

CERTIFIED AI Based DIGITAL MARKETING PROGRAMS

India's No.1 Trusted & Certified
Training Delivered by:
DigiAM India Pvt. Ltd

www.digiam.in

MAKE YOUR LIFE DIGITAL

**Ministry Of Corporate Affairs &
An ISO Certified Organization**



Welcome:

Digital Technologies have changed the way we work, live, and communicate. We know this huge shift can pose challenges for your current role. We understand that advancing and progressing your future career is important to you.

That's why we have designed a professional certification that can make a difference in your life. Industry aligned, it can help you stand out from the crowd and highlight your capabilities. It can boost your credibility. It can transform you into a specialist in your field.

As a Certified Advance Digital Marketing Master, you will be able to dramatically increase ROI and career performance, and confidently drive and deliver digital marketing strategies and campaigns beyond the boardroom level.

Become a trailblazer in your industry by becoming a Certified Advance Digital Marketing Executive, Master and Professional.

Your digital future awaits...

Who we are?

DigiAM is India's No.1 Trusted Digital Marketing & IT Training Services Company. We work in three domains as Training, Development, and Placement. We provide Corporate Training, Industrial and Summer Internship Programs DigiAM is powered by DigiAM India Pvt. Ltd. established in early 2016, and delivers training to Job Seekers, Businessmen, Professionals, and Business owners.

Our Mission:

Our mission is to provide quality education with 100% practical training mode with affordable price and Make Your Life Digital.

We work with digital industry experts to design and develop standards that define the digital skills and capabilities required of today's professionals. Our certifications deliver best current practice, theory and applied skills in digital, and are recognized and respected across all industry sectors.

Gaining a certification from the company will ensure you have the essential skills and knowledge needed to excel as a digital professional. Through a series of comprehensive, structured modules you will know how to integrate key digital tactics and practices into your marketing techniques and measure and iterate the success of your digital marketing strategy.



Why Digital Marketing as a **career** Options?

There's no getting around the fact that almost all businesses sooner or later, must include digital in their marketing activities. And with the demand for digital marketers outweighing the supply, there are plenty of opportunities out there for those looking to get into the field.

If you are a job seekers, Professional, Entrepreneurs and Business Owner or a who is serious about learning Digital Marketing for personal or organizational growth then Digital Marketing Program is for you. This program will help you build mastery in various disciplines of Digital Marketing – Search Engine Optimization, Search Engine Marketing, Social Media Marketing, Social Media Optimization, Email Marketing, Affiliate Marketing, E-commerce Marketing, Email Marketing & Web Analytics.



India's Trusted Certified Digital Marketing
Training Delivered by: **DigiAM**

2978+

**TRAINEES SUCCESS
STORIES**

"I was a house lady and really wish to perform something. I was watching head for a work where I can earn and engage myself still being at home. I was suggested by my friend and many thanks to her, who inspired me to join DigiAM. After a successful completion of my Digital Marketing Training here, I was appointed in a Indian Express company as a Digital Marketing Executive."- **Nidhi Mishra**



"After completion of my graduation, I was looking for a job where I can start my career and I should get paid well for my work. I gave a few interviews in company and got irritated with the job profile and salary offered. I choose to learn the Digital Marketing and fortunately I find DigiAM, where I completed my Digital Marketing Training and I got an instant job with mytype of job profile and salary package."- **Chitra Pandey**

"DigiAM has aid me a lot in inspiring and gaining a very excellent knowledge about the blogging and help me in learning the influence and importance of it. After my successful completion of the Digital Marketing Training, I have been able in creating my own blog and create the smart income through it."- **Pritam Singh**



"I really like the demo class of DigiAM where apart from describing the modules and course details of Digital Marketing, they also cared to know about me, my future plans and advised me the effective way to implement it. They have also designed a schedule in which they explained all the niches where I need further more attentive." - **Shiv Krishan Chandra**

"DigiAM is a brilliant institution that offer Digital Marketing Training at the most inexpensive price. Digital Marketing being the need of an hour is a course to go for and I would personally suggest DigiAM. Amit sir is one of the most expert and knowledgeable faculty I have met."- **Saurabh Bhardwaj**



"It is very good Company for everyone. I really enjoyed my Digital Marketing Training and the trainer was highly qualified and experienced. I have been appointment in Erricson at Noida. I really appreciate DigiAM for trained me as per the market demand. Thank you a lot DigiAM." - **Sarfaraz Alam**

Entrepreneur voice for DigiAM

“ I think it's a best place to gain Knowledge, Students coming there are such that when you attend classes with them, you get to add things to your knowledge, Also Faculty is quite flexible, They give you full support and altogether it's a great learning experience.”

Deepak Sharma

(Managing Director of National Voice News Channel)



Digital Marketing Modules

Core Modules

01

Introduction of Digital Marketing

- Introduction of Digital Marketing
- What is Digital Marketing?
- Difference Between Digital Marketing vs Traditional Marketing
- Why We Choose Digital Marketing Over Traditional Marketing?
- Why is Digital Marketing in Trends?
- How ROI is high from Traditional Marketing?
- Type of Module in Digital Marketing
- How does Organic Marketing Affect Business?
- How does Paid marketing help businesses in their growth?
- Growth of Online Marketing
- How to Grow Business Through Digital Marketing?
- Career Growth in Digital Marketing
- Online Marketing Platform

02

Graphic / Creative Designing

- Graphic Designing Basics
- Tips for Graphic Design
- Types of Graphic Designing Tools
- What is Canva & Why Use It?
- Canva Dashboard & Tools Overview
- File Formats & Exporting Options
- Understanding Brand Identity
- Typography & Color Psychology
- White Space & Balance in Design
- Templates & Customization
- Uploading Images, Fonts & Elements
- Using Shapes, Icons & Illustrations
- Backgrounds, Grids & Frames
- Layers, Alignments & Transparency
- Creating Social Media Posts
- Using AI Tools For Creative Design
- Practical Task on Social Media Post

Content Writing

03

- What is Content Writing?
- Tips for Content Writing
- Types of Content Writing (Blogs, Copywriting, Technical, Creative, SEO, Social Media, etc.)
- Writing Process & Best Practices
- Grammar & Punctuation Essentials
- Sentence Structuring & Readability
- Vocabulary Building Techniques
- Common Writing Mistakes & How to Avoid Them
- Writing Blog Posts & Articles
- Storytelling Techniques in Writing
- Writing Headlines & Subheadings
- Psychology of Persuasive Writing
- AIDA & PAS Copywriting Models
- Research Techniques for Writers
- Fact-Checking & Plagiarism Checking
- Proofreading & Editing Skills
- Tools: Grammarly, Dulichecker, QuillBot, ChatGPT
- Writing & Publishing Blogs
- Final Content Writing Project (Portfolio-Based)
- Using AI Tools For Content Writing
- Practical Task on Content Writing

Content Marketing

04

- What is Content Marketing?
- What is Spin & Duplicate Content?
- Types of Content Marketing?
- Why Content is Necessary for Online Marketing?
- Why is Content called the King of Marketing?
- Tips for writing SEO-friendly content
- Content promoting 5 the system building process
- Content Marketing for most of the Business Sector
- Content Marketing Tools
- How to check Plagiarism of the Content?
- Using AI Tools for Content Marketing
- Practical Task on Content Marketing

05

Domain & Hosting Management

- Introduction of Domain & Hosting
- What is a Domain?
- What is Web Hosting?
- How Domains Work
- Subdomains & Add-on Domains
- Buying Domain & Hosting
- How Many Types of Domain & Hosting?
- Hosting Control Panels (cPanel, Plesk, DirectAdmin)
- Creating & Managing Email Accounts
- SSL Certificates & HTTPS Setup
- Overview of Website Builder Platform
- Custom DNS Records Setup
- Practical Integration of Domain & Hosting
- Installing WordPress via cPanel/Softaculous

06

Website Creation with WordPress

- Introduction of Website
- How does one develop a website?
- How many types of Websites?
- How to Post Updates on the Website?
- Difference between Static Page & Dynamic Page
- Share basic knowledge of coding
- What are HTML, JavaScript, & CSS?
- WordPress/Website Builders
- Blog Website Designing & Development
- Practical Task on Blog Updates

07

Google AdSense

- What is Google AdSense?
- How to earn money from Google AdSense?
- How can we connect with Google AdSense?
- How does Google AdSense distribute payouts?
- How much Google AdSense pay for 1 click?
- How many YouTube views is Rs.100?
- Who is eligible for AdSense?
- AdSense Policy for Website & YouTube
- Integration of website with AdSense

Earn Money with Blogging

08

- Introduction of Blogging
- Benefits & Scope of Blogging
- Blogging as a Career vs. Hobby
- Choosing a Profitable Niche
- Understanding Audience & Search Intent
- Writing Engaging & SEO-Friendly Content
- Content Calendar Planning
- Social Media Promotion
- Email Marketing for Bloggers
- Guest Posting & Collaborations
- Google AdSense Approval Process
- Affiliate Marketing for Bloggers
- Sponsored Posts & Brand Collaborations
- Offering Freelance Services via Blog
- Pitching Brands & Agencies
- Networking with Other Bloggers
- Building a Passive Income Strategy

Social Media Optimization

09

- What is Social Media?
- How many types of social media are used in India?
- How does optimization work on social media?
- How to optimize the FB page?
- How to optimize the Insta profile?
- How to optimize the LinkedIn page?
- How to optimize the Twitter Profile?
- How Likes and Followers are Increased on Social Media Platforms?
- What is Viral Marketing and how does it work?
- What are Reels & Marketplace?
- How to Drive Facebook and Instagram Ad Campaigns?
- Practical Task on Social Media Optimization
- Practical Task on Social Media Ads

Search Engine Optimization

- What is SEO?
- Methods of SEO
- Types of SEO
- On Page & Off Page SEO
- What is Backlink?
- Types of Backlinks
- What is Page Rank?
- What is Domain Authority and Page Authority?
- What is a Search Engine?
- Workflow of Search Engine
- Indexing & Crawling Basics
- Optimizing Crawl & Indexing
- What is a Search Engine Result Page (SERP)?

1. ON Page Optimization

- What is ON Page SEO?
- Crawling: XML, HTML Sitemaps, Robots.txt
- Creating SEO-Friendly Content
- Black Hat SEO Avoid
- Workflow of ON Page SEO
- ON-Page SEO techniques
- What is a site icon? And why it is necessary for SEO?
- How many types of tags are used in ON-Page SEO?
- Tag Implementation on the website
- Implementation of ON Page Optimization
- Practical Task on ON Page Optimization

2. OFF Page Optimization

- What is Off-Page SEO?
- Workflow of Off-Page SEO
- Off-Page SEO techniques
- What is Link Building?
- Link Building Tactics
- Manual Link Building Process
- Practical Task on OFF-Page Optimization

Google Algorithm & Updates

- What is a Search Engine Algorithm?
- Importance of Algorithms in SEO
- History of Google Algorithms
- Panda Update (2011) – Content Quality
- Penguin Update (2012) – Link Quality
- EMD (2012) - Exact Match Domain
- Hummingbird (2013) – Semantic Search
- Mobile-Friendly Update (2015)
- RankBrain (2015) – AI in Search
- BERT (2019) – Natural Language Processing
- Helpful Content Update (2022)
- How do Google Algorithms work for Google?
- How to recover websites penalised by Google Algorithms?
- Content Quality & E-A-T (Expertise, Authoritativeness, Trustworthiness)
- Link Spam Update (2021)
- Crawlability & Indexing Issues
- Canonicalization & Duplicate Content
- Manual Penalties vs. Algorithmic Penalties
- Steps to Recover from Panda/Penguin Penalties

Google Analytics Tool

- What is the Google Analytics Tool?
- How does the Google Analytics Tool help in Online Marketing?
- What are demographics?
- How to integrate the Google Analytics tool and website?
- Basics of Google Analytics
- SEO Metrics & Reporting to Measure – On-page, Off-page, Technical
- How do we check real-time reports through Google Analytics?
- What is the bounce rate & session?
- What is the conversion rate & session duration?
- Getting Started with Google Analytics
- How does Google Analytics work?
- Accounts, profiles and users' navigation
- Research work by the Analytics Tool
- How are Audience behaviours and conversion reports checked?

13

WhatsApp Marketing

- What is WhatsApp Marketing
- How WhatsApp Marketing help to businesses
- How many types of tools are used for WhatsApp Marketing
- How to create a contact number sheet for WhatsApp Marketing
- How to run and schedule an WhatsApp Marketing Campaign
- Practical Task on WhatsApp Marketing

14

Grab Freelancing Project

- What is Freelancing?
- Mode of Freelancing
- Freelancing Website Name
- Benefits of Freelancing
- How to join Freelancing?
- How to develop a Freelancing profile?
- How to generate income through Freelancing?
- Freelancing work process tips
- Practical Task on Freelancing

15

Resume Building

- Your outstanding Infographic Resume Toolkit
- Learn the basics of Infographic
- Learn to convey information Quickly and Clearly
- Learn to hold attention with bespoke text and design
- Knowledge of open-source design software
- Task on Resume Building

We Build Quality & Trust



Our Achievements:



Our Achievements:



DigiAM Placement:



ANKITA SHARMA
(ELDECO GROUP)



CHITRA PANDEY
(BAJAJ FINSERV)



ANKIT DADHEECH
(VCOMMISSION)



SARFARAZ ALAM
(ROOTER)



SHERYA PODDAR
(VEHICAL CARE)



SUYASH SHARMA
(FREELANCER)



UTKARSHA DEVYANI
(FERNS N PETALS)



SHIDHARTH CHABRA
(BANK OF AMERICA)



AMAN DAGUR
(CREATION BIOTECH)



SHIVANI DEVAL
(THRIVING TECHNOLOGIES)



ARPIT SHUKLA
(SRMS)



JASVINDER SINGH
(SPORTS KEEDA)



YOGESH SARASWAT
(JK CEMENT)



ANUBHAV SAXENA
(PAVITRA MENTHA)



TRIBHUVAN BOHRA
(STAGE)



DEEPTI SHUKLA
(GUARDIAN LIFE)



ANKITA BHARDWAJ
(OK ACQUIRED)



DEEPIKA SHARMA
(LEGAL SALAH)



SHHADHAT HUSSAIN
(ACCENTURE)



SHAQIB MALIK
(E GLOBAL SOFT)

Fasten Your Career & Business Growth Become an Expert in...



Increasing Online
Brand Awareness



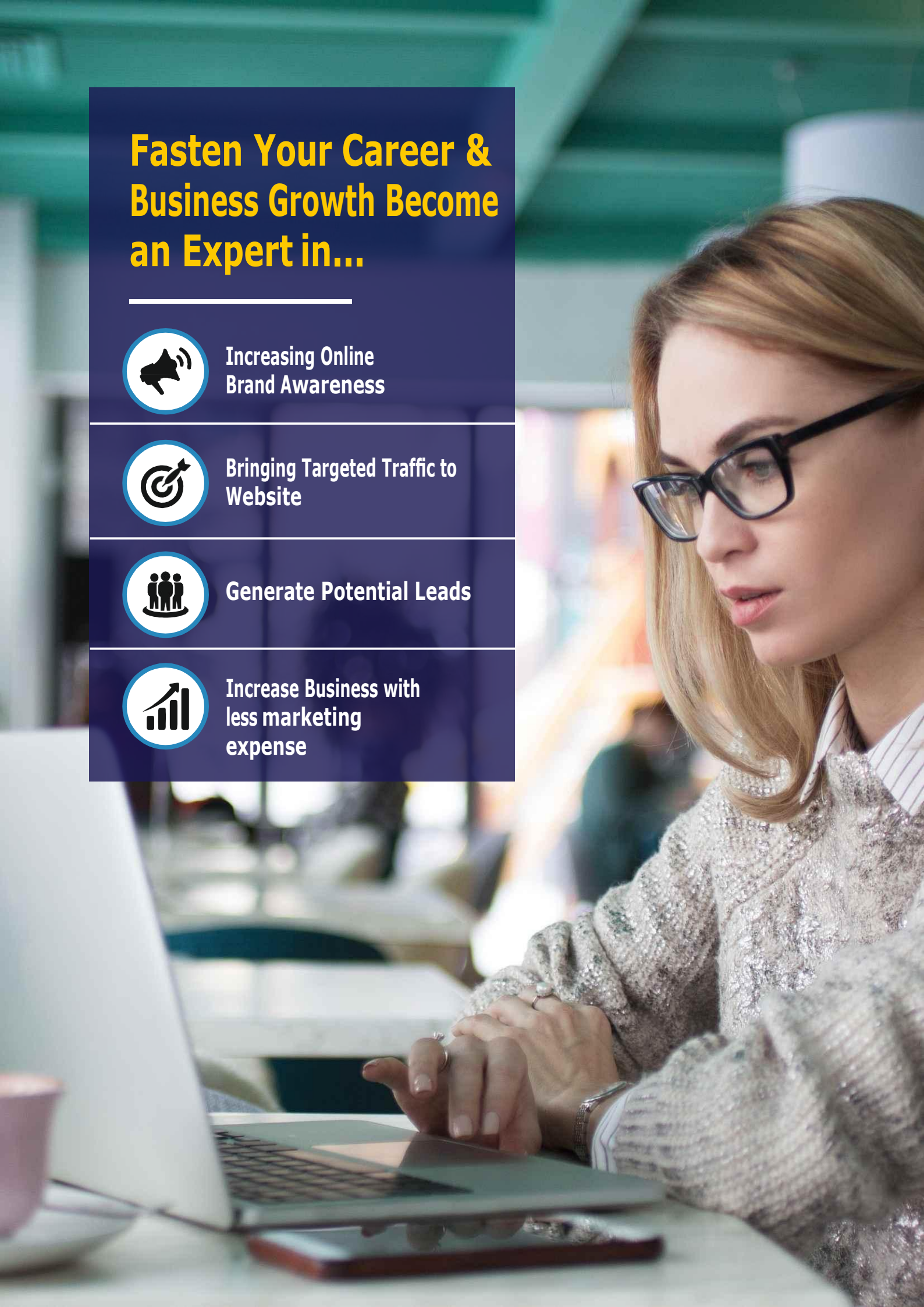
Bringing Targeted Traffic to
Website



Generate Potential Leads



Increase Business with
less marketing
expense



Become A Google & Facebook Certified Professional

DigiAM is a place where a journey of trainees start with enhancing his skills and ends on being certified. Skills matter overall but if not certified then skills are not worthy. So after successful completion of Training Program grab your certificates and be a certified professional in digital marketing industry.

One Training Program with 20+ Certifications

6 Google Ads Certification

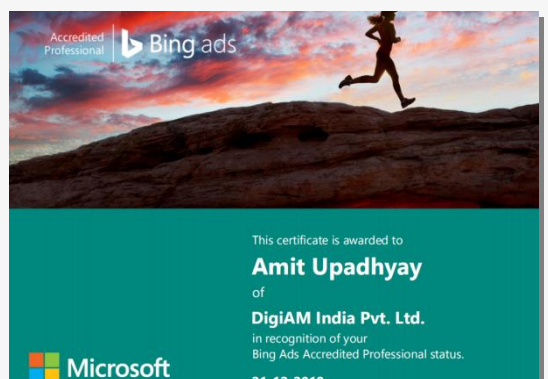
To Become Google Ads Certified you'll need to pass the Ads Fundamental exam and one more Ads exam. DigiAM will prepare and help you to clear all these exams:

- Search Certification
- Display Certification
- Shopping Certification
- Video Certification
- Measurement Certification
- Apps Certification

8 Hubspot Certifications

- Inbound Marketing
- Content Marketing
- SEO
- Digital Marketing
- Email Marketing
- Social Media Marketing
- Digital Advertising
- Contextual Marketing

1. Facebook Blueprint Certification
2. Google Analytics Certification
3. Google Creative Certification
4. Google Performance Certification
5. Bing Certification
6. DigiAM Certification



17+ Career Options for You:



Search Engine Specialist



Digital Marketing Strategist



Digital Marketing Consultant



Web Content Manager



Online Reputation Manager



Online Entrepreneur



Online Lead Manager



Web Analytics Executive



Ecommerce Specialist



Online Advertising Specialist



Digital Campaign Planner



Social Media Marketer



Google Ads Specialist



Email Marketer



Affiliate Marketer



Digital Marketing Executive



Digital Marketing Manager



Trainees voice for DigiAM

I joined DigiAM & I am happy that I did and I learned Search Engine Optimization Search Engine Marketing, Social Media Marketing, Google Analytics, Keyword Research, and many more things in depth. Thanks for everything.

Deepika



100% practical training and their price is very pocket friendly so. Basically, I was not an online working person. I was just operating data online. Digital Marketing was new for me but this institute teaching style from basic level to advance level has made everything clear.

Yogesh Saraswat



The great thing about DigiAM, my complete training was on practical basis and on the updated techniques from Google criteria. Fast forward system is very effective for trainee. My opinion for this institute- if anyone is looking to grow their career in Digital Marketing then DigiAM could be the perfect choice. Thanks DigiAM.

Abhishek Sharma



I wish to make my career in digital marketing, so, I searched on Google & found DigiAM a Digital Marketing Company in Noida. I have learnt many skills from here. Sir explained me everything through examples with practical task. This was really the best for me and whatever I learned here 100% practical based all modules and I think this will work best for my professional carrier.

Aakansha Singh



I came all the way from Patna to Delhi to join DigiAM. I learnt many tactics of online marketing Based on practical. DigiAM is an excellent company where a person can explore practically everything and catch many strategies to expertise his skills. I had my personal interest in freelancing and DigiAM helped me earn a lot from my freelancing projects.

Shahadat Hussain



I have started training for Digital Marketing at DigiAM in July. It's an excellent Digital Marketing Training centre in Delhi that offers quality knowledge of Digital Marketing in affordable prices. The course was so knowledgeable, faculties are good.

Neha Tiwari





Why DigiAM?

Where the trainee might prefer a hands-on practical approach, a busy business owner may prefer the knowledge to tune his enterprise accordingly. For the entrepreneur, DigiAM is the best place for a first-hand experience in understanding how their future startup can take the first steps successfully.

We have an evolving digital marketing program which merges next generation technology with innovative practices. Liaisons with the leading global brands & marketing names allow our experts to brainstorm with the top Internet marketing minds around the world.

Online marketing know how is an obvious necessity for any individual who wants to be a part of an incumbent future where everyone and everything will exist online. At DigiAM, we help individuals become a collaborative part of this future.

Why Choose Us?



45+
Modules



Visual
Training



100% Practical
Training



100% Placement
Support



20+
Certification



Task For Practical
Assessments



10+ Case Studies
of Industry



Pocket Saving
Fees

2,978+

TRAINEE

106+

BATCHES

1,547+

PLACEMENTS

965+

ENTREPRENEUR

4.9/5

RATING



Live Interaction with **Mr. Shashank Sharma (B.Tech & MBA)**

(Digital Marketing Consultant with 9+ Years of Experience & Digital Marketing Trained Over 1800+ Trainees)



**Online
& Offline
Training**

Salient Features:



480+ Hours Training



20+ Industry Certifications
(Google, Facebook, Bing & Hubspot)



Live Project Based Training



**Free Most of Digital
Marketing Tools**



**225+ Hours of
Hands-on Task**



100% Support

Eligibility Criteria:

Senior Secondary, Graduates and Post Graduate in any discipline from a recognized College / University.

Certifications:

- Certificates shall be issued directly by DIGIAM
- On successful completion of all modules & clearing the evaluation process participants will receive a "Certificate of Completion"
- For participants unable to fulfil the qualifying criteria will receive a "Certificate of Participation"

DigiAM Star Placed In:





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