DGMARK INSTITUTE

Offline Classroom Program · Mumbai

CERTIFICATION IN

Advanced Digital Marketing with AI

A 4-in-1 career program covering **Digital Marketing**, **Website Development**, **Graphic Designing** and **AI Tools**, taught live in the classroom.



100%
JOB PLACEMENT ASSISTANCE

6 Months
Course duration

2 Hrs / Day
Live classroom learning

₹39,000
All inclusive · pay in 4 parts

60 Modules
Basics to advanced

Call / WhatsApp +91 93219 90570

dgmarkinstitute.com

ABOUT US

Learn digital marketing the way real agencies practise it.

Just finished 12th, recently graduated, or ready to grow in your current job? DGmark Institute offers a practical, career-focused path into digital marketing in Mumbai.

The institute was founded by renowned digital marketing expert **Digital Chandan Thakur**, who has run **DGmark Agency** for over a decade. He brings that practical, results-driven approach into every classroom, so you learn the latest techniques and trends exactly as they are used on real client work.

Our comprehensive course takes you from the basics to advanced level, so you are industry-ready by the time you finish. We offer flexible timings, teaching in Hindi, Marathi and English, and 100% job placement assistance.

Choose DGmark Institute for a well-rounded digital marketing education. Visit your nearest centre in **Andheri**, **Goregaon** or **Borivali** and start your career in digital marketing.

FOUNDER

Digital Chandan Thakur

Founder, DGmark Institute & DGmark Agency

10+ years of hands-on agency experience, brought straight into the classroom.

- Live classroom training
- Flexible batch timings
- Hindi, Marathi & English
- 100% job placement assistance

AFFILIATIONS & ACCREDITATIONS

Ministry of MSME
Government of India

DVET Maharashtra
Directorate of Vocational Education & Training

Skill India
Kaushal Bharat, Kushal Bharat

NSDC
National Skill Development Corporation

ISO 21001:2018
Certified educational organization

TSN
Certification

WHY DGMARK INSTITUTE

Nine reasons students choose us

4-in-1 Course

Digital Marketing, Website, Graphic Designing & AI Tools in one program.

4-in-1 Certificate

One certificate that recognizes all four skills: Digital Marketing, Web, Design & AI.

60 Modules

Everything you need to know, from the basics to advanced level.

30+ AI Tools

The latest tools for content, design, video, research and SEO.

Small Batches

Maximum 15 students per batch, so everyone gets personal attention.

Free Hosting

Build your own website and implement every strategy you learn.

Agency-Style Learning

Hands-on training built around real-world scenarios.

Backup Videos

Recorded training videos so you can revise any session again.

100% Job Assistance

Placement assistance once you complete the course.

PROGRAM AT A GLANCE

Certification in Advanced Digital Marketing with AI

Mode	Offline classroom	Duration	6 months
Learning time	2 hours per day	Fee	₹39,000/- all inclusive
Payment	Pay in 4 parts	Certificate	1, covering 4 skills
Batch size	Max. 15 students	Languages	Hindi, Marathi, English

COURSE CURRICULUM

60 modules. One complete career path.

A Foundations, Web & Design — 8 MODULES

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

B Organic Social Media — 7 MODULES

09 Facebook Marketing
10 Instagram Marketing
11 LinkedIn Marketing
12 YouTube Marketing
13 Twitter Marketing
14 Pinterest Marketing
15 Reddit Marketing

C Social Media Ads — 9 MODULES

16 Social Media Ads (Ad Campaign)
17 FB/Insta Engagement Ad
18 FB/Insta Awareness Ad
19 FB/Insta Traffic Ad
20 FB/Insta Lead Gen Ad
21 LinkedIn Brand Awareness Ad
22 LinkedIn Traffic to Website Ad
23 LinkedIn Lead Gen Ad
24 Snapchat Ad

D SEO, Analytics & Content — 8 MODULES

25 Search Engine Optimization
26 On-Page SEO
27 Technical SEO
28 Google Search Console & Analytics
29 Off-Page SEO
30 Content Marketing
31 Quora Marketing
32 Local SEO

E AI Search & Modern SEO — 5 MODULES

33 Modern SEO
34 AIO (AI Optimization)
35 GEO (Generative Engine Optimization)
36 AEO (Answer Engine Optimization)
37 SXO (Search Experience Optimization)

F Google Ads — 10 MODULES

38 Google Search Ad
39 Google Display Ad
40 Google YouTube Video Ad
41 Google Remarketing Ad
42 Google Demand Gen Ad
43 Google Performance Max Ad
44 Google Merchant Ad
45 Google Shopping Ad
46 MCC Account
47 Google Tag Manager

G E-commerce — 4 MODULES

48 E-commerce Website (Creation)
49 E-commerce Organic Marketing
50 E-commerce Paid Marketing
51 Shopify Website Overview

H Email, WhatsApp & Monetization — 5 MODULES

52 Email Marketing
53 WhatsApp Marketing
54 Spotify Ad
55 Google AdSense
56 Affiliate Marketing

I Career Launch — 4 MODULES

57 How to Start Freelancing & Agency
58 Resume Building
59 Mock Test with HR
60 Real Internship

DETAILED CURRICULUM

Modules 01–10

01

FOUNDATIONS, WEB & DESIGN

Introduction to Digital Marketing

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

02

FOUNDATIONS, WEB & DESIGN

Social Media Marketing (Account Creation)

Create and professionally set up business profiles on Facebook, Instagram, LinkedIn and Twitter to build a strong online identity with consistent branding across every major network.

03

FOUNDATIONS, WEB & DESIGN

WordPress Website (Creation)

Build and manage WordPress websites for businesses, blogs and e-commerce using themes, plugins and user-friendly tools, without coding.

04

FOUNDATIONS, WEB & DESIGN

Blogging (Creation)

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

05

FOUNDATIONS, WEB & DESIGN

Google Business Profile (Creation)

Create, verify and optimize a Google Business Profile so a business shows up on Google Search and Maps, with accurate details, photos, posts and review management.

06

FOUNDATIONS, WEB & DESIGN

Canva Graphic Designing

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

07

FOUNDATIONS, WEB & DESIGN

AI Tools

Work hands-on with 30+ of the latest AI tools for content, images, video, voice, research and websites, and use them to work faster and smarter.

08

FOUNDATIONS, WEB & DESIGN

Social Media Marketing (Calendar)

Plan your content in advance with a social media calendar: content types, posting schedules and engagement tactics tailored to each platform and business goal.

09

ORGANIC SOCIAL MEDIA

Facebook Marketing

Grow a Facebook page organically with engaging posts, Facebook Groups and Reels, and build a loyal community using best practices for reach, shares, comments and visibility.

10

ORGANIC SOCIAL MEDIA

Instagram Marketing

Increase your Instagram reach without spending on ads. Master Reels, Stories, carousels and hashtags, and optimize your profile and posting times for maximum engagement.

DETAILED CURRICULUM

Modules 11–20

11 ORGANIC SOCIAL MEDIA

LinkedIn Marketing

Use LinkedIn for B2B marketing: build a strong professional presence and network, share content that drives engagement, and generate traffic and leads.

12 ORGANIC SOCIAL MEDIA

YouTube Marketing

Grow a YouTube channel organically by optimizing titles, descriptions, tags, thumbnails and content strategy, increasing watch time, subscribers and engagement.

13 ORGANIC SOCIAL MEDIA

Twitter Marketing

Use Twitter (X) for organic growth with timely updates, trending hashtags, follower engagement and a clear brand voice to grow reach and influence.

14 ORGANIC SOCIAL MEDIA

Pinterest Marketing

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

15 ORGANIC SOCIAL MEDIA

Reddit Marketing

Engage authentically in subreddits by sharing valuable content, joining discussions and building authority, promoting content naturally without appearing spammy.

16 SOCIAL MEDIA ADS

Social Media Ads (Ad Campaign)

Learn how paid social works: set up ad accounts, choose campaign objectives, target the right audiences, set budgets and read the results.

17 SOCIAL MEDIA ADS

FB/Insta Engagement Ad

Run Facebook and Instagram campaigns that increase post engagement, video views, comments, shares and likes, building social proof and organic reach.

18 SOCIAL MEDIA ADS

FB/Insta Awareness Ad

Create campaigns that increase brand recall among a wide audience, targeting users by interests, behaviors and demographics to maximize exposure.

19 SOCIAL MEDIA ADS

FB/Insta Traffic Ad

Drive users from Facebook and Instagram to your landing page or website with call-to-action optimization, link targeting and performance tracking.

20 SOCIAL MEDIA ADS

FB/Insta Lead Gen Ad

Collect leads directly on Facebook and Instagram with high-converting lead forms, the right audience targeting and CRM integration for seamless follow-ups.

DETAILED CURRICULUM

Modules 21–30

21 SOCIAL MEDIA ADS

LinkedIn Brand Awareness Ad

Increase brand visibility among professionals with LinkedIn Ads, targeting decision-makers and industry-specific audiences to build credibility in the B2B space.

22 SOCIAL MEDIA ADS

LinkedIn Traffic to Website Ad

Send targeted professional traffic to your website or landing page with LinkedIn Ads, working on ad creatives, audience segmentation and click-through optimization.

23 SOCIAL MEDIA ADS

LinkedIn Lead Gen Ad

Capture B2B leads with LinkedIn's native lead forms and targeting tools, filling sales pipelines and integrating with lead management systems.

24 SOCIAL MEDIA ADS

Snapchat Ad

Reach younger, mobile-first audiences with Snapchat ads, using full-screen vertical creatives, audience targeting, budgets and performance tracking.

25 SEO, ANALYTICS & CONTENT

Search Engine Optimization

Learn how search engines crawl, index and rank websites, and build a complete SEO strategy that improves search visibility and business growth.

26 SEO, ANALYTICS & CONTENT

On-Page SEO

Optimize individual web pages for higher rankings using meta tags, keyword usage, internal linking, image optimization and a clear content structure.

27 SEO, ANALYTICS & CONTENT

Technical SEO

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

28 SEO, ANALYTICS & CONTENT

Google Search Console & Analytics

Submit your website to Google Search Console, work with sitemaps and indexing reports, and track traffic, audiences, user behavior and goals in Google Analytics.

29 SEO, ANALYTICS & CONTENT

Off-Page SEO

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

30 SEO, ANALYTICS & CONTENT

Content Marketing

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

DETAILED CURRICULUM

Modules 31–40

31 SEO, ANALYTICS & CONTENT

Quora Marketing

Use Quora to build authority and visibility by answering relevant questions with helpful, credible content that brings qualified visitors to your website.

32 SEO, ANALYTICS & CONTENT

Local SEO

Optimize your online presence for local searches with location-based keywords, local citations and online review management.

33 AI SEARCH & MODERN SEO

Modern SEO

Learn how search works today: search intent, helpful and trustworthy content, and how AI-powered search results change the way you plan and optimize content.

34 AI SEARCH & MODERN SEO

AIO (AI Optimization)

Optimize your website and brand so AI-powered search features can understand, trust and surface your content.

35 AI SEARCH & MODERN SEO

GEO (Generative Engine Optimization)

Help your brand appear in answers from generative AI tools such as ChatGPT, Gemini and Perplexity with authoritative, well-structured content.

36 AI SEARCH & MODERN SEO

AEO (Answer Engine Optimization)

Structure content to win direct answers in featured snippets, voice search and AI assistants, using question-led content, FAQs and schema markup.

37 AI SEARCH & MODERN SEO

SXO (Search Experience Optimization)

Combine SEO with user experience: fast pages, mobile usability, clear navigation and engaging content that turn search visitors into customers.

38 GOOGLE ADS

Google Search Ad

Create and optimize text ads on Google search results, focusing on keyword research, ad copywriting, bidding strategies and Quality Score improvement.

39 GOOGLE ADS

Google Display Ad

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

40 GOOGLE ADS

Google YouTube Video Ad

Advertise on YouTube with skippable, non-skippable, bumper and in-feed ads, covering video ad strategy, targeting, budget setup and engagement metrics.

DETAILED CURRICULUM

Modules 41–50

41 GOOGLE ADS

Google Remarketing Ad

Retarget visitors who didn't convert with personalized remarketing campaigns across search, display and video, based on their previous interactions.

42 GOOGLE ADS

Google Demand Gen Ad

Reach high-intent audiences across YouTube, Discover and Gmail with Demand Gen campaigns, using visual storytelling and AI-powered targeting.

43 GOOGLE ADS

Google Performance Max Ad

Launch Performance Max campaigns that run across all Google properties, using smart bidding, asset creation, audience signals and AI-driven optimization.

44 GOOGLE ADS

Google Merchant Ad

Set up Google Merchant Center and optimized product feeds so your products are eligible to appear in Google's product ads and listings.

45 GOOGLE ADS

Google Shopping Ad

Run Shopping campaigns that show products with image, price and store name on Google, with feed-based targeting, bidding and optimization.

46 GOOGLE ADS

MCC Account

Manage multiple Google Ads accounts from one Manager (MCC) account the way agencies do: linking client accounts, access levels and cross-account reporting.

47 GOOGLE ADS

Google Tag Manager

Install and manage tracking tags without editing website code, setting up conversion tracking, analytics events and remarketing tags.

48 E-COMMERCE

E-commerce Website (Creation)

Build a fully functional online store with WordPress (WooCommerce), covering product pages, cart, payment gateways and user-friendly design.

49 E-COMMERCE

E-commerce Organic Marketing

Drive free traffic to an online store with SEO, content marketing, social media and blogging, building long-term visibility without paid ads.

50 E-COMMERCE

E-commerce Paid Marketing

Run effective paid campaigns for an online store on Google Ads, Meta Ads and more, mastering product promotion, retargeting and conversion management.

DETAILED CURRICULUM

Modules 51–60

51 E-COMMERCE

Shopify Website Overview

Get a practical overview of building an online store on Shopify: themes, products, collections, payments and the apps that extend it.

52 EMAIL, WHATSAPP & MONETIZATION

Email Marketing

Create and manage successful email campaigns using best practices in design, audience segmentation, automation and performance analytics.

53 EMAIL, WHATSAPP & MONETIZATION

WhatsApp Marketing

Set up a WhatsApp Business profile and use WhatsApp for personalized customer communication, bulk messaging and business promotion.

54 EMAIL, WHATSAPP & MONETIZATION

Spotify Ad

Reach listeners with audio and video ads on Spotify, with audience targeting, budgets and campaign reporting.

55 EMAIL, WHATSAPP & MONETIZATION

Google AdSense

Monetize a website or blog with Google AdSense: meeting eligibility requirements, getting approved, placing ads effectively and growing earnings.

56 EMAIL, WHATSAPP & MONETIZATION

Affiliate Marketing

Learn affiliate marketing fundamentals: choosing affiliate networks, promoting products effectively and earning commissions through content and digital strategies.

57 CAREER LAUNCH

How to Start Freelancing & Agency

Start freelancing, build a portfolio and win clients on platforms like Upwork and Fiverr, then learn how to grow into your own digital marketing agency.

58 CAREER LAUNCH

Resume Building

Build a professional resume and portfolio that showcase your digital marketing skills and projects to recruiters.

59 CAREER LAUNCH

Mock Test with HR

Face real-world interviews through mock sessions with HR experts, get feedback on your communication and technical skills, and build confidence for placements.

60 CAREER LAUNCH

Real Internship

Work on live digital marketing projects during your internship, gaining hands-on experience and the confidence to enter the industry professionally.

TOOLS YOU WILL MASTER

Work on the same tools the industry uses

WordPress · shopify · yoast · Google Keyword Planner · Google Search Console · RankMath
Google Analytics · Google PageSpeed Insights · WooCommerce · Google AdSense · MOZ · ahrefs
facebook Ads · Twitter Ads · LinkedIn ads · MailChimp · SimilarWeb · Ubersuggest
elementor · Canva · Photopea · Google Ads

AI TOOLS IN OUR CURRICULUM

In our 100% practical training you don't just learn theory. You get hands-on experience with 30+ of the latest AI tools for writing, research, images, video, voice and website building, so you graduate with the up-to-date skills employers are looking for.

ChatGPT · Claude · Gemini · Canva AI TOOLS · KIMI · KlingAI · Sora2
Adobe Podcast · Veo 3 · Meta AI · KREA AI · Adobe Firefly · Google Vids · Google Flow Music
Google AI Studio · NANO BANANA · Lovable · IIElevenLabs · NotebookLM · Grok · Copilot
deepseek · perplexity · manus · Higgsfield · runway · bolt · HeyGen
Midjourney · Bing · Flow AI · AssemblyAI

CERTIFICATION

One certificate. Four career skills.



On completing the program, you receive a **Certificate of Completion in Advanced Digital Marketing with Web Development, Graphic Designing & AI Tools** from DGmark Institute.

This single certificate recognizes all four skill areas you master in the program, helping you stand out in a competitive job market.

- ✓ Advanced Digital Marketing
- ✓ Web Development
- ✓ Graphic Designing
- ✓ AI Tools

MSME Ministry of MSME, Govt. of India · N·S·D·C National Skill Development Corporation · Skill India कौशल भारत-कुशल भारत

CERTIFICATE DAY AT DGMARK INSTITUTE





HIRING PARTNERS

Where our students build careers

Our job placement assistance connects you with agencies, brands and businesses that hire digital marketers. These are some of the organizations in our hiring network.



STUDENTS PLACED

Our students, now working at

A few of the DGmark Institute students who have started their digital marketing careers.



Tejaswini Parekh

PLACED AT

npower canada



Akshay Gorakshakar

PLACED AT

groupm



Mehfooz Sayyed

PLACED AT

HOSPITALITY MINDS BORN FOR HOTELS



Rohan Chauhan

PLACED AT

Realatté



Ritu Mehta

PLACED AT

#trending.



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

GALLERY

Life at DGmark Institute

Small batches, laptops open, real campaigns on screen, and certificates at the finish line.

















DGMARK INSTITUTE

CONTACT US · MUMBAI

Start your career in digital marketing.

Visit your nearest centre, or call us to know more about upcoming batches.

Goregaon

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