

Start Your Career in Digital Marketing

Advance **Digital Marketing** Training

Powered by



in collaboration with
ALCHERINGA
IIT Guwahati

10 000
START-UPS
A NASSCOM initiative



Information Booklet 2023 - 24

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Why Choose Digiskolae as Your Digital Marketing Learning Destination?

Digiskolae offers the most robust and advanced courses in Digital Marketing. We keep our students at the center of our curriculum, activities, and teaching-learning processes. Our dedicated approach to providing our students with the most practical training is what makes us stand out among all other Digital Marketing Institutes. Our team of experienced Digital Marketers further makes us the best Digital Marketing training institute. Moreover, we strive hard to make our students financially independent with our 'Earn while Learn' concept and provide them with complete placement support.



Agency Style
Digital Marketing
Training



100% Job
Oriented Courses



15+ Industry
Recognised
Certificates

Job Opportunities in Digital Marketing

The Pandemic has introduced us to a digital revolution. Every small and big business entity is taking the digital path to grow it's business. The only mantra today is "Go Digital to be Sustainable".

With this enormously increasing demand across the Globe, there is a huge surge for Skilled Digital Marketers. Digital Marketing has become the most lucrative career choice as it can provide you with a high-paying JOB along with a platform to sit in the comfort of home while conveniently handling national / international clients as FREELANCER.

With DigiSkolae, we help you get the best Digital Marketing Training & Certifications which would lead you to grab the highest paying Digital Marketing Jobs

Candidates who are certified under DigiSkolae can get placed in the following Job profiles:



Digital marketing Strategist

Social Media Marketing Executive

SEO Analyst

Content Marketer

Search Engine Marketing Expert

UI - UX Designer

Benefits of Joining DigiSkolae

DigiSkolae's Unique Training Methodology

We at DigiSkolae, not only focus on 'teaching' you, but we have immense faith in 'sensory training.' 'Learning' is the center of our activities. Also, the core of our curriculum is driven by Agency style, Project based training.

Internship Integrated Course

Every student at DigiSkolae is encouraged to complete an in-course internship as part of their training. This internship training helps our students to get well-paying jobs immediately after the course completion.



100% Placement Assistance

What makes our students the first choice of recruiters is the overall development. We prepare our students for all the things they need for a top-tier Digital Marketing job. From starting of the course, along with Digital Marketing training, we also focus on improving Communication skills, Interview handling skills, Personality development through many activities.

Digital Marketing Courses We Offer -

Professional Program In Digital Marketing

PPDM is a 5 month Advance level Digital Marketing Course. You will learn 60+ vital modules of Digital Marketing along with in course Internship and 100% Placement assistance.

Executive Program In Digital marketing

EPDM is a 2.5 month Digital Marketing Course focussing on Organic Marketing techniques. You will learn 28 vital modules along with guaranteed Internship & Placement support

Advance SEO & Analytics Course

In this Advance SEO & Analytics course you will learn On-Page SEO, Off-Page SEO, Local SEO, Technical SEO, Google Search Console and Google Analytics along with Live projects and full placement support.

Advance Social Media Marketing Course

In this Advance SMM course you will learn Social Media Optimization along with Social Media paid Ads on Platforms like Facebook, Instagram, LinkedIn, Twitter & Pinterest along with live Projects and 100% Placement assistance.

Professional Program in Digital Marketing Course Details -

The course content of PPDM is curated by Industry Professionals with rich backgrounds in Digital Marketing. Our PPDM Course is aligned with Industries requirements. Digital Marketing Skills are in great demand with better career and business opportunities. Presently, Digital Marketing has become a must-have skill for various professional roles in the industry. Our core team has a vast experience of 20+ years in nurturing students and helping them build their Careers.



Regular Expert
Masterclass



100% Money Back
Guarantee



Internship Integtated
Course



100% Placement
Assistance



Affordable Course Fee
with EMI Option



Professional Trainers



Certifications

We are proud to offer a range of highly valued certifications to help students to stand out in crowd. Our offerings include a premium certificate in digital marketing, by **HODM** in association with **Alcheringa**, **IIT Guwahati**, an SEM Executive certificate from **NSIC**, a government of India enterprise, along with an Professional Certificate in Digital Marketing by **DigiSkolae**.

In addition to above mentioned certificates, our students will also have the opportunity to earn certificates from some of the well-respected companies in the industry, including **Google**, **Hubspot**, and **Semrush**. These additional credentials can help our students stand out in a competitive job market and demonstrate their mastery of the latest digital marketing tools and techniques.



in collaboration with



IIT Guwahati



60+ Modules to be covered in Professional Program in Digital Marketing -



- M 01: Introduction to Digital Marketing
- M 02: Market Research using Google Forms
- M 03: Introduction to Graphic Designing
- M 04: Video Creation & Editing
- M 05: Introduction to World Wide Web and Website Designing
- M 06: Expertise different Website builders
- M 07: E-commerce Website designing
- M 08: Expertizing Landing Pages
- M 09: Creating Landing Pages
- M 10: Email Marketing
- M 11: Introduction to Email Marketing Channels
- M 12: Introduction to Search Engine Optimization
- M 13: On-Page SEO
- M 14: Off-Page SEO
- M 15: Local SEO
- M 16: Technical SEO
- M 17: Google Search Console
- M 18: Google Analytics
- M 19: Bing Webmaster Tool
- M 20: Mobile Marketing
- M 21: Introduction to Social Media Marketing
- M 22: Facebook Marketing
- M 23: LinkedIn Marketing
- M 24: Twitter Marketing
- M 25: You Tube Marketing



60+ Modules to be covered in Professional Program in Digital Marketing -

- M 26: Introduction to Search Engine Marketing
- M 27: Googel Search Ads Setup
- M 28: Quora Marketing
- M 29: Advance Graphic Designing using Photoshop
- M 30: Advance Graphic Designing Using Adobe Illustrator
- M 31: Advance Social Media Marketing
- M 32: Facebook Advertising
- M 33: Social Media Retargeting
- M 34: LinkedIn Advertising
- M 35: Instagram Marketing
- M 36: Instagram Advertising
- M 37: Pinterest Marketing
- M 38: Quora Paid Ads
- M 39: Influencer Marketing
- M 40: Advance Search Engine Marketing
- M 41: Advance Google Ads Creation
- M 42: Google Remarketing
- M 43: Bing Ads
- M 44: Online Display Advertising
- M 45: Google Tag Manager
- M 46: Google Data Studio
- M 47: E-commerce Onboarding
- M 48: Introduction to Blogging
- M 49: Google Adsense
- M 50: Affiliate Marketing



60+ Modules to be covered in Professional Program in Digital Marketing -

- M 51: Cost Per Action Marketing
- M 52: Freelancing
- M 53: Content Writing
- M 54: Content Marketing
- M 55: Online Reputation Management
- M 56: Growth Hack Fundamentals
- M 57: Entrepreneurship Development
- M 58: Personality Development
- M 59: Communication Skills
- M 60: Interview Handling Skills

***RISE HIGH IN
YOUR CAREER
WITH OUR
PPDM COURSE***



Career Activities at DigiSkolae



MasterClass By Ms. Pronoya Bose



Mock Interview Session



MasterClass By Mr. Anand Jaiswal



Class Presentation By Students



Mid Course Internship at Appinnovix

Celebrations at DigiSkolae



Teacher's Day Celebration



Fun Times



Birthday Celebrations



New Year Celebration



Childrens Day Celebration

Placements

Few of our recently Placed Students



Japneet Kaur

Vin Press & Media Pvt. Ltd.
Manager - Social Media Marketing



Shiwang Khare

CEDCOSS Technologies Pvt. Ltd
Social Media Marketing Executive



Satyam Vishwakarma

MizzleCodes
SEO Executive



Utkarsh Shukla

Art Forum
Digital Marketing Executive



Anshuman Yadav

Takyon Networks Pvt. Ltd.
SEO Executive



Sushmakar Kannoujiya

Digital Homeez
SEO Executive



Next Could Be You

Testimonials

What our students say about us.

←  **garima singh**
Local Guide · 5 reviews · 61 photos


★★★★★ 5 months ago

Best Digital Marketing Institute in Indira Nagar Lucknow. It's an amazing experience working over here. The colleagues are extremely helpful. I have been student of Anurag sir and he is really a good, supportive and helpful person. Digiskolae is the best institute I am able to learn and grow as a student even an intern working over here learns a lot and grow in their fields.

←  **Ayushi Singh**
1 review


★★★★★ 3 months ago

DigiSkolae offers the most advanced and updated Digital marketing course in Lucknow. This digital marketing Institute offers the best training and placement to the aspiring students. I worked with Mr. Anurag Roy Sir as a teacher and student, and He always treated me as a friend and as a family member, he is highly adaptable, encouraging, and supportive and an effective leader. I recommend everyone to visit and have digital marketing course with this institute because the environment here is the best for us.....and everyone is very friendly here and help us is boosting our currier. I'm not a student of DigiSkolae infact I'm a part of DigiSkolae.

←  **Satyam Vishwakarma**
Local Guide · 40 reviews · 29 photos

★★★★★ 7 months ago

I can surely say that it is the best digital marketing institute in Lucknow.
The best faculty and really good environment.

←  **aryan patel**
4 reviews

★★★★★ a month ago

I recently completed a digital marketing course at Digiskolae and I am extremely satisfied with my experience. The trainers are highly knowledgeable and experienced in the industry, providing practical insights and hands-on experience that are second to none. The course content is comprehensive and up-to-date, covering all the essential areas of digital marketing.

What sets Digiskolae apart from other institutes is their commitment to providing 100% placement assistance to their students. They have a wide network of industry partners and they work tirelessly to ensure that each student has the best chance of securing a job in the digital marketing field. This is something that is rare to find in other institutes.

Overall, I highly recommend Digiskolae to anyone looking to enhance their skills in digital marketing. They have the best digital marketing course in Lucknow, and their commitment to providing 100% placement assistance makes them stand out in the industry. The trainers are friendly, approachable, and always willing to help. Digiskolae is the place to be if you want to jump-start your career in digital marketing!

Testimonials

What our students say about us.

  **Shiwang Khare**
3 reviews · 1 photo

★★★★★ 6 months ago

Here I am sharing my experience with the digiskolae -best digital marketing institute in lucknow why i said best ? Because they are covering every module and the teachers here are the best and professional in their fields and they are also providing the best digital marketing course in Lucknow. I recommend everyone to visit and have digital marketing course with this institute because the environment here is the best for us.....and everyone is very friendly here and help us is boosting our carrier.

  **Anshuman Yadav**
Local Guide · 16 reviews · 1 photo



★★★★★ 2 months ago

One of the best digital marketing institute in Lucknow i am very glad that i am a part of digiskolae family The best thing about this institute is they doesn't leave the hand of weak students and they conduct the mock interview also in every month which will help to boost your confidence level and provide us with best placement.
Go for digiskolae one of the best digital marketing institute in Lucknow

  **Hrishabh Saxena**
3 reviews · 18 photos

★★★★★ 7 months ago

Digiskolae is the best digital marketing institute in Lucknow. The way they teach digital marketing with a proper practical approach is commendable. You can learn SEO, SMM, Website designing and a lot more from here. One thing I must say is that they are passionate about teaching Digital Marketing. They are offering professional level digital marketing course.

  **Bhumesh Kuntal**
3 reviews · 3 photos

★★★★★ 2 weeks ago **NEW**

I recently enrolled in Digiskolae's digital marketing course and I am beyond impressed with the quality of education and the level of expertise of the instructors. The curriculum is well-designed and up-to-date with the latest industry trends. The instructors are knowledgeable, friendly, and always ready to help. I have learned so much and have already started applying what I have learned to my own business.


If you're looking for a top-notch digital marketing institute in Lucknow, look no further than Digiskolae. I strongly recommend this institute to anyone who wants to gain a competitive edge in the digital marketing industry. Thank you, Digiskolae, for providing such a valuable learning experience!"

  **Utkarsh Shukla**
4 reviews

★★★★★ 7 months ago


Digiskoale is the best Institute in Lucknow for digital Marketing..... 🙌❤️ You can learn lot of things related to digital marketing and their atmosphere of this Institute is too good.....and I m very confident too say this becuze i m also taking the class in this Institute..... ❤️🌟

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