



# KEY HIGHLIGHTS OF OUR DIGITAL MARKETING COURSE

CERTIFICATE OF COMPLETION



## RECOGNITION

RECEIVE A CERTIFICATE UPON COMPLETING  
THE PROGRAM, ACKNOWLEDGING YOUR  
ACHIEVEMENT AND DEDICATION.

# INDUSTRY - RECOGNIZED CERTIFICATES

## GOOGLE

Gain Credentials From Google, Enhancing Your Skills And Marketability.

## FACEBOOK & INSTAGRAM

Obtain Certificates From These Leading Social Media Platforms, Showcasing Your Expertise In Social Media Marketing.

## LINKEDIN

Earn a Certificate From LinkedIn, Demonstrating Your Proficiency in Professional Networking and B2B Marketing.

## YOUTUBE

Acquire Certification From YouTube, Indicating Your Ability To Leverage Video Marketing For Business Growth.

## META

Receive a Certificate From Meta After Passing The 'Digital Marketing Associate' Exam, Affirming Your Foundational Knowledge in Digital Marketing.

# CUTTING-EDGE CURRICULUM

## GEN AI INTEGRATION

Stay ahead of the curve with the latest curriculum on **Generative AI** integration in marketing strategies.



## PERSONALIZED CAREER SUPPORT

**1:1**  
CAREER  
COACHING

Benefit from personalized career coaching to help you navigate your professional journey and achieve your career goals.

**MOCK**  
INTERVIEWS

Prepare for job interviews with mock sessions conducted by industry experts, helping you to present yourself confidently and effectively.

# INDUSTRY WORKSHOPS

## PRACTICAL EXPERIENCE

Participate in a **5-day workshop** arranged by Digital Gaurabh with reputable businesses or industries. Gain hands-on experience in strategic marketing and develop real-world case studies.

## PROFILE BUILDING AND SHARING

Enhance your **professional profile** and share it within industry networks to increase visibility and job opportunities.

## INTERPERSONAL AND COMMUNICATION SKILL DEVELOPMENT

Improve essential **soft skills** through dedicated sessions, ensuring you are well-rounded and effective in professional settings.



What exactly will I learn that will make me a  
Advanced Digital Marketing course?

## Master the concepts of digital marketing

**\$671.86 Billion**  
Global Digital Marketing  
Value By 2028

**#3 Most  
In-Demand Skill**  
According to 'Michael Page  
Salary Guide 2024'

### 300+ Hours Training

#### Month 1

##### Topics To Be Learned

✓ Fundamentals of Digital Marketing	3 Days
✓ Digital Marketing Metrics & Channels	4 Days
✓ Customer Leading	2 Days
✓ Customer Centricity	2 Days
✓ Branding	5 Days
✓ Canva Designing	3 Days
✓ Content Creation	3 Days
✓ Content Copywriting	2 Days
✓ Content Marketing	2 Days

#### Project

1. Design 4-5 creatives through Canva
2. Eye-Catching Logo for a Brand
3. Two Blogs of 300 words on Different Niches

#### Month 2

##### Topics To Be Learned

✓ Website Designing	12 Days
✓ Community Management	1 Days
✓ Social Media Marketing	10 Days
✓ Group Management	1 Days
✓ Social Media Ads	3 Days

#### Project

1. Create an user-friendly website including a landing page
2. Creating profiles in every social media platforms

#### Month 3

##### Topics To Be Learned

✓ Search Engine Optimization (SEO)	15 Days
✓ Search Engine Marketing (SEM) & Google Ads	5 Days
✓ Programmatic Advertising	2 Days
✓ Display Advertising	2 Days
✓ Monetization with AdSense	2 Days
✓ Strategic Marketing	5 Days

#### Project

1. Tracking and Measuring SEO Performance  
Key metric: 1. Organic Traffic 2. Bounce Rate 3. Conversion Rate
2. Will strategize and run a Paid Ad with small amount

#### Month 4

##### Topics To Be Learned

✓ Integrated Marketing Communication	1 Days
✓ Email Marketing	1 Days
✓ Whatsapp Marketing	2 Days
✓ Profile Marketing	1 Days
✓ Planning DM Resources	2 Days
✓ Influencer Marketing	2 Days
✓ Freelancing Skill	2 Days
✓ Communication & Spoken English Skill	2 Days
✓ Presentation Skill	2 Days
✓ Interview Training	2 Days

#### Project

1. Analyze a Competitor's Digital Marketing Strategy
2. Develop a digital Marketing Plan for a Business

How much money do I need to Invest?

## Digital Marketing Course At Affordable Price!

**30,000/-**

Limited Seats : 10

🕒 Duration: 4 Months

📅 Start Date: 15th of Every Month

### Discount Structure

EARLY BIRD DISCOUNT  
(1ST-5TH OF THE MONTH)

**Discount: 20%**

Payment Plan: 2 Installments

~~Rs. 30,000/-~~ **Rs. 24,000/-**

REGULAR DISCOUNT  
(6TH-14TH OF THE MONTH)

**Discount: 15%**

Payment Plan: 2 Installments

~~Rs. 30,000/-~~ **Rs. 25,500/-**

STANDARD PAYMENT PLAN

**Zero Discount**

Applicable for Admissions on/after the 15th

Payment Plan: 4 Installments

**Rs. 30,000/-**

# 860,000+

Digital Marketing jobs are available world wide in roles like

tor

CRO Specialist

Web Analyst

PPC Speciali

anager

Email Marketer

Ecommerce Marketer

Paid Ad

SEO Manager

Affiliate Marketer

Social Media Manager

er

Analytics Manager

Marketing Automator

Digital Markete

# DIGITAL MARKETING TOOL BOX

This program will give you hands-on experience on multiple tools.

## Industry Tools

 Google Analytics

 Google Ads

 facebook Ads

 GetResponse

## SEO Tools

 yoast

 Ubersuggest

 GTmetrix

 SEO Site Checkup

 solarwinds  
pingdom

 Screamingfrog

 woorank

 ahrefs

## Website Design

 WORDPRESS

 balsamiq

 Landingi

 Figma

## Social Media Marketing Tools

 sproutsocial

 Hootsuite

 buffer

 TweetDeck

## Keyword Research Tools

 BuzzSumo

 ANSWER  
THE PUBLIC

 Google Trends

 SpyFu

## Analytics

 Tag Manager

 Google Search Console

 crazyegg

 similarweb

## Others

 OpenAI

 Canva

 mailchimp

 freepik

# CAREER IMPACT



## JOB PLACEMENT

- Connect with companies that match your skills.
- Get early notifications about job openings.



## CAREER COUNSELLING

- Assessing your strengths and weaknesses.
- Setting goals to achieve better employment outcomes.



## RESUME FEEDBACK

- Evaluating your resume from an employer's perspective.
- Identifying areas that need more emphasis.
- Providing best resume tips and strategies to land your dream job.



## INTERVIEW PREPARATION

- Offering a detailed review of the interview.
- Identifying your strengths and areas for improvement.
- Providing objective feedback on your competencies related to the job application.

# LEARNING EXPERIENCE



## STUDENT SUPPORT TEAM

- Our Student Support is available 24/7, seven days a week
- You can reach us via [info@digitalgaurabh.com](mailto:info@digitalgaurabh.com)



## DAILY DOUBT RESOLUTION

- Daily sessions every evening, Monday to Friday



## INDUSTRY MENTORS

- Get unmatched guidance from industry mentors, teaching assistants, and graders.
- Receive one-on-one feedback on your submissions and personalized advice for improvement.



## Q&A FORUM

- Timely doubt resolution by industry experts and peers.
- 100% expert-verified responses for quality learning.



## EXPERT FEEDBACK

- Personalized expert feedback on assignments and projects
- Regular live sessions by experts to clarify concept-related doubts.

Are there offline communities for networking collaboration ?

Your network is your **net worth**

The people you surrounded yourself with can significantly impact your life. So when you join the **Digital Gaurabh**, you build connections that don't just help you grow but also make a difference in your life.

TOP 10% CLUB

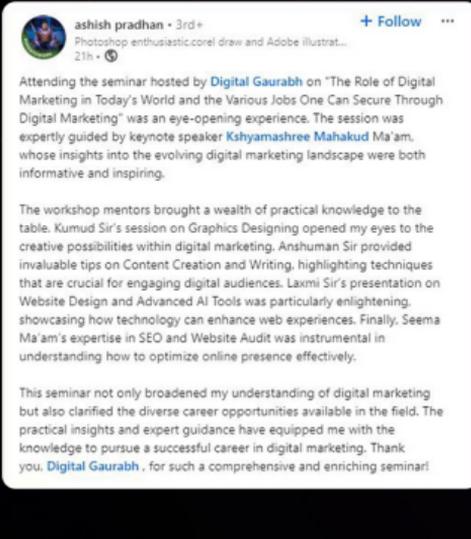


## SEMINAR

**Digital Gaurabh** offers an immersive, in-person learning experience for aspiring growth hackers. Connect with industry experts, collaborate with peers, and gain practical insights through engaging panel discussions, interactive workshops, and networking opportunities. Build a strong foundation for your growth hacking career.



## TESTIMONIAL



Ready to level up your digital marketing game?

Choose Digital Gaurabh, Bhubaneswar's premier institute. Our expert-led training and practical approach will transform you into a digital marketing pro. Enroll now and unlock your potential!