



Become a  
Job Ready Expert in  
**DIGITAL MARKETING**

**100%**  
**Practical Training**



For more information

[www.godigitalinstitute.com](http://www.godigitalinstitute.com)

## About Go Digital

Go Digital Institute is a place where innovation meets expertise in the dynamic realm of digital marketing. Established in 2020, we are a cutting-edge institution dedicated to shaping the future leaders of the digital landscape. At GO Digital Institute, we recognize the rapidly evolving nature of the digital sphere and understand the crucial role it plays in today's business world. Our mission is to empower individuals with the knowledge and skills needed to thrive in the ever-changing field of digital marketing. What sets us apart is our commitment to providing industry-relevant education, delivered by expert professionals, dedicated educators and leaders in the digital marketing space. We leverage the latest tools, strategies, and technologies to ensure that our students stay ahead of the curve and are well-equipped to navigate the complexities of the digital marketplace.

**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, 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 Industry.

## 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

## MBA in Digital Marketing (UGC Approved University)

▶ Course Duration - 24 Months

## Pro in SEO

▶ Course Duration - 2 Months

## Pro in Social Media Marketing

▶ Course Duration - 2 Months





## Diploma in Digital Marketing

▶ Course Duration - 480 Hours (Training + Practical), 12 Months

This Diploma Course in Digital Marketing is through UGC Approved 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
- Motion Graphics Artist
- Photo Editing Artist
- Digital Marketing Expert
- Google Ads Manager
- Web Designer
- Content Writer
- Affiliate Marketer
- Creative Visualizer
- Freelancer
- Product Photographer
- Video Editor
- Content Writer
- SEC Expert
- Social Media Marketer
- Blogger
- Google Analytical Expert
- Concept Designer
- Social Media Marketer
- 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.
- Understanding the importance of being a customer centric brand.
- Understanding 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

- Understanding the visual elements of website
- Get hands-on experience on 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 Traffic.



### ▶ SEO

- Understanding 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

- Understanding 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

- Creating a social media presence from scratch. (Facebook, Instagram, LinkedIn Page)
- Creating social media progress reports for Senior Marketing Management



### ▶ CONTENT MARKETING

- Identify and create the right types of content to achieve your marketing objectives.
- Build a distribution plan though 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
- Expert Mode Campaign
- Lead Generation
- Smart Mode Ad Campaign.
- Google Display Network - The complete process.
- 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 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 & Strategy of Nyka / Amazon / Flipkart
- Algorithm of YouTube / Instagram / Facebook Watch
- Case study of famous YouTubers & Influencers



# 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

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