



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



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 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

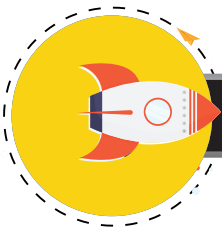
Pro in Social Media Marketing

▶ Course Duration - 2 Months

Pro in SEO

▶ Course Duration - 2 Months





Master in Digital Marketing

▶ **Course Duration - 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 | ▶ Technical SEO Optimization |
| ▶ Social Media Marketing | ▶ Google Search Console |
| ▶ Search Engine Marketing | ▶ How to Start Blogging |
| ▶ Pay Per Click | ▶ Content Marketing |
| ▶ Google My Business Creation | ▶ Blog Writing Mastery |
| ▶ Search Ad Campaign | ▶ Google Analytics |
| ▶ Smart Mode Ad Campaign | ▶ Affiliate Marketing |
| ▶ Expert mode Ad Campaign | ▶ Influencer Marketing |
| ▶ Search Engine Optimization | ▶ Mobile Marketing |
| ▶ On Page / Off Page SEO optimization | ▶ Email Marketing |
| ▶ Local SEO Optimization | ▶ 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, search 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



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