



DigiPense

WEB SOLUTIONS

ISO 9001:2015 CERTIFIED

DIGITAL

MARKETING

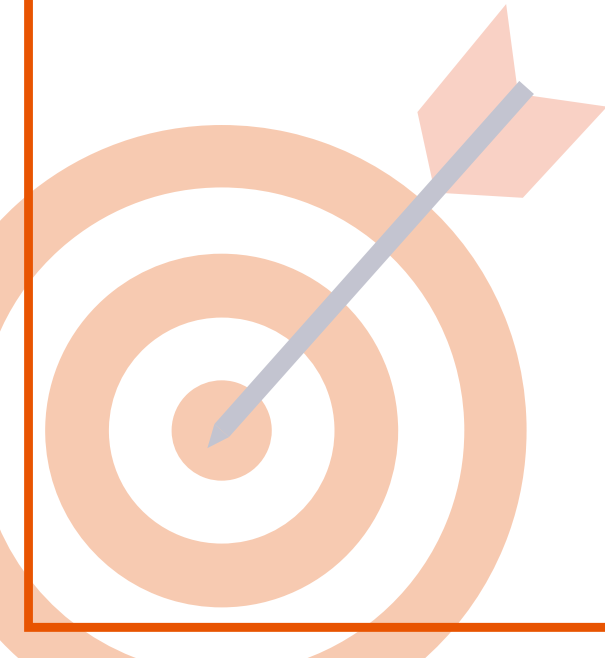
TRAINING BROCHURE



INTRODUCTION

DigiPense Web Solutions is one of the leading and fastest-growing **ISO 9001:2015 certified** Digital Marketing training institutes in India that offers digital marketing courses all around the globe.

We are offering the **most detailed digital marketing courses** where you will learn every aspect of digital marketing techniques from the start to the end by the most experienced and certified faculties.



WHY US ?

If you are wondering the same then we have already had the answers for you. As we are offering:

- **Lifetime Training Support**
- **Lifetime Access to Video Lectures**
- **Free Website Hosting for 1 Year**
- **Lifetime Job Assistance**
- **Paid Internships**
- **BackUp and Doubt Clearing Sessions**
- **Certified & Experienced Faculty**
- **No Hidden Charges**



WHO CAN JOIN ?

STUDENTS/FRESHERS:

Early Graduates, undergraduates, or freshers who are looking for a job or looking for a career in digital marketing, can join our digital marketing training program.

WORKING PROFESSIONALS:

Working professionals who are looking for a job change and looking to start a career in digital marketing or just want to learn new skills can also join this course.

ENTREPRENEURS/BUSINESS PERSONS:

Entrepreneurs who are looking to start their own business/agency/startup can also join our course to learn advanced growth hacking techniques.



HOW OUR COURSES HELP

Our Digital Marketing courses can help you achieve the following goals:

GET YOUR FIRST JOB

Getting your first job is one of the most exciting experience for anyone. If you are a fresher or an early graduate, Digital Marketing courses can open new paths for your career where you can get your first job.

GROW YOUR BUSINESS

In this competitive world, running a business is not everyone's cup of tea. Our digital marketing courses will help you to make perfect strategies for your business and to implement them successfully.

SHARPEN YOUR SKILLS

If you are currently working in digital marketing domain and want to improve your skills for your career growth. Then our digital marketing courses can be your perfect choice as we will offer the most detailed programs in digital marketing.



TRAINING SCHEDULE

- **In-Depth Training On 60+ Modules**
- **Life Practical Training On Live Projects**
- **BackUp Batches For All**
- **Interactive Online Classes**
- **Offline Classes On LED**
- **Paid Internship Opportunity Between The Courses**
- **2 Hours Of Classes On Weekdays (Tuesdays-Fridays)**
- **3 Hours Of Classes On Weekends (Saturdays-Sundays)**
- **6 Month Maximum Course Duration For Advanced Certification**



OUR COURSES

- **Advanced Digital Marketing Course**
- **Advanced SEO Course**
- **Google Analytics Mastery Course**
- **Advanced PPC Course**
- **WordPress Mastery Course**
- **Basic Digital Marketing Course**
- **Social Media Mastery Course**
- **Digital Marketing for Entrepreneurs**
- **Advanced Content Marketing Course**



COURSE MODULES

We will cover **60 Modules** in our Advanced Digital Marketing Course.

Here is the list of the **60 Modules**:

Introduction To Digital Marketing

- 1) Digital Marketing Basics
- 2) Understanding Marketing Funnel
- 3) Digital Marketing Strategy Creation
- 4) Understanding Websites

Creatives Creation

- 5) Logo Creation
- 6) Digital Banner Creation
- 7) Video Creation

Website Development

- 8) Introduction To Cpanel
- 9) WordPress
- 10) Website Creation
- 11) E-Commerce Creation



COURSE MODULES

We will cover **60 Modules** in our Advanced Digital Marketing Course.

Here is the list of the **60 Modules**:

Web Analytics

- 12) Google Tag Manager
- 13) Basic Google Analytics
- 14) URL Tracking Parameters
- 15) Advanced Google Analytics
- 16) Google Data Studio

Search Engine Optimization

- 17) Google Search Console
- 18) On-Page SEO
- 19) SEO Tools
- 20) Off-Page SEO
- 21) Content Creation & Curation
- 22) Content Marketing
- 23) E-Commerce SEO
- 24) Technical SEO
- 25) Local SEO
- 26) Google Business Profile
- 27) Aggregator SEO
- 28) International SEO



COURSE MODULES

We will cover **60 Modules** in our Advanced Digital Marketing Course.

Here is the list of the **60 Modules**:

Google Ads

- 29) Introduction To PPC Funnel
- 30) Search Ads
- 31) Copy Writing
- 32) Event Tracking
- 33) Display Advertising
- 34) Google Web Designer
- 35) PLA (Product Listing Ads)
- 36) Video Advertising

Microsoft Advertising

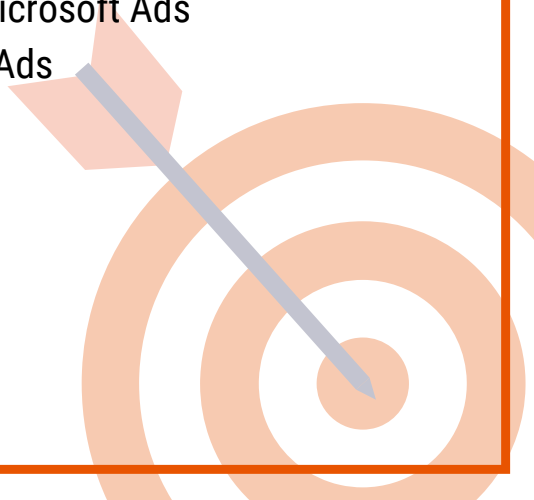
- 37) Microsoft PPC Ads
- 38) Event Tracking On Microsoft Ads
- 39) Microsoft Shopping Ads

Amazon PPC

- 40) PPC Ads On Amazon

YouTube Marketing

- 41) YouTube Video SEO



COURSE MODULES

We will cover **60 Modules** in our Advanced Digital Marketing Course.

Here is the list of the **60 Modules**:

Social Media Marketing

- 42) Social Media Algorithms
- 43) Organic Facebook Marketing
- 44) Organic Instagram Marketing
- 45) Facebook & Instagram Advertising
- 46) Organic Twitter Marketing
- 47) Twitter Ads
- 48) Organic LinkedIn Marketing
- 49) LinkedIn Advertising
- 50) Pinterest SEO
- 51) Quora Marketing
- 52) Social Media Tools
- 53) Online Reputation Management



COURSE MODULES

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Here is the list of the **60 Modules**:

Email Marketing

- 54) E-Mail Marketing Campaigns
- 55) E-Mail Automation
- 56) E-Mail Marketing Tools
- 57) E-Mail Extraction

Affiliate Marketing

- 58) Google AdSense
- 59) Affiliate Marketing Channels
- 60) Ad Servers

Mobile Marketing

- 61) PlayStore Optimization
- 62) Push Notifications
- 63) SMS Marketing
- 64) Telegram Marketing

Interview Preparation

- 65) Interview Tips



CERTIFICATIONS WE OFFER

- **Advanced Digital Marketing Certification By DigiPense** (For Advanced Course)
- **Digital Marketing Certification By DigiPense** (For Basic Course)
- Google Ads Search Certification
- Google Ads Display Certification
- Google Shopping Ads Certification
- Google Video Ads Certification
- Advanced Google Analytics Certification
- HubSpot Social Media Certification
- HubSpot Inbound Marketing Certification
- **Internship Certification by DigiPense**



OTHER GETAWAYS

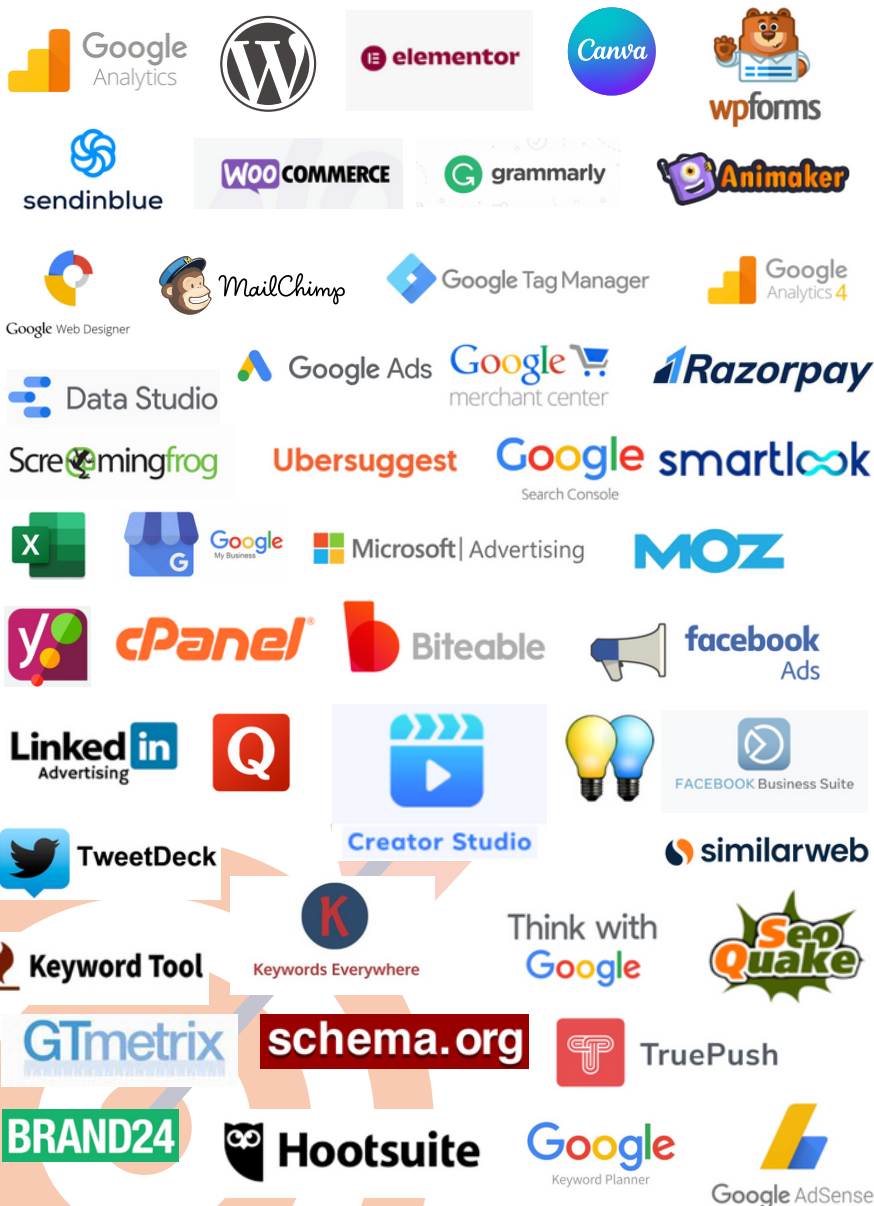
- **Learn To Build A Website**
- **Learn To Create Online Graphics For Free**
- **Learn To Earn Money Online**
- **Create Your Own E-Commerce Platform**
- **Learn To Get Projects As A Freelancer**
- **Learn To Become An Influencer**
- **Learn To Create & Edit Videos Online**
- **Learn To Make Excel Reports**
- **Interview Tips & Tricks**
- **Learn Personal Branding For Jobs & Freelancing**
- **Learn To Write Blogs**



CAREER OPPORTUNITIES

- **Digital Marketing Manager**
 - **Digital Marketing Executive**
 - **SEO Analyst**
 - **SEO Executive**
 - **SEO Manager**
 - **Social Media Marketing Expert**
 - **Social Media Handler**
 - **PPC Expert**
 - **PPC Analyst**
 - **Content Writer/ Copy Writer**
 - **Social Media Advertiser**
 - **Email Marketing Manager**
 - **Website Designer**
 - **Freelancer**
 - **Entrepreneur**
 - **Business Analyst and many more**
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TOOLS YOU WILL USE



And Many More

CONTACT US

For more queries regarding our courses, feel free to drop your mail at:

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or

ashish@digipense.com

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