



# Right Digital Marketing Certification For You!

Path to Progression & Growth

# Founder's Message



**Abhinav Sehgal**



**Riya Chadha**

Digi Uprise Institute is providing knowledge based education. For the last five years the institute has contributed to the development of Technical and Professional courses.

Being the Premier Institute it is imperative for us to continuously keep striving to remain at the Cutting Edge of Advanced Marketing Studies.

The field of Digital Marketing & IT is undergoing at a very rapid rate of change. The courses offered in Digi Uprise provides opportunities to students to step their feet towards success with a bright secured future.

We at Seo Designs Pvt Limited are very proud of the products. Many of the alumni are currently working with top MNC's and National Companies.

We aim to provide our students the best possible academic environment in order to help them produce Academically Sound, Analytically Rigorous and Innovative Techniques that would be technically relevant.

The institute works as the larger design to groom the knowledge leaders in the sphere of marketing.





# Scope of Digital Marketing

There is a plethora of Job Opportunities once you get out into the field of Digital Marketing. Some of which are mentioned below:

**Search Engine Optimization Specialist:-** As we just told you how important it is to have a good SEO ranking, for that to be it is really important to have a Good SEO Specialist so as to have a good strategy in order to have a good ranking on the Search Engine Result Page. Doing this course can help you land up in companies as big as Google for such an important post.

**Google Analytics Specialist:-** Google Analytics and other Analytics Software's should be on the fingertips of the Digital Marketers so that they know from where they started and now where they are. And not just this, they also need to know from where how much Traffic was generated. And for how long did they stay on their Website. An Analytics Specialist is needed in Digital Marketing Firms so as to see many important statistics such as the Bounce Rate, the Traffic that the Website had and also to measure what was the Conversion Rate.

**Social Media Marketing Specialist:-** We just told you how important Social Media Marketing is. For Cost Effective Advertising Companies as big as PepsiCo are investing most of their budget in Social Media Marketing. Its basic math that, there are more companies coming up that you can count, and surely they need good Social Media Marketing Specialists.

**E-Commerce Marketing Executive:-** E-Commerce is a booming market, and we already have seen how big can it go. After seeing brands such as Amazon, a lot of people are motivated to have their own E-commerce Brands. This in turn calls for more people who have expertise in E-commerce Marketing. A well paid post 'E Commerce Marketing Executive'.

**Digital Marketing Manager:-** It goes without saying that every Digital Marketing Firm or every Digital Marketing Team needs a Digital Marketing Manager who is in charge of handling all the different Departments associated with this Field. It is his decision that is final and it's he who is accountable for all the good or bad that his team does. Undoubtedly this Job pays really well but such a high level job comes with great skills and only to those who have good Experience in this field.

# Pay Scale in Digital Marketing

	MBA	MCA	B.tech	PGDM
Duration	2 Years	2/3 Years	4 Years	2 Years
Fee	8-12 Lacs	2-4 Lacs	3-12 Lacs	4-8 Lacs
No. of Jobs	1 Lac	58 K	4 Lacs	60 K
Job Seekers	3 Lacs	2 Lacs	18 Lacs	4 Lacs
Average Monthly Salary	21K to 35K	12K to 25K	10K to 25K	18K to 25K
Placement by Course	26%	18%	13%	23%



# Course Outline

The Training Methods at **DIGIUPRISE** are devised in such a way that when a student graduates from the Institute, they are capable enough to achieve their Certification in Digital Marketing that they can back upon when they step into the field. The Basic Class in this Institute is a Projector Based Session of about Two Hours long, where the Students are taught not just the Theory Part but also the Tricks that would in turn Benefit them when they step out into the Competitive Field.

The Trainees here are well trained and motivated so that when they step out into the field, they don't lose their Passion and Zest in the Digital Marketing Domain. Not all the Students are Proficient in all the Topics that's why every student is given the opportunity to shine in a certain set of modules, explained further so that they have the knowledge of every field but are proficient in the field that they want to go in. Not just that, the students are also given Live Projects and Case studies to get their hands on, in order to give them not just Theoretical, but also the Practical Knowledge to back everything that they have Learned here.

Our Premium Course covers all the following Facets of Digital Marketing Studies:

- Key Concepts of Digital Marketing
- Characteristics of Digital Marketing
- Implications of Digital Marketing
- Competitive Online Strategies
- Understanding the Online Marketplace- Tools and Analytics Techniques



## PROGRAM SCHEDULE

BATCH	DAYS	SESSION	DURATION
Weekday Batch	Mon- Thu	2 Hours	3 Months
Weekend Batch	Sat-Sun	3 Hours	4 Months
Sunday Only Batch	Sunday	5 Hours	4 Months

# Who All Should Learn Digital Marketing

Unlike most Courses that only a certain Age Group or a particular group of people with a certain Qualification can do, this Course can be done by anyone who has an inclination towards Digital Marketing. Be it the Class of Students yet in Schools or Colleges, or Working Professionals, Businessmen, Entrepreneurs, Retired People or Even House Woman, the Modules of this Course are devised in such a way that they cater to the Needs of all these Age Groups and Professional Backgrounds:

- **For Working Professionals:-** Getting insight into the latest Digital Marketing Trends would help you achieve Managerial Positions in your respective Fields and Boost your Career Opportunities to a great extent. The World is going Digital and so should you. This Course ensures that you are not left behind in any way from the People who are younger to you in Age or those who have more Experience than you.
- **For Job Seekers:-** What you need at this point is an Edge over all others who are looking for the same Job Profile as you. Digital Marketing, being a booming field has a Fierce Competition and a lot of Candidates and even more Job Opportunities. In order to tap those Opportunities you need to be equipped with the proper Training and Skill that we provide you here at Digital Technology Institute.



- **For Entrepreneurs And Businessmen:-** If you wish to grow your business, Digital Marketing is the thing for you. Be it an Increased Reach, or catering to a Targeted Audience, or a cheaper means to get more Market Share, Digital Marketing provides you with a lot of Easy and Better options that will make your Business Grow.
- **For Homemakers And Retired People:-** If a Full-Time Job isn't your thing, due to any reason, you can Earn really well even from Home, the Training of which too is given here at DIGIUPRISE.

## Course Highlights



**130+ Hours**  
Course Content



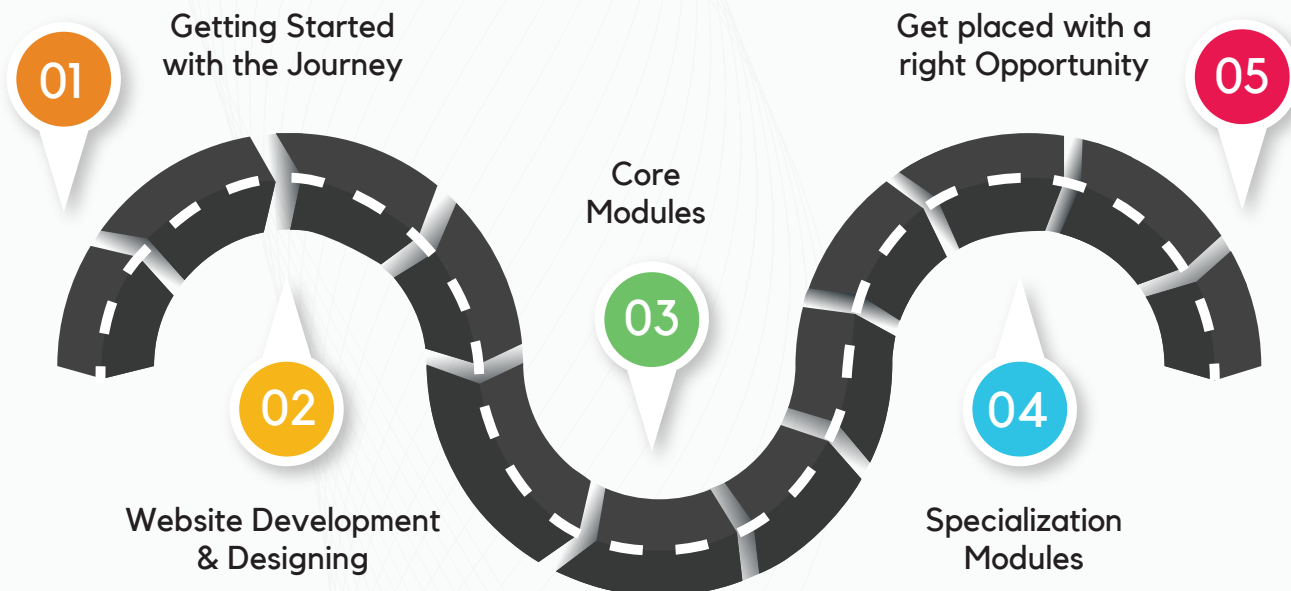
**Guaranteed**  
Job Interviews



**15+**  
Industry



**Internship**  
Opportunity







# Training Curriculum

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## Advance Digital Marketing

3 Months Course

## Professional Digital Marketing

6 Months Course

## Diploma in Digital Marketing

1 Year Course

# Structure of Advance Digital Marketing

## Module:01

Introduction of Digital Marketing

## Module:02

What is a Blog & How to Design it

## Module:03

Search Engine Optimization

## Module:04

Website Development (WordPress)

## Module:05

Google Ads (PPC)  
Search Engine Marketing

## Module:06

Social Media Optimization (SMO)

## Module:07

Social Media Marketing (SMM)





Module:08

**Google My Business**  
(Google Business Profile)

Module:09

**Content Management**

Module:10

**Online Reputation  
Management**

Module:11

**Mobile Marketing**

Module:12

**Branding Marketing &  
Management**

Module:13

**Affiliate Marketing**



awareness logo concept advertising marketing sales awareness graphics symbol identity name business

**BRAND**

A hand is pointing at the word **BRAND**.



Module:14

Fundamental Of AdSense

Module:15

Video Optimization & Marketing

Module:16

Science of Online Sales

Module:17

Email Marketing

Module:18

Business Lead Generation

Module:19

Earn As A Freelancer

Bidding for Freelance Projects

● Freelancer ● Upwork ● Guru

Module:20

Search Console

Experience in SC

● Page Experience ● Core Web Vitals ● Mobile Usability





Module:21

## Instagram Reel Marketing

Module:22

## Google Analytics

Module:23

## E-Commerce Marketing

### Paid Ads

- Shopping Ads
- Facebook Ads
- Twitter Ads
- LinkedIn Ads
- Instagram Ads

Module:24

## Graphic Designing (Canva)

Module:25

## Influencer Marketing



# Structure of Professional Digital Marketing

## Advance Digital Marketing +

**Module:01**

Basic of E-Commerce

**Module:02**

Company Case Study

**Module:03**

E-com Website Creation



**Module:04**

Product Photoshoot

**Module:05**

Merchant Ads

**Module:06**

Amazon & Flipkart  
Marketing



Module:07

Funnel Creation

Module:08

Inventory Management

Module:09

Payment Gateway  
Integration

Module:10

E-commerce Tools &  
Plugins



Module:11

Drop Shipping

Module:12

App Promotion

Module:14

Market Banner  
Designing

Module:13

Web Site Protection  
& Security



Module:15

Digital Hacks

Module:16

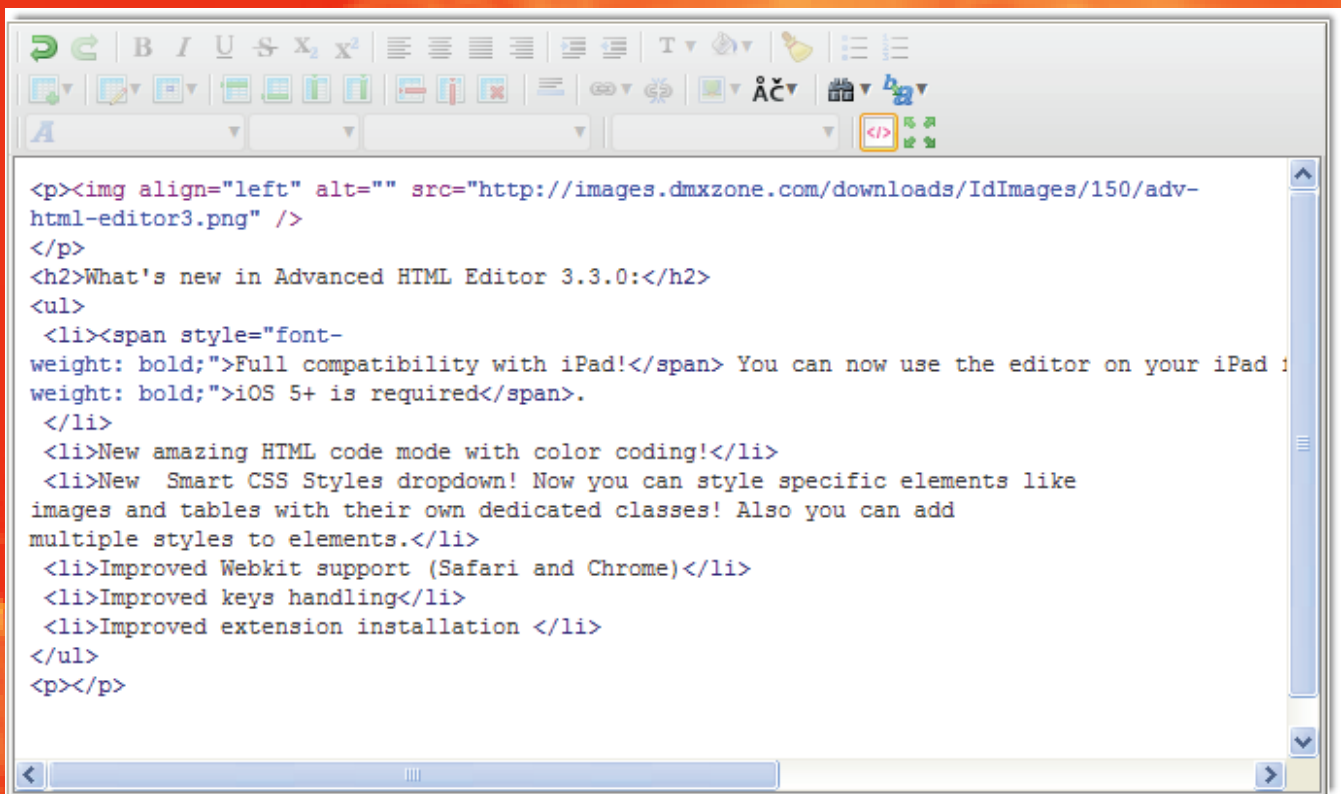
Market Flowchart

Module:17

Competitor Analysis

Module:18

Image Compression



```
<p>
</p>
<h2>What's new in Advanced HTML Editor 3.3.0:</h2>
<ul>
  <li><span style="font-weight: bold;">Full compatibility with iPad!</span> You can now use the editor on your iPad :
weight: bold;">iOS 5+ is required</span>.
</li>
  <li>New amazing HTML code mode with color coding!</li>
  <li>New Smart CSS Styles dropdown! Now you can style specific elements like
images and tables with their own dedicated classes! Also you can add
multiple styles to elements.</li>
  <li>Improved Webkit support (Safari and Chrome)</li>
  <li>Improved keys handling</li>
  <li>Improved extension installation </li>
</ul>
<p></p>
```

Module:19

Website Optimisation

Module:20

Advance HTML



# Structure of Diploma in Digital Marketing

Advance Digital Marketing  
+

Professional Digital Marketing

+



## Module:4

Flipkart and Amazon Listing

## Module:5

Block-Chain

## Module:6

International Marketing

## Module:7

Global Marketing

## Module:8

CPA Marketing

## Module:9

Growth Hacking

## Module:10

App Protection

## Module:11

Video Graphic

## Module:12

GT Marketing

## Module:13

Interview Cracking

## Module:14

Periscope Marketing

## Module:15

Ad Sash Pop-Up



## Module:16

Advanced Social Media Marketing

## Module:17

M-Commerce Marketing

## Module:18

Application Overview

## Module:19

Application Designing

## Module:20

Application Marketing

## Module:21

Content Writing and Copywriting

## Module:22

Web Development

## Module:23

Click Bank

## Module:24

Alternate of AdSense

## Module:25

Advanced Google Ads





Module:26

Bing Ads

Module:27

SMS Marketing

Module:28

Quora Marketing

Module:29

Market Place

Module:30

Inbound Marketing

Module:31

Programming Marketing

Module:32

Integrated Marketing

Module:33

Seo toolkit

Module:34

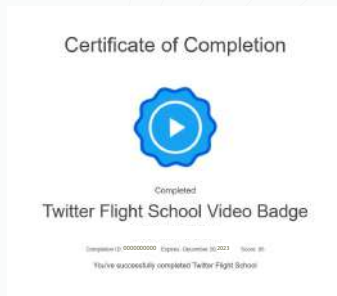
Google Tag Manager

Module:35

Bing Webmaster Tools



# Certifications



## DigiUprise Trainees are working at



make **my** trip



JABONG **COM**



Infosys



RELIANCE  
And Chirubhai Ambani Group

cvent



accenture  
High performance. Delivered.



OYO



HSBC

OLX



amazon

Google



zomato



# Career Options for Freshers

In 2023 **Skills & Knowledge** Matters...  
Degrees **don't**



## Social Media Analyst

Salary : 20k to 32k  
After 3 years of experience  
Designation- Social Media Manager  
Salary : 42k to 80k



## PPC Analyst

Salary : 22k to 35k  
After 2 years of experience  
Designation- Sr. PPC Analyst  
Salary : 45k to 90k



## Content Marketing Executive

Salary : 25k to 40k  
After 3 years of experience  
Designation- Content Marketing Manager  
Salary : 50k to 70k



## Digital Marketing Executive

Salary : 27k to 45k  
After 3 years of experience  
Designation- Digital Marketing Manager  
Salary : 65k to 100k



## Online Reputation Executive

Salary : 23k to 32k  
After 3 years of experience  
Designation- Online Reputation Manager  
Salary : 42k to 60k



## Freelance Digital Marketer

Monthly earning with just  
2-3 Projects: 50k to 85k  
Monthly earning with just  
4-5 Projects: 1.2L to 2L

# Why DigiUprise?



Live & Practical  
Classes



100% Placement  
Assistance



Paid  
Internship



Interactive  
Classes



Backup Classes  
Available



3 Months Agency  
Driven Training

*You are learning the Best  
from the Best*



# Gallery







# What our **Students** have to say



**Punit Bajaj**

Best place to know what's digital marketing. No matter if you are a fresher, a college passout. Digi Uprise provides complete Digital Marketing course with practical learning.



**Shilpa**

My experience was brilliant with them. Friendly and learning environment. Also an opportunity for growth and placements.



**Sagar Ugreja**

They are providing 100% placement assistance and jobs based on experience and skills you learn from them.



**Ranju Jha**

Best institute for digital marketing. Experienced mentors providing live projects to work on.



**Japneet Singh**

It's a wonderful learning experience with the concept of digital marketing. The concept of digital marketing is explained very beautifully and in a simpler form.



Curious around how  
the **training** goes



**Book Your Seat**





# Digi Uprise

**CONTACT US**

Reach Us In Case You Have Any Query

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