DGMARK INSTITUTE

LIVE ONLINE PROGRAMME



100% JOB PLACEMENT ASSISTANCE

CERTIFICATION IN

AI DIGITAL MARKETING COURSE – ONLINE

A 100% practical, advanced-level programme by DGmark Institute, now delivered live online. Learn digital marketing, website development, graphic designing and AI tools from anywhere, with 100% job placement assistance when you complete the course.

4 Months	2 Hrs / Day	₹33,000	4
Course duration	Live learning time	Payable in 3 parts	Certificates

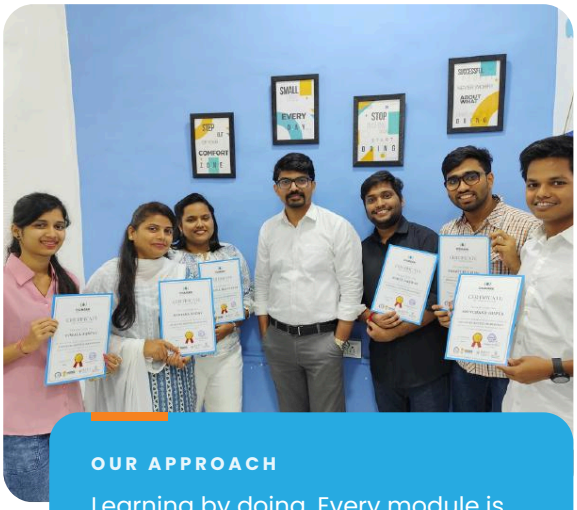
ABOUT US

Learn from people who do digital marketing every day

Looking to start a career in digital marketing right after 12th, or to upskill alongside your work? DGmark Institute was founded by renowned digital marketing expert **Digital Chandan Thakur**, who brings over a decade of experience running DGmark Agency. His practical approach and leadership shape everything we teach.

Our live training approach keeps you up to date with the latest techniques and trends in the industry. We offer flexible timings, a choice of languages (Hindi, Marathi and English) and 100% job support.

Our comprehensive curriculum takes you from the basics to advanced strategy, so you are industry-ready when you finish, and supports your overall development along the way. With centres across Mumbai and this live online programme, you can begin your digital marketing career from wherever you are.



OUR APPROACH

Learning by doing. Every module is practical, so your new skills are ready for the real world right away.

10+ years
of agency experience behind the curriculum

3 languages
Hindi, Marathi and English

Flexible timings
to fit study, work or business

100% job support
from training to placement

AFFILIATED WITH LEADING GOVERNMENT EDUCATION ENTITIES

MSME MICRO, SMALL & MEDIUM ENTERPRISES OUR STRENGTH
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

CERTIFIED ISO 21001:2018 COMPANY

TSN CERTIFICATION

PROGRAMME AT A GLANCE

Everything you need to know, in one place

COURSE	Certification in AI Digital Marketing Course – Online
MODE	Live online classes
DURATION	4 months
LEARNING TIME	2 hours per day
FEE	₹33,000, payable in 3 parts
CERTIFICATES	4 certificates
LANGUAGES	Hindi, Marathi & English
CURRICULUM	45 practical modules

COURSE FEE

₹33,000

Payable in 3 easy parts

4 months · 2 hrs/day

4 certificates

WHY CHOOSE DGMARK INSTITUTE?

4-in-1 Course
Digital Marketing, Website, Graphic Designing & AI Tools

4 Certificates
Give you an edge in a competitive job market

45 Modules
Everything you need to know, from basics to advanced

30+ AI Tools
For content creation, SEO and social media management

Micro Batch
Max. 7 students, so everyone gets personal attention

Free Hosting
Create your own website to implement every strategy

Agency Style
Learn through hands-on, real-world scenarios

Backup Videos
Recorded training videos to revise anytime

100% Job Assistance
Placement assistance after completing the course

COURSE CURRICULUM

45 modules. One complete career path.

From the basics to advanced strategy, you'll learn digital marketing along with essential skills like graphic design, website building and AI tools. Every module is learning by doing, so you gain practical experience you can use in the real world right away.

PHASE 1

Foundations & Creative Skills

01 Introduction to Digital Marketing
02 Social Media Marketing (Account Creation)
03 Canva Graphic Designing
04 AI Tools (30+ AI Tools)
05 Website Development
06 Blogging
07 Google Business Profile

PHASE 2

Social Media Marketing

08 Social Media Marketing (Competitor Analysis)
09 Social Media Marketing (Content Strategy)
10 Facebook Marketing
11 Instagram Marketing
12 LinkedIn Marketing
13 YouTube Marketing
14 Twitter Marketing
15 Pinterest Marketing
16 Reddit Marketing

PHASE 3

SEO & Analytics

17 Search Engine Optimization
18 On-Page SEO
19 Technical SEO
20 Google Search Console
21 Google Analytics
22 Off-Page SEO Optimization
23 Content Marketing
24 Quora Marketing
25 Local SEO

PHASE 4

Performance Marketing: Google Ads

26 Search Engine Marketing (Google Ads)
27 Google Search Ad Campaign
28 Google Display Ad Campaign
29 YouTube Video Ad Campaign
30 Remarketing Ad Campaign
31 Local Store Visit Ad Campaign
32 Google Demand Gen Ad Campaign
33 Google Performance Max Ad Campaign

PHASE 5

Performance Marketing: Meta & LinkedIn Ads

34 Meta Ads Marketing (Facebook & Instagram)
35 Facebook Instagram Engagement Ad Campaign
36 Facebook Instagram Brand Awareness Ad Campaign
37 Facebook Instagram Traffic to Website Ad Campaign
38 Facebook Instagram Lead Generation Ad Campaign
39 LinkedIn Brand Awareness Ad Campaign
40 LinkedIn Traffic to Website Ad Campaign
41 LinkedIn Lead Generation Ad Campaign

PHASE 6

Career Launchpad

42 How to Start Freelancing & Get Projects
43 How to Start & Run Own Digital Agency
44 Resume Building & Interview Preparation
45 Mock Test with HR

PHASE 1 OF 6

Foundations & Creative Skills

Build the base every digital marketer needs.

7 MODULES

01 Introduction to Digital Marketing

Understand what digital marketing is, how it works and the essential components of a successful marketing strategy.

02 Social Media Marketing (Account Creation)

Create and professionally set up business profiles on Facebook, Instagram, LinkedIn and Twitter, with consistent branding across every major network.

03 Canva Graphic Designing

Design eye-catching graphics and images for social media, along with stationery and logos, using Canva.

04 AI Tools (30+ AI Tools)

Get hands-on with 30+ powerful AI tools that automate content creation, design, SEO and social media tasks to boost productivity and results.

05 Website Development

Build and manage WordPress websites for businesses, blogs and e-commerce using themes, plugins and user-friendly tools, with no coding required.

06 Blogging

Start and maintain a blog, write SEO-optimised content and monetise it through AdSense, affiliate links and sponsored posts.

07 Google Business Profile

Set up and optimise a Google Business Profile so a business stands out on Google Search and Maps, earns reviews and attracts local customers.

PHASE 2 OF 6

Social Media Marketing

Grow brands organically across every major platform.

9 MODULES

08 Social Media Marketing (Competitor Analysis)

Analyse competitors' social media strategies, identify their strengths and weaknesses, and use those insights to sharpen your content planning and audience targeting.

09 Social Media Marketing (Content Strategy)

Develop an effective content strategy covering content types, posting schedules and engagement tactics tailored to each platform and business goal.

10 Facebook Marketing

Grow a Facebook page organically with engaging posts, Groups, Reels and community building, plus best practices for reach, shares and comments.

11 Instagram Marketing

Increase reach on Instagram without spending on ads, using Reels, Stories, carousels and hashtags, and optimise your profile and posting times.

12 LinkedIn Marketing

Use LinkedIn for B2B marketing: drive traffic, generate leads and build a strong professional network with LinkedIn's marketing and advertising tools.

13 YouTube Marketing

Grow a YouTube channel organically by optimising titles, descriptions, tags, thumbnails and content strategy to increase watch time and subscribers.

14 Twitter Marketing

Use Twitter for organic growth with timely updates, trending hashtags, follower engagement and a distinctive brand voice.

15 Pinterest Marketing

Drive traffic with SEO-friendly pins, rich pins, well-organised boards, a consistent pinning schedule and Pinterest's search features.

16 Reddit Marketing

Engage authentically in subreddits by sharing valuable content and building authority, promoting naturally without breaking community guidelines.

PHASE 3 OF 6

SEO & Analytics

Earn organic visibility and measure what works.

9 MODULES

17 Search Engine Optimization

Learn how search engines crawl, index and rank websites, and plan an SEO strategy that grows organic traffic and supports business growth.

18 On-Page SEO

Optimise individual pages with meta tags, keyword usage, internal linking, image optimisation and well-structured, readable content.

19 Technical SEO

Improve page speed, mobile responsiveness, crawlability and indexing, and implement structured data so search engines understand your site.

20 Google Search Console

Submit a website to Google Search Console and work with sitemaps, robots.txt, PageSpeed Insights, security checks and more.

21 Google Analytics

Track and report website traffic, including real-time users, insights, audience overview, acquisition, user behaviour and goals.

22 Off-Page SEO Optimization

Build high-quality backlinks through guest blogging and influencer outreach to increase website authority and search rankings.

23 Content Marketing

Plan and execute a content strategy across blog posts, videos, infographics and social content that engages users and drives conversions.

24 Quora Marketing

Build authority and attract targeted traffic by answering relevant questions, optimising your profile and engaging in Quora Spaces.

25 Local SEO

Win local searches with location-based keywords, local citations and online review management for stronger visibility in your area.

PHASE 4 OF 6

Performance Marketing: Google Ads

Plan, launch and optimise paid campaigns on Google.

8 MODULES

26 Search Engine Marketing (Google Ads)

Understand how paid advertising works, set up a Google Ads account and plan Search, Display and Video strategies that drive targeted traffic.

27 Google Search Ad Campaign

Create and optimise text ads on Google Search with keyword research, ad copywriting, bidding strategies and Quality Score improvement.

28 Google Display Ad Campaign

Design appealing banner ads and run campaigns across Google's Display Network with smart targeting, placements and performance tracking.

29 YouTube Video Ad Campaign

Advertise on YouTube with skippable, non-skippable, bumper and in-feed ads, covering strategy, targeting, budgets and engagement metrics.

30 Remarketing Ad Campaign

Re-engage visitors who didn't convert with personalised remarketing across Search, Display and Video based on their past interactions.

31 Local Store Visit Ad Campaign

Drive footfall to physical stores with location-based campaigns, local extensions, Google Maps and store-visit tracking.

32 Google Demand Gen Ad Campaign

Reach high-intent audiences across YouTube, Discover and Gmail with visual storytelling, audience segments and AI-powered targeting.

33 Google Performance Max Ad Campaign

Launch Performance Max campaigns across all Google properties using smart bidding, asset creation, audience signals and AI optimisation.

PHASE 5 OF 6

Performance Marketing: Meta & LinkedIn Ads

Turn social audiences into traffic, leads and customers.

8 MODULES

34 Meta Ads Marketing (Facebook & Instagram)

Set up, manage and optimise Facebook and Instagram campaigns: objectives, audience targeting, budgeting and analytics.

35 Facebook Instagram Engagement Ad Campaign

Run campaigns that grow post engagement, video views, comments, shares and likes to build social proof and organic reach.

36 Facebook Instagram Brand Awareness Ad Campaign

Increase brand recall among wide audiences by targeting interests, behaviours and demographics for maximum visibility.

37 Facebook Instagram Traffic to Website Ad Campaign

Send Facebook and Instagram users to your website or landing page with strong calls-to-action and performance tracking.

38 Facebook Instagram Lead Generation Ad Campaign

Collect leads with high-converting lead forms, precise targeting and CRM integration for seamless follow-up.

39 LinkedIn Brand Awareness Ad Campaign

Build brand visibility and credibility in the B2B space by reaching decision-makers and industry-specific audiences.

40 LinkedIn Traffic to Website Ad Campaign

Drive targeted professional traffic to your website with effective creatives, audience segmentation and click-through optimisation.

41 LinkedIn Lead Generation Ad Campaign

Capture B2B leads with LinkedIn's native lead forms and targeting tools, and connect them to your lead management systems.

PHASE 6 OF 6

Career Launchpad

Get ready for jobs, freelancing and entrepreneurship.

4
MODULES

42 How to Start Freelancing & Get Projects

Start freelancing, build a strong portfolio, win clients on platforms like Upwork and Fiverr, and grow a successful freelance career.

43 How to Start & Run Own Digital Agency

Launch your own digital marketing agency, handle client projects, build a team and scale with structured processes.

44 Resume Building & Interview Preparation

Build a professional resume, practise HR questions and learn to showcase your digital marketing knowledge to recruiters.

45 Mock Test with HR

Face mock interviews with HR experts in a professional setting and receive feedback on your communication and technical skills.



AFTER THE COURSE

100% Job Placement Assistance, from resume to offer.

Resume building and mock interviews with HR prepare you for the job market. Once you complete the course, our placement assistance helps you take the next step, whether that's a job, freelancing or your own agency.

TOOLS YOU WILL MASTER

Work on the same tools the industry uses

WordPress · yoast · Google Keyword Planner · Google Search Console · RankMath
Google Analytics · Google PageSpeed Insights · MOZ · ahrefs · facebook Ads
Ads · LinkedIn ads · SimilarWeb · Ubersuggest

AI TOOLS IN OUR CURRICULUM

Stay ahead with 30+ AI tools

AI has opened a new era in digital marketing, delivering instant, data-driven results. Our curriculum includes a comprehensive AI tools module, so you don't just learn about these tools, you gain practical experience using them. It's knowledge that sets you apart and prepares you for the future of the field.

ChatGPT · copy.ai · Gemini · LensGo · GravityWrite · QuillBot
Adobe Podcast · Waymark · invideo · KREA AI · Adobe Firefly · Pollo AI · AKOOL
MioCreate · Lexica · Predis.ai · IIElevenLabs · dzine · CREATION KIT · Hypotenuse AI
synthesia · Bing · DESIGNS.AI · quetext · Steve AI · SURFER

CERTIFICATION

Earn 4 certificates that strengthen your profile

Complete the course and receive four certificates that help you stand out in a competitive job market. Here's a sample of your course completion certificate.



STUDENT SUCCESS

Our students, now working at



Tejaswini Parekh

PLACED AT

npower canada



Akshay Gorakshakar

PLACED AT

groupm



Mehfooz Sayyed

PLACED AT

HOSPITALITY MINDS BORN FOR HOTELS



Rohan Chauhan

PLACED AT

Realattê



Ritu Mehta

PLACED AT

#trending. BULB



Akansha Nagori

PLACED AT

scalar



Darshit Padhiyar

PLACED AT

GOZOOP



Lokesha Patankar

PLACED AT

SAVIT INTERACTIVE



Hemal Dodia

PLACED AT

BUZZOOKA



Shamit Kuckian

PLACED AT

ALFA



Nirmal Solanki

PLACED AT

KAPIL'S salon & academy



Varsha Mistry

PLACED AT

NutraStore

HIRING PARTNERS

Companies that hire our students

SAVIT INTERACTIVE
scalar
DIGITALIMPACTS
HOSPITALITY MINDS BORN FOR HOTELS
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Biznext Making Business Easy
INNOVATE DIGITAL MEDIA
ZIK DIGITAL
groupm
SKD SHREE KRISHNA DIGITAL MARKETING
RELIANCE Animation Academy
BTC Break The Code
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#trending.
KAPIL'S salon & academy
NutraStore
itrani
THE VFX INSTITUTE BY VISUAL BIRDS STUDIO WE MAKE ARTISTS

LIFE AT DGMARK







GALLERY

Practical learning, real results













DGMARK INSTITUTE

Start your digital marketing career, from anywhere.

Certification in AI Digital Marketing Course – Online · 4 months · 2 hrs/day · ₹33,000 in 3 parts · 4 certificates

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OUR OFFLINE INSTITUTES (MUMBAI)

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93219 90570

Andheri

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

98332 40570

Borivali

11, First Floor, Ram Nagar Bldg No.3, Opp Kalyan Jewellers, Near Kora Kendra Flyover, S V Road, Borivali West, Mumbai 400092

98335 40570

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