



Right Digital Marketing Certification For You!

Path to Progression & Growth

Founder's Message



Abhinav Sehgal



Riya Chadha

Digi Uprise provides knowledge based education. From 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 Ltd. are very proud of our products. Many of our 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 which would give them a boost in their career.



Scope of Digital Marketing

There is a plethora of job opportunities once you get into the field of digital marketing. Some of which are mentioned below:

Search Engine Optimization Specialist:- A Search Engine Optimization (SEO) Specialist analyzes, reviews and implements changes to websites so they are optimized for search engines. 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. It's 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 it can 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 Other Degrees

	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 **DIGI UPRISE** 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 demo class in this institute is a practical based session of about an hour 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 advanced 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
- And much more...



PROGRAM SCHEDULE

BATCH	DAYS	SESSION	DURATION
Weekday Batch	Mon- Thu	2 Hours	3 Months
Weekend Batch	Sat-Sun	3 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 Digi Uprise.



- **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 Digi Uprise.

Course Highlights



130+ Hours
Course Content



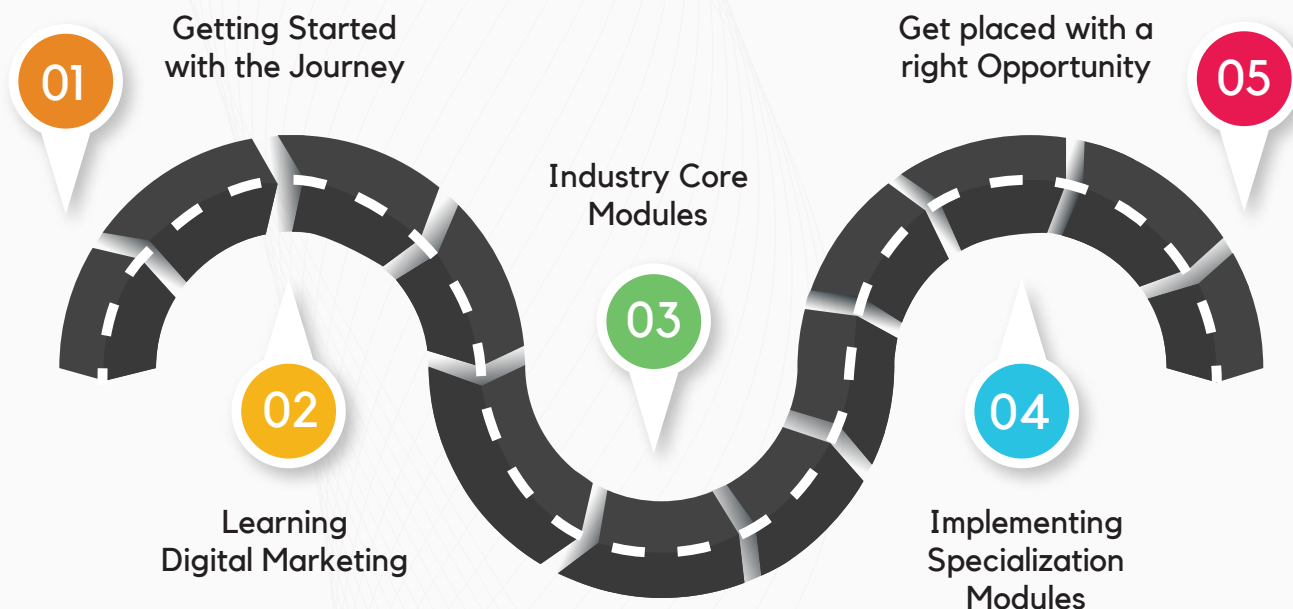
Guaranteed
Job Interviews



250+
Placement Agencies



Internship
Opportunities





Training Curriculum



1. Advanced Digital Marketing

3 Months Course

2. Professional Digital Marketing

6 Months Course

3. Diploma in Digital Marketing

1 Year Course

Structure of **Advanced Digital Marketing**

(3 Months Course)

Modules

- 01 Introduction to Digital Marketing
- 02 Intro to Search Engine Optimization
- 03 On Page
- 04 Off Page
- 05 Techniques of SEO
- 06 Technical SEO
- 07 Google My Business (Local SEO)
- 08 Chat GPT, AIPRM, Webchat, Gemini
- 09 Website Designing (WordPress)
- 10 Content Writing
- 11 Instagram Account Optimization and Ads
- 12 Facebook Account Optimization and Ads
- 13 LinkedIn Account Optimization and Ads
- 14 Twitter Account Optimization and Ads
- 15 Pinterest Account Optimization and Ads
- 16 Threads Account Optimization
- 17 Ads Library
- 18 Google Trends



- 19 Google Alerts
- 20 5W's of SMM
- 21 Content Calender
- 22 Canva, Veed.io
- 23 YouTube
- 24 Taboola
- 25 Zoho
- 26 Zapier
- 27 Branding
- 28 Online Reputation Management
- 29 Earn as a Freelancer
- 30 Affiliate Marketing



- 31 Influencer Marketing
- 32 Google Search Console
- 33 Adsense
- 34 Science of Online Sales
- 35 Email Marketing
- 36 AI Tools
- 37 Social Media Tools
- 38 Microsoft Clarity
- 39 Business Lead Generation
- 40 Voice SEO

- 41 Podcast SEO
- 42 Faceless Proposal Channel Proposal
- 43 Meta Ads
- 44 CV Building
- 45 Interview Prep
- 46 Ads Transparency
- 47 Seo Audit Report



Structure of Professional Digital Marketing

(Advanced Digital Marketing + 20 Modules)
(6 Months Course)

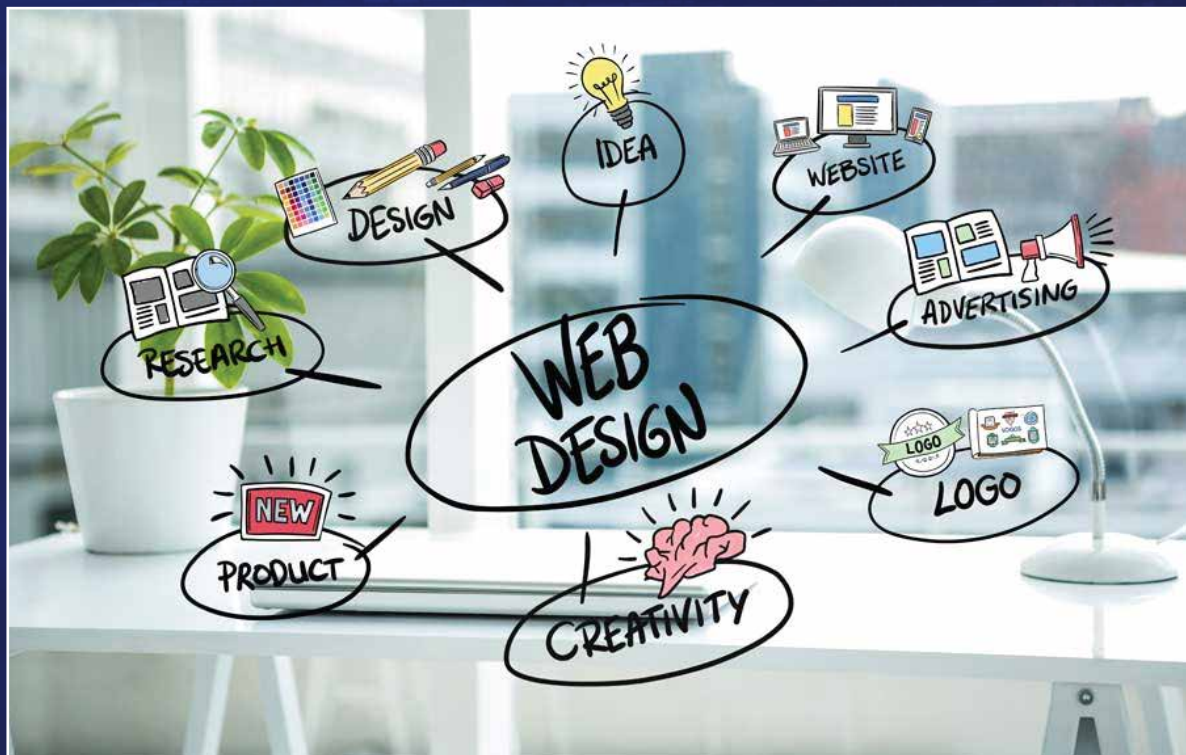
Modules

- 48 Basics of E-commerce
- 49 Amazon
- 50 Flipkart
- 51 Meesho
- 52 Itsy
- 53 Zomato
- 54 Swiggy
- 55 Shiprocket
- 56 Minis
- 57 Facebook Market Place



- 58 Omnisend
- 59 Shopify
- 60 Woo commerce
- 61 Odoo
- 62 Shopping & App Ads

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Structure of Diploma in Digital Marketing

(1 Year Course)

Advanced Digital Marketing

+

Professional Digital Marketing

+

35 Modules



Modules

- | | | | |
|----|-------------------------|----|---------------------------------|
| 79 | Marketing Research | 89 | Growth Hacking |
| 80 | Cyber Law | 90 | GT Marketing |
| 81 | Cloking Automation | 91 | Ad Sash Pop-Up |
| 82 | Global Marketing | 92 | Advanced Social Media Marketing |
| 83 | App Protection | 93 | M-Commerce Marketing |
| 84 | Block-Chain | 94 | Application Overview |
| 85 | CPA Marketing | 95 | Application Designing |
| 86 | Video Graphic | 96 | Application Marketing |
| 87 | Periscope Marketing | 97 | Content Writing & Copywriting |
| 88 | International Marketing | 98 | Web Development |



- 99 Click Bank
- 100 Alternate of AdSense
- 101 Advanced Google Ads
- 102 Bing Ads
- 104 SMS Marketing
- 105 Quora Marketing
- 106 Market Place
- 107 Inbound Marketing
- 108 Programming Marketing
- 109 Integrated Marketing
- 110 Seo toolkit
- 111 Google Tag Manager
- 112 Bing Webmaster Tools



Certifications



Digi Uprise Trainees are working at



make **my** trip



paytm

JABONG **COM**



Infosys



RELIANCE
Anil Dhirubhai Ambani Group

cvent



accenture
High performance. Delivered.



OYO



HSBC 

OLX



Career Options for Freshers

In 2023 **Skills & Knowledge** Matters...
Degrees **might not**



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 Digi Uprise?



Live & Practical
Classes



100% Placement
Assistance



Paid
Internships



Interactive
Classes



Backup Classes
Available



3 Months Agency
Driven Training

*You are learning the Best
from the Best*

Digi Family







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 &
Get Free Consultation**



An Investment in
EDUCATION
IS AN INVESTMENT IN OUR FUTURE

 **Digi Uprise**

CONTACT US

Reach Us In Case You Have Any Query

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