



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

100%
Practical Training



For more information

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



JAIN
DEEMED-TO-BE UNIVERSITY

CENTER
FOR SKILLS



RENAISSANCE UNIVERSITY
INDORE

Government Body Affiliation



MECAT
MEDIA AND ENTERTAINMENT
CREATIVE APTITUDE TEST



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

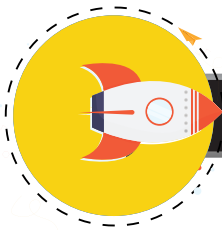
Pro in Social Media Marketing

▶ Course Duration - 2 Months

Pro in SEO

▶ Course Duration - 2 Months





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

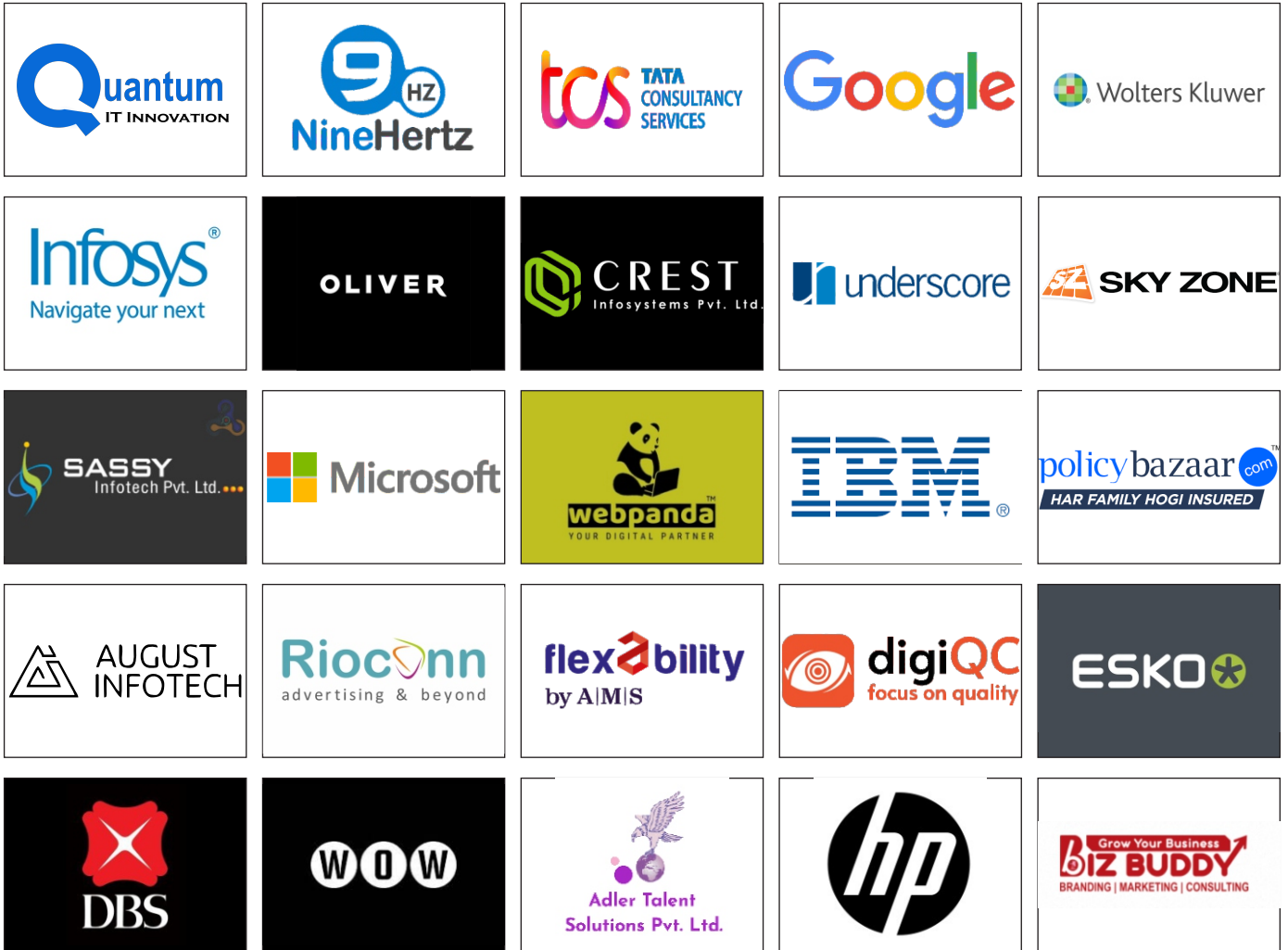
- ▶ Introduction to Digital Marketing
- ▶ Graphic Design with Canva
- ▶ Social Media Marketing
- ▶ WordPress Website Creation
- ▶ Search Engine Marketing
- ▶ Pay Per Click
- ▶ Google My Business Creation
- ▶ Search Ad Campaign
- ▶ Smart Mode Ad Campaign
- ▶ Expert mode Ad Campaign
- ▶ Search Engine Optimization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

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

