



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

**100%**  
**Practical Training**



For more information

[www.godigitalinstitute.com](http://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



# 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, 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 Industry.

## 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

## MBA in Digital Marketing (UGC Approved University)

▶ Course Duration - 24 Months

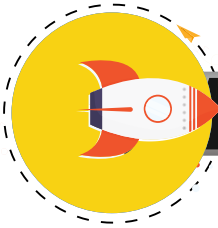
## Pro in SEO

▶ Course Duration - 2 Months

## Pro in Social Media Marketing

▶ Course Duration - 2 Months



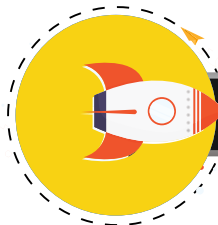


## Pro in Social Media Marketing

▶ Course Duration - 80 Hours 2 Months

### COURSE CONTENT

- ▶ Introduction to Digital Marketing
- ▶ Graphic Design With Canva
- ▶ Social Media Marketing
- ▶ LinkedIn Ad
- ▶ Meta ads
- ▶ Mobile Marketing
- ▶ Influencer Marketing
- ▶ Content Marketing
- ▶ How to Start Blogging



## Pro in SEO

▶ Course Duration - 80 Hours 2 Months

### COURSE CONTENT

- |                                       |                            |
|---------------------------------------|----------------------------|
| ▶ Introduction to Digital Marketing   | ▶ Search Engine Marketing  |
| ▶ Introduction to SEO                 | ▶ Search Ad Campaign       |
| ▶ Google My Business Creation         | ▶ Smart Mode Ad Campaign   |
| ▶ WordPress Website Creation          | ▶ Expert Mode Ad Campaign  |
| ▶ Search Engine Optimization          | ▶ Google Analytics         |
| ▶ On-Page / Off-Page SEO Optimization | ▶ Lead Generation Campaign |
| ▶ Local SEO Optimization              | ▶ Google Search Console    |
| ▶ Technical SEO Optimization          |                            |



# 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

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