



**DGMARK**  
INSTITUTE

# 100% Practical & Advanced **DIGITAL MARKETING COURSE**

JOB  
**100%**  
PLACEMENT

Call To Know More +919321990570

[dgmarkinstitute.com](https://dgmarkinstitute.com)

# ABOUT US

Mumbai's Premium Dgmark agency styled into Dgmark Institute, get the best learning experience with live training, modern technologies, 360\* digital marketing modules and many more features. It's time to shape your career as a digital marketer.

Additionally, we provide flexible timings, language options (Hindi, Marathi, and English), and 100% job support. Our comprehensive digital marketing course in Mumbai covers everything from the basics to advanced levels, ensuring that you are industry-ready upon completion. Choose DGmark Digital Marketing Institute for your digital marketing education and experience overall development. Our centers in Mumbai are Andheri, Goregaon, Borivali & Mira Road.

## 3 Months Course

2hrs/day – Mon To Fri

## 3 Certificates

Advanced Digital Marketing Course  
WP Website Development Course  
Canva Graphic Design Course

## Course Fees

₹35000 (Incl. all)  
Pay in 3 EMI



### JOB SEEKERS

We have designed practical oriented digital marketing course with placement for students.



### WORKING PROFESSIONAL

Our practical digital marketing training programs helps professionals add a new skill to their existing skill set.



### BUSINESS OWNERS

We have designed practical digital marketing course for business owners to grow their business online by themselves.

# DIGITAL MARKETING COURSE MODULE (30 MODULES)

- |                                      |                                     |
|--------------------------------------|-------------------------------------|
| 1. Introduction To Digital Marketing | 16. Video Ad Campiagn               |
| 2. Social Media Marketing            | 17. Remarketing Ad Campaign         |
| 3. Canva Graphic Designing           | 18. Facebook Ad                     |
| 4. Wordpress Website Development     | 19. Instagram Ad                    |
| 5. Google My Business Creation       | 20. Linkedin Ad                     |
| 6. Search Engine Optimization        | 21. Email Marketing                 |
| 7. On-page SEO Setup                 | 22. Mobile Marketing                |
| 8. Google Search Console             | 23. Content Marketing               |
| 9. Google Analytics                  | 24. Online Reputation Management    |
| 10. Offpage Optimization             | 25. Influencer Marketing            |
| 11. Local SEO Optimization           | 26. Affiliate Marketing             |
| 12. Search Engine Marketing          | 27. E-commerce Website              |
| 13. Smart Mode Ad Campaigns          | 28. How To Start Blogging           |
| 14. Expert Mode Ad Campaigns         | 29. Make Money As A Freelancer      |
| 15. Search Ad Campaign               | 30. How To Start Own Digital Agency |



# WHY WOULD YOU CHOOSE DGMARK INSTITUTE?

- ✓ 100% Practical & Advanced Training
- ✓ Small Batch of Max 8-10 Students
- ✓ Individual Focus On Every Student
- ✓ 3 Certificates
- ✓ Inhouse Digital Marketing Agency
- ✓ Realtime Experience on Real Projects
- ✓ 100% Placement Support
- ✓ Offline/ Inclassroom Training
- ✓ 3 Months Course
- ✓ 30 Major Modules
- ✓ WP Website Development
- ✓ Ecommerce Website Development
- ✓ Free Domain & Hosting
- ✓ LifeTime Access for Repeat Batches



# DIGITAL MARKETING COURSE CURRICULUM

## 1. Introduction To Digital Marketing

In this module, you will learn all the information about what is digital marketing. Know about the essential components of marketing strategy.

## 2. Graphic Design on Canva

In this module, you will learn how to design graphic, images for social media, stationary & logo.

## 3. Social Media Marketing

In this module you will learn techniques and strategies for promoting awareness of a brand, publication, product, etc on Social media. You will learn how to attract people to a particular website by sharing the content on social media sites.

## 4. Wordpress Website Creation

In this module you will learn how to create all kinds of commercial website using WordPress.

# DIGITAL MARKETING COURSE CURRICULUM

## 5. Google My Business Creation

In this module, you will learn How to create and set up Google my business profile for local business.

## 6. Search Engine Optimization

In this module you will learn Advance SEO training with 50+ SEO factor to rank your blog or website on Google search engine.

## 7. On-page SEO Setup

In this module, you will learn How to apply 20+ On-page SEO factors to rank higher, bring more traffic and convert more visitors.

## 8. Google Search Console

In this module, you will learn how to submit your website to the Google search console. You will learn How to use a sitemap, robots, page speed insight, manual security check and more.

# DIGITAL MARKETING COURSE CURRICULUM

## 9. Google Analytics

In this module you will learn How to track and report website traffic using Google analytics tools. You will learn how to check real time users, insights, audience over view, acquisition, user behavior and goals.

## 10. Off Page SEO Optimization

In this module you will learn How to use 30+ Off page SEO factors to increase your website authority score to rank higher on Google search engine.

## 11. Local SEO Optimization

In this module you will learn How to optimize your Google my business listing. Latest GMB ranking factors and Google algorithms.

## 12. Search Engine Marketing

In this module you will learn how to promote your website on google by creating a campaign and generate web traffic and quality leads from Google Ads.



# DIGITAL MARKETING COURSE CURRICULUM

## 13. Smart Mode Ad Campaign

In this module, you will learn How to optimize your Google my business listing. Latest GMB ranking factors and Google algorithm.s.

## 14. Expert Mode Ad Campaign

In this module, you will learn How to use all the factors of Instagram ads to boost your brand exponentially and grow your sales and reach new Instagram followers.

## 15. Search Ad Campaigns

In this module, you will learn how to create Search campaigns or text ads on search results that let you reach people while they're searching on Google for the products and services you offer. It's great for driving sales, leads, or traffic to your website.

## 16. Video Ad Campaign

In this module you will learn how to promote your website or business on YouTube. You will learn skippable in-stream ads, Non-skippable in-stream ads (including bumper ads), Video discovery ads (formerly known as in-display ads), and Non-video ads (i.e., overlays and banners).

# DIGITAL MARKETING COURSE CURRICULUM

## 17. Remarketing Ad Campaign

In this module you will learn how to use Google ads and create a re-marketing campaign to generate conversions and sales by showing potential customers our ads again and again by targeting IP and other database.

## 18. Facebook Ad

In this module, you will learn How to setup your Facebook ads campaign, audience setting, targeting, placements, ad creation, and more.

## 19. Instagram Ads

In this module, you will learn How to setup your Instagram ads campaign, audience setting, targeting, placements, ad creation, and more.

## 20. LinkedIn Ads

In this module, you will learn how to use LinkedIn ads to promote your brand, business, website, and generate new leads.

# DIGITAL MARKETING COURSE CURRICULUM

## 21. Email Marketing

In this module you will learn how to use email marketing tactics and run best email marketing campaign to generate website traffic and conversions by sending commercial emails regularly.

## 22. Mobile Marketing

In this module you will learn how to use email marketing tactics and run best email marketing campaign to generate website traffic and conversions by sending commercial emails regularly.

## 23. Content Marketing

In this module you will learn how to use content marketing strategy to attract and engage an audience by creating and sharing content such as relevant articles, images, info graphics, videos, podcasts and other media.

## 24. Online Reputation Management

In this module, you will learn how to create, cultivate, and maintain your brand name and its good standing online.



# DIGITAL MARKETING COURSE CURRICULUM

## 25. Influencer Marketing

In this module, you will learn how to become a good Influencer and earn money by promoting other brands products. Also, you will learn how to endorse and product placement from Influencers, people and organization.

## 26. Affiliate Marketing

In this module you will learn how to earn money by promoting others company's products through your website, blog, Youtube channel and other media.

## 27. Ecommerce Website

In this module you will learn How to create E-commerce website using Woo-commerce plugging to sells physical products. Shipping setup, tax rates, drop shipping, payment integrate, coupon codes setup, and more.

## 28. How To Start Blogging

In this module, you will learn how to create a successful business blogging strategy, including modules on content creation and SEO.

# DIGITAL MARKETING COURSE CURRICULUM

## **29. How To Make Money As Freelancer**

In this module, you will learn how to make money as a freelancer by taking freelance projects. You will learn A2Z tips to start and succeed in your own freelance business journey.

## **30. How To Start Own Digital Agency**

In this module you will learn how to start your own digital marketing agency. You will learn start to end all the strategy and plan to start and success a good digital marketing agency. How to generate leads, contact to customers, convinced to clients, proposal sending, monthly reporting and all.

# MUST KNOWN TOOLS YOU WILL LEARN





# CERTIFICATION WITH INTERNSHIP LETTER



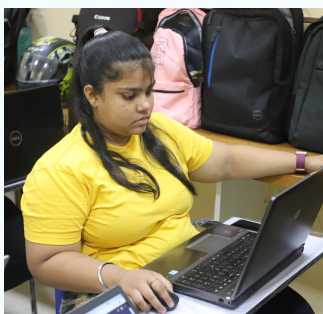
After completing the Digital Marketing Course, you will receive a proper Dgmark institute certificate. You will get 2 certificates 1 is Advanced Digital Marketing & 2nd is Website Development.

# GALLERY (MUMBAI)





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# HAPPY FACES OF HAPPY STUDENTS



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# CONTACT US (MUMBAI)

## Andheri

402, Prateek Building, Opp Apna Bazaar, Dhake Colony Bus Stop, JP Road, Andheri West, Near D N Nagar Metro Station, Mumbai 400053  
Phone: 9833240570

## Goregaon

23, Ground Floor, Harmony Mall, Bhagatsingh Nagar No.1 Bus Stop, New Link Road, Goregaon West, Mumbai 400104  
Phone: 9321990570

## Our Affiliations

DGmark Institute is a Govt Certified & ISO Certified Institute in Mumbai. The Trainers are Google Ads & Google Partner Certified Trainers



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