



Diploma in Digital Marketing (Offered in association with Digital Scholar)

Digital Scholar is Asia's premier agency-style digital marketing institute, attracting students from over 15+ Countries . We take pride in being a unique institution dedicated to equipping learners with the skills, knowledge, and mindset necessary to excel in the digital landscape. Our comprehensive programs are designed to provide practical, hands-on experience, ensuring that our students are industry-ready from day one.

Digital Scholar was created with an intention to offer a complete course that is specifically designed as per the current industry trends. Years of experience has helped us identify and understand the graduate-employee skills gap in the industry. At Digital Scholar we keep up with the pace of the industry and impart a holistic education that encompasses all the latest concepts of the Digital World so that our graduates can effortlessly integrate into the assigned roles with respect to wherever their passion lies in the Marketing Ocean.

Core LIVE Modules:

- 1) Social Media Marketing: Learn how to create effective social media strategies, manage different platforms, and analyze campaign performance.
- 2) Website Building and SEO (Search Engine Optimization): Master the skills to improve website visibility, including keyword research, on-page and off-page optimization, and content marketing.
- 3) Google Ads: Gain expertise in running and optimizing successful search and display ad campaigns using Google Ads.



4) Meta Ads (Facebook and Instagram Ads): Understand how to create and manage paid advertising campaigns on Facebook and Instagram, including advanced targeting and automation.

5) Landing Page and Automations: Learn the essentials of performance-driven automations, email and whatsapp marketing.

Pre-Recorded Courses

1) Copywriting: Understand the art of persuasive writing to create engaging content for marketing campaigns.

2) Affiliate Marketing: Discover strategies to generate revenue through affiliate programs.

3) Email Marketing: Learn how to create and automate email campaigns to nurture leads and increase sales.

4) WhatsApp Automation: Automate communication with customers using WhatsApp for business.

5) Canva Mastery: Master the design tool Canva to create visually appealing marketing materials.

6) Reels Mastery: Learn to create viral Instagram reels and short-form video content.

7) AI Content Mastery: Leverage AI tools to enhance content creation and marketing automation.

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5 Live Projects and 4000 rupees ad budgets reimbursements and website building ---> we will help you book your domain and hosting and give you live ad budgets to run ads.

Total Fees: 59,999 (including 18% GST)