



Become a
Job Ready Expert in
DIGITAL MARKETING

100%
Practical Training



For more information

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.

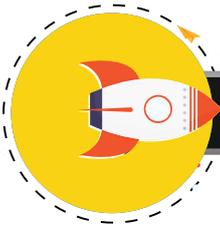
Mission : Our mission is to support every Student of Go Digital in taking incremental steps towards advancing their careers in the realm of Digital Marketing.

Our Affiliations & Tie Ups with TOP Universities



Government Body Affiliation





Master in Digital Marketing

▶ Course Duration - 280 Hours (Training + Practical), 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 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



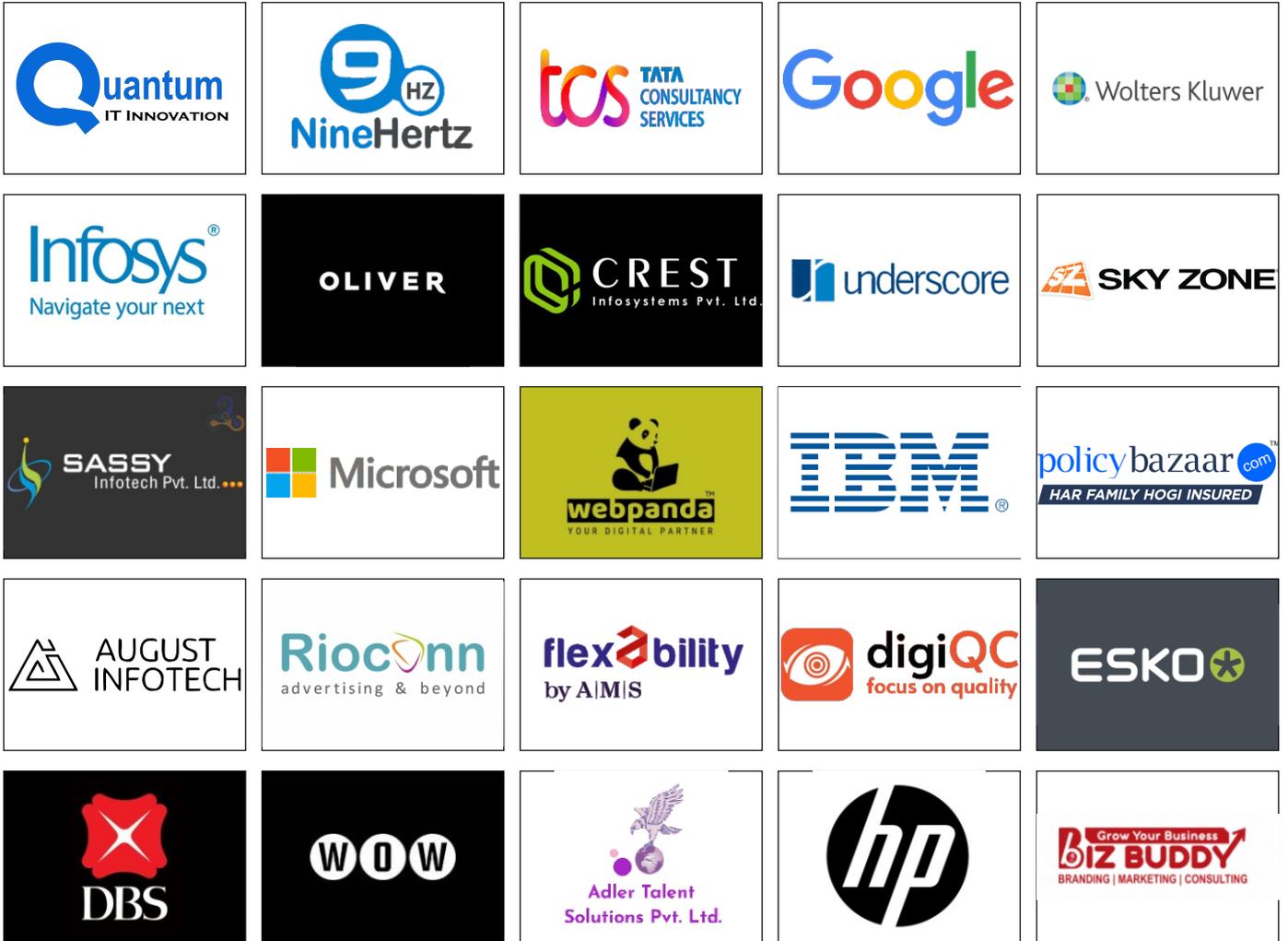
▶ Audio & Video-based Content Creation and Manipulation

- 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

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

