

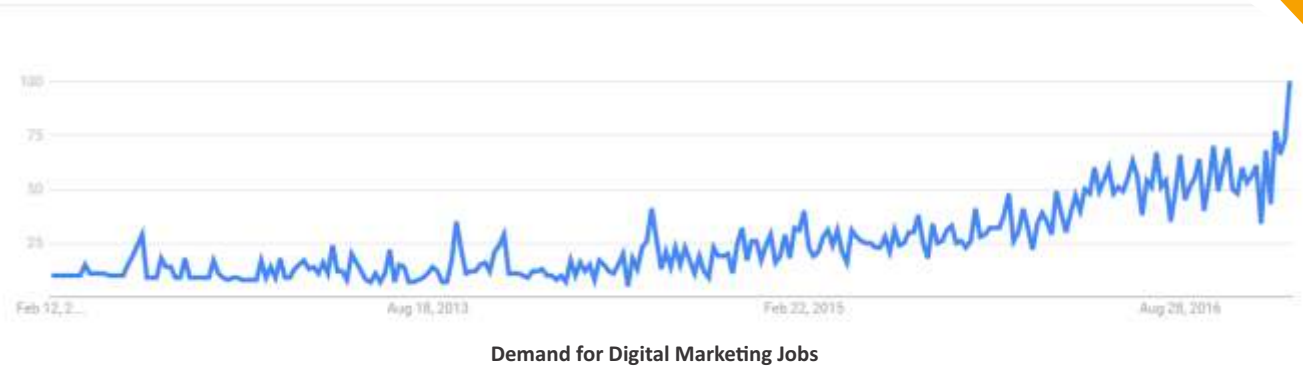


the only
DIGITAL MARKETING COURSE
with a 100% Job Placement Guarantee**

Make the shift to a highly paying digital marketing career with our DigiSkill Digital Marketing Course for Graduates.



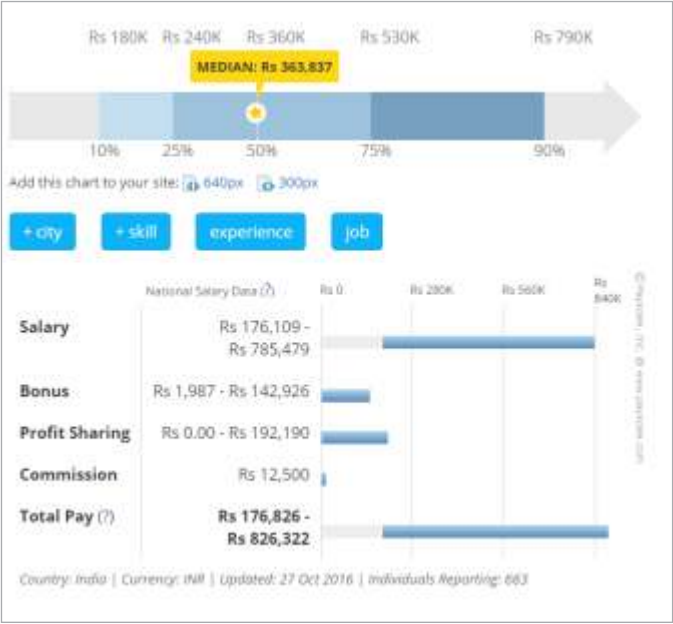
The Demand for Digital Marketing resources is climbing rapidly in India. The graph below shows Google Trend for digital marketing jobs over the past 5 years and clearly the demand is rising rapidly



Today India is the 2nd largest Internet population in the world and there is a huge demand for skilled resources at both the fresher and the highly skilled category. As per www.payscale.com the average salary for a Digital Marketing Manager with 10 years experience is Rs. 409,607



Avg. salary for skilled digital marketing managers



Avg. salary for fresh digital marketing executive

Today, every company big or small is exploring ways and means to use Digital Marketing for their business. The result is a huge job demand in a market where there are few trained resources available to actually be of use in a professional working environment.

What is the problem in the talent pool today?

The biggest problem in the thousands of so-called digital marketing trained resources today is the complete lack of understanding of the practical implementation of digital marketing techniques. Most graduates are trained on theory or have half-baked practical knowledge.

What businesses need today is a talent pool that understands the concepts behind digital marketing and has practical exposure in being able to implement it. **The DigiSkill Digital Marketing Course for Graduates** is aimed at filling this need and creating a highly trained skilled workforce that can contribute meaningfully to the growth of the companies they join.



What are the job opportunities in Digital Marketing?

Digital Marketing is a practical science like marketing. It requires not only deep understanding of the concepts of digital marketing but also strong implementation ability. You could choose to be a generalist or a specialist. The top paying career jobs available today in India in this field are:-

1. **Digital Marketing Executive/Manager-** This is a generalist role where the person works across all digital marketing areas for the company.
2. **SEO Specialist-** This is a specialist role where the person focusses only on implementing Search Engine Optimization.
3. **Social Media Executive/Manager-** This is a semi-specialist role with the person managing the overall social media initiatives of the company.
4. **Content Marketing Executive/Manager-** This is also another semi-specialist role with the person managing only the content marketing aspects of digital marketing.
5. **Content Writer/Editor-** This is a specialist role where the person is responsible in creating and managing the entire content for content marketing.
6. **Digital Analyst-** This is a specialist role managing only the data analytics from Google and other 3rd party software and providing the company with valuable insights.
7. **Digital Advertising Executive/Manager-** Semi-Specialist role managing the overall digital advertising planning and campaign execution.
8. **AdWords Specialist-** This is a specialist role with the person planning and managing Google AdWords Campaign.
9. **ORM Specialist-** Online Reputation Management Specialist is responsible to manage the overall reviews and PR of the company on the online medium.
10. **Email Marketing Executive/Manager-** This person is responsible to managing the entire email marketing campaigns for the company.

As one progresses in his career within the digital marketing field, one can choose to specialize in the area where his or her aptitude and interest best lie.



Acquire the right job skills to get the right job

At **DigiSkills** we pride ourselves in providing our graduate students the right skills that will enable them to apply for and get hired at the right organizations. Not only do we train you on skills that organizations need the most today so that you are absolutely job ready, but we also ensure that you get sufficient real life industry exposure through our 1-month project work.

Class Room Learning	In-Class Practical	Industry Training
<ul style="list-style-type: none">• Theory & concepts• Instructor led “how To”• Real life practical examples	<ul style="list-style-type: none">• Class Assignments• Class exams & online quizzes	<ul style="list-style-type: none">• Work on a real Digital Marketing project• Get real life exposure to digital marketing• Gain confidence – You can do it!

Industry Training: Become Job Ready

A key feature of **DigiSkill** is our 1-month Industry training where you will be working closely with the marketing teams as a digital marketing intern, helping them implement their digital marketing initiatives. This will provide you with real life practical exposure that companies look for.

During this 1-month industry training you will be assigned a specific digital marketing project. Projects could be SEO oriented, Content Marketing, Google AdWords, Facebook Marketing, Web Development, Social Media Marketing or an Email Marketing project.

On completion of your industry training, you will be required to submit a project report to your evaluator. A work certificate will be issued to you from the organization you have worked for on successful submission of your project report



Session 1

What is digital marketing?

Overview of what Digital Marketing is and what role Digital Marketing plays in the overall marketing managers role in an organization.

- What is Digital Marketing, What are the digital marketing processes? How does digital marketing help businesses?
- Understanding Key Terminologies in Digital Marketing- Website Traffic, Users, Visitors, CPM, AdWords, Landing Pages, Display, SEM, PPC, Google Analytics
- The Digital Marketing Mix- Website, Social Media Marketing, Lead Generation, Email Marketing, Mobile Marketing, Digital Advertising.

TEST:

- Online Quiz.

Session 2

Website development

Overview of the web development process, tools , technologies and processes involved

- Website Development Process- Wireframing, UI/UX, Design, Programming, Web Development Technologies, Web Development Tools
- CMS- Drupal, Joomla, WordPress, DotNet, How to determine which technology and CMS to use to build a website. How to set the website development objective scientifically
- Domain Purchase, Web Hosting, how to decide on which web hosting to take, technologies to consider, Overview of various web hosting service providers, Web development tools to use, Free design & image tools

In-class Practical:

- Create a wireframe of a website

TEST:

- Evaluation of Wireframe

Session 3

Building a Website

Practical class where students create their own website using WordPress and Publish it.

- Overview of how to use WordPress & WordPress Plugins. How to build a website from scratch.

In-class Practical:

- Building a brand new website using WordPress

TEST:

- Review of website created



Session 4

Search Engine Optimization

Understanding what SEO is and its importance in building a digitally engaged brand

- What is SEO, Why is SEO important. What are the factors that influence SEO, On-Page, Off-Page SEO? Fundamentals- Title Tags, Meta Tags, H1, H2 , Importance of Site Maps
- What are webmaster tools? What is Domain Authority? What are backlinks? How to influence DA and Backlinks.
- How to do On-Page SEO using Yoast Plugin.

In-class Practical:

- Create on-page SEO for the website that has been created using Yoast SEO

TEST:

- Review of On-page SEO done



Session 5

Search Engine Optimization

Using Google Webmaster Tool- the Google Search Console

- Google Search Console - What is it, How it should be use.
- Integrating Google Search Console with your website. Getting your website on Google Search Console.

In-class Practical:

- Operationalizing Google Search Console for your website.

TEST:

- Review of Google Search Console



Session 6

Search Engine Optimization

Understanding what Off-Page SEO is and how it is to be done

- What is Off-pages SEO? Key factors in influencing off-page SEO. SEO tools that can be used to manage off-page SEO
- Keyword Research- Importance of keyword research. How to do it. How to analyze competitor keywords and SEO.
- How to improve DA & Backlinks? Content planning for SEO.

In-class Practical:

- Analyzing the off-page SEO of an external website.

TEST:

- Review of the Analysis.



Session 7

Google Analytics

Understanding what Google Analytics is and how to use it for digital marketing

- What is Google analytics? Importance of analytics. How to read Google analytics. Key analytics to understand- Visitor flow, geographic, behavior, bounce rate, device usage.
- Creating goals on Google analytics. Creating conversion codes. What to measure and where to find it. Administrative tools on Google Analytics.
- Integrating Google Analytics on website.

In-class Practical:

- Integrating Google Analytics on your website.

TEST:

- Review of Google Analytics.



Session 8

Social Media Marketing

Overview of what social media marketing is and how it integrates with the rest of digital marketing

- What is social media? What are the types of social media? Why is social media important in digital marketing.
- How is social media to be used in digital marketing? Terminologies explained- Post, Content, Like, Comment, Followers, Social shares.
- How do you use Social Media to gain followers? To get more in-bound leads, to influence opinion? Examples and case studies.

TEST:

- Online Quiz



Session 9

Facebook

Complete understanding of how Facebook Marketing works and how to use it to promote your business and brand

- How is Facebook to be used for digital marketing. Facebook Pages, Facebook Groups, Facebook Events, Facebook Commerce.
- How to create a Facebook Page, setting page objective, Facebook Live, How to use it to promote your business.
- Creating a Facebook Page for businesses.

In-class Practical:

- Creating a Facebook Page for your business based on the website that has been built.

TEST:

- Review of Facebook Page



Session 10

LinkedIn

Understanding of how to use LinkedIn for B2B marketing especially to build a thought leadership and generate leads

- How is LinkedIn to be used for digital marketing, LinkedIn Features- Article postings, LinkedIn Groups, LinkedIn page, LinkedIn jobs, Pulse, Connections, Sales Navigator.
- How to use LinkedIn Groups and Company page to promote your business.
- Creating a LinkedIn company page for your business.

In-class Practical:

- Creating a LinkedIn Company Page for the website that you have built.

TEST:

- Review of LinkedIn page



Session 11

Twitter | YouTube | Instagram

Overview of what Twitter, YouTube and Instagram social media platforms are and how they are to be used

- What is Twitter. How can it be used to promote your business? What are Hashtags, How to use Hashtags, Creating a Twitter Account.
- What is YouTube. How can it be used to promote your business? What are YouTube Channels.
- What is Instagram, Usefulness of Instagram in social media.

TEST:

- Online Quiz



Session 12

Lead Generation & Conversion

This module helps the student understand various lead generation techniques and how to use conversion techniques to improve organic leads

- What is Lead Generation. In-bound vs Out-bound lead generation. What factors influence in-bound lead generation.
- What are lead Capture Devices, how to use lead magnets, how to build a regular supply of leads from website visitors.
- How to use lead CRM engines to manage your lead generation activities.

TEST:

- Online Quiz



Session 13

Google AdWords

This module lays the foundation of how to use Google AdWords Keyword Planner Tool

- What is Google AdWords. Importance of Google AdWords. Key terms to remember while using Google Adwords- CPM, Keyword, Ad Group, CPC, URL, Conversion Codes, Impressions, CTR, Search Query Negative keywords, Impression share.
- Keyword Research- what it is, why is it important. Types of Google Keyword matches- Broad, Phrase, Exact, Broad Match Modifier. How to use the Keyword Planner tool.

In-class Practical:

- Using the keyword Planner tool to build a list of keywords.

TEST:

- Review of keywords created



Session 14

Google AdWords

This module helps the student learn how to create and set up a Google AdWords Campaign

- Setting up the Google Adwords Campaign. Types of Campaign. How to set objectives.
- Step by step guide on setting up a Campaign.

In-class Practical:

- Creating your first Google Adwords Campaign on your own

TEST:

- Review of your campaign



Session 15

Google AdWords

This module helps the student learn how to use Google Display Campaign to promote a business including an e-commerce business

- Google Display Campaign. How it works. When it should be used. Key terms explained. Placement techniques. How to draw up a relevant TA on display.
- Step by step guide on setting up a display campaign on Google.

In-class Practical:

- Creating your first Google Display Campaign on your own

TEST:

- Review of your campaign



Session 16

Facebook Advertising

This module helps the student learn how to use Facebook Advertising effectively to promote the business

- What is Facebook Advertising? How is it different from Google Adwords, Facebook Advertising Types.
- How Facebook Advertising Works, Target Audience selection. Setting the right objectives. When to use what objectives for Facebook Advertising.
- Setting up an Facebook Advertising Account.

In-class Practical:

- Creating your Advert Account on Facebook



Session 17

Facebook Advertising

This module is largely hands on practical in giving exposure to the students on actually running a Facebook Campaign

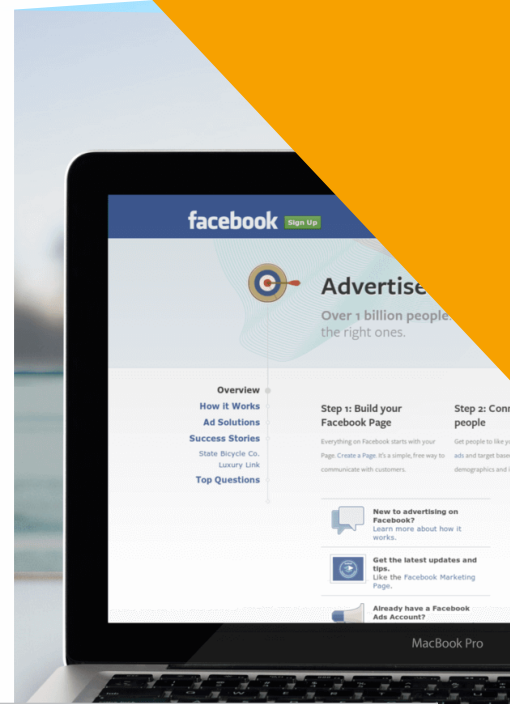
- Class Practical- Setting up a Lead Generation Advertising Campaign.
- Class Practical- Setting up a display campaign for driving traffic & App downloads.
- Understanding how to read Facebook Analytics.

In-class Practical:

- Creating 2 campaigns on Facebook on your own

TEST:

- Review of your campaign



Session 18

Content Marketing

This module details what content marketing is and how it integrates into the overall digital marketing mix

- What is Content Marketing. Why it is important. Panda & Penguin update. What are the constituents of an effective content marketing plan.
- Content Marketing formats- Blogs, Infographics, Videos, Text etc. How to effectively draw up a content creation plan for the business.
- How to source content. How to evaluate content, Content creation tools

In-class Practical:

- Drawing up a content creation plan.

TEST:

- Review of your plan.



Session 19

Content Marketing

This module helps the student understand how to distribute content in order to build on organic traffic and inquiries

- What is content distribution? Why is it important? Content distribution tools to use.
- Content Distribution sources. How to decide which source to use and why.

In-class Practical:

- Content Distribution of content created for your website across multiple distribution sources.

TEST:

- Review of your Distribution



Session 20

Email Marketing

Understand what email marketing is and how it is used in digital marketing

- What is email marketing? Why is it important in digital marketing. Constituents of an email marketing - subject line, open rates, CTR, links.
- How to set up a drip email marketing campaign.
- Subject Line and Copy content. HTML Vs Text Email.

In-class Practical:

- Setting up your Zoho account

TEST:

- Online Quiz



Session 21

Email Marketing

This module details some best practices and helps the student learn how to do email extraction of leads

- Best practices in Email Marketing. How and when to use Bulk Emailing.
- Email extraction techniques- web scrapping, LinkedIn email extraction, Google extraction.

In-class Practical:

- Extracting of email id's using an email extractor.

TEST:

- Review of work



Session 22

E-commerce Marketing

This module helps the student understand how to do digital marketing differently for e-commerce enabled websites

- What is e-commerce? How is e-commerce digital marketing different from normal digital marketing, what factors should one look at for e-commerce stores.
- Product Listing on E-commerce platform, how to set up a Google Shopping advt.
- Payment gateway considerations, E-commerce site analytics.

TEST:

- Online Quiz



Session 23

Developing a digital marketing plan

This module helps the student learn how to develop a real life digital marketing action plan for a business

- How to create a digital marketing plan proposal. Templates that can be used. What factors are to be looked at.
- Creating a digital marketing plan based on a client brief.

In-class Practical:

- Create a digital marketing plan based on a real client brief

TEST:

- Review of work



Session 24

Managing digital marketing activities

This module will help the student learn how to implement his role as a digital marketing executive in an organization

- How to effectively distribute your time across multiple digital marketing activities. What the key metrics to monitor.
- How to hire freelancers and agencies. How to evaluate them
- Digital Marketing Tool Guide- Never be without them.



Industry Project

Digital Marketing Industry Project - 1 month duration

- 100 hours of industry on-the-job project assignment with an organization where the student will work as a digital marketing intern. He/she will get a project certificate from the organization at the end of the 1 month project and will need to spend a minimum of 100 hours on the project.

In-class Practical:

- 1- Month industry project as a digital marketing trainee to get a real life exposure and hands on experience.

TEST:

- Evaluation of the project by both project mentor and Class evaluator.



Placement Guarantee



At **DigiSkill**, our focus is on helping you get hired. Simple. We offer 100% Placement Guarantee* to all students who pass with a minimum qualifying mark of 75%

****How does this Guarantee Work?**

- 1. You will need to have 100% attendance of all sessions. In case you have missed a session, you will need to take a back-up class of the same session when it is held next. If you do not have 100% attendance of all session, you will not qualify for this guarantee.
- 2. You will need to get a minimum 75% qualification marks out of a total of 100 marks. This is calculated in the following manner:

100% attendance of all sessions	20% marks (based on attendance)
Securing 75% grade on your class assignments	20% marks (graded by your class evaluator)
Securing a minimum of 7/10 on online quizzes	20% marks (graded by your evaluator)
Securing a minimum score of 7/10 on your industry project	40% marks (graded by your project mentor)

- 3. Post successful completion of your course, **DigiSkill** will arrange for job interviews for you to attend with our bank of companies looking to hire.
- 4. In case you are not hired within 2 months of completion of the course, 100% fee would be refunded back to you.

Want to learn more? Join our Demo Class

Making a career choice can be difficult and we know you will have several questions. To answer these queries and to meet our instructors, drop into any of our centers today and schedule your no-obligation demo class – **How to use Digital Marketing to get your dream job.**

What you can expect in the demo class

- 1. Meet the instructors who will be helping you learn.
- 2. Learn what digital marketing really is from industry experts and how it can propel your career and job prospects.
- 3. Understand what you can expect to learn when you take the **DigiSkill Digital Marketing Course.**
- 4. Understand how you can use Digital Marketing techniques to find your dream job.
- 5. Get your doubts clarified on the spot.



How to Apply

You can apply for and take the **DigiSkill Digital Marketing Course** at



Pitampura Center	Patel Nagar Center
# 150, 2nd Floor, Opp. Gulab Sweets & Metro Pillar No.353, Kapil Vihar, Pitampura, New Delhi, Delhi 110034	Office: 1/2, 1st Floor, East Patel Nagar, Near Patel Nagar Metro Station Gate Number 3, New Delhi
Phone: 9310580899, 9312176726	Phone: 9555499799 , 9891412233
Batch Time : 6pm- 9pm	Batch Time : 5pm- 8pm

About DigiSkill

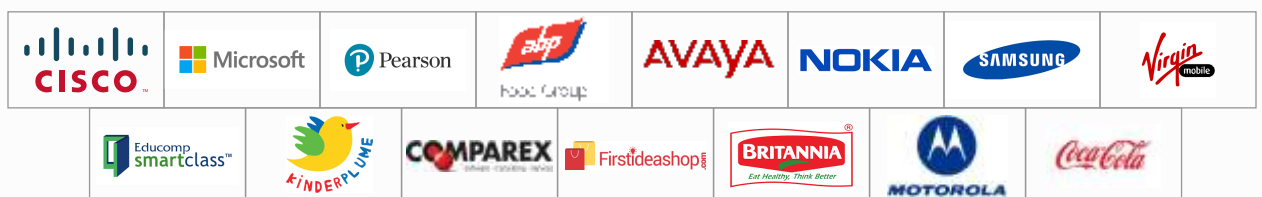
DigiSkill is the educational and training arm of Impact Marketing Services

(www.impactmarketingservice.com) an 11 year old company headquartered in Delhi. Since 2006, Impact has been working with several leading multinationals like Coca-Cola, Hughes, Nokia, Samsung, Britannia, Motorola, Virgin Mobiles, Microsoft, Cisco, Avaya, Pearson, Educomp, ABP Group and others in helping them in their overall marketing and digital marketing initiatives across the country and abroad.

DigiSkill also operates a free platform called **How To Do Digital Marketing**

(www.how2dodigitalmarketing.com) that helps entrepreneurs and other business professionals learn and implement digital marketing for their business. **DigiSkill** regularly conducts free and paid online courses for startups and entrepreneurs in this domain.

Our Clients:



Call 9015557890

www.how2dodigitalmarketing.com