Digital Gaurabh

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 Marekting 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 matric: 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

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

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

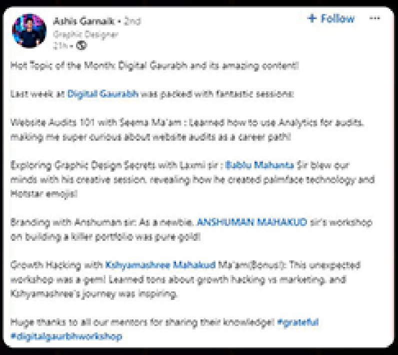
The people you surrounded yourself with can significantly impact your life.
So when you join the **Digital Gaurabh,** you build connections
that don't just help you grow but also make a difference in your life.

TOP 1% 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



Ashis Garnaik • 2nd
Graphic Designer
21h •

Hot Topic of the Month: Digital Gaurabh and its amazing content!

Last week at Digital Gaurabh was packed with fantastic sessions:

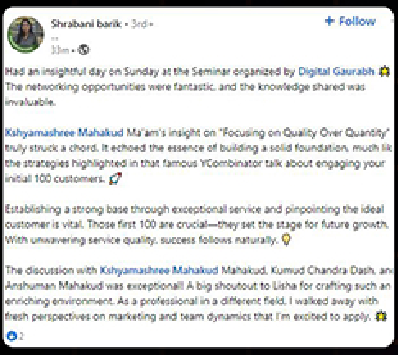
Website Audits 101 with Seema Ma'am : Learned how to use Analytics for audits, making me super curious about website audits as a career path!

Exploring Graphic Design Secrets with Laxmi sir : Bablu Mahanta Sir blew our minds with his creative session, revealing how he created palmface technology and Hotstar emojis!

Branding with Anshuman sir: As a newbie, ANSHUMAN MAHAKUD sir's workshop on building a killer portfolio was pure gold!

Growth Hacking with Kshyamashree Mahakud Ma'am(Bonus!): This unexpected workshop was a gem! Learned tons about growth hacking vs marketing, and Kshyamashree's journey was inspiring.

Huge thanks to all our mentors for sharing their knowledge! #grateful #digitalgaurbhworkshop



Shrabani barik • 3rd+
...
33m •

Had an insightful day on Sunday at the Seminar organized by Digital Gaurabh The networking opportunities were fantastic, and the knowledge shared was invaluable.

Kshyamashree Mahakud Ma'am's insight on "Focusing on Quality Over Quantity" truly struck a chord. It echoed the essence of building a solid foundation, much lik the strategies highlighted in that famous YCombinator talk about engaging your initial 100 customers. 🚀

Establishing a strong base through exceptional service and pinpointing the ideal customer is vital. Those first 100 are crucial—they set the stage for future growth. With unwavering service quality, success follows naturally. 💡

The discussion with Kshyamashree Mahakud Mahakud, Kumud Chandra Dash, an Anshuman Mahakud was exceptional! A big shoutout to Lisha for crafting such an enriching environment. As a professional in a different field, I walked away with fresh perspectives on marketing and team dynamics that I'm excited to apply.

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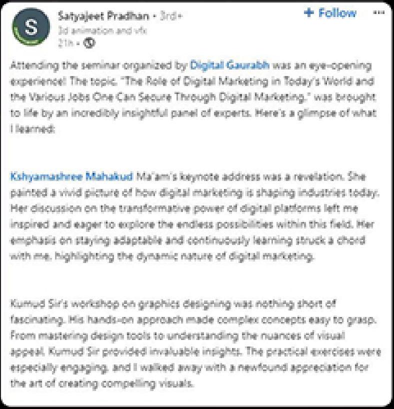
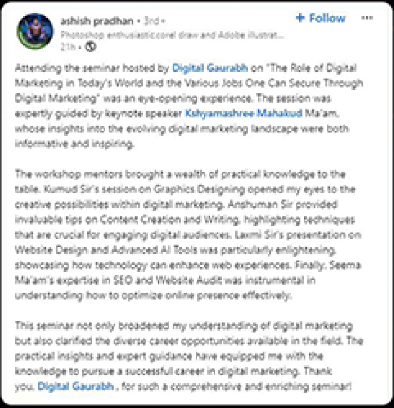


Satyajeet Pradhan • 3rd+
3d animation and vfx
21h •

Attending the seminar organized by Digital Gaurabh was an eye-opening experience! The topic, "The Role of Digital Marketing in Today's World and the Various Jobs One Can Secure Through Digital Marketing," was brought to life by an incredibly insightful panel of experts. Here's a glimpse of what I learned:

Kshyamashree Mahakud Ma'am's keynote address was a revelation. She painted a vivid picture of how digital marketing is shaping industries today. Her discussion on the transformative power of digital platforms left me inspired and eager to explore the endless possibilities within this field. Her emphasis on staying adaptable and continuously learning struck a chord with me, highlighting the dynamic nature of digital marketing.

Kumud Sir's workshop on graphics designing was nothing short of fascinating. His hands-on approach made complex concepts easy to grasp. From mastering design tools to understanding the nuances of visual appeal, Kumud Sir provided invaluable insights. The practical exercises were especially engaging, and I walked away with a newfound appreciation for the art of creating compelling visuals.



ashish pradhan • 3rd+
Photoshop enthusiastic.corel draw and Adobe illustrat...
21h •

Attending the seminar hosted by Digital Gaurabh on "The Role of Digital Marketing in Today's World and the Various Jobs One Can Secure Through Digital Marketing" was an eye-opening experience. The session was expertly guided by keynote speaker Kshyamashree Mahakud Ma'am, whose insights into the evolving digital marketing landscape were both informative and inspiring.

The workshop mentors brought a wealth of practical knowledge to the table. Kumud Sir's session on Graphics Designing opened my eyes to the creative possibilities within digital marketing. Anshuman Sir provided invaluable tips on Content Creation and Writing, highlighting techniques that are crucial for engaging digital audiences. Laxmi Sir's presentation on Website Design and Advanced AI Tools was particularly enlightening, showcasing how technology can enhance web experiences. Finally, Seema Ma'am's expertise in SEO and Website Audit was instrumental in understanding how to optimize online presence effectively.

This seminar not only broadened my understanding of digital marketing but also clarified the diverse career opportunities available in the field. The practical insights and expert guidance have equipped me with the knowledge to pursue a successful career in digital marketing. Thank you, Digital Gaurabh , for such a comprehensive and enriching seminar!

Digital
Gaurabh

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!