



30 DAYS | COURSE BROCHURE of DIGITAL MARKETING



 **DigiGuide**
INSTITUTION OF DIGITAL MARKETING

www.digiguide.in

12+

Years of
Experience in the
Advertising Industry

Our Experience
Your Success

About The Founder

Diljeet Singh Dhillon is a visionary leader and accomplished professional with over 12 years of experience in the digital marketing, creative design, and branding industries. As the Managing Director of I Smart Media, he has successfully delivered outstanding results for leading brands such as Gopal Sweets, Sagar Ratna, Visa World, Mittal Group of Industries, Pro Ultimate Gym, Salon Culture, Tulip Club, Dastaan, and Duens Club. With an impressive background in logo design, packaging design, and branding design, Mr. Dhillon has a proven track record of creating visually impactful and strategically sound solutions that elevate brand identities. His expertise spans across digital marketing, where he crafts innovative campaigns, and creative design, where he brings ideas to life with precision and artistry. Mr. Dhillon's dedication to nurturing talent led to the founding of DigiGuide Institute, a premier training center for aspiring professionals in digital marketing, advanced graphic design, and performance marketing. His goal is to bridge the gap between academic learning and industry demands by providing students with practical insights and cutting-edge techniques. A respected figure in the Bathinda region, Mr. Dhillon is committed to empowering the next generation of creative minds and digital leaders while continuing to contribute to the success of brands through his unmatched expertise and innovative approach.



Diljeet Singh Dhillon
Managing Director

FUTURE OF WORK IS REMOTE !



Do you know by the Year 2025, 40% of the global workforce will be remote, Working from Home?

There is an opportunity to crack. Are you ready for it?

Through our Freelancing as a bonus module in your course you will be able to learn how to get freelancing projects internationally, How to pitch and convert them and how to live a 100% remote life.

upwork

freelancer

fiverr.

Who is the Program for ?

If you want to drive Growth for your Business through digital platforms and leverage the power of Digital Marketing this program is the right one for you.



SALES & MARKETING
EXECUTIVE



HOUSEWIVES



TEACHER



SMALL BUSINESS
OWNER



BRAND &
COMMUNICATION
MANAGER



JOB SEEKERS



STUDENTS



AVAILABLE BATCHES & COURSES



What you Will Learn



GMB
(Google My Business)

Duration
15 DAYS

Course FEE
4,999/- INR

**MORNING
BATCH**

TIME : 08 AM-10 AM

MON - TUE - WED

TIME : 08 AM-10 AM

THU - FRI - SAT

Google
Business Profile

G GMBEverywhere

Google
Keyword Planner

Keyword Tool

ChatGPT

Canva

SEMIRUSH

GMB PLUG

localo

J JeeMB

MODULES

12+ Hrs.

Introduction to GMB
Setup & Verification
Optimization
Core Ranking Factors
Local SEO
Posts & Cont. Strategy
ORM Management
Insights & Per. Tracking
GMB Audit
Citation

What you Will Learn



SEO
(SEARCH ENGINE
OPTIMISATION)

Duration
30 DAYS

Course FEE
9,999/- INR

**MORNING
BATCH**

TIME : 08 AM-10 AM

MON - TUE - WED

MOZ

Screamingfrog

Keyword Tool

SpyFu

ahrefs

SE Ranking

Ubersuggest

yoast
SEO for everyone

WordPress

SEMIRUSH

MODULES

On-Page
Off-Page
Technical
Website SEO
Youtube SEO
Application SEO
Blog SEO
Ecommerce SEO
Backlinking
Quotation

What you Will Learn



GOOGLE ADS

(SEARCH ENGINE
MARKETING)

Duration
30 DAYS

Course FEE
9,999/- INR

AFTER N

BATCH

TIME : 02 PM - 04 PM

MON - TUE - WED

MODULES

24+ Hrs.

PPC Ads
Display Advertising
Youtube Advertising
Gmail Ads
Universal Ads
Remarketing Ads
Performance Max
Conversion Goal
Custom Audience
Google Analytics

Google

YouTube

Google
Analytics

hotjar

ChatGPT

Google
Tag Manager

Google Ads

Canva

Google
Data Studio

SEMTUSH

What you Will Learn



SOCIAL MEDIA

(FACEBOOK & INSTAGRAM)

Duration
30 DAYS

Course FEE
9,999/- INR

AFTER N

BATCH

TIME : 02 PM - 04 PM

THU - FRI - SAT

MODULES

24+ Hrs.

Facebook Marketing
Instagram Marketing
Facebook Ads
Meta Andromeda
Facebook Ads Funnel
Social Media Calender
Hashtag Research
Caption Writing
Content Marketing

facebook

Instagram

Meta
Ads

HubSpot

ChatGPT

Meta
Ads Library

Meta
Business Suite

Canva

Promo
Republic

Buffer

What you Will Learn



GOOGLE ADS

(SEARCH ENGINE
MARKETING)

Duration
30 DAYS

Course FEE
9,999/- INR

EVENING

BATCH

TIME : 05 PM - 07 PM **MON - TUE - WED**

MODULES

24+ Hrs.

PPC Ads
Display Advertising
Youtube Advertising
Gmail Ads
Universal Ads
Remarketing Ads
Performance Max
Conversion Goal
Custom Audience
Google Analytics

Google

YouTube

Google
Analytics

hotjar

ChatGPT

Google
Tag Manager

Google Ads

Canva

Google
Data Studio

SEMTUSH

What you Will Learn



SOCIAL MEDIA

(FACEBOOK & INSTAGRAM)

Duration
30 DAYS

Course FEE
9,999/- INR

EVENING

BATCH

TIME : 05 PM - 07 PM **THU - FRI - SAT**

MODULES

24+ Hrs.

Facebook Marketing
Instagram Marketing
Facebook Ads
Meta Andromeda
Facebook Ads Funnel
Social Media Calendar
Hashtag Research
Caption Writing
Content Marketing

facebook

Instagram

Meta
Ads

HubSpot

ChatGPT

Meta
Ads Library

Meta
Business Suite

Canva

Promo
Republic

Buffer

WHY CHOOSE US ?

BECAUSE WE BUILD CAREERS,
NOT JUST SELL COURSES



**INDUSTRY
RECOGNIZED
CURRICULUM**



**TRAINING FROM
INDUSTRY EXPERTS**



**CURRICULUM
RECORDING
AVAILABLE**



**100%
PLACEMENT
SUPPORT**



**LIVE CLIENT
PITCHING &
FREELANCING
PROGRAM**



**INTERNSHIP
PROGRAM WITH
EXPERT**



**LIFETIME QUERY
ASSISTANCE**



**SIMPLE STEP
BY STEP PROCESS**



**15+ INDUSTRY
RECOMMENDATION
CERTIFICATION**



**DIGITAL
MARKETING
FRAMEWORKS**



**DOUBT
SESSIONS**



**INDUSTRY SPECIFIC
ASSIGNMENTS**



**INTERVIEW
PREPARATION**



**RESUME
BUILDING**



**TOOLS BASED
TRAINING**



**HYBRID
TRAINING**



**100%
PRACTICAL
TRAINING**



**LMS BASED
TRAINING**



**DEDICATED
SUPPORT TEAM**



**MENTORSHIP
PROGRAM**

CAREER OPTIONS FOR YOU

AFTER COMPLETING OUR DIGITAL MARKETING TRAINING

- ✓ ONLINE REPUTATION MANAGER
- ✓ ONLINE ENTREPRENEUR
- ✓ ONLINE LEAD MANAGER
- ✓ DIGITAL ACCOUNT MANAGER
- ✓ MARKETPLACE MANAGER
- ✓ E-COMMERCE SPECIALIST
- ✓ SOCIAL MEDIA MANAGER
- ✓ ADWORDS SPECIALIST
- ✓ SEO EXECUTIVE
- ✓ SR. SEO EXECUTIVE
- ✓ SEO ANALYST / HEAD
- ✓ SEO MANAGER / HEAD
- ✓ DIGITAL MARKETING HEAD
- ✓ DIGITAL MARKETING ANALYST
- ✓ DIGITAL MARKETING EXECUTIVE
- ✓ DIGITAL MARKETING MANAGER
- ✓ ASSOCIATE - DIGITAL MARKETING
- ✓ DIGITAL CAMPAIGN PLANNER



ONE COURSE. MULTIPLE CAREER PATHS.



100%

- Job Placement Support
- Practical Training
- Live Campaigns



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**SCAN QR CODE
FOR LATEST UPDATES**