



# 30 DAYS | COURSE BROCHURE *of* **DIGITAL MARKETING**



**DigiGuide**  
INSTITUTION OF DIGITAL MARKETING

[www.digiguide.in](http://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



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



## What you Will Learn



**SEO**  
(SEARCH ENGINE  
OPTIMISATION)

Duration  
**30 DAYS**

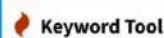
Course FEE  
**9,999/- INR**

# MORNING BATCH

TIME : 08 AM-10 AM      MON - TUE - WED

### 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



## 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



## 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



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Facebook Ads Funnel

Social Media Calender

Hashtag Research

Caption Writing

Content Marketing



# 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.

## BENEFITS OF LEARNING DIGITAL MARKETING

LET'S JOIN

EASY TO LEARN

RESUMING  
CAREER

FINANCIAL  
INDEPENDENCE

LOW  
INVESTMENT

HUGE  
DEMAND

# 100%

- Job Placement Support
- Practical Training
- Live Campaigns



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SCAN QR CODE  
FOR LATEST UPDATES