



LEAD THE FUTURE

Complete Practical Training Course for

Digital Marketing



100% Placement
Assistance



Classes By
Digital Marketing
Experts



Paid Live
Projects



3 Months
Course



Guaranteed
Paid Internship*

Live Online Course Brochure

Perfect Time to Get Started in Digital Marketing

Become an Expert in

18+ Courses in 3 Months

SEO | SMM | SMO | SMM | Content Marketing | Website Development
Google Ads | Facebook Ads | YouTube | Email Marketing | WhatsApp
Website Development | Marketing Automation | Interview Preparation | and more!

Digital Marketing: The Most Sought-after Marketing Strategies Employed by Businesses Today

- Digital Marketing Market is Further Expected to Scale With a CAGR of 32.1% by 2028, With a Value of USD 24.1 Billion
- According to LinkedIn, the “Digital Marketing Specialist” Role is Among the Top 10 Most In-demand Jobs, With 8,60,000 Job Openings
- The Average Salary of the Digital Marketer in India is Around ₹6.4 Lakh Per Annum

The Road Ahead

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About iJaipuria

iJaipuria is an ed-tech startup:

Focused on Delivering the Best Learning
Experiences to Learners of All Ages,
From College and Beyond

It Has Been Operational
Since 2018 and is Based
In Delhi, India

**EXPLORE
NEW PATHS**

**LEARN
EXCITING
SKILLS**

**CREATE
MEANINGFUL
CHANGE**

The company has a comprehensive range of online courses in multiple disciplines, from Sales and Marketing, Business Analytics and Data Science, Management Skills, Personality Development, and Finance and Investment.

Each course is tailored to the needs of the learners, and they are offered in various formats, including :



2 Why Digital Marketing?

In today's competitive digital landscape, studying digital marketing is more important than ever due to its ability to help businesses increase their reach and grow their customer base.



- Increase Sales
- Connect with Customers
- Improve Reach
- Optimize Campaigns
- Generate Leads
- Build Brand Awareness
- Harness Technology
- High-paying Jobs

3 About the Programme

iJaipuria's

Complete Practical Training Course for

Digital Marketing

Is your sure shot way to get ahead

This Programme Provides:

- An Interactive and Immersive Way to Learn Digital Marketing
- Allows Attendees to Participate in Hands-on Experiences
- Comprehensive Understanding of the Subject
- Paid Live Projects & Paid Internships*
- 100% Guaranteed Placement Assistance
- Designed, Curated and Delivered by Industry Experts



**OUR PROGRAMME
HAS SOMETHING FOR EVERYONE!**

Instructors

The instructors for this programme are experts in their respective fields, providing the latest knowledge and insights that attendees can immediately apply to their businesses or projects. Additionally, through Q&A sessions, the instructors provide invaluable advice to the attendees and offer feedback.



RUPSHANKER MISHRA
(Digital Marketing Consultant)

He is a Digital Marketing Specialist, Consultant, Content Creator, and Co-founder of Mediaffix



TANMOY KR. DAS
(Ex Google & IIM Kozhikode Alumni)

He has trained over 8000 students in Google Ads & Microsoft Ads & conducts training for senior management & working professionals



MAYANK BATRA
(International trainer & consultant)

With over 13+ years of experience in Sales & Marketing & has been featured in numerous prominent newspapers & magazines



RITIKA JOSHI
(Career Coach)

She has over 14 years of corporate experience with India's leading organizations. She has led over 100 interview seminars & helps people improve their careers

4 Program Highlights

This comprehensive three-month course on digital marketing will equip you with the knowledge and skills you need to excel in your career or business.

FORMAT OF THE CLASSES

- Live Classes With 2-way Interaction
- Practical Sessions
- Assignments, Capstone and Paid Projects
- Self-paced Content Prior Every Live Class
- Small Batch Size

COURSE DURATION

- 12 - 13 Weeks
- Live Classes Every Saturday, Specific Sundays

PREREQUISITES

- No Prior Experience is Necessary
- Laptop/phone for Zoom Meetings
- Internet Connection



5 Why Join This Programme?



100% Practical Course

This course focuses on hands-on training with an emphasis on practical applications. From developing strategies to managing projects to utilizing the right technologies, this course is 100 percent practical



Complete Placement Assistance Support

This course offers specialized professional workshops on creating a resume, creating a LinkedIn profile, and preparing for interviews



Paid Live Projects: A Chance to Stand Out

Aside from working on assignments, you will also have the opportunity to showcase your skills through live projects provided by iJaipuria



Paid Internships*

After completing the course, students will gain the skills and knowledge necessary to excel as digital marketers and obtain an internship in the field. Our network of professionals and employers promises to provide students with access to internships in various sectors, ensuring they get real-world experience with a paid salary



Instructors with Industry Experience

You will learn from experts who create and implement digital marketing campaigns daily. This will be hands-on learning



Live and Interactive Sessions

This course will provide live and interactive sessions with experienced instructors, allowing learners to interact and ask questions in real time



Networking

You will get an opportunity to network with others in your field, allowing learners to broaden their understanding and skill set



Access to Ads On

This course provides access to excellent tools that will equip you with the necessary information to complete the course



18+ Advanced Level Modules

There is a sea of possibilities in Digital Marketing. Each of the 18 modules in our programme is focused on a different, essential part of digital marketing and is designed to allow for further specialization. Learn the steps to success in each section!



**TAKE YOUR
CAREER TO
THE NEXT
LEVEL!**

6 Certifications

Get Recognized!

You will be certified after the completion of every module and will also receive a Certificate of Completion when you finish our three-month programme.

Certificate of Completion: Prerequisites

- ✓ Minimum 80% Attendance
- ✓ Passing the Final Exam With More Than 60%
- ✓ Securing Not More Than One F In All the Assignments
- ✓ Completion of All Assignments & Capstone Projects



7 Course Structure

Building Blocks of Success!

WEEK 1

Fundamentals of Digital Marketing

- Introduction to Digital Marketing
- Importance of Digital Marketing for Businesses Today
- Define & Find the Perfect Customer Avatar
- Digital Marketing & Its Scope

WEEK 2

WordPress Website Development

- What is a Website?
- Domain, Hosting & SSL
- Wordpress.com vs. Wordpress.org
- Setup Your Website
- Different Types of Website Creation
- Free Website Creation

WEEK 3

Content Marketing & Copywriting

- What is Content Marketing?
- Your Content Marketing Plan
- Copywriting Basics
- A.I.D.A



WEEK 4

Search Engine Optimization

- An overview of SEO
- Types of SEO- On Page, Off Page & Technical
- What are Keywords and Why are they important?
- Keyword Research Tools
- Optimizing Your WordPress Website
- Search Console & Analytics Basics
- The Importance of Backlinks
- Backlink Creation Process
- Technical SEO



WEEK 5

Social Media Optimization

- Introduction to Social Media Marketing
- Understanding Social Media Platforms
- Facebook Marketing
- Instagram Marketing
- Pinterest Marketing
- LinkedIn Marketing
- Social Media Content Creation
- Social Media Management Tools
- Social Media Audit, Checklist & Report Creation

WEEK 6

Facebook & Instagram Ads

- Basic of Facebook & Instagram Ads & How It Works
- Different Types of Ads Objectives of Facebook & Instagram Ads
- Defining Your Target Audience
- Creating Your Ad in the Ads Manager
- Brand Awareness Campaign Setup in the Ads Manager
- Website Visit Campaign Setup in the Ads Manager
- Lead Generation Campaign Setup in the Ads Manager
- What is Facebook Retargeting and Why is Important for You
- Creating a Facebook Pixel & Installation & Retargeting Campaign

WEEK 7

Google Ads

- What is Google Ads, and Why is It Important to You?
- Creating Your Google Ads Account Step by Step
- Setting Up Your Google Ads Account Billing Information
- Types of Google Ads That We Can Create
- 3 Main Elements of Your Campaigns
- Creating a Google Ads Search Campaign
- Creating a Google Ad Display Campaign
- Creating a Google Ad Video Campaign for Youtube
- Google Performance Max Campaigns



WEEK 8

Youtube Masterclass

- Introduction
- Youtube Keyword Research
- YouTube Optimisation



WEEK 9

Email Marketing

- What is Email Marketing
- Email Marketing Tools
- Create a Lead Magnet
- Create Email Sequences
- Reporting & Getting Success

WhatsApp Marketing

- Know the WhatsApp Business inside out
- Set up a Business Profile to influence
- Share the Catalog and Product/Service info in a jiffy
- Becoming more creative
- Broadcast & Groups
- Chat labeling, Chatbots, WordPress Integration

Influencer Marketing

- Learn the ins and outs of Influencer Marketing

WEEK 10

Marketing Automation

- Learn the Techniques of Marketing Automation
- Learn to Automate Various Marketing Platforms

Placement Success Assistance

- Interview Etiquettes & Stress Interview Questions
- Dos and Don'ts during Interview
- Dress to Impress
- How to Tackle Stressful Situations During Interviews

WEEK 11

Affiliate Marketing

- What is Affiliate Marketing
- Different Affiliate Marketing Programs
- Different Traffic Source to Get Sales
- How to Earn Money Through Affiliate Marketing

Placement Success Assistance

- Commonly asked HR questions and mindset behind every question.
- FRAMEWORK to answer the questions



WEEK 12

Web Analytics

- What is Analytics? & Origin of Google Analytics
- Terminologies
- How Can Google Analytics Empower a Business/brand?
- Other Competitor Analysis Tools
- Google Analytics - Hands-on

Placement Success Assistance

- Behavioral Questions and Mindset Behind Every Question
- Technique to Answer the Questions



ENGAGE

WEEK 13

Placement Success Assistance

- Basics of Resume Writing
- Components of Resume
- How to Create the Resume From Scratch on Canva
- Dos and Don'ts While Creating Resume.
- LinkedIn Profile Optimisation
- How to Engage With Recruiters on LinkedIn?
- Why Networking ?
- Different Channels for Networking

GROW

MEASURE

Finale: Bonus Content to Delight Learners

LinkedIn Ads Master Class 2023

Ways to Advertise on LinkedIn Ads

Generate More Leads With LinkedIn Advertising

Campaign Optimisation Techniques

Measure Campaign Performance and ROI

Highlights

- Get in-depth Knowledge of LinkedIn Ads to Grow Your Online Business
- Setup Insight Tag to Boost Sales of Your Online Business
- Target Different Types of Audiences, Demographics to Reach Your Customers
- Build Remarketing LinkedIn Campaigns to Follow Users on the Internet
- Create LinkedIn Website Visits Campaigns, Lead Generation Campaigns, Direct Sponsored Content Single Image Ad Campaign

8 Learning Path

Creating a Roadmap to Success!

- 19 Live Sessions
- 50+ Hours of Self - Paced Content
- Assignments
- Capstone & Paid Projects
- Placement Success Module
- Final Evaluation
- Closing Session
- Declaration Of Outstanding Capstone Projects
- Distribution Of Completion Certificates And Grade Sheets
- Paid Internship Interviews



9 Programme Outcomes



- Understand Digital Marketing Strategies And How To Use Them Effectively
- Grasp Best Practices In Digital Media Planning, Buying, And Optimization
- Familiarize Yourself With The Principles Of SEO & SEM
- Learn To Track, Measure, And Analyze Digital Media Performance
- Acquire Knowledge Of The Latest Tools And Technologies For Digital Marketing
- Build An Effective Website That Converts Potential Customers Into Buyers
- Leverage The Power Of Social Media To Attract Prospects
- Use Content Marketing To Engage Potential Customers
- Understand Effective Email & WhatsApp Marketing Techniques And Practices

Different Payment Options

We provide the following payment options for our online digital marketing course



Net Banking



Credit/Debit Card



Standard EMI

₹ 75,000* (+Applicable GST)

Total Admission Fees

*Apply Now to Get Offers upto ₹ 35,000

10 FAQ's



What Is The Course's Duration?

The course lasts three months. The workshops are held on Saturdays and certain Sundays



Will A Recording Be Provided If I Miss A Class?

Yes, the recording will be given the day following each class. You have permanent access to recordings



Who Are The Mentors For This Course?

Your faculty will consist of industry practitioners with a track record of success in their respective areas



What Will The Live Projects Include?

These are the iJaipuria-provided projects in which you will work on actual business problems to obtain practical experience



Who May Enroll In This Course?

This course would benefit all college students (freshers), entrepreneurs and businessmen/women who wish to expand their businesses, mid-level managers, homepreneurs, homemakers, and freelancers in the field who want to increase their marketing skills



Is a Technical Background Required to Learn Digital Marketing?

In class, all technical aspects of digital marketing will be covered. However, students are expected to have only the most fundamental computing skills



May I Receive A Refund?

There is no refund policy in place during the course. A person can, however, withdraw from the course two weeks before it begins. Furthermore, if a student takes the course on EMI/ Installment and pays the installment but then decides to discontinue the course, the installment/s paid will not be refunded



Will There Be Assignments? Is There A Test?

There will be assignments following each module and a certified final examination



Will You Also Supply Study Materials?

Yes, students will have access to all study materials through their dashboards



Do You Offer Internships?

Yes, internships will be available to all students who demonstrate academic promise and complete the programme by fulfilling all the requirements



How Many Pupils Will Comprise A Batch?

Our priority is to provide every student with an equal opportunity to shine. The number of students will maintain the quality of the sessions



What Are The Batch Details?

Please visit our website (www.ijaipuria.com) for more information



11 Need Assistance?



You Can Reach Out to Us at:



WhatsApp: 7683019950



Email: contact@ijaipuria.com



ENROL NOW

**GET
FOUND**

**GET
NOTICED**

**GET
RESULTS**

