

A Premium Institute for Digital Marketing

Go Digital

Create your own Digital Identity

**100%
Practical
Training**

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

www.godigitalinstitute.com

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 hence we are into Digital Marketing!

Mission and Vision of Go Digital

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

We are affiliated with leading Government entities and studios.



Our Programs

Our skill- based training comprises of Master, Advance, Pro program that enhance professional competence and provide distinguished learning. Our program curriculum is the perfect mix of theory and practical session to learn the aesthetic value with real life problem solving techniques.

Team of experienced, innovative and passionate instructors is the core strength of our training. We regularly conduct master class sessions through industry evangelists.

- Master in Digital Marketing
- Advance Program in Digital Marketing
- Pro in Digital Markeing
- Pro in Digital Markeing SEO/ Google Ads



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7 Months

Master in Digital Marketing

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 Marketing 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 successfull 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:3 MONTHS

INTRODUCTION TO GRAPHIC DESIGN

CANVA -

MASTER IN GRAPHIC DESIGN

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:3 MONTHS

- ◆ Introduction to Digital Marketing
- ◆ Social Media Marketing
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- ◆ 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 MONTHS

Portfolio Development
Start Your Career In Digital Marketing



Be a Expert DIGITAL MARKETER

Why Go Digital?

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



Go Digital Institute

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