

# **Rajiv Talreja - Marketing Mastery**

Rajiv Talreja's "Marketing Mastery" is a specialized program designed to help business owners and marketers create effective marketing strategies that drive growth and brand visibility. The course covers essential marketing concepts, including identifying target audiences, crafting compelling messaging, leveraging digital and traditional marketing channels, and optimizing campaigns for better ROI. Participants learn how to build strong marketing funnels, engage customers, and position their brands competitively in the marketplace. Ideal for those looking to enhance their marketing expertise and implement data-driven strategies to grow their business and boost customer acquisition.

## **Your Instructor**

Rajiv Talreja

Course Curriculum

Business Model Phase – 2

Preparation for Mission & Message Statement

Mission & Message Statement (38:21)

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## **Content Marketing**

Preparation for Content Marketing

Content Marketing Video 1 (83:02)

Content Marketing Video 2 (101:24)

Content Marketing Video 3 (84:40)

Content Marketing Video 4 (79:46)

Relationship Marketing

Preparation for Relationship Marketing

Relationship Marketing Video 1 (64:57)

Relationship Marketing Video 2 (54:56)

Telemarketing

Preparation for Telemarketing

Telemarketing (60:54)

Education Marketing

Preparation for Educational Marketing

Educational Marketing (33:11)

## Editorial Marketing

Preparation for Editorial Marketing  
Editorial Marketing (34:44)

## Author Marketing

Preparation for Author Marketing  
Author Marketing (42:09)

## Marketing Videos

Community Marketing (18:33)  
CSR Marketing (6:03)  
Event Marketing (21:50)

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