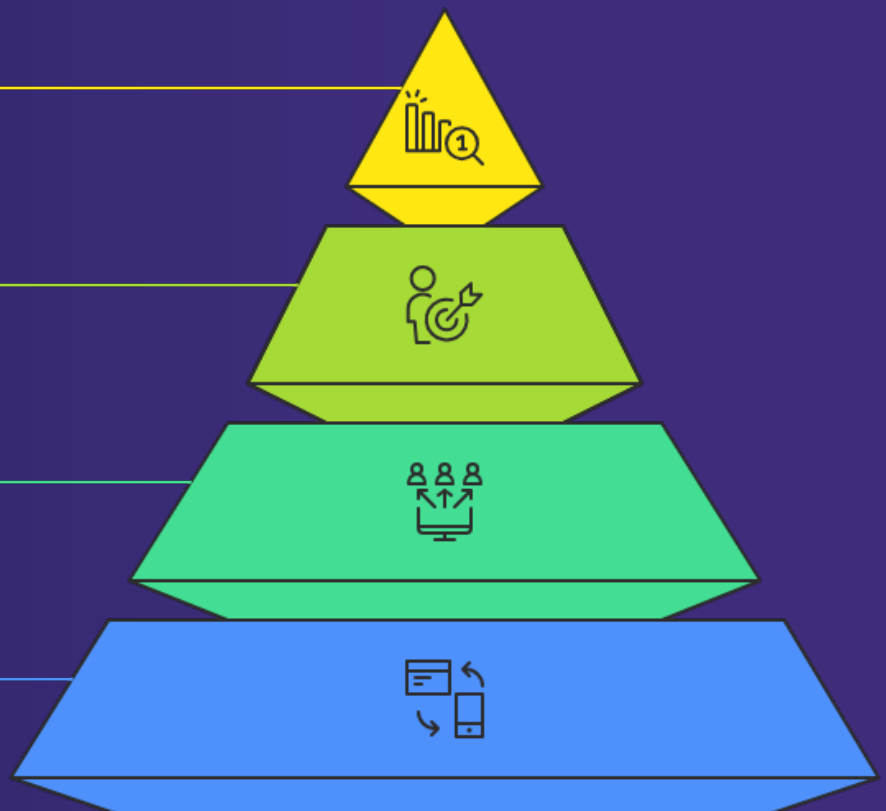
Campaign Optimization

Maximize ROI with strategic techniques

Ad Platform Expertise

Optimize campaigns on various networks

Omnichannel Integration

Unified customer journey across platforms

Module 4:
Converting Leads to Sales

This module transforms digital marketers into result-driven professionals who can convert interest into revenue. Students will master lead nurturing, persuasive selling, and fulfillment strategies—essential for any business looking to grow sustainably.

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Key Takeaways:

▶ **CRM & Email Automation:** Learn to track leads, send personalized messages, and build long-term customer relationships that drive conversions.

▶ **Sales Mastery:** Craft winning sales pitches, handle objections with confidence, and close deals through proven telesales techniques.

▶ **Drop Shipping & Fulfillment:** Understand inventory-free e-commerce models, manage orders efficiently, and expand into global markets.

Perfect for aspiring entrepreneurs and sales-driven marketers, this module delivers practical skills to turn leads into loyal customers and build scalable online businesses.

CRM & Email Automation
Learn to track leads and build customer relationships

Sales Mastery
Craft winning pitches and close deals

Drop Shipping & Fulfillment
Understand inventory-free e-commerce models

Module 5:
Post-Sales Optimization & Growth

This module empowers students to maximize every customer interaction after the sale—turning one-time buyers into loyal, repeat customers. Through CRO, SEO, remarketing, and retention strategies, students will learn how to build long-term business success.

Key Takeaways:

▶ **Conversion Optimization:** Refine websites, landing pages, and funnels to increase sales and reduce drop-offs.

▶ **SEO & SEM:** Drive long-term organic growth and paid visibility through search engine strategies.

▶ **Remarketing:** Re-engage potential buyers through personalized ads and omnichannel follow-ups.

▶ **Customer Retention:** Build loyalty programs, use feedback for improvements, and apply data to keep customers coming back.

Essential for both digital marketers and entrepreneurs, this module offers practical skills to boost revenue, improve customer experience, and scale sustainably.

Conversion Optimization

Refines websites and funnels to boost sales and reduce drop-offs

SEO & SEM

Drives organic growth and paid visibility through search engine strategies

Remarketing

Re-engages potential buyers with personalized ads and follow-ups

Customer Retention

Builds loyalty programs and uses feedback to keep customers returning
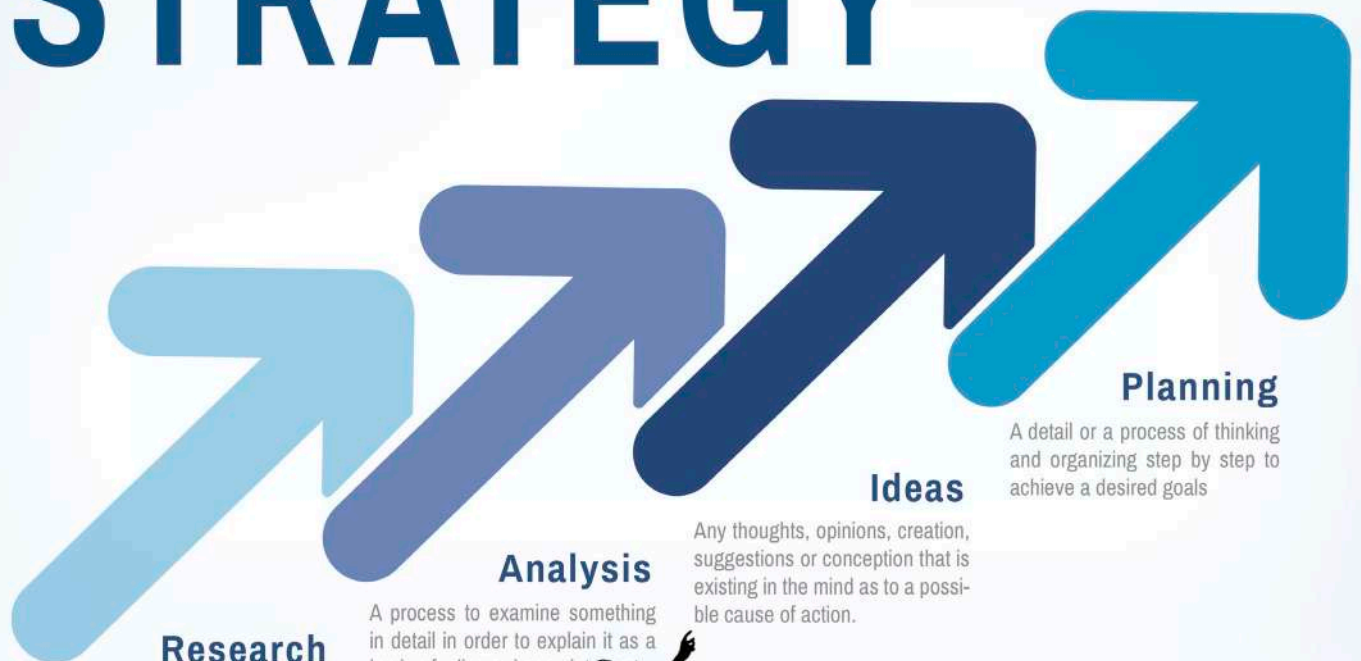
Module 6:

Business Scaling & Advanced Strategies

This module is designed to help students take their business from startup to scale-up. Through e-commerce expansion, Amazon growth, funding strategies, and data-driven marketing, learners gain the skills to build sustainable, high-growth ventures.
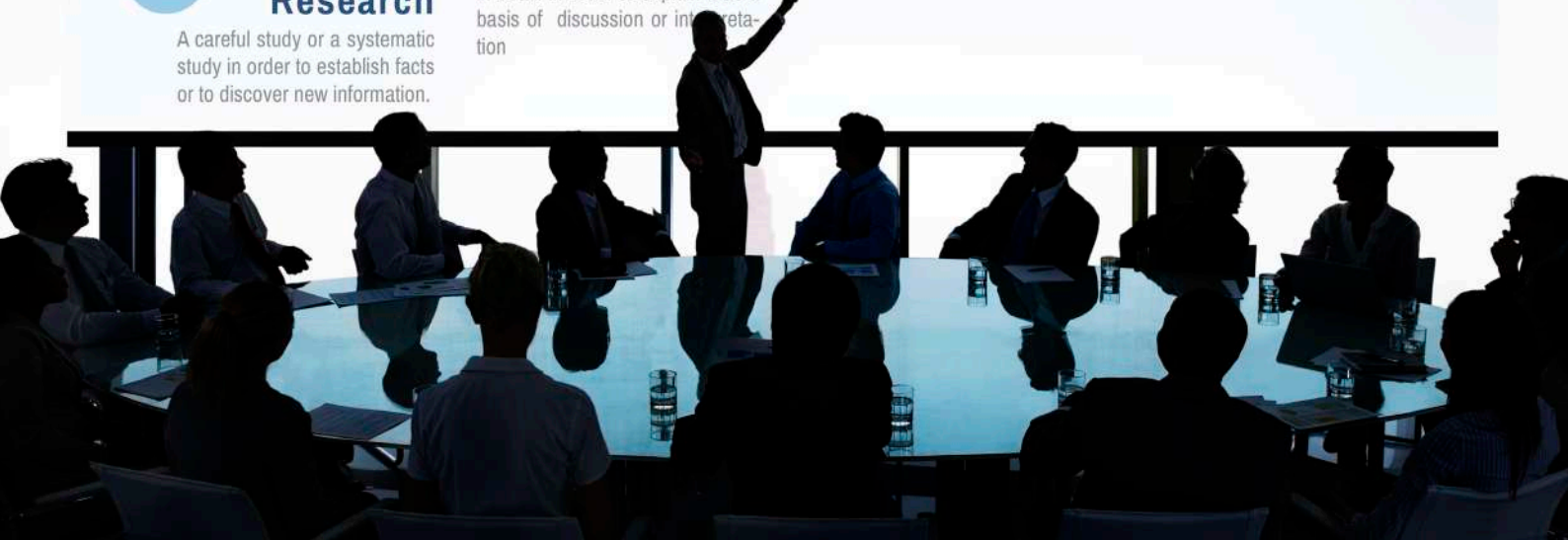
Key Takeaways:

▶ **E-Commerce Scaling:** Learn to expand product lines, enter new markets, and manage growth budgets effectively.

▶ **Amazon Growth:** Use analytics, automation, and international selling strategies to scale a global Amazon business.

▶ **Funding & Networking:** Build pitch decks, connect with investors, and grow through strategic relationships.

▶ **Data-Driven Growth:** Use advanced analytics and forecasting to refine marketing and sales strategies for long-term success.

This module is ideal for future entrepreneurs and growth-driven professionals aiming to scale their ventures with confidence, clarity, and competitive advantage.

Data-Driven Growth

Use advanced analytics to refine marketing and sales strategies.

4

3 Funding & Networking

Build pitch decks and connect with investors for strategic growth.

Amazon Growth

Use analytics and automation to scale a global Amazon business.

2

1 E-Commerce Scaling

Learn to expand product lines and manage growth budgets effectively.
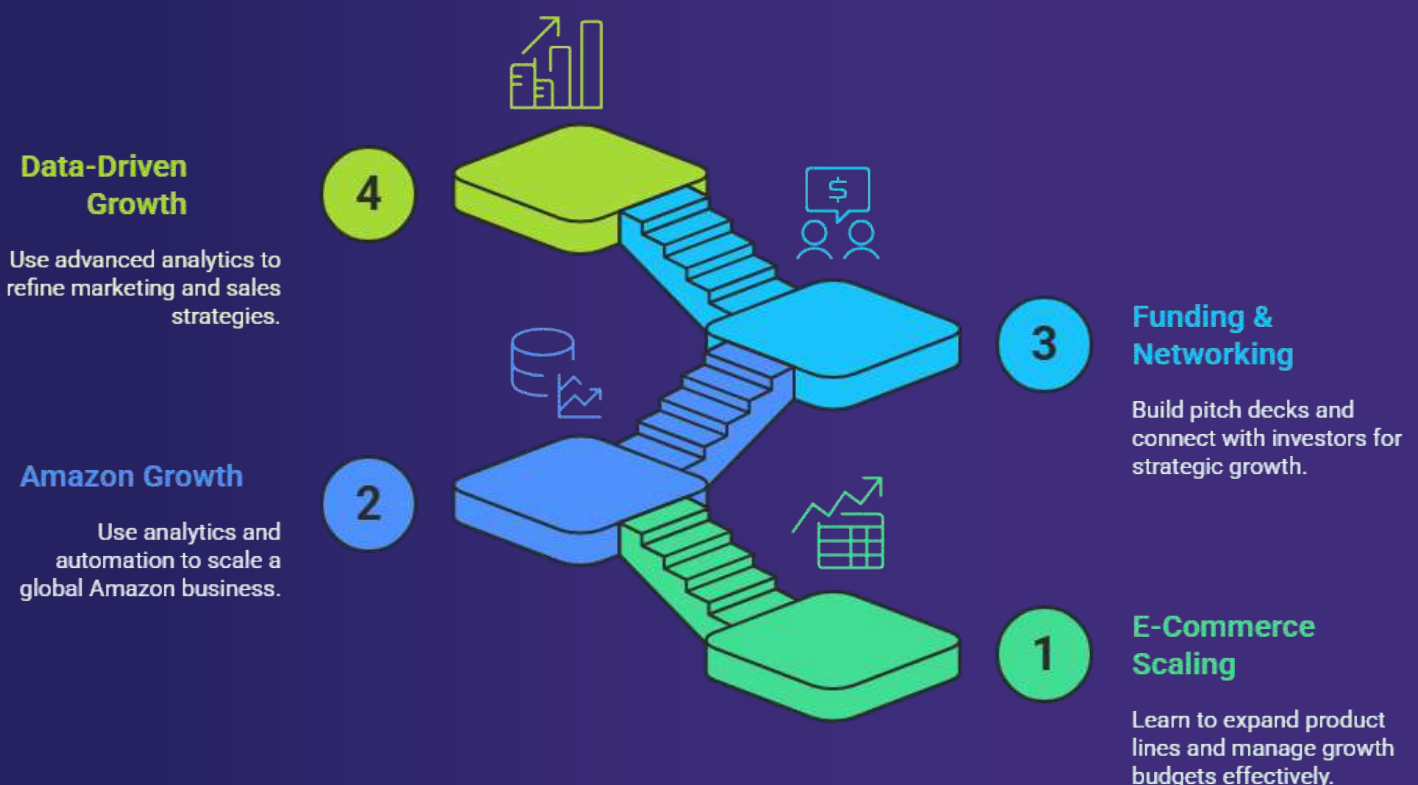
Module 7:
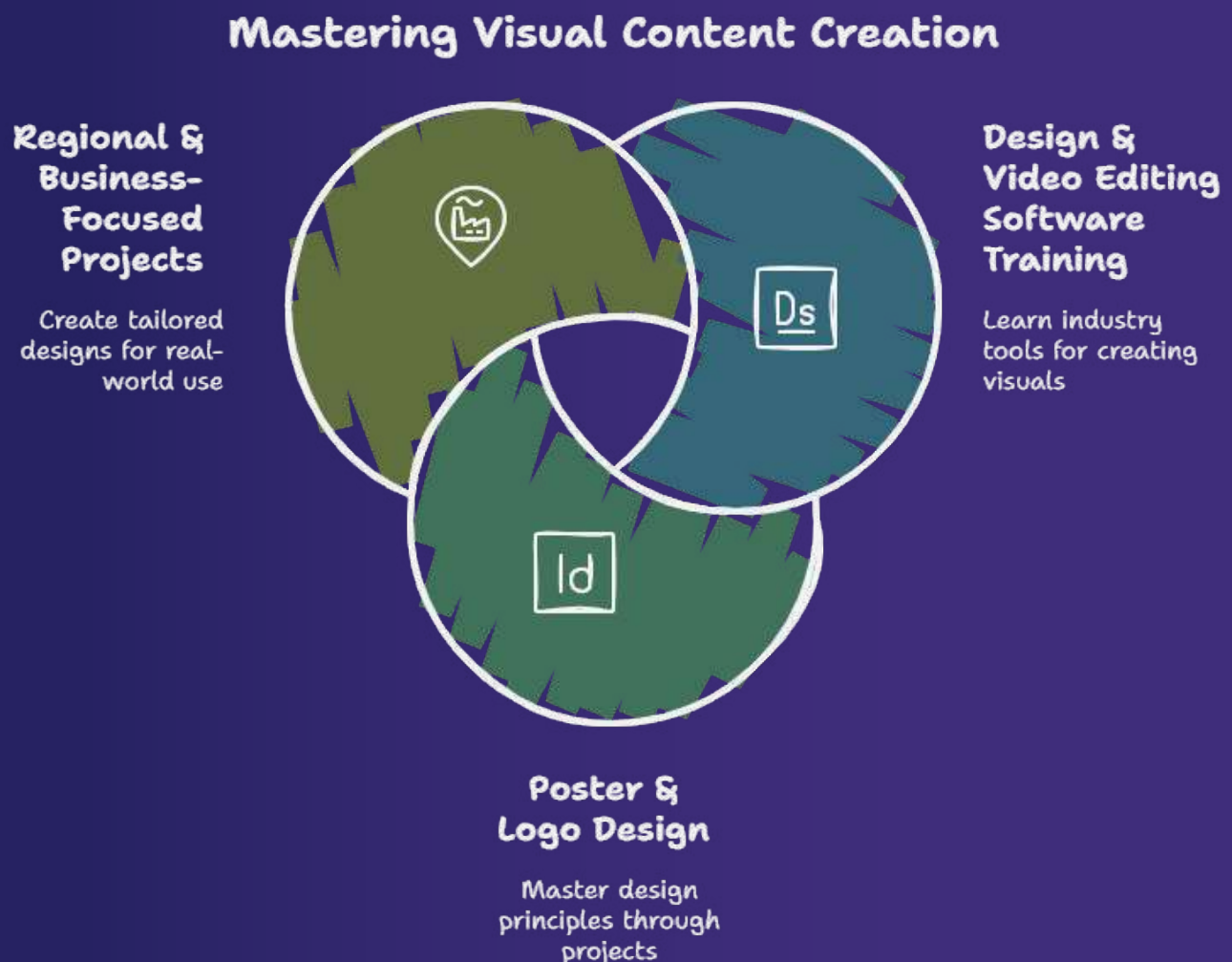## Learning Graphic Designing & Video editing for the Real World

This hands-on module equips students with practical graphic design & Video editing skills to create professional visuals for marketing, branding, and advertising. Ideal for digital marketers and entrepreneurs, it focuses on real-world design needs that drive engagement and build brand identity.
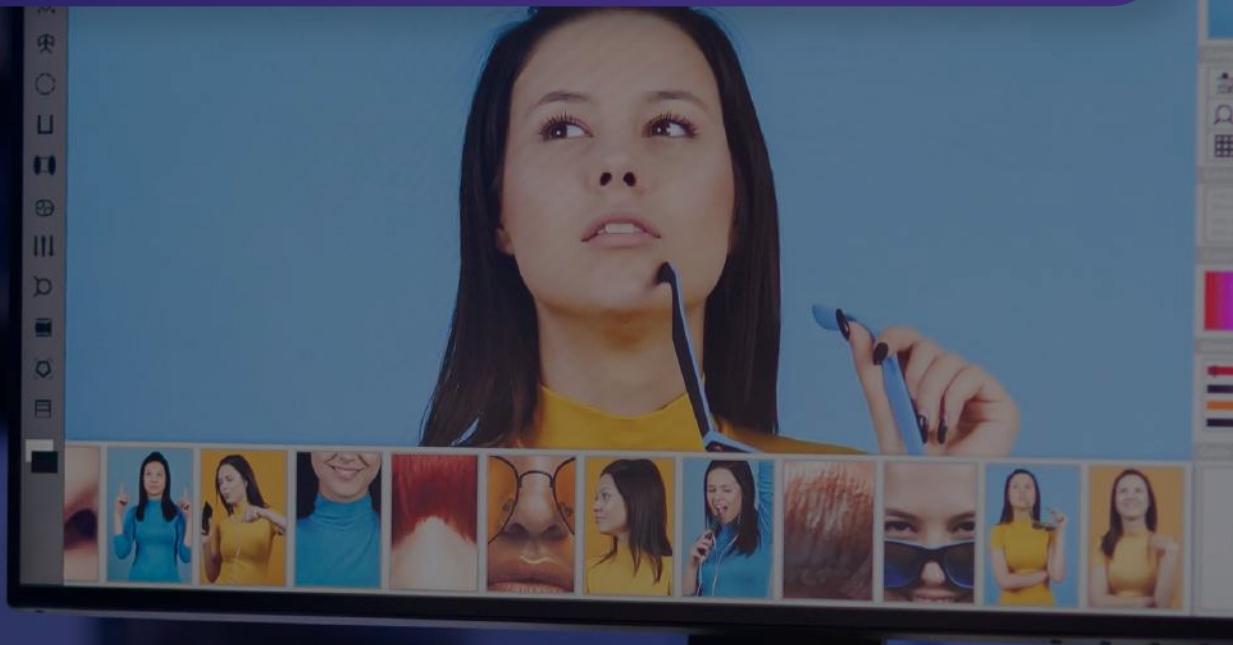
Key Takeaways:

▶ **Design & Video Editing Software Training:** Learn the basics of industry tools to create marketing and branding visuals & Creatives

▶ **Poster & Logo Design:** Master core principles like color, typography, and layout through real ad and product poster projects.

▶ **Regional & Business-Focused Projects:** Create Malayalam designs, notices, and business posters tailored for real-world use.

By the end of this module, students will build a strong portfolio and gain confidence in executing impactful visual content for digital marketing and business growth.

Mastering Visual Content Creation

Regional & Business-Focused Projects

Create tailored designs for real-world use

Design & Video Editing Software Training

Learn industry tools for creating visuals

Ds

Id

Poster & Logo Design

Master design principles through projects

Module 8:
Prompt Engineering & AI Tools

This module introduces students to the world of AI-powered content creation and automation, teaching them how to use prompts and tools to boost creativity, productivity, and business efficiency.
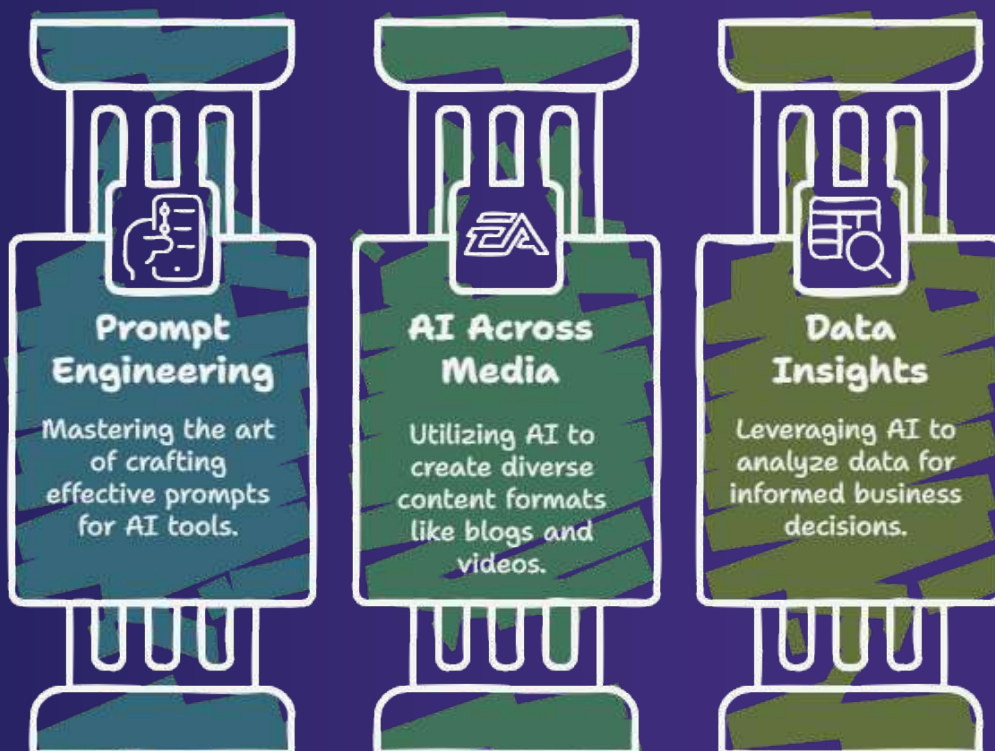
Key Takeaways:

▶ **Prompt Engineering:** Learn how to write structured prompts for generating high-quality text, visuals, and insights.

▶ **AI Across Media:** Create blogs, graphics, voiceovers, and videos using cutting-edge AI tools.

▶ **Data Insights:** Use AI to analyze business data and support smarter decision-making.

Perfect for digital marketers and future entrepreneurs, this module offers hands-on experience in leveraging AI for content, automation, and scalable growth.

Unleashing Creativity and Efficiency with AI-Driven Content Creation

Prompt Engineering

Mastering the art of crafting effective prompts for AI tools.

AI Across Media

Utilizing AI to create diverse content formats like blogs and videos.

Data Insights

Leveraging AI to analyze data for informed business decisions.

Module 9:
Experiential Marketing

This module teaches students how to create immersive brand experiences that spark emotional connections and drive customer engagement. It blends creativity, psychology, and operations to help brands stand out meaningfully.

Key Takeaways:

▶ **Designing Brand Experiences:** Learn to craft interactive, memorable campaigns that emotionally connect with audiences.

▶ **Strategic Placement:** Use storytelling, product positioning, and behavioral psychology to influence buying decisions.

▶ **Event Operations:** Understand the logistics behind successful marketing events—from planning to execution.

Ideal for aspiring marketers and brand builders, this module empowers students to turn customers into passionate brand advocates through powerful, real-world experiences.
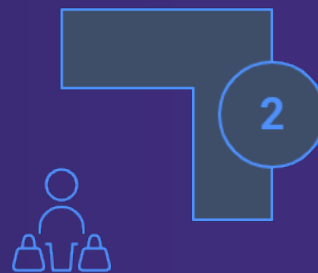
Crafting Interactive Campaigns

Creative campaigns enhance strategic placement for audience engagement.

1

Influencing Buying Decisions

Strategic operations influence customer buying decisions effectively.

2

Building Emotional Connections

Creative approaches foster strong emotional connections with audiences.

3

Executing Successful Events

Operational excellence ensures successful events that emotionally connect.

4

Module 10:
Social Commerce –The Future of Online Selling

This module empowers students to master the fast-evolving world of social commerce—where shopping meets social media. They'll learn to drive sales through authentic content, influencer partnerships, and real-time customer engagement.

Key Takeaways:

▶ **Influencer Marketing:** Collaborate with creators to boost reach, trust, and conversions.

▶ **User-Generated Content:** Leverage real customer content to build authenticity and community.

▶ **Live Shopping:** Host interactive product showcases that turn viewers into buyers instantly**.**

Perfect for digital marketers and entrepreneurs, this module helps students create powerful, modern shopping experiences that grow brands and drive revenue through social media.

Social Commerce Strategies

Live Shopping

User-Generated Content

Influencer Marketing

Social Commerce

Module 11:

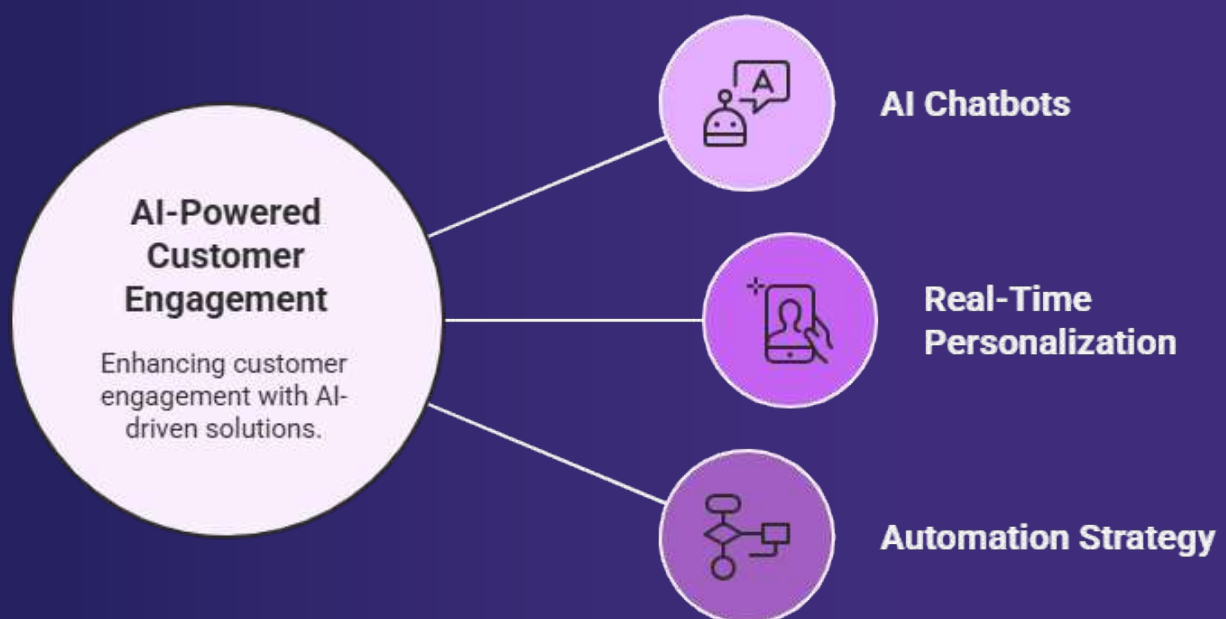## Conversational Marketing – AI & Personalization

This module teaches students how to boost engagement and sales using AI-powered chatbots and real-time personalization. It focuses on creating seamless, automated customer experiences that feel human and drive faster conversions.

Key Takeaways:

▶ **AI Chatbots:** Learn how to build and deploy chatbots that handle queries, generate leads, and convert users 24/7.

▶ **Real-Time Personalization:** Use customer behavior and data to deliver tailored experiences across websites and messaging platforms.

▶ **Automation Strategy:** Design a complete conversational marketing flow that enhances engagement and streamlines the buyer journey.

Ideal for digital marketers and entrepreneurs, this module equips students with must-have skills in automation and AI to drive scalable customer interaction and sales.

Unveiling AI's Role in Customer Engagement

AI-Powered Customer Engagement

Enhancing customer engagement with AI-driven solutions.

AI Chatbots

Real-Time Personalization

Automation Strategy

Module 12:

Organic Marketing – Build Authority Without Paid Ads

This module empowers students to grow brands naturally through powerful content and community-building-without spending on ads. It focuses on creating lasting engagement and trust through strategic organic marketing.
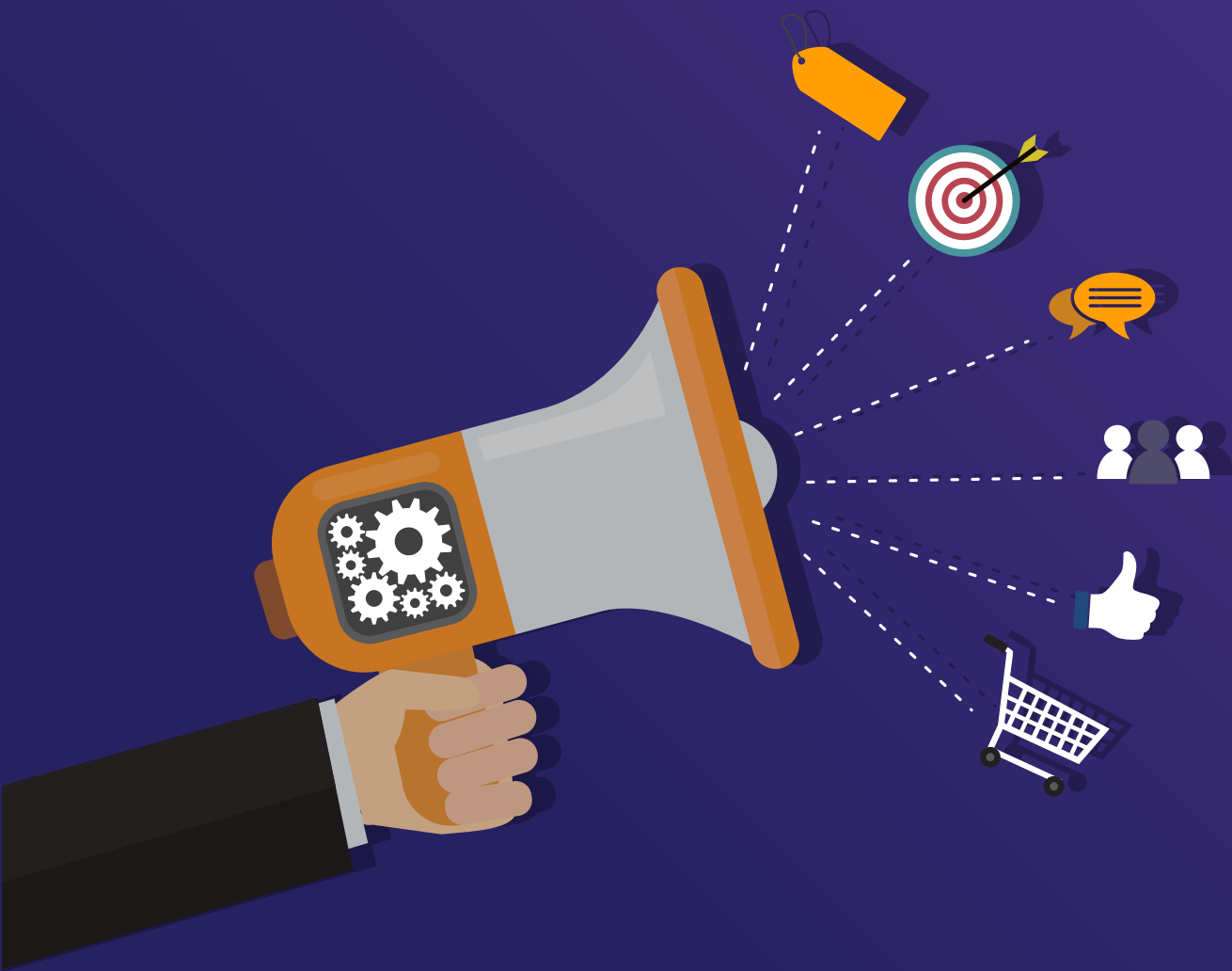
Key Takeaways:

▶ **Organic Social Media Growth:** Master content strategies, platform algorithms, and community engagement across Instagram, LinkedIn, and more.

▶ **Storytelling & Consistency:** Use authentic brand narratives and consistent posting to build visibility and loyalty.

▶ **Real-World Planning:** Create and execute a full organic marketing plan, from content calendars to performance tracking.

Perfect for entrepreneurs and marketers aiming for sustainable growth, this module teaches how to build influence, drive conversions, and earn trust—organically.

Building Brands Organically

Organic Social Media Growth

Mastering content strategies and platform algorithms

Storytelling & Consistency

Using authentic narratives and consistent posting

Real-World Planning

Creating and executing a full marketing plan

Module 13:

Future Technologies in Digital Business (Web3, AI Agents & Immersive Marketing)

This module introduces students to next-generation technologies shaping the future of entrepreneurship and marketing. From decentralized systems to immersive experiences and AI-driven workflows, learners will explore how to stay ahead in the evolving digital economy.

Key Takeaways:

▶ **Web3 & Blockchain:** Learn the basics of Web3, NFTs, and blockchain use in marketing, customer loyalty, and transparent supply chains.

▶ **Voice Commerce:** Understand how to optimize for voice search and integrate smart assistants into the buying journey.

▶ **Immersive Experiences:** Explore AR/VR tools, metaverse marketing, and how to build virtual brand experiences.

▶ **AI Agents & Automation:** Use AI agents to automate marketing workflows, research, customer service, and content creation end-to-end.

Outcome: Students will gain future-proof skills to build forward-thinking businesses that can adapt to the next wave of digital disruption.

Navigating the Future of Entrepreneurship with Next-Gen Technologies

Web3 & Blockchain

Voice Commerce

Immersive Experiences

AI Agents & Automation

Module 14:

Ethical, Personal & No-Code Growth Strategies (Creator Economy, Privacy & Practical AI)

This module blends human-centric innovation with ethical practices and rapid execution tools. It prepares students to build scalable, trustworthy, and creator-friendly brands using smart AI and no-code tools.

Key Takeaways:

▶ **Creator Economy:** Learn how entrepreneurs and influencers monetize personal brands, digital products, and courses**.**

▶ **Ethical & Responsible Marketing:** Understand data privacy laws (GDPR, DPDP), bias in AI, and how to build consumer trust.

▶ **Real-Time Personalization & Data Ethics:** Explore how to use AI responsibly in personalization without breaching privacy.

▶ **No-Code Tools for Rapid Growth:** Build MVPs, automate marketing, and manage workflows using no-code platforms—without writing a single line of code.

Outcome: Students will learn how to launch fast, grow ethically, and position themselves at the center of AI-powered, creator-led digital economies.

Building Future-Ready Brands

No-Code Tools

Creator Economy

Real-Time Personalization

Ethical Marketing

Module 15:

Personal Branding – Positioning Yourself as a Digital Authority

In today's hyper-connected world, people follow people—not just brands. This module helps students strategically build and grow their personal brand to stand out in their niche, attract clients, build communities, and create monetization opportunities as a thought leader, influencer, or entrepreneur.

Key Takeaways:

▶ **Defining Your Personal Brand:** Discover your unique value, niche, and voice. Learn how to align your personal mission with your online presence.

▶ **Content Strategy for Thought Leadership:** Learn how to create high-impact content on platforms like LinkedIn, Instagram, YouTube, and Twitter to establish credibility and visibility.

▶ **Visual Identity & Storytelling:** Build a consistent brand image with color, typography, logo, and storytelling that connects emotionally with your audience.

▶ **Audience Building & Engagement:** Grow a loyal following through community engagement, collaborations, and authenticity-driven strategies.

▶ **Monetization Paths:** Explore ways to earn through your brand—courses, consulting, digital products, sponsorships, affiliate marketing, and public speaking.

▶ **Personal Branding with AI:** Use AI tools for content ideation, branding visuals, and social media automation to scale your personal presence effortlessly.

Practical Assignment: Students will create a personal brand roadmap, define their niche, design a social media presence, and publish a content series that showcases their expertise and values.

Real-World Applications: Whether launching a business, freelancing, or leading marketing campaigns, personal branding multiplies credibility, influence, and income. This module equips students to own their digital identity and turn it into a strategic business asset.

Contact Us

Whether you're ready to transform your digital skills or just want to learn more — we're here to help.

📞 **7736477707**

✉️ contactus@escalatechnologies.com

🌐 escalatechnologies.com

📍

KINFRA Advanced Technology Park, Ramanattukara, Calicut