







## Agency Level Digital Marketing Specialist Program

Digital Marketing is not about doing too many things.  
It's about:

- Finding what's going to work for your brand.
- Doing it consistently.
- Staying updated with the recent trends.

*-Vishal Datt Wadhwa*

**Don't be a liability, become an asset to your organization!**

-  India's 1<sup>st</sup> simulation based training
-  Agency ready from Day 1 (after the course)
-  Real time projects
-  Paid internship
-  Mock interviews
-  100% placement assistance



You've got to start with the Customer Experience and work back toward the technology.

*-Steve Jobs*



If your business is not on the internet, then your business will be out of business.

*-Bill Gates*

It's hard to find things that won't sell online

*-Jeff Bezos*



The aim of MARKETING is to know and understand the customer so well, the product or service fits him and sells itself.

*-Peter Drucker*

Ignoring digital marketing is like representing your business without any audience.

*-Jason Matthew*



People don't buy what you do, they buy WHY you do it.

*-Simon Sinek*

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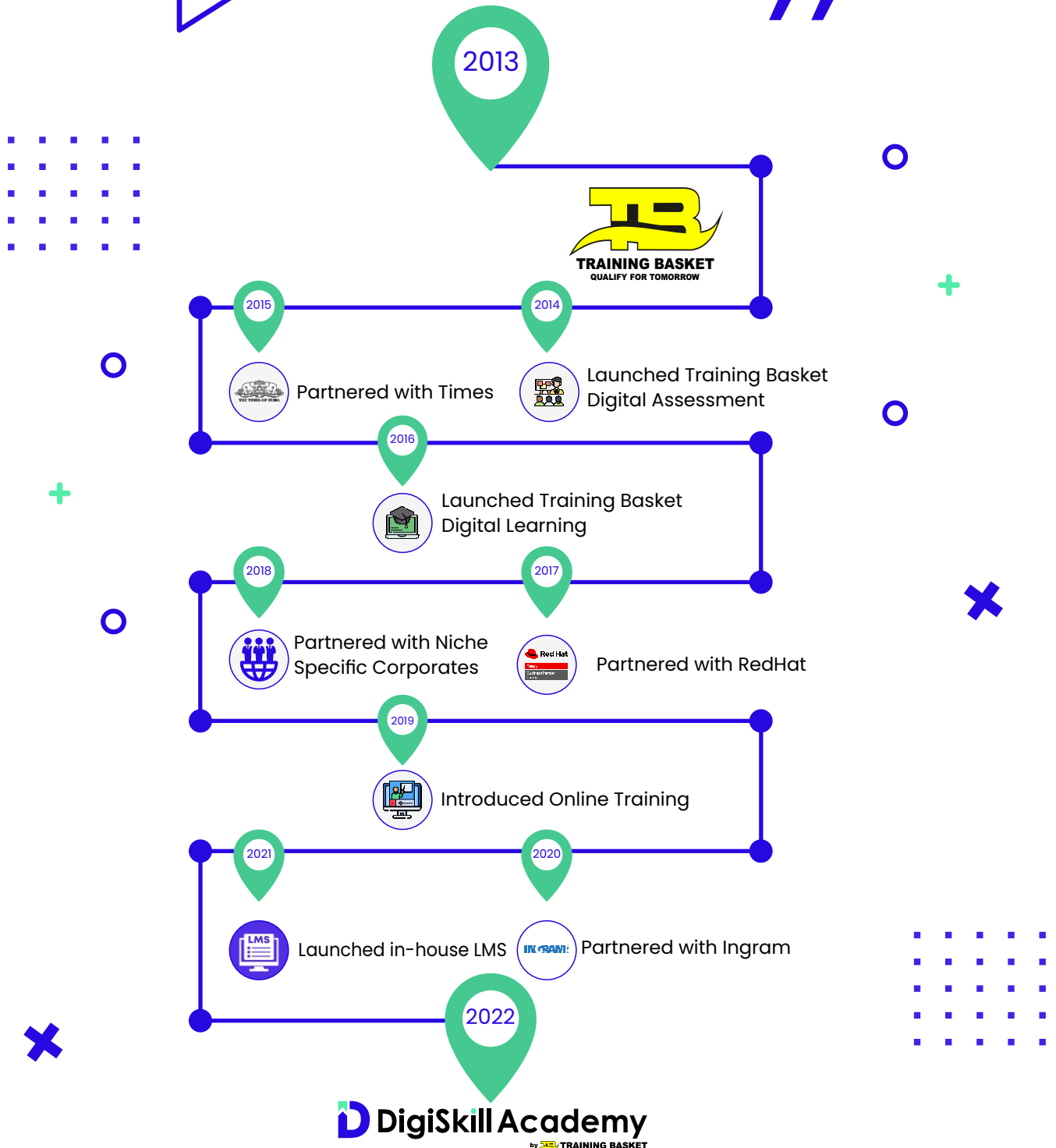


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# The Journey

Being driven is not the same as being passionate.  
Passion is a love for the journey. Drive is a  
need to reach the destination.

—Simon Sinek





# Employment Opportunities

For prospective professionals, the expansion of the digital economy is creating more avenues in creative, social media, technical, analytical and business skills. The demand for a qualified Digital Marketing experts outnumbers the supply. Being an agency-style Digital Marketing Institute, we prepare our students to be qualified for all the jobs in this domain.

Furthermore being a digital marketer makes you more likely to get a job than your peers since this makes you aware not just to DM skills but the tactics of gamification, sales, business automation and data analysis which are the core of any job profile.

Designation	Roles & Responsibilities
Social Media Manager	Driving brand and product awareness across various social media platforms.
Digital Marketing Manager	Planning and creating effective end-to-end digital strategies to increase prospective sales for any business.
SEO Expert	Optimizing the website content by closely working with website developers and content writers to ensure the searches to ensure that the website and the content appears on top of Google and other search engines.
Content Marketing Strategist	Content still remains the core of the marketing. Your branding is only as good as your content strategy is. You would be responsible for launching new products and managing the brand content guidelines.
Client Service Executive/ Account Manager	Pitching lucrative ideas to the clients and understanding their requirements to create and execute online campaigns. Also managing end-to-end client relationships and ensuring the brand's digital performance is up to the standards.
Marketing Analyst	Amidst multiple campaigns and high budgets, it is important for a brand to keep track on whats working out for them and whats not. Marketing analyst is responsible to monitor the campaigns and the budgets around the same.
Business Development Executive	Targeting new businesses for your brand and devising solid strategies for brands to increase data-driven sales.
Web Designer & Developer	To design and create the interface, navigation, and aesthetic of websites. Web Designers are likely to work in an organization's IT department or for a digital design business that serves clients, and they should have a diverse set of talents and attributes.
Email Marketing Specialist	Planning the growth of Email Subscribers list, using the right email marketing tools, lead nurturing, user behaviour analysis and re-marketing through emails.

# Let's Start With Why



If your actions inspire others to dream more,  
learn more, do more and become  
more, you are a Leader.

*-John Quincy Adams*

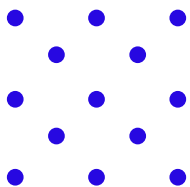


DigiSkill was founded with the goal of providing comprehensive training that is tailored to the current market developments. Years of experience have enabled us to recognize and comprehend the industry's graduate-employee skill gap. DigiSkill tops the trend with speed and provide a comprehensive education. Our graduates will be easily able to integrate into the digital era after getting hands-on training with us.

## The Golden Circle



# Why?



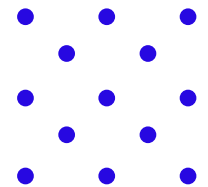
## Why Digital Marketing?

1. Easy to start career
2. High demand for digital marketer
3. Great growth prospects



## How DigiSkill Will Help?

1. India's 1<sup>st</sup> simulation based training
2. Learning from industry expert
3. Marketing Blueprints
4. Regular assessment



# How?

# What?



## What DigiSkill Will Do?

1. Agency level training
2. Best trainers and industry experts
3. Guaranteed internship
4. Placement assistance

# Industries Looking For Digital Marketeers

Traditional marketing cannot work alone and needs to be spiced up with digital marketing in almost all the industries across the world. All the industries are now using the tactics and techniques that require digital marketing experts to execute them. A digital marketer has a very wide range of industry types to work as a professional.

## Types of industries looking for you



### **Manufacturing Industry**

To build brand awareness & improve customer loyalty.

### **Retail & Trading Industry**

To allow small and medium-sized retailers to challenge their competition with limited resources and access.



### **Marketing Agency**

To help you garner new traffic, leads, and sales for the clients by reaching people looking for their products and services.

### **Education Industry**

To reach out to the potential students on a wider range of platforms such as social networking sites, emails, banner ads, etc.



### **IT Companies**

To manage all the marketing campaigns that promote a company and its products or services.

### **Healthcare Industry**

To showcase expertise to prospective patients, build professional territory, and boost healthcare reputation.



# Simulation Based Training With Industry Standard Blueprints



DigiSkill has focused on the most important aspect of learning i.e. **simulation-based** teaching pattern. At DigiSkill we make the students to accomplish particular tasks or activities in various real-world circumstances, so that they can be better prepared for the events that occur in the real world scenarios.

The term simulation refers to a computer or other technical equipment that simulates a real-life process in order to create a realistic experience. This has been demonstrated to be a trustworthy and effective training tool in hundreds of sectors throughout the world. Training simulations are adaptable since they may be utilized to provide specialization in a specific area as well as to teach persons about the workings of whole industries. Training simulation are more than simply games; they attempt to teach and enlighten in a fun and memorable way.

# Learn From The Industry Leaders

## People who actually DID IT.



Guest speakers provide students with valuable insights based on their practical experiences. Students get knowledge and perspective into the guest lecturers field of expertise & can communicate with the experts.

We at DigiSkill will provide you with unique guest lectures which will expand your thinking horizon.

### LAZY GARDENER®

The traditional way of gardening has now been changed into an extraordinary one. A young man from a gardener's family has set a goal to inspire as many Green Change Makers as possible to save our environment. He brought the gardening concept, tools, and products online so that it is easy for people.

### serverguy

Server Guy has helped people Automate, Scale and Secure their Cloud Servers. He even supported them in managing, securing, and scaling cloud infrastructure, IT-enabled businesses, and non-IT companies. They also invest and advise various startups to grow.

Many more...

# Why Choose DigiSkill ?



Agency Based Training  
From Day 1



Simulation Based  
Training



Teaching by  
Industry Experts



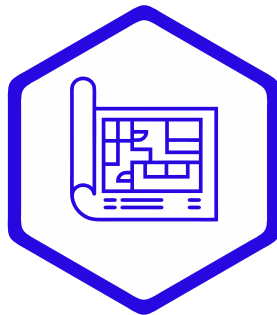
Live Sessions



Real Time Projects



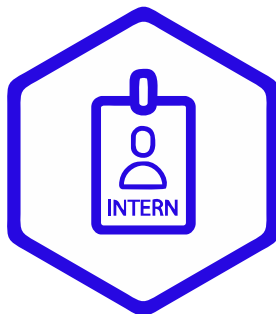
Assignments,  
Tests & Mock Interview



Blueprints



Reporting Format



Internship  
From 3<sup>rd</sup> Month



100% Placement  
Assistance



# Our Mission

Training Basket works to make education more inclusive and accessible so that individuals may accomplish their goals. We've taught over 1,00,000 individuals how to code and design since 2013, and our objective is to achieve long-term, systemic change in the IT industry. Competency-based learning is used in Training Basket training programs to reinforce what students have learned. We've reinvented the learning process and created a tried-and-true approach to help you get the skills and information you need to achieve your objectives. Stay on track with our points system, badges, and weekly activity journal, which has been scientifically proved to enhance motivation. Plus, at the end of each lesson, Training Basket walks you through an immersive project, so you'll have a portfolio of work ready to present as soon as you're through. Our Job-Ready programs are geared for beginners.

You haven't merely completed the course; you have learnt, practices and internalized an idea.

**We designed this program to be an accessible alternative to bootcamps**



**Training Basket's mission is to diversify the tech industry through online-learning by introduction of DigiSkill**

The conventional education these days do not match the level that is required in the industries. This is the widest gap that each industry faces these days.

Mr. Nayan Verma founder of Training Basket and Mr. Vishal Datt Wadhwa founder of ThinkWP Labs came together to bridge this gap and mutually decided to launch DigiSkill Academy.

Smart work is always better than hard work. In the current world smart workers are less found, so DigiSkill is going to train you to be the best Digital Marketing Expert that will help you to grow your career.

Mr. Nayan & Mr. Vishal at DigiSkill have introduced some new and latest techniques of learning for the very 1st time in the country.

DigiSkill Academy platform is waiting for you to enrich your digital marketing skills to be the best in the world.



# Learning Path



## Unit-1

# Foundation of Digital Marketing



Week 1

- Digital marketing program introduction
- Traditional media vs digital media
- Understanding of digital marketing process
- Digital marketing metrics and channels
- Digital marketing potential

## Unit-2

# Digital Graphics Design



Week 2

- Fundamentals of designing
- Understanding of social media graphics
- Graphics designing on *Canva*
- Creating a brand kit
  - Color pallet
  - Font
  - Logos & Icons
- Knowledge of template creation

## Unit-3

# Build Your Own Website



### Week 3



- Introduction to web designing
- Website planning
- Build your **WORDPRESS** site
- Designing a web presence
- Blog creation guideline
- Landing page practices
- Hosted landing page app
- Web archive

## Unit-4

# Analytics



### Week 4

- Introduction to web analytics
- Web analytics fundamentals
- Building your measurement plan
- Examples of creating measurement plans
- Installing  Google Analytics
- Setting up  Google Analytics
- Monitoring the data

## Unit-5

# Social Media Planing & Optimization

Week 4-5

- Introduction to social media marketing
- Introduction to social channel selection
- How to grow your social channels
- Monitoring your social media
- Social media content calendar
- Creating social media content
- Distributing social media content
- Social media conversion
- Converting social media audiences
- Social media audit









# Performance Marketing

*/aka Media Buying*



Week 5-7

- Introduction to media buying
- Exposure to social advertisement channels
- Types of campaigns & ads
- Implementation of pixels & events setup
  - Conversion tracking setup
- Understanding of retargeting
- How to approach clients for the advertisement project
- How to grow with social advertisement channels
- Campaign management
- Campaign reporting
- Setting up automated rules
- Custom audiences building
- Knowledge of creative copy and ad copy
- Leads management
- Funnel creation
- Audiences building
- Introduction to  Google Ads &  Bing ads
-  Google Ads &  Bing ads fundamentals
- Account setup
- Audiences targeting
- Hands-on setting up your  Google Ads campaigns
- Analyzing and optimizing your  Google Ads ads campaigns
- Work on real-time ads project

**360° Marketing is The Only Way Forward**



## Unit-6 (Cont.)

- Implementation of tracking code/retargeting setup
- Understanding of retargeting/remarketing setup
- Google manager account
- Users management
- Ad copy creation
- Bing search engine marketing
- Snapchat Ads
- TikTok Ads
- MXTakaTak ads
- Privacy policy walkthrough
- Case study

## Unit-7

*You gotta be.  
Where your audience is!*

# Mastering SEO



Week 8-10

- Introduction to organic search
- Keyword research
- Document relevancy
- Link building & authority
- Link building tools
- Hands-on link building walkthroughs
- Technical optimization
- Analytics & tracking
- Start a new seo-friendly site from scratch
- Branded search and reputation management

## Unit-8

# Advanced Analytics





 Week 11-12

-  Google Analytics reporting
- Interface walkthrough
- Hands-on tracking events and goals
- Campaign tracking examples
- The analytical mindset
- Creating dashboards with data studio
- Implementation troubleshooting
- Conversion tracking via  Google Analytics
- UTM structure introduction
-  PageSense
-  hotjar
-  CLICKY<sup>®</sup>

## Unit-9

# Advanced Digital Design Graphics Design

 Week 13

- Introduction to branding guidelines
- Graphic design principles & basics
- ,  brand kit & important features
- Seamless carousel designing mastery
- Social media graphics mastery
- Access to premium  tools
- Designing & Collaboration using  Figma

## Unit-10

# Content Writing & Planning



Week 14

- Content research and planning
- Blog creation project
- Popular content formats
- Content calendar
- Copywriting

## Unit-11

# Email Marketing



Week 15

- Introduction to email marketing
- Email marketing campaign creation
- Types of email campaigns
- Subscriber segmentation
- Hands-on email campaign copywriting
- Building your campaigns
- Optimization tracking and deliverability
- Tools and services
- Funnel creation
- Drip email campaign
- Email campaign automation
- Email marketing template
- ZOHO campaign



## Unit-12

# Conversion Rate Optimization + A/B Testing



Week 16

- Introduction of CRO
- Setup conversion goals
- Budget management
- Lead cost cutting
- User flow
- Tips to improve conversion rate
- Create and launch an A/B test
- Split URL testing

## Unit-13

# LinkedIn Marketing



Week 16-17

- Introduction to **LinkedIn** marketing
- Account creation and page creation & setup
- **LinkedIn** page & profile optimization
- How to grow on **LinkedIn**
- Types of **LinkedIn** content
- **LinkedIn** automation
- **LinkedIn** sales navigator
- How to get clients on **LinkedIn**
- Organic leads generation strategy
- **LinkedIn** ad account setup
- Campaign creation
- Campaign management
- Campaign reporting
- Work on real-time ad project
- Leads management
- Use of **LinkedIn** filter
- Group creation
- Competitor's analysis
- Privacy policy walkthrough

**Bonus**

# Marketing Automation



Week 17

- Introduction of marketing automation
- Introduction of **zoho** marketing hub
- Introduction of **zapier**
- Introduction to Bot marketing (**SendPulse**)
- Introduction to marketing automation, **zoho** marketing hub, **zapier**, **SendPulse**, and more
- Best automation tools
- **WhatsApp**, sms, email & phone call automation tools
- Automation tool for social media dms and comments reply
- Push notification

**Bonus**

# Freelancing



Week 18

- Introduction to affiliate marketing
- Benefits of affiliate marketing
- Top affiliate marketing sites
- Tools for affiliate marketing
- Fundamentals of freelancing
- Guide on how to start freelancing
- Benefits of working as a freelancer
- Blogging and making money online
- Payment gateways setup guide

# Bonus Courses



| Google Drive



| Basic CRM



| Click Fraud



| Google Ads Editors



| Resume Building



| Mock Interviews



| Domain Flipping



| Push Notification Marketing

# Added Advantages



| Digital Marketing Blueprints



| Figma Professional for 1 year

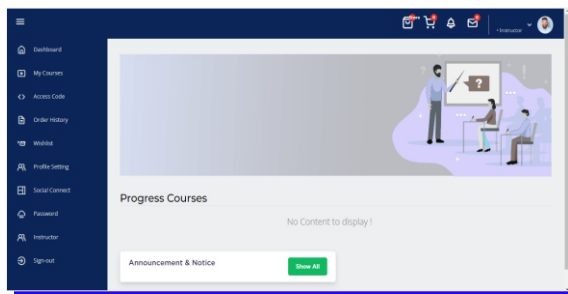
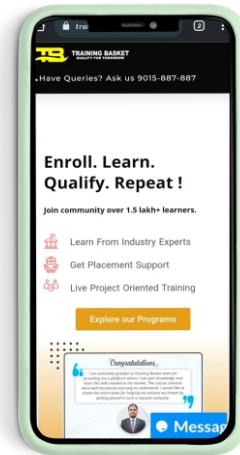
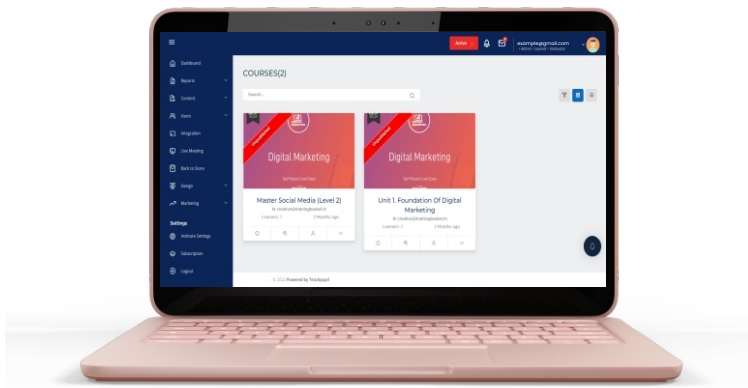


| Canva Professional for 1 year



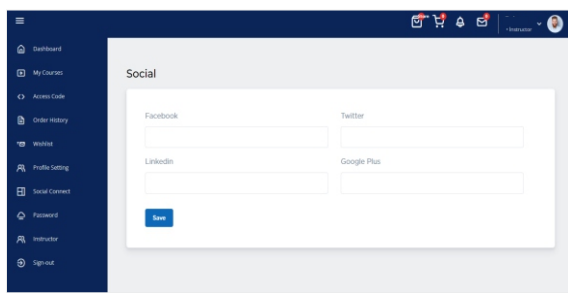
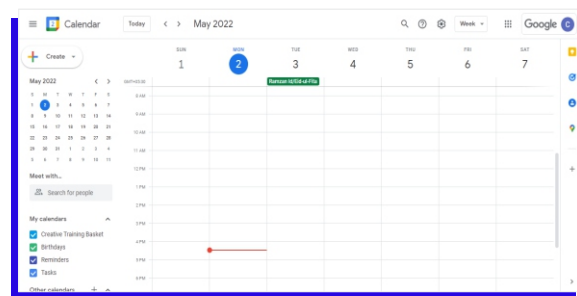
| WordPress website powered by AWS

# A Glimps of The DigiSkill Learning Platform



Course Overview

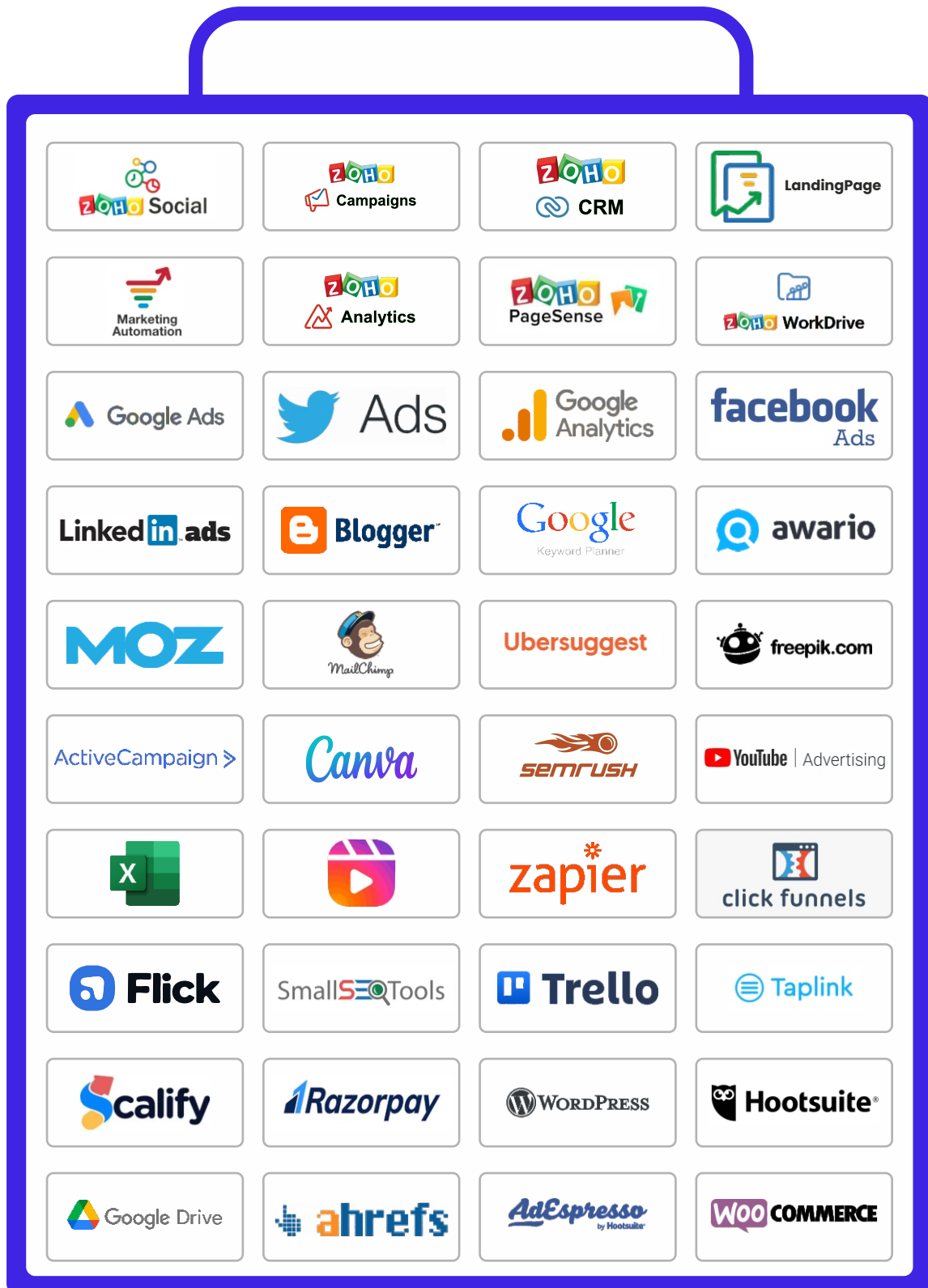
Calendar



Peer to Peer Discussion Forum

# Tool Box

This curriculum will provide you with hands-on exposure to a leading ad industry-standard tools, preparing you for job ready. The following are some of the tools covered in this program:



# Certifications

After completing the course, you will be given assistance in cracking the important certifications across several domains.



DigiSkill  
Course Completion  
Certification



Company Internship  
Certification



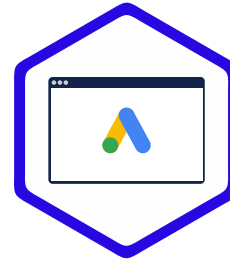
Video Ads  
Certification



Shopping Ads  
Certification



Search Ads  
Certification



Google Display Ads  
Certification



Google Mobile  
Certification



SEMrush  
Certifications (6)



Hubspot  
Certification



Facebook  
Blueprint Certification

# Know Your Instructors & Teaching Experts



**Vishal Datt Wadhwa**

Instructor, Founder @ThinkWP Labs







**Nayan Verma**

Instructor, Founder @Training Basket



# Placement and Career Support

With DigiSkill, you can now get a job in **4** simple steps:

-  Get trained & qualify our assessment tests
-  Interview preparation by professionals
-  Interview with top marketing companies
-  Receive an offer from leading companies

## Alliances





# Basecamp Offline Meet Up

Training Basket BaseCamp meet up, in addition to online learning, provide a physical venue for substantial peer-to-peer learning, networking, and idea exchanges. For all learners, BaseCamp provides a hybrid offline and online learning experience. These enjoyable, yet instructive and career-building events, held across India's main cities, add to Training Basket's already excellent learning experience.

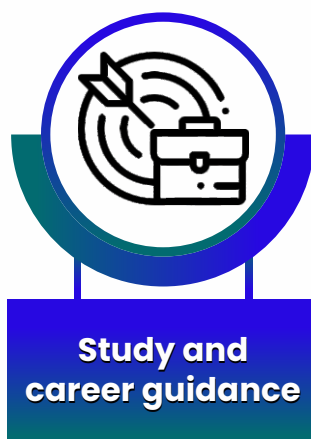


# Advance your career with Digital Marketing

Be agency ready from Day 1 with DigiSkill



## Key Benefits of this Job-ready Program



# FAQs

## **How is this digital marketing certification different from others?**

DigiSkill is an agency-styled institute. Our graduates will become work-ready digital marketers with great employment prospects. Other factors include experienced instructors, simulation based training, placement aid, a guaranteed internship, real time project, guest lectures from industry experts, blueprints, assignment, test, mock interview & internship from 3<sup>rd</sup> month the application of skills in real-world circumstances.

## **Do you provide an internship/placement?**

Yes, all students who show promising role in their course performance will be provided a paid internship 3<sup>rd</sup> month onwards.

## **What kind of certification will I get after completion of this course?**

After completing the course, you will obtain a DigiSkill certificate of completion as well as an internship credential from the organization you worked with. Throughout the course, you will obtain appropriate credentials from Google, Facebook, Hubspot, and other companies in addition to this major certification.

## **How much time do I need to spend to do well in this course?**

We would prescribe 6 hours a week with instructor & 6-12 hours of self learning for this course.

## **How do I know that this program's curriculum is the best?**

This program is goal-oriented. Apart from the academic parts of the course, the curriculum will put you to the test with actual projects that will prepare you for the agency life ahead and give you a thorough understanding of what goes on in a Digital Marketing firm. You'll also be able to attend guest lectures by well-known experts in the subject. It gives you the skills you need to handle any digital marketing project that comes your way. We don't only teach you we prepare you for the workplace!

### **Who can take this course?**

This course would help all college students, entrepreneurs and businessmen/women who want to build their business, mid-level managers, homepreneurs, and freelancers in the field who want to improve their marketing skills. If you are someone who wants to stay updated to the recent trends of internet, then also this course is for you.

### **Who will teach us Digital Marketing Course?**

This course will be taught by industry experts who are working professionals in the respective domains who have demonstrated a track record within their speciality. Along with that, there will also be regular guest lectures from the specific experts and leaders of other organizations.

### **How do I start my course?**

After purchase, you will receive your login credentials of the customized LMS by Digiskill Academy. All information about the classroom courses will be provided as soon as possible. The online course will take the shape of a live classroom, with all of the class's study materials accessible through the LMS (learning management system).

### **Is Digital Marketing a successful career opportunity for a Fresher?**

Digital marketing is one of the world's fastest expanding sectors. The course would be beneficial to fresher seeking a future-proof marketing profession. The following are some important employment roles that you can pursue:

- Social Media Manager
- SEO Expert
- Client Service Executive/ Account Manager
- Media Planner
- Digital Marketing Manager
- Content Marketing Strategist
- Marketing Analyst
- Business Development Executive

### **Will you provide study material also?**

Yes, all students will have access to entire content library via the LMS. At the end of each course, the recording of the session and it's respective worksheet will be made available at the portal.

### **How many assignments are in a course?**

Each module is followed by an assignment which are further verified by the instructors. Furthermore the simulations also include worksheet that needs to be completed by the students.

# Program Details

Join DigiSkill Academy's advance Digital Marketing course today!!

## **DURATION**

4/6 Months

## **PROGRAM FEE**

Digital Marketing Specialist Program

₹ 60,000 + GST

## **ELIGIBILITY**

Having some marketing knowledge, familiar with the internet & interest for this course.

## **PRE REQUISITES**

Admission Test | Desktop/Laptop, Internet Connection and lots of enthusiasm.

## **For Further Details Contact**



**Anupam Aman**

Program Coordinator

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Your Gateway  
To Become A  
**World-Class**  
**Digital Marketer**

**Enroll Now**



**Or Never!**



# Photo Gallery



India's 1<sup>st</sup>  
Simulation Based  
**Digital Marketing  
Specialist Program**

 **DigiSkill Academy**  
by  **TRAINING BASKET**



digiskill.academy



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