



GD INSTITUTE PVT LTD

Create Your Own Digital Identity



**100%
Practical
Training**

Become a
Job Ready Expert in
DIGITAL MARKETING

About Go Digital

We started in 2020 and we are continuously producing expert Digital marketers. Go Digital endeavors to become the unique and most prestigious, exceptional Training Provider with a 100% practical delivery mechanism in the field of Digital Marketing.

We focus on live projects teaching techniques, not just the software tools.

We Live in Digital Marketing

Digital Marketing is not just a teaching for us, it's a life that we happily live in our daily routine and we celebrate every day in our office. We consider teaching and sharing knowledge with our students here we are into Digital Marketing!

Vision: To become the most trustworthy and result-oriented digital marketing Institution with our unmatched service for educating people.

Mission: To help each and every students who passes out from Go digital to move ahead step-by-step and to grow their career in Digital Marketing.

Our Affiliations & Tie Ups





Founder

Mr Rajib Kundu is the Founder of **Go Digital Institute**, a leading digital marketing institution in pan India. With a strong background in Media Education field and a passionate for Academic Training to provide a job ready program.

His expertise in the field of Media & Entertainment since 21 years is reflected in the institution's comprehensive training programs, which cover a wide range of topics. He has built **Go Digital Institute** into a highly respected institution that is known for its innovative approach in the field of digital market.

Under his leadership, **Go Digital Institute** has helped many students to build a successful career in Digital Marketing as well as they are running their own agencies.



Founder & Director

Mr. Phateh Singh is a highly experienced in the field of 3D & Graphic industry with over 14 years of experience. As the Director and Co-founder of **Go Digital Institute**, he has played a major role in shaping the career of students to achieve their goals.

Marketing Expertise: With a deep understanding of marketing principles and practices, He has a proven track record of creating successful marketing strategies and campaigns that have resulted in increased brand awareness, customer engagement, and sales.

He has decade of mixed experience in Media Production & Academic who trained more than 2000 students who are successfully working in the Film & Media industry.



Academic Head

Brajesh is an award winning faculty with 12+ years of combined experience in M & E industry and training. He specializes in Digital Marketing, Visual & Communication Design, Architectural design, Visual Effects.

He has worked in Serials, Film, News channel & Music Video as an editor & VFX artist. He also worked as a freelance artist for BPCL (Bharat Petroleum Gas), ICICI BANK, MCL (Mahanadi Coal field), Kalinga Hospital, Tata Motors, Kamyra Sattu, Masala Jira (Drinks), Construction Company and many more.

He got Best Employee Award from ICA in 2011, Owned Gold Award in 24FPS for Digital Filmmaking, His film "THE SHIFT" got Jury Mentioned award from "Five Birds International Film Festival", "Manzil" (Written & Voice over by him) got Best Motivational Video in Shristi Film Festival Odisha, Best Editing Award for Short Film "Kafan" in 2013.

Master in Digital Marketing

DURATION: 7 MONTHS

This program focus on providing the required knowledge to start your career in the Digital Field. It works as a stepping stone in your professional journey.

The Digital market is further expected to scale with a CAGR of 32.1% by 2028, with a value of USD 24.1 billion. There will be close to 6 billion internet users by 2027. The demand for skilled digital marketers will only increase in the coming years.

Applicable jobs after successful completion of the course

- Graphic Designer
- Web Designer
- Digital Marketing expert
- SEO Expert
- Google Ads Manager
- Social Media Marketer
- Blogger
- Content Writer
- Google Analytical Expert
- Freelancer
- Affiliate Marketer
- Set up your own Digital Marketing Agency

MODULE 1

DURATION: 3MONTHS

- ◆ Introduction To Graphic Design
 - **Canva**
- ◆ Master In Graphic Design
 - **Adobe Photoshop**
- ◆ Website Designing & Development
 - HTML 5 (Coding language for web page)
 - CSS 3 (Website styling & formating)
 - Domain Purchase (How to select)
 - Hosting Connect (Domain connect with hosting)
 - Wordpress (Website Creation)



MODULE 2

DURATION: 3MONTHS

- ◆ Getting Started with Digital Marketing
- ◆ Mobile Marketing
- ◆ Influencer Marketing
- ◆ Affiliate Marketing
- ◆ Content Marketing
- ◆ How to Start Blogging
- ◆ Search Ad Campaign
- ◆ Expert Mode Ad Campaign
- ◆ Google My Business Creation
- ◆ Google Analytics
- ◆ Local SEO Optimization
- ◆ Google Search Console
- ◆ On-Page SEO Optimization
- ◆ Off-Page SEO Optimization
- ◆ Search Engine Optimization
- ◆ Smart Mode Ad Campaign
- ◆ Search Engine Marketing
- ◆ Email Marketing
- ◆ Pay Per Click
- ◆ Blog Writing Mastery
- ◆ Lead Generation Campaign

MODULE 3

DURATION: 1 MONTH

Portfolio Development



Our Top Recruiters



Sample Certificates



Our Center Photos



Why Go Digital?

- ✓ Industry-standard and career-focused course curriculum
- ✓ Exclusive online and in-class training platform for students
- ✓ 100% Practical Training
- ✓ Own website Creation
- ✓ Free Domain & Hosting for 1 year
- ✓ Google Certification
- ✓ Project and Portfolio creation
- ✓ Unlimited practice hour
- ✓ 1 to 1 student Mentorship support for all students
- ✓ 100% Placement assistance
- ✓ Backup Video Classes
- ✓ Live Projects Learning Experience
- ✓ Education loan facility available for students



Go Digital Institute

Head Office

430, Avadh Arena 4th Floor
near Shyam Baba Temple
VIP Road, Vesu - 395007

Call: 8780799202

Email: info@godigitalinstitute.com

Website: www.godigitalinstitute.com