



Become a
Job Ready Expert in
DIGITAL MARKETING

100%
Practical Training



For more information

www.godigitalinstitute.com

About Go Digital

Welcome to the Go Digital Institute, your trusted partner in navigating the Digital Landscape of the 21st century. Established in 2020, we believe that Digital Literacy is not just a skill, but a necessity in today's rapidly evolving world. At Go Digital Institute, we understand that the world is rapidly changing, and Digital skills are at the forefront of this transformation. Go Digital is the Best institute for Digital Marketing across India. Go Digital Institute have a dedicated group of educators, technologists, and digital enthusiasts committed to making digital skills easily accessible to everyone. We have seen personally the revolutionary potential of technology in our years of experience in the digital field. Our goal is to share this knowledge and empower you to harness the potential of Digital Marketing.

Vision : To establish ourselves as the Premier, Trusted, and Results-driven Institution in the field of Digital Marketing, delivering unparalleled educational services. Our clear vision is

- To empower individuals and businesses to thrive in the digital age.
- To provide the highest quality education and training in digital marketing.
- To stay ahead of the curve in the ever-changing digital marketing landscape.
- To make a positive impact on the world.

Mission : Our mission is to support every Student of Go Digital in taking incremental steps towards advancing their careers in the realm of Digital Marketing.

Our Affiliations & Tie Ups with TOP Universities



Government Body Affiliation



Our Courses

Our courses are specially designed for individuals of all skill levels, from Beginners to Experienced Professionals looking to expand their skills. Our experienced faculty members provide personalized attention to each student, ensuring that they receive the support and guidance they need to succeed. At Go Digital Institute India, we understand that the Digital Marketing Landscape is constantly evolving, and we are committed to staying at the forefront of industry trends and best practices. So, that's why our courses are regularly updated to reflect the latest developments in the field.

Diploma in Digital Marketing (UGC Approved University)

▶ Course Duration - 12 Months

Visual Design, Product Shoot Video Editing & Social Media Marketing

▶ Course Duration - 9 Months

Specialization in Visual Design & Social Media Marketing

▶ Course Duration - 7 Months

Master in Digital Marketing

▶ Course Duration - 7 Months

Advanced Digital Marketing

▶ Course Duration - 4 Months

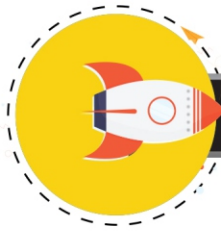
Pro in Social Media Marketing

▶ Course Duration - 2 Months

Pro in SEO

▶ Course Duration - 2 Months





Diploma in Digital Marketing

► Course Duration - 12 Months

This Diploma in Digital Marketing program is UGC Recognized by Renaissance university.

This program focuses on providing the required knowledge to start your career in Graphics Design, Product shoot with video editing & Social media marketing. It works as a stepping stone in your professional journey. The field of graphics designing & video editing in India is experiencing significant growth and has a promising scope.

Digital marketing is a well-paid job. At the executive level, the average salary of a digital marketer lies between INR 3,50,000 and 6,00,000. The salary grows with experience and can reach up to INR 10,00,000 to 15,00,000.

Applicable jobs after successful completion of the course

- Visual Designer
- Product Photographer
- Motion Graphics Artist
- Video Editor
- Photo Editing Artist
- Content Writer
- Digital Marketing Expert
- SEO Expert
- Google Ads Manager
- Social Media Marketer
- Web Designer
- Blogger
- Content Writer
- Google Analytical Expert
- Affiliate Marketer
- Concept Designer
- Creative Visualizer
- Social Media Marketer
- Freelancer
- Set up your own Digital Marketing Agency



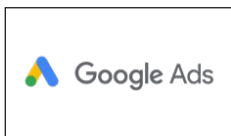
SEM - 1

DURATION: 6 MONTHS

COURSE CONTENT

▶ INTRODUCTION TO DIGITAL MARKETING JOURNEY FROM TRADITIONAL MARKETING TO DIGITAL MARKETING

- Get introduced to the basics of Digital Marketing.
- Understand the importance of being a customer centric brand.
- Understand the motivations of the customer in the buying process.



▶ Introduction to Visual Design

▶ Image Magic with Photoshop



▶ Vector Designing



▶ Design Principal

▶ Introduction to Product Shoot

▶ Cinematography (Capturing Moment)

▶ Audio-Video Editing



▶ Motion Design



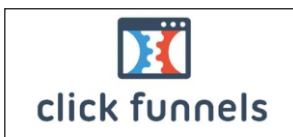
▶ Product Photography Assignment



COURSE CONTENT

WEBSITE DESIGN AND BUILDING A WEB OWNED PRESENCE

- Understand the visual elements of website
- Get hands-on experience of different tools for finding the perfect domain name
- Buy Domain Name/WordPress and start web hosting
- Create Your Own Website in Wordpress
- Create better landing pages to bring in more conversions



SEO

- Understand the perspective of how Google's search algorithm works (Crawling, Indexing, and Ranking).
- Develop knowledge of SEO tools such as Keyword Planner, Ubersuggest, SeoSitecheckup, etc.



SEM

- Understand what is search engine marketing, what are the different objectives which can be achieved through SEM campaigns
- Identify the different elements of an SEM campaign and how ad auction works



SOCIAL MEDIA MARKETING

- Create a social media presence from scratch. (Facebook, Instagram, LinkedIn Page)
- Create social media progress report to senior marketing management

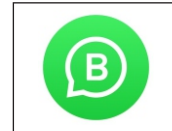


CONTENT MARKETING

- Identify and create the right types of content to achieve your marketing objectives.
- Build a distribution plan through content calendar mapping channels and content.

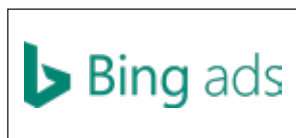
▶ EMAIL & WHATSAPP MARKETING

- Role of email marketing, types of emails, email marketing objective.
- Build an automated email campaign (Drip Campaign)
- Whatsapp Business Profile, Whatsapp Ads



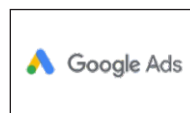
▶ GOOGLE ANALYTICS

- Understand traditional marketing analytics vs. Digital Marketing analytics
- Extract data and analyse reports from Google Analytics 4



▶ GOOGLE ADVERTISING

- Google Search Ad Campaign.
- Smart Mode Ad Campaign.
- Expert Mode Campaign.
- Google Display Network - The complete process.
- Lead Generation.
- Youtube Ads



▶ Local SEO

- Google Business Profile



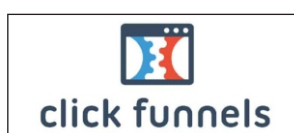
▶ Blog Writing Mastery

- Build a successful blog from scratch, or take your existing blog to the next level
- Become familiar with some of the most effective types of blog content
- Build a profitable business around your content and turn your blog into a revenue-generating asset.



▶ Affiliate Marketing

- Articles to drive affiliate sales
- Affiliate marketing without having your own website
- Amazon affiliate program pros and cons (Amazon Associates)
- Backend affiliate commissions - how to generate more revenue



Advanced AI Tools

30+ AI TOOLS



▶ CONTENT CREATION IN DIGITAL MARKETING

- Explore the role of AI in content creation and curation
- Generate ideas and enhance creativity using AI tools.
- Generate text, image, audio and video content using AI tools and techniques for your website, social media, email, WhatsApp, search and paid channels

▶ Image & Text-based Content Creation

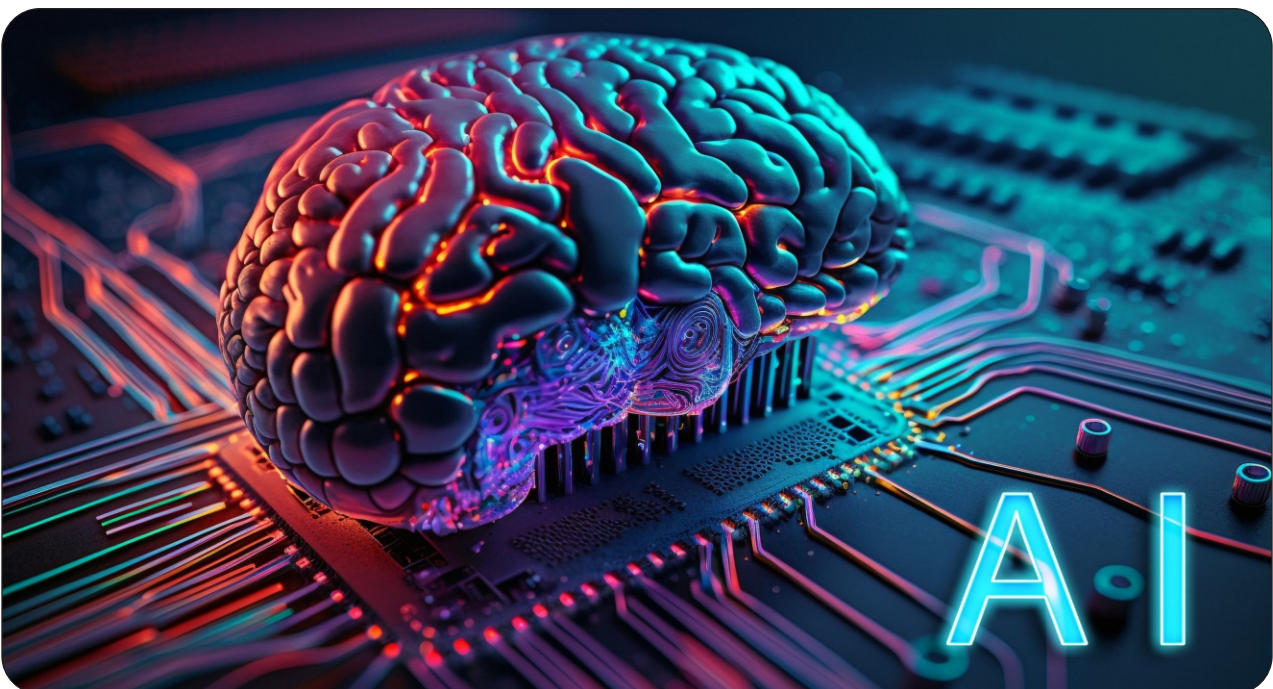
- Social Media Static Posts across platforms (based on the required dimensions), Infographics, Email Creatives, Memes, GIFs, Product Photography, Newsletters, and Website Visuals
- Blog Posts, Emails, Product Descriptions, Press Releases, Ad Copy, Scripts, Social Media Posts across Platforms, SEO Content (Meta tags, Headings, etc.), Website Content

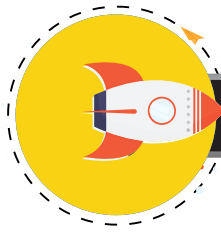
▶ Audio & Video-based Content Creation and Manipulation

- Podcasts, Voiceovers, Audio Ads (Radio/Online Streaming), Sound Tracks
- YouTube Videos, Short-form Content (Reels/Shots), Explainer Videos, Product Demos, Personalised Video Campaigns

Case Study of Marketing

- Market & Startegy of Nyka / Amazon / Flipkart
- Algorithm of YouTube / Instagram / facebook Watch
- Case study of famous YouTuber & Influencer





Visual Design, Product Shoot Video Editing & Social Media Marketing

▶ Course Duration - 9 Months

This program focuses on providing the required knowledge to start your career in Visual Design, Product shoot with video editing & Social media marketing. It works as a stepping stone in your professional journey. The field of graphics designing & video editing in India is experiencing significant growth and has a promising scope.

The Future in this field is expected to scale with a CAGR of 32.1% by 2028, reaching 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

- Visual Designer
- Product Photographer
- Motion Graphics Artist
- Video Editor
- Photo Editing Artist
- Content Writer
- Blogger
- Concept Designer
- Creative Visualizer
- Social Media Marketer
- Freelancer
- Set up your own Digital Marketing Agency



TERM - 1

DURATION: 3 MONTHS

COURSE CONTENT

- ▶ Introduction To Visual Design
- ▶ Image Magic with Photoshop
- ▶ Vector Designing
- ▶ Design Principal

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TERM - 2

DURATION: 3 MONTHS

COURSE CONTENT

- ▶ Introduction to Product Shoot
- ▶ Cinematography (Capturing Moment)
- ▶ Audio-Video Editing
- ▶ Motion Design
- ▶ Product Photography Assignment

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TERM – 3

DURATION: 2 MONTHS

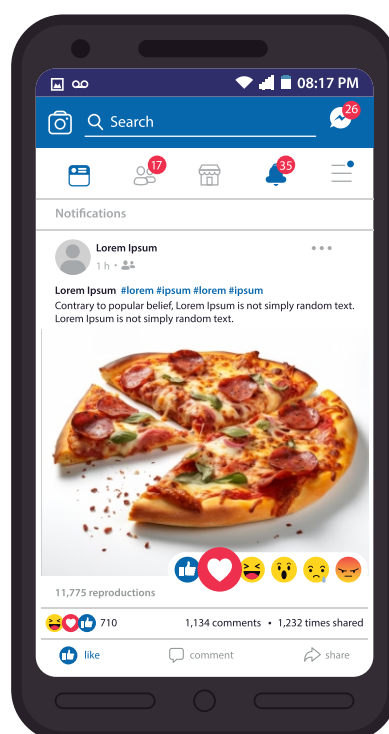
COURSE CONTENT

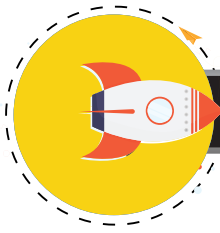
- ▶ Introduction to Digital Marketing
- ▶ Social Media Marketing
- ▶ Graphic Design With Canva
- ▶ LinkedIn Ad
- ▶ Meta Ads
- ▶ Mobile Marketing
- ▶ Influencer Marketing
- ▶ Content Marketing
- ▶ How to Start Blogging

TERM – 4

DURATION: 1 MONTHS

- ▶ PROJECT & PORTFOLIO DEVELOPMENT





Specialization in Visual Design & Social Media Marketing

▶ Course Duration - 7 Months

In This program you will learn process of Visual communication using Typography, Illustrations, Images and Shapes. This course has been specially crafted for the aspiring Graphics Designer within you.

The future in this field is expected to scale with a CAGR of 32.1% by 2028, reaching 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

- Visual Designer
- Concept Designer
- Photo Editing Artist
- Content Writer
- Creative Visualizer
- Social Media Marketer
- Blogger
- Set up your own Digital Marketing Agency

TERM - 1

DURATION: 4 MONTHS

COURSE CONTENT

▶ Introduction to Visual Design	
▶ Image Magic with Photoshop	
▶ Vector Designing	
▶ Illustration for Print	
▶ Media Publishing	
▶ Design Principal	

TERM – 2

DURATION: 2 MONTHS

COURSE CONTENT

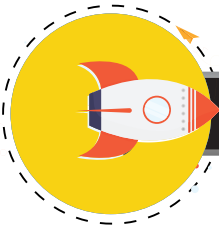
- ▶ Introduction to Digital Marketing
- ▶ Social Media Marketing
- ▶ LinkedIn Ad
- ▶ Meta ads
- ▶ Mobile Marketing
- ▶ Influencer Marketing
- ▶ Content Marketing
- ▶ How to Start Blogging

TERM – 3

DURATION: 1 MONTHS

- ▶ PROJECT & PORTFOLIO DEVELOPMENT





Master in Digital Marketing

▶ Course Duration - 7 Months

This program focuses 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, reaching 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

- Visual 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

TERM - 1

DURATION: 3 MONTHS

COURSE CONTENT

- ▶ INTRODUCTION TO DIGITAL MARKETING
- ▶ INTRODUCTION TO GRAPHIC DESIGN
 - CANVA
- ▶ MASTER IN GRAPHIC DESIGN
 - ADOBE PHOTOSHOP
- ▶ WEBSITE DESIGNING & DEVELOPMENT
 - Domain Purchase (How to select)
 - Hosting Connect (Domain connect with hosting)
 - Wordpress (Website Creation)
 - Create attractive Landing page for more conversion
 - Responsive Web Design with WIX

TERM - 2

DURATION: 4 MONTHS

COURSE CONTENT

- ▶ Traditional Marketing V/S Digital Marketing
- ▶ Social Media Marketing
- ▶ Search Engine Marketing
- ▶ Pay Per Click
- ▶ Google My Business Creation
- ▶ Search Ad Campaign
- ▶ Smart Mode Ad Campaign
- ▶ Expert mode Ad Campaign
- ▶ Search Engine Optimization
- ▶ On Page / Off Page SEO optimization
- ▶ Local SEO Optimization
- ▶ Technical SEO Optimization
- ▶ Google Search Console
- ▶ How to Start Blogging
- ▶ Content Marketing
- ▶ Blog Writing Mastery
- ▶ Google Analytics
- ▶ Affiliate Marketing
- ▶ Influencer Marketing
- ▶ Mobile Marketing
- ▶ Email Marketing
- ▶ Lead Generation Campaign

Advanced AI Tools

30+ AI TOOLS

▶ CONTENT CREATION IN DIGITAL MARKETING

- Explore the role of AI in content creation and curation
- Generate ideas and enhance creativity using AI tools.
- Generate text, image, audio and video content using AI tools and techniques for your website, social media, email, WhatsApp, search and paid channels



▶ Image & Text-based Content Creation

- Social Media Static Posts across platforms (based on the required dimensions), Infographics, Email Creatives, Memes, GIFs, Product Photography, Newsletters, and Website Visuals
- Blog Posts, Emails, Product Descriptions, Press Releases, Ad Copy, Scripts, Social Media Posts across Platforms, SEO Content (Meta tags, Headings, etc.), Website Content

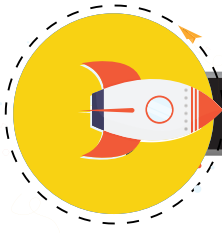


▶ Audio & Video-based Content Creation and Manipulation

- Podcasts, Voiceovers, Audio Ads (Radio/Online Streaming), Sound Tracks
- YouTube Videos, Short-form Content (Reels/Shots), Explainer Videos, Product Demos, Personalised Video Campaigns



▶ PROJECT & PORTFOLIO DEVELOPMENT



Advanced Digital Marketing

▶ **Course Duration - 4 Months**

This program focuses 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 Marketing personnel will only increase exponentially in the coming years.

Applicable jobs after successful completion of the course

- Digital Marketing Expert
- SEO Expert
- Google Ads Manager
- Social Media Marketer
- Blogger
- Content Writer
- Google Analytics Expert
- Freelancer
- Affiliate Marketer
- Set up your own Digital Marketing Agency



TERM - 1

DURATION: 3 MONTHS

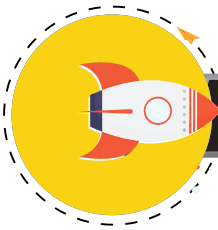
COURSE CONTENT

- ▶ Introduction to Digital Marketing
- ▶ Graphic Design with Canva
- ▶ Social Media Marketing
- ▶ WordPress Website Creation
- ▶ Search Engine Marketing
- ▶ Pay Per Click
- ▶ Google My Business Creation
- ▶ Search Ad Campaign
- ▶ Smart Mode Ad Campaign
- ▶ Expert mode Ad Campaign
- ▶ Search Engine Optimization
- ▶ On Page / Off Page SEO optimization
- ▶ Local SEO Optimization
- ▶ Technical SEO Optimization
- ▶ Google Search Console
- ▶ How to Start Blogging
- ▶ Content Marketing
- ▶ Blog Writing Mastery
- ▶ Google Analytics
- ▶ Affiliate Marketing
- ▶ Influencer Marketing
- ▶ Mobile Marketing
- ▶ Email Marketing
- ▶ Lead Generation Campaign

TERM - 2

DURATION: 1 MONTH

- ▶ PROJECT & PORTFOLIO DEVELOPMENT

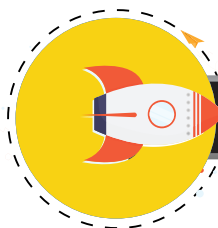


Pro in Social Media Marketing

▶ Course Duration - 2 Months

COURSE CONTENT

- ▶ Introduction to Digital Marketing
- ▶ Graphic Design With Canva
- ▶ Social Media Marketing
- ▶ LinkedIn Ad
- ▶ Meta ads
- ▶ Mobile Marketing
- ▶ Influencer Marketing
- ▶ Content Marketing
- ▶ How to Start Blogging



Pro in SEO

▶ Course Duration - 2 Months

COURSE CONTENT

- | | |
|---------------------------------------|----------------------------|
| ▶ Introduction to Digital Marketing | ▶ Search Engine Marketing |
| ▶ Introduction to SEO | ▶ Search Ad Campaign |
| ▶ Google My Business Creation | ▶ Smart Mode Ad Campaign |
| ▶ WordPress Website Creation | ▶ Expert Mode Ad Campaign |
| ▶ Search Engine Optimization | ▶ Google Analytics |
| ▶ On-Page / Off-Page SEO Optimization | ▶ Lead Generation Campaign |
| ▶ Local SEO Optimization | ▶ Google Search Console |
| ▶ Technical SEO Optimization | |

Top Brand Recruiters



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 hours
- ✓ 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

Our Affiliations & Tie Ups



Go Digital Institute

Head Office

430, Avadh Arena 4th Floor
Near Shyam Baba Temple, VIP Road, Vesu - 395007
Call: 8780799202 | Email: info@godigitalinstitute.com

