








Digital Marketing Job Ready Program 2025

-  5 Months | Online Training
-  220+ Learning Hours
-  Assured Placements and Internships
-  Live Case Studies and Projects
-  11+ Certificates



Invest in Digital Marketing Skills Today, and Unlock Job Opportunities with Salaries Up to
"20 Lakhs per Annum"

This course includes:

-  200 + hours on-demand video
-  14 practice tests and quizzes
-  10 mock interviews by top company HR's
-  10 downloadable resources
-  Access on mobile and PC
-  11+ Certificates of completion
-  Assured Placements and Internships

Tools Covered



facebook Ads



Canva

GTmetrix

HubSpot



Ubersuggest



Quora



Google Tag Manager



Google Ads

Certifications



Course Content Breakdown



Month 1: Foundation in Digital Marketing Tools & Aptitude Basics

Module 1: Introduction to Digital Marketing

- Overview of Digital Marketing Channels
- Website Creation Basics (WordPress, Wix, HTML)
- Canva for Content Design
- Introduction to Google Search Console & Google Tag Manager

Module 2: Aptitude & Logical Reasoning (Basics)

- Understanding Basic Aptitude concepts for entrance tests
- Percentages, Profit & Loss, Ratios
- Basic Logical Reasoning: Number Series, Syllogisms, Coding-Decoding
- Introduction to Problem Solving Techniques

Mock Interview with domain experts after module completion

Course Content Breakdown



Month 2: SEO, Paid Ads, and Intermediate Aptitude Concepts

Module 3: Search Engine Optimization (SEO)

- On-Page SEO: Keyword Research, Content Optimization, Meta Tags
- Off-Page SEO: Link Building and Backlink Strategies
- Local SEO & Mobile Optimization

Module 4: Paid Advertising

- Google Ads (Search, Display, YouTube Ads)
- Facebook & Instagram Ads
- LinkedIn & YouTube Paid Advertising
- Budgeting and Ad Strategy Optimization

Module 5: Intermediate Aptitude & Logical Reasoning

- Time, Work & Distance, Speed & Distance
- Simple & Compound Interest, Profit & Loss
- Logical Reasoning: Direction Sense, Blood Relations, Venn Diagrams

Mock Interview with domain experts after module completion

Course Content Breakdown



Month 3: GA 4, Advanced Digital Marketing, and Advanced Aptitude

Module 6: Google Analytics 4 (GA4)

- Setting up Google Analytics and Understanding Metrics
- Event Tracking, Goals, and Conversions
- Report Generation and Analysis for Campaigns

Module 7: Advanced Digital Marketing Techniques

- Content Strategy and Content Marketing
- Retargeting Ads and Audience Segmentation
- Lead Generation and Nurturing

Module 8: Advanced Aptitude & Logical Reasoning

- Advanced Problem Solving in Quantitative Aptitude
- Data Interpretation (Bar Graphs, Pie Charts, Tables)
- Logical Reasoning: Puzzle Solving, Critical Reasoning, Analytical Reasoning

Mock Interview with domain experts after module completion

Course Content Breakdown



Month 4: Personality Development, Communication Skills and Job Readiness

Module 9: Personality Development for Interviews

- Developing Confidence and Professional Presence
- Grooming and Etiquette for Interviews
- Interview Body Language Tips
- Soft Skills: Communication, Teamwork, and Problem Solving

Module 10: Email Etiquette & Professional Communication

- Writing Professional Emails: Structure, Tone, and Clarity
- Responding to Client and Employer Emails
- Writing Proposals, Reports, and Business Communications
- Handling Client Feedback and Difficult Conversations

Module 11: Aptitude Mock Tests and Logical Reasoning Practice

- Full-Length Mock Aptitude Tests (Entrance Exam Focused)
- Logical Reasoning Practice Tests
- Time Management and Speed Tests for Aptitude Exams
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Mock Interview with domain experts after module completion

Course Content Breakdown



Month 5: Placement Preparation, Mock Interviews, and Final Job Readiness

Module 12: Placement Assistance & Interview Preparation

- Resume Building and LinkedIn Profile Optimization
- Interview Mock Sessions and Group Discussion Preparation
- Personalized Feedback on Interviews and Group Discussions

Module 13: Advanced Digital Marketing Tools & Techniques

- Advanced Google Ads and Facebook Ads Campaigns
- Google Analytics Advanced Features: Custom Reports and Dashboards
- Lead Generation and Email Marketing Strategy

Module 14: Final Aptitude & Logical Reasoning Preparation

- Review and Revision of All Key Concepts in Aptitude
- Final Mock Tests on Quantitative Aptitude, Logical Reasoning, and Data Interpretation
- Full-Length Mock Entrance Tests (Simulating Real Job Assessments)

Mock Interview with domain experts after module completion

Career Opportunities After Completing the Course:

Upon completing the Digital Marketing for Job Readiness Program, students will be equipped with both digital marketing skills and the ability to clear entrance tests for job recruitment processes, GD's and Interview Process . Here are some career opportunities they can pursue:

Entry-Level Jobs (Freshers):

- Digital Marketing Executive
- SEO Executive
- PPC Executive
- Social Media Executive
- Email Marketing Specialist
- E-commerce Marketing Specialist
- Junior Digital Marketing Analyst
- Customer Acquisition Specialist and many more

Starting Salary (Freshers):

₹4,00,000 – ₹6,00,000 per annum

Mid-Level Jobs (2-4 Years Experience):

- Digital Marketing Manager
- SEO Manager
- Paid Ads Manager
- Content Strategist
- E-commerce Marketing Manager
- Social Media Manager
- Email Marketing Manager
- Web Analytics Manager and many more

Salary Range:

₹6,00,000 – ₹10,00,000 per annum

Senior-Level Jobs (5+ Years Experience):

- Head of Digital Marketing
- SEO Head
- Digital Marketing Consultant
- Growth Hacker
- E-commerce Marketing Director
- Chief Marketing Officer (CMO) and many more

Salary Range:

₹12,00,000 – ₹20,00,000+ per annum

1400+ companies | 1-1 Mentoring | Mock Interviews | Entrance Tests Preparation

Who Can Take This Course?:



This course is designed for individuals looking to pursue a career in Digital Marketing with the added benefit of preparing for entrance tests and job assessments. Here's who should enroll:

- **Students:**
 - Fresh graduates or undergraduates who want to start their career in Digital Marketing and need to clear entrance tests for interviews.
- **Career Changers:**
 - Professionals transitioning into Digital Marketing and looking to clear the aptitude section of entrance exams for new roles.
- **Business Owners:**
 - Entrepreneurs aiming to grow their business using digital marketing and looking to learn essential skills while preparing for their hiring needs.
- **Freelancers & Job Seekers:**
 - Individuals who wish to freelance as digital marketers or prepare for job interviews that require proficiency in aptitude and digital marketing skills.

Course Benefits:



Dual Focus: Master Digital Marketing while preparing for aptitude and logical reasoning assessments required in job interviews.

Industry-Recognized Certifications: Earn certifications in SEO, Google Ads, Google Analytics, Canva, Email Marketing, and more.

Mock Aptitude Tests & HR Interviews: Participate in mock interviews, group discussions, and entrance exam simulations.

Placement Assistance: Receive placement support and job interviews with top companies in the digital marketing space.

Hands-on Experience: Work on real-world projects in digital marketing tools and learn by doing.

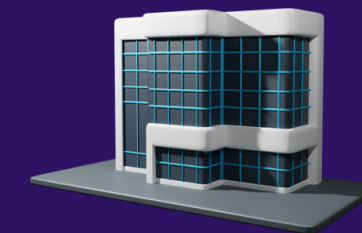
Job Placement & Career Growth:



Placement Guarantee: We offer placement assistance with leading digital marketing companies and other relevant industries.

Expected Growth: Digital marketing professionals are in high demand, and salaries grow quickly with experience. You can expect salary hikes with every new milestone and role.

We work with 1400+ companies closely



4.8 Rating



1-1 mentorship with domain experts



Ready to Take the First Step Toward Your Career in Digital Marketing?

Enroll today and start learning Digital Marketing alongside aptitude preparation to land your dream job. Don't miss out on this opportunity to enhance your skills and secure a great career in the rapidly growing digital marketing field!



Reviews



The one-on-one mentorship from Sana was a lifesaver. She took the time to understand where I was struggling and tailored the advice to fit my needs. The mock interviews with Ravi were incredibly helpful too. They were so realistic, and I learned how to handle tough questions and stay calm under pressure. I feel so much more confident now, and with their help, I was able to land my job after a few rounds of interviews. Couldn't have done it without them!

Arun
Media Mint



When I joined the small batch, I was a bit nervous about the course, but I quickly realized that the smaller class size was a huge advantage. I could ask questions and get instant feedback from the tutors like Ravi and Sana, which really helped clear up my doubts early on. At first, I struggled with the written test and didn't clear it on my first try. But thanks to the consistent support and guidance from Ravi, I kept improving. After a few attempts, I finally cracked it on my 4th try.

Manpreet Kaur
HCL



I can't thank Rahul and Swetha enough for their guidance. The mock interviews they conducted really helped me prepare for the real thing. They pointed out areas where I needed to improve, and the feedback was spot on. I could actually practice my answers in a real interview setting, which gave me a huge confidence boost. By the time I went for my actual interviews, I felt so prepared, and I'm thrilled to say I landed the job I wanted. Highly recommend this approach!

Yaswanth Kumar
Concentrix



More Than Just Courses—We Help You Land the Job!"

Thank
you!