



Become a  
Job Ready **Expert** in  
**DIGITAL MARKETING**  
**100%**  
**Practical Training**



For more information

[www.godigitalinstitute.com](http://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 in across India.

**Vision :** To establish ourselves as the premier, trusted, and results-driven institution in the field of digital marketing, delivering unparalleled educational services.

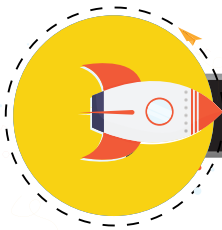
**Mission :** Our mission is to support every graduate of Go Digital in taking incremental steps towards advancing their careers in the realm of Digital Marketing.

## **Go Digital Institute Proudly Affiliated With Jain University**

- ▶ Jain University is a prominent educational institution in India, known for its diverse range of academic programs and its commitment to providing quality education.
- ▶ Jain University established by the founder and chairman of JGI GROUP, Dr.Chenraj Roychand in 1990.
- ▶ Jain University is recognized and accredited by various statutory bodies and organizations, including the University Grants Commission (UGC), the National Assessment and Accreditation Council (NAAC), and the Association of Indian Universities (AIU). These accreditations signify the university's commitment to maintaining high educational standards.

## **Go Digital & Jain Centre for Skills- Certification Programme Student Benefits:**

- ✓ Industry Recognised Certification from jain (Deemed to-be) University.
- ✓ A Leading NAAC A++ University in india through Jain (Deemed to-be) Centre for Skills.
- ✓ Access to complementary soft skills.
- ✓ Access to Webinars from industry experts.
- ✓ Impress their Employers - willingness to learn and grow.



## Advance Digital Marketing

► **Course Duration - 4 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 successfull 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

## DIGITAL MARKETING PROCESS



## TERM - 1

**DURATION: 3 MONTHS**

### **COURSE CONTENT**

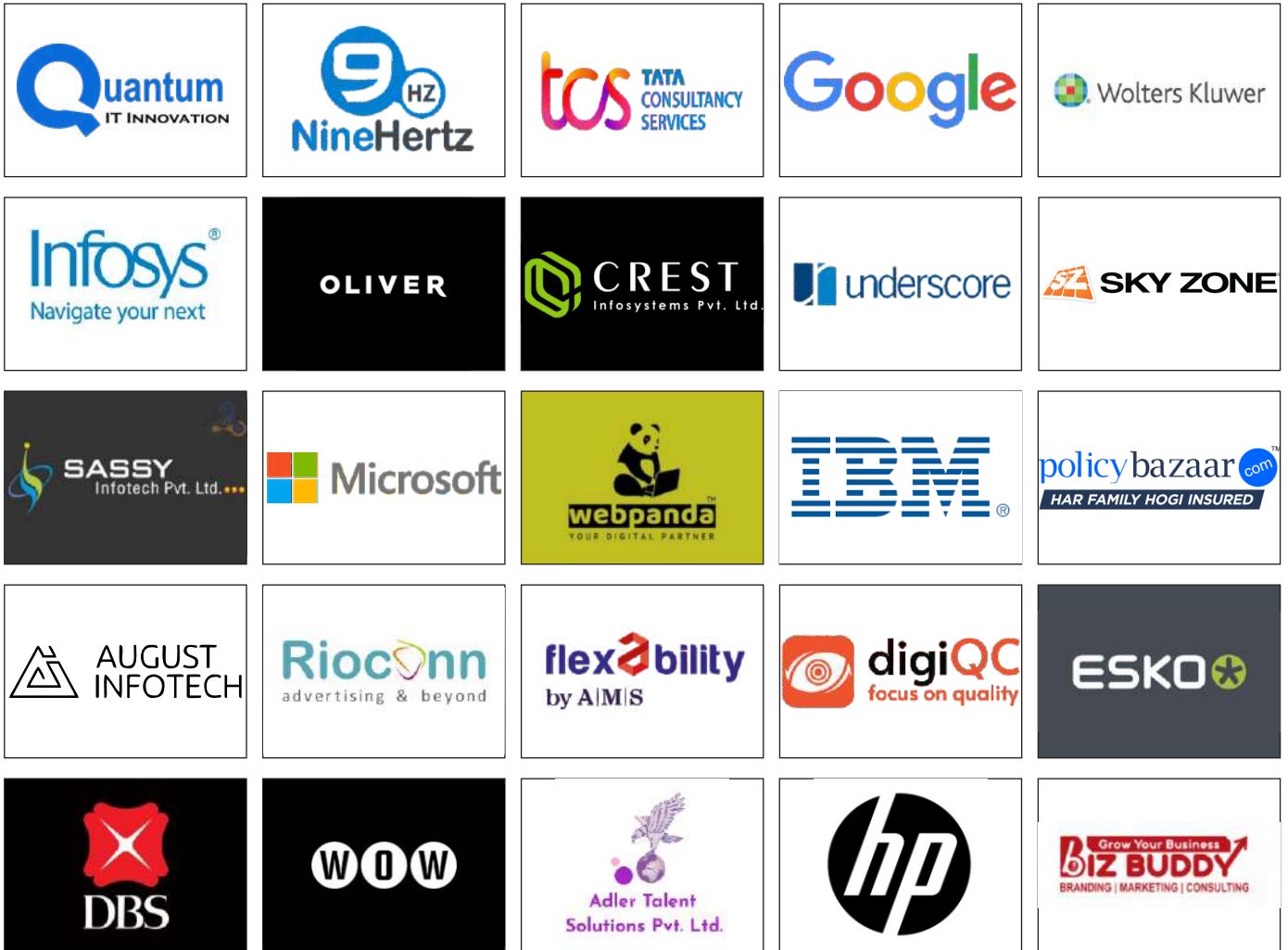
- ▶ Introduction to Digital Marketing
- ▶ Graphic Design with Canva
- ▶ Social Media Marketing
- ▶ WordPress Website Creation
- ▶ Search Engine Marketing
- ▶ Pay Per Click
- ▶ Google My Business Creation
- ▶ Search Ad Campaign
- ▶ Smart Mode Ad Campaign
- ▶ Expert mode Ad Campaign
- ▶ Search Engine Optimization
- ▶ 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 MONTHS**

- ▶ **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 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

## Our Affiliations & Tie Ups



### Go Digital Institute

#### Head Office

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