



DGMARK[®]
INSTITUTE

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CERTIFICATION IN ADVANCED DIGITAL MARKETING

DGmark Institute is Mumbai's #1 Digital Marketing Institute that offers 100% practical & advanced-level digital marketing courses in Mumbai with 100% job placement guaranteed. Digital Marketing Course in Mumbai Fees is ₹35000 Incl all Taxes. DGmark Institute is the fastest-growing Digital Marketing Institute in Mumbai. DGmark Institute ranks in the Top 5 Digital Marketing Courses in Mumbai.

Duration

4 Months Course
Daily 2hrs

Fees

₹31,500/- Incl All
You can pay in 3 Parts

Certificates

4 Certificates

Call To Know More +919321990570

dgmakinstitute.com

ABOUT US

Looking to enroll in a top-notch digital marketing course in Mumbai after 12th? Look no further than DGmark's Digital Marketing Institute, founded by the renowned Digital Marketing expert, Digital Chandan Thakur. With over a decade of experience running DGmark Agency, he brings his practical approach and leadership qualities to provide the best digital marketing course in Mumbai. Our live training approach ensures that you learn the latest techniques and trends in the industry. 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. Visit your nearest center and start your career in digital marketing.

Affiliated with Leading Government Education Entities



MSME
MICRO, SMALL & MEDIUM ENTERPRISES
सूक्ष्म, लघु एवं मध्यम उद्यम
OUR STRENGTH • हमारी शक्ति

Ministry of MSME, Govt. of India



Directorate of Vocational Education and Training,
Maharashtra State

व्यवसाय शिक्षण व प्रशिक्षण संचालनालय, महाराष्ट्र राज्य



Skill India
कौशल भारत - कुशल भारत



N.S.D.C
National
Skill Development
Corporation



DIGITAL MARKETING COURSE MODULE (40 MODULES)

Digital Marketing Course Curriculum Includes AI Tools

At DGmark Institute, we teach you everything you need to know about digital marketing, from the basics to the advanced stuff. You'll learn all about digital marketing, plus important skills like graphic design, building websites, and using AI tools that are really useful in the marketing world. Our courses are all about learning by doing, so you get practical experience with everything we teach. This means you'll be ready to use your new skills in the real world, right away.

1. Introduction To Digital Marketing >	11. Google Search Console >	21. Performance Ad Campaign >	31. Email Marketing >
2. Social Media Marketing >	12. Google Analytics >	22. Mobile App Ad Campaign >	32. Affiliate Marketing >
3. WordPress Website Creation >	13. Off-Site SEO Optimization >	23. Products Shopping Ad Campaign >	33. Mobile Marketing >
4. Ecommerce Website Creation >	14. Local SEO Optimization >	24. Facebook Ad Campaign >	34. Content Marketing >
5. Google Business Profile Creation >	15. Landing Page Techniques >	25. Instagram Ad Campaign >	35. Influencer Marketing >
6. Canva Graphic Designing >	16. Search Engine Marketing >	26. LinkedIn Ad Campaign >	36. Online Reputation Management >
7. ChatGPT & AI Tools >	17. Google Search Ad Campaign >	27. Whatsapp Techniques & Marketing >	37. Google AdSense >
8. How to Start Blogging >	18. Google Display Ad Campaign >	28. Ecommerce Marketing >	38. How to Start Freelancing >
9. Search Engine Optimization >	19. YouTube Video Ad Campaign >	29. Media Buying & Selling >	39. How to Digital Agency >
10. On-Site SEO Optimization >	20. Remarketing Ad Campaign >	30. Forum Ad Advertising >	40. Resume Building & Interview Preparation >

50+ DIGITAL MARKETING TOOLS YOU WILL MASTER



WORDPRESS



shopify



yoast



Google
Keyword Planner



Google
Search Console



RankMath



Google
Analytics



Google
PageSpeed Insights



Woo **COMMERCE**



Google
AdSense



MOZ



ahrefs



facebook
Ads



Twitter Ads



LinkedIn.ads



MailChimp



SimilarWeb



Ubersuggest

AI TOOLS IN OUR DIGITAL MARKETING CURRICULUM

At DGmark Institute, we understand the importance of staying ahead of the curve. That's why our digital marketing courses in Mumbai now include a comprehensive module on AI tools. These advanced tools have ushered in a new era in digital marketing, providing instantaneous and data-driven results. With our courses, you'll not only learn about these AI tools but also gain practical experience using them. This valuable knowledge will set you apart in the dynamic digital marketing industry, preparing you for the future of the field.

 ChatGPT Bard copy.ai Bing.ai Adobe
Firefly neural frames Lexica Leonardo.AI CreatorKit Play.ht HeyGen Replicate BrandCrowd lumen5 Predis.ai

DIGITAL MARKETING COURSE CURRICULUM UPDATED 2024

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. 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.

3. Wordpress Website Creation

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

4. Ecommerce Website Creation

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.

DIGITAL MARKETING COURSE CURRICULUM UPDATED 2024

5. Google My Business Creation

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

6. Canva Graphic Designing

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

7. ChatGPT & AI Tools

In the “ChatGPT & 16 AI Tools” module, you’ll explore the power of AI in digital marketing, mastering ChatGPT and other AI tools for content creation, SEO, and social media management. This concise course empowers you with the skills to leverage AI for innovative marketing strategies and operational efficiency.

8. How To Start Blogging

In this module, you will learn the fundamental steps to embark on a successful blogging journey. From choosing the right niche to creating compelling content and optimizing for search engines, this comprehensive course provides practical insights and strategies. Gain the skills needed to launch your blog and establish a strong online presence.

DIGITAL MARKETING COURSE CURRICULUM UPDATED 2024

9. 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.

10. On-Site SEO Optimization

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

11. Google Search Console

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

12. 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.

DIGITAL MARKETING COURSE CURRICULUM UPDATED 2024

13. Off-Site 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.

14. Local SEO Optimization

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

15. Landing Page Techniques

In this module, you'll discover how to make awesome landing pages that turn visitors into customers. Learn the tricks of using attractive designs, persuasive words, and clear buttons to get people interested.

16. 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 UPDATED 2024

17. Google Search Ad Campaign

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

18. Google Display Ad Campaign

In this module, you'll explore the world of Google Display Ads, learning how to create eye-catching advertisements that reach potential customers across the internet.

19. YouTube 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.

20. 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.

DIGITAL MARKETING COURSE CURRICULUM UPDATED 2024

21. Performance Ad Campaign

In this module, you'll unlock the secrets to crafting high-performance ad campaigns. Learn the art of creating ads that not only grab attention but also drive results.

22. Mobile App Ad Campaign

In this module, discover the ins and outs of promoting your app effectively. Learn how to create targeted and compelling ad campaigns to drive downloads and engagement.

23. Products Shopping Ad Campaign

In this module, you will learn the essentials of creating compelling Ecommerce Shopping Ad Campaigns. Discover the art of crafting visually appealing product promotions, optimizing listings, and targeting the right audience.

24. Facebook Ad Campaign

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

DIGITAL MARKETING COURSE CURRICULUM UPDATED 2024

25. Instagram Ad Campaign

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

26. LinkedIn Ad Campaign

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

27. Whatsapp Techniques & Marketing

In this module, you will learn effective Whatsapp Techniques & Marketing strategies. Explore the art of engaging communication, understanding audience behavior, and leveraging Whatsapp's features for marketing success.

28. Ecommerce Marketing

In this module, you will learn the core principles of Ecommerce Marketing. Explore strategies for driving online sales, optimizing product pages, and implementing effective promotional campaigns.

DIGITAL MARKETING COURSE CURRICULUM UPDATED 2024

29. Media Buying & Selling

In this module, you will learn the fundamentals of Media Buying & Selling. Explore the intricacies of purchasing and selling advertising space across various media channels.

30. Forum Ad Advertising

In this module, you will learn the essentials of Forum Ad Marketing, focusing on platforms like Quora. Explore strategies for creating effective ads, understanding user engagement, and harnessing the potential of forum-based marketing.

31. 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.

32. 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.

DIGITAL MARKETING COURSE CURRICULUM UPDATED 2024

33. Mobile Marketing

In this module, you'll learn the basics of Mobile Marketing. Discover how to reach people on their mobile devices with strategies like app marketing, SMS campaigns, and mobile ads.

34. 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.

35. Influencer Marketing

In this module, you will learn about the powerful world of Influencer Marketing. Explore strategies to become a successful influencer, earning money by promoting products. Understand the art of product endorsement and placement from influencers, individuals, and organizations.

36. 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 UPDATED 2024

37. Google AdSense

In this module, you'll discover Google AdSense basics. Learn how to make money from your website by showing ads. Understand where to place ads, optimize them, and increase your earnings.

38. How to Start Freelancing

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

39. How to 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.

40. Resume Building & Interview Preparation

In this module, you'll learn how to craft an eye-catching resume and prepare effectively for interviews. Discover tips for creating a resume that stands out, from writing a strong summary to showcasing your skills and experience.

WHY CHOOSE DGMARK INSTITUTE?



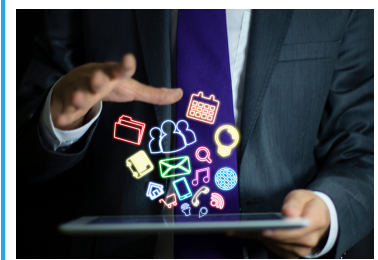
4 in 1 Course

Digital Marketing, Website, Graphic Designing & AI Tools



4 Certificates

These will give you an edge in the competitive job market.



40+ Modules

We teach you everything you need to know



20+ AI Tools

For content creation, SEO, and social media management



Micro Batch

Max. 7 Students where personal attention will be given



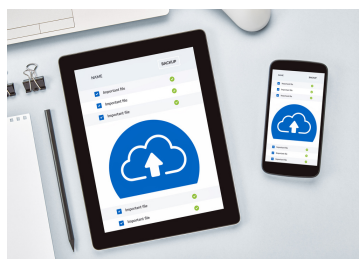
Free Hosting

To create a website to implement all strategy



Agency Style

Learning through hands-on, real-world scenarios



Backup Video

Will be provided backup training videos to revise again



100% Job

Placement Guaranteed after completing the course

DIGITAL MARKETING COURSE CERTIFICATION



+3 More Certificates

STUDENTS ARE PLACED

100% Placement Record



Mayank Jaiswal



Smith Patel



Abhishek Shinde



Ronit Patil



Vedant Patole



Jafar Shaikh

Realattê



Rohan Chauhan

Realattê



Abhishek Adep



Pooja K



STUDENTS ARE PLACED

100% Placement Record



Tejaswini Parekh

npower



Mehfooz Sayyed

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Kuldeep Sinh Sodha

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Nishi Mehta

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GALLERY



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Coming Soon



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