



Education Icon of Hyderabad -2018  
**Times of India Group**

Education Icon of Hyderabad -2017  
**Times of India Group**

Institute of the year - 2015  
**Silicon India**



# Post Graduate Certificate Program in Digital Marketing

Designed For Working Professionals & Students

In association with  
**JAINX**





*Promise is what we make!*

*Quality is what we deliver!*

*Job is what we ensure!*

*And*

*Trust is what we conquer!*

*With lot of energy, passion, commitment and quality  
introducing **DIGITAL NEST**, to act as a catalyst and to  
nurture young **digital marketing professionals***





Learn From One of

**INDIA'S**

**Google Premier**

Partner Company





Education Icon of Hyderabad -2018  
**Times of India Group**

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Education Icon of Hyderabad -2017  
**Times of India Group**

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Institute of the year - 2015  
**Silicon India**



**5000+ Trainees | 20+ Countries**  
**200+ Batches | 500+ Success Stories**

# **LEARN** IN 8 MONTHS **EARN** FOR LIFE TIME

Working Professionals & Students





GO BEYOND YOUR  
**DEGREE**

with DIGITAL MARKETING courses



HAVE YOU EVER

**DREAMT**

OF STARTING A

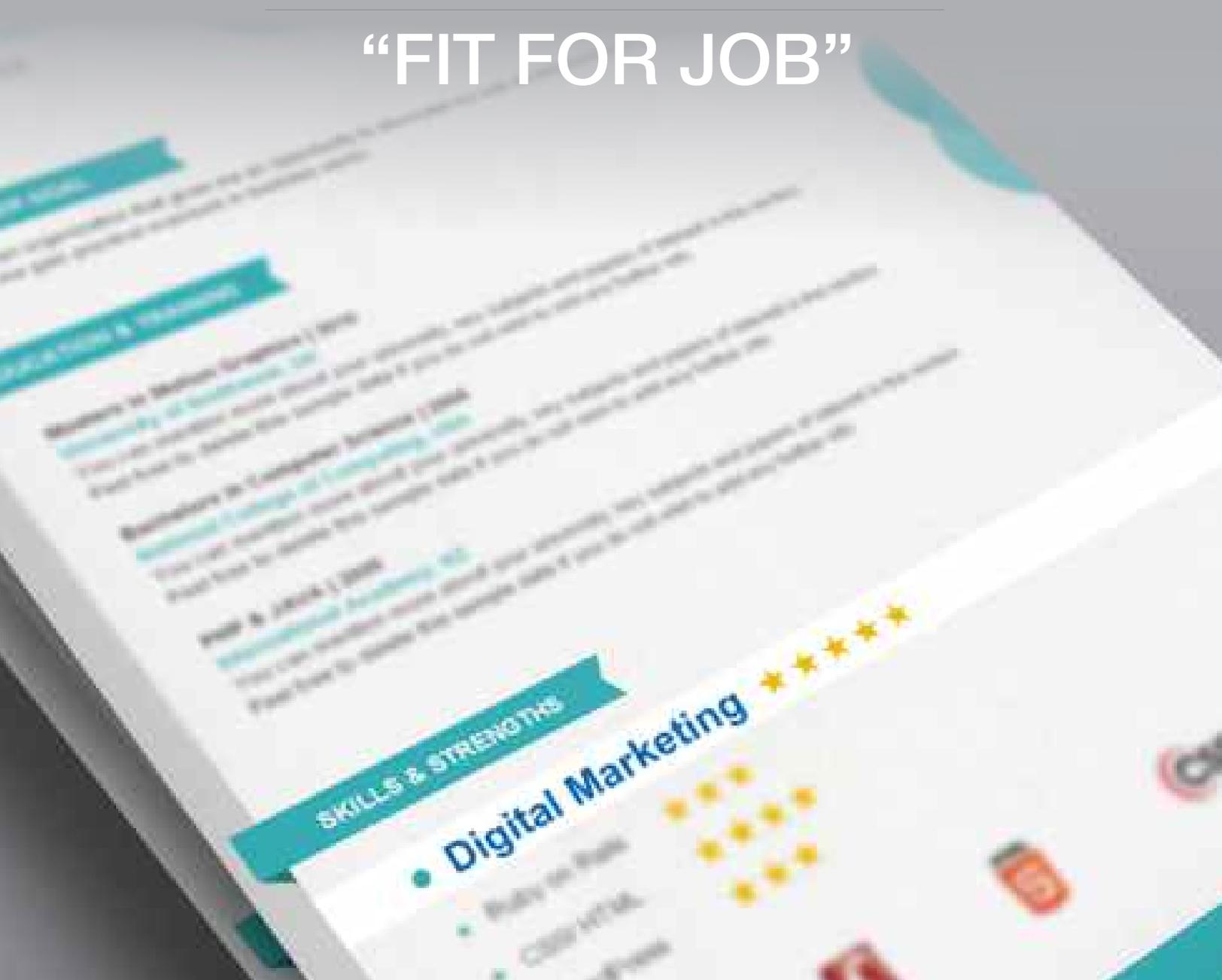
**STARTUP**

**Yes!** our course  
can help you  
Achieve it

# MAKE YOUR RESUME

A W E S O M E

“FIT FOR JOB”



ARE YOU

**PASSIONATE**

ABOUT DOING

SOMETHING

**CRAZY &**

**CREATIVE**

Digital Marketing course can unleash the creative demon in you



Linkedin listed

# DIGITAL MARKETING

One of top 10 **Hottest** Jobs in the world

Source: Times of India





# GET BUNCH OF CERTIFICATIONS

- ① Certification From **JAINX**
- ① 6 Google Ads Certifications
  - Google Ads Fundamentals
  - Search Advertising
  - Display Advertising
  - Video Advertising
  - Shopping Advertising
  - Mobile Advertising
- ① Facebook Blueprint Certifications
- ① Digital Nest Certificate



# SAMPLE CERTIFICATE



CERTIFICATE of  
ACHIEVEMENT

ENDORSED BY



This is to certify that

STUDENT ID:

*Name of the Student*

has successfully completed and received passing grades for a Verified Certificate in **POST GRADUATE PROGRAM IN DIGITAL MARKETING** a Program offered by Faculty of Sciences, JAIN (Deemed-to-be University) during the period MM YYYY- MM YYYY.

**GRADE:**

SKILLING PARTNER



CERTIFICATION ID

Date:

Verified by

Dr. Rajasimha A M  
Program Director

# KEY HIGHLIGHTS



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Training by Real Time Experts



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Material, Case Studies & Assignments



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One-On-One with Industry Mentors



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Dedicated Student Manager



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100% Placement Assurance



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Hands on Training



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Doubt Clarification Sessions



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Limited Strength



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Resume & Interview Prep Guidance



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Course is curated by subject matter experts in Digital Marketing

# We go !

# Beyond Training



# Post Graduate Program in Digital Marketing

In association with JAINX



Right from

## BASIC TO ADVANCED

We have it all for Students, Business Owners, Working Professionals  
& Freelancers who want to become aspiring Digital Marketeers.

**37+**

Modules

**65+**

Assignments

**08+**

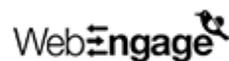
Assessments

Making the course one of its best in INDIA

# Program Curriculum

1. Website Designing
2. Search Engine Optimization
3. Search Engine Marketing
4. Display Marketing
5. Video Marketing
6. LinkedIn Marketing
7. Twitter Marketing
8. Facebook Marketing
9. Instagram Marketing
10. Snapchat Marketing
11. Quora Marketing
12. Graphic Designing
13. Video Editing
14. Content Writing
15. Copy Writing
16. OTT Platforms
17. E-mail Marketing
18. Online Reputation Management
19. Blogging & Online Money Making
20. Web Analytics
21. 360 Degree implementation
22. Digital Marketing Tools
23. Social Media Listening
24. Influencer Marketing
25. Affiliate Marketing
26. Lead Generation & Lead Nurturing
27. Inbound Marketing
28. CRM , Cloud Telephony
29. SMS Marketing
30. Google Tag Manager
31. Shopify E-Commerce
32. Funnel Marketing
33. Conversion Rate Optimization
34. Drip Marketing
35. Campaign Planning & Reporting
36. AI Chatbots
37. Careers in Digital Marketing

# Tool You'll Master





### Introduction to Website

- Introduction
- What Is Domain?
- How to Buy A Domain?
- How to Configure A Domain to Site
- Hosting Architecture

### Wordpress Setup

- Types of Hosting
- Hosting The Website Practically
- Introduction to Wordpress
- Wordpress Theme Setting
- Wordpress Plugins
- Seo For Wordpress
- Blog Creation
- Widget Configuration



### Introduction to SEO

- Introduction
- Understanding the website
- Business Analysis
- What is Search Engine Optimization?
- History of Search Engines
- Importance of SEO in Digital Marketing
- How SEO can help in In leveraging Business
- SERP Layout
- Different Types of Search Engines
- How Search Engines Work?
- Operators Used in SEO
- Algorithms and updates of Google

### On Page Optimization

- What is on Page Optimization
- Types of websites
- Web layout Structure
- File Name Optimization
- Title Optimization
- Meta Description, Meta Robots
- Canonical URL
- Heading Optimization
- Bread Crumbs
- Content Optimization
- Anchor linking
- Image optimization
- Embedding video
- Footer Optimization
- Dynamic Site Optimization
- Wordpress SEO

### Research and Analysis of Keywords

- What is a keyword?
- Types of keywords?
- Keyword Research Techniques
- Fitting keywords to the Project
- Keyword Research tools

## Off page Optimization

- What is Off Page Optimization
- Difference between On page and Off Page Optimization
- Importance of Back links and Citations in SEO
- Link Building Techniques
- Directory Submission
- Classified posting
- Social Bookmarking
- Social media Optimization
- Social Media Marketing
- E- Mail Marketing
- Search Engine Marketing
- Image Submission
- Video Submission
- Document submission
- Press Release
- Setting Up blog

## Technical Seo

- Non WWW to WWW
- Url Redirections
- Robots.tx
- Sitemap Submission

## Black Hat SEO

- Black hat tips and tricks
- Google penalties

## Search Console

- How to submit a website to search console
- URL Inspection
- Performance
- Index coverage
- Sitemaps
- Mobile usability
- Links
- Security and manual actions

## SEO Recovery techniques:

- Disavow tools
- Ahrefs tool
- Understanding google penalties

## SEO Reporting

- Diagnosis of SEO
- SEO Report Card creation
- Recovery of website in Search Engine

## SEO TOOLS

- SEM Rush
- Ahrefs
- Majestic SEO
- Keyword Planner
- Keywordtool.io
- Disavow tool

## Introduction to Google Ads

- History of Google Ads
- Why google Adwords ?
- Difference between bing ads and google ads
- Understanding the KPI
- Benefits of Google Ads

## Setting up adwords account

- Sign up Process
- Billing setting
- user account creation
- User Access Levels
- Setting up Campaigns

## Campaign Set up

- Types of Campaigns
- How to fit the right campaign to the business Objective
- Location Setting
- Language Setting
- Ad rotation
- Experiments
- Daily budget selection
- Ad scheduling

## Adgroup Set up

- What is Ad Group?
- How to set up Ad Groups
- Keyword Research
- Keyword Match Types
- Broad Match
- Broad Match Modifier
- Phrase Match
- Exact Match
- Negative Match
- Keyword Planner Tool

## Ads Set up

- Setting up Google Ads
- Different types of Ads
- Expanded Ad Format
- Responsive Ad Format
- Call Only Ad
- Structure of Ads
- Writing the Ad Copy
- URL Options
- Mobile URL Option
- Google Ads Guidelines

## Auction Process

- How google ads auction occur?
- Metrics of google ads
- Ad rank calculation
- quality score
- Quality score calculation
- Factors affecting Quality score
- What is Actual CPC
- How is it Actual CPC Calculated?

## Ad Extensions

- Sitelinks Extension
- Callout Extension
- Structured Snippet
- Call Extension
- Message Extension
- Location Extension
- Affiliate Location Extension
- Price & Promotion Extension
- App Extension

## Conversion Tracking

- What is Conversion?
- Types of Conversions
- Website Conversion
- Live Practical integration of conversion tracking
- App Conversion
- Call Conversion
- Offline tracking ( Import )
- Implementation Conversion Tracking
- Dynamic Conversion Tracking ( E-commerce Sites )

## Search Ads Campaign

- What are Search Ads?
- Objectives of search Campaign
- Bidding Strategies
- Budget Settings
- Automated Targeting
- Creating Custom Ads
- writing awesome headlines
- Integrating Ad extensions
- Fitting right keywords

## Display Ads Campaigns

- What are Display Ads?
- Type of Display ads
- Objectives of Display Campaign
- Bidding Strategies
- Budget Settings
- Audience Targeting Methods
- Demographic Targeting
- Content-based Targeting
- Automated Targeting
- Types of Ad Formats
- Creating Custom Ads

## Gmail Ads

- Creating a Gmail Ads Campaign
- Targeting based on keywords, Remarketing
- Gmail Ads measurement
- Tracking Gmail ads

## Video Ads Campaigns

- Why video marketing?
- Creating Video Campaigns
- Instream Ads
- Discovery Ads
- Out Stream Ads
- Bumper ads
- Ad sequence Ads
- YouTube Targeting options  
Age/gender/ Affinity Audience/keywords/  
topics/placements
- Remarketing lists
- Bidding Types
- Type of YouTube Ads
- Creating a YouTube Ad
- Reporting and Analysis

## Shopping Ads

- Shopping Ads Campaign
- What are Shopping ads?
- Shopping Campaign Setup
- Google Merchant Centre set up.
- Datafeed Setup
- Datafeed Properties
- Adgroups and Product groups
- Activating merchant center
- Integrating Merchant center to google Ads accounts

## Remarketing Campaign

- What is Remarketing?
- How to build audience list?
- How do segmentation of lists?
- Types of Remarketing Audience
- Dynamic Remarketing set up ( Ecommerce Sites )
- Website audience
- App Audience
- Customer List
- Various types of customer Lists
- Custom Remarketing List
- Creating Remarketing Campaign
- Measuring Results of Campaign
- Mobile Marketing Campaign
- Importance of Mobile Marketing
- Types of Mobile marketing campaigns
- Creating Universal app campaign
- Bidding Strategies
- Location & Budget settings
- Ad Setup
- Conversion Tracking
- Reports

## Google Ads Certification

- How to take up test
- Eligibility rules
- Duration of each test
- Different types of Google Ads examinations
- Search
- Display
- Mobile
- Video
- Fundamentals
- Sample Google Ads question and answer guide
- How to get google Partner Badge

## Assignment & Assessment

- 3 Assignments
- 2 Tests



## Social Media Optimization Introduction

- What is social media marketing?
- How is it important in business?
- How can social media be integrated with the website?'
- Case studies on various social media platforms
- Decoding brands
- Setting up a vision, mission & goals for social media optimization

## Facebook Marketing

- Importance of facebook in branding a product or service
- How can facebook leverage the business
- Facebook user profile creation
- Page creation
- Edge Rank Algorithm
- Group creation
- Event creation
- Facebook updates
- Facebook resources
- Facebook Like Box
- Facebook top brands case study
- Facebook layout
- Facebook hidden buttons.
- Facebook tricks
- Facebook content creation strategy
- How to improve likes ,share and comments
- How to build brand on facebook
- Facebook budget management
- Hash tags
- Facebook advertising
- Sponsored posts
- Sponsored stories
- Sponsored events
- Sponsored likes
- Custom Tabs
- Facebook Tools

## Twitter Marketing

- Importance of twitter in building brand & business
- Fan Engagement in twitter
- Creation of twitter profile
- Writing search engine content as bio for twitter
- Hash tags
- How to engage with users on twitter
- How to integrate twitter with other social -networking sites
- Case studies on twitter

## Linkedin Marketing

- What is linkedin?
- How is linkedin important for business?
- Role of linkedin in lead generation
- Role of linkedin human resource department
- Profile creation
- Company page creation
- Group creation
- User engagement
- Linkedin Campaigns
- Linkedin Ads

## YouTube Marketing

- What is Video Marketing
- Statistics of Video Marketing
- Creating a YouTube Channel
- Customizing the YouTube Channel
- Create a video marketing strategy
- Viral video examples
- Types of Video Posts
- How to create YouTube Videos
- How to Rank YouTube Videos on top
- Custom settings in videos
- YouTube Engagement Metrics

## Continued ...

- Increasing Subscribers
- End Screens & Cards
- How to use Playlists
- Understanding copyrights and spam
- YouTube Creator Studio
- In-depth Statistics Analysis
- YouTube Tools & Plugins

## Instagram Marketing

- How Brands use Instagram
- Creating an Instagram Account
- Tour of Instagram App
- Content strategy for Instagram
- Story vs Instagram Post
- How to use Stories?
- How to use Hashtags?
- Tools used for finding trending hashtags
- Tools used for Influencer Marketing
- What is IG TV?
- How to use IG TV?
- Instagram Ads
- Objectives of Instagram Ads
- Reports & Analysis

## Pinterest Marketing

- What is Pinterest?
- Why Pinterest is used for marketing ?
- Creating a Pinterest Account
- Customizing the Profile
- Pinterest Pins Strategy
- Boards on Pinterest
- How to Create Pins
- Pinterest Plugins
- Generating Engagements
- importance of Pinterst
- Integrating Pinterest in Site
- Engagement Metrics for Pins
- Pinterest Analytics
- Pinterest Ads

## Quora Marketing

- Introduction to Quora
- Benefits of Quora Marketing
- Creating Personal Quora Account
- Profile Setup
- Following Topics
- Writing Answers on Quora
- How to Engage with Users
- Quora Engagement Metrics
- Quora Analytics
- Creating Quora Business Page
- Answering questions
- Quora advertising
- Types of Quora Campaigns
- Reports & Analysis

## And

- Slide share
- Scribd
- Stumble upon
- Digg
- Delicious

## Social Media Tools

- Hootsuite
- Buffer App
- IFTT
- Every Post
- Agora Pulse



- What is E Mail Marketing?
- How is E-Mail Marketing Important in Digital Marketing?
- Why E- Mail Marketing?
- Types of News Letters

### Setting up Campaigns

- What to write?
- How to write ?
- E- Mail Scheduling?
- List Creation
- OPT in List
- Double Opt in List
- E- Mail Template Design Parameters
- Email for lead generation
- Drip campaigns for lead nurturing
- Work flow automations.
- Types of Campaigns
- How to ensure that email is delivered to inbox
- Spam Words not to be used in Mail template

### E-Mail Marketing Reporting

- E- Mail Reporting Metrics
- Open rate Calculation
- Click Rate
- Unique opens
- Unique Click
- Hard bounce
- Soft Bounce
- A/B Testing



- What is Affiliate Marketing
- How is it important In digital Marketing?
- How to increase ROI Of business Using Affiliate Marketing

### How Affiliate Marketing works

- How Affiliate Marketing Works
- Components Present in Affiliate Network
- Costing Techniques
- Attribution Models
- How to identify Publishers
- How to recruit Publishers
- How to retain Publishers
- What type of products are to be assigned to Publishers
- How to identify merchants
- Affiliate Marketing tools



- What is Online Reputation Management?
- Understanding the Customer sentiments
- How to deal with negative Reviews
- How to Engage With Customers
- Tools Used in ORM
- ORM Case Studies



## Introduction to Web Analytics

- How to Link Website to Google Analytics Account

## Understanding Metrics

- User
- Session
- Visit
- Page views
- Unique Page views
- Goals
- Unique Sessions

## Audience

- Active users
- Cohort Analysis
- Demographics
- GEO
- Interests
- Behaviour
- Technology
- Mobile
- Benchmark
- Users Flow

## Acquisition

- Tree maps
- Channels
- SEO
- Adwords
- Social Media
- Campaigns

## User Management

- Adding users to the account

## Behaviour

- Behaviour flow
- Sitespeed
- Site search
- Site Content

## Goal Tracking

- Goal Tracking Setup

## Online Money Making Practices



- Blogging Practices
- Domain Purchase
- Hosting Purchase
- Setting up Blog
- Wordpress Blog set up
- Affiliate Marketing Practices
- Setting up Adsense Account
- How to get Adsense Approval
- How to start Video Channel in youtube
- How to earn through Youtube
- How to partner with Merchant
- Blogging Tricks
- Idea Generation

## Digital Marketing Setup Strategy



- Project Report
- Setting up strategy for a project
- Swot analysis
- Analysis of KPI's

## 360 Degree Implementation

- Building Digital Marketing Strategy from scratch
- Complete Recap of Digital Marketing
- Defining KPI's
- Defining Audience
- Segmentation of audience
- Mapping Modules to the Conversion funnel
- Designing Lead generation strategy
- UI & UX metrics
- Landing page Designing
- Speed
- Compatibility
- URL structure
- Content
- Code Setup
- A/B testing
- Setting pixels
- Rotating the funnel
- Acquisition and retention models
- Google Analytics set up
- Facebook Ads set up
- Google Ads set up
- Automations Set up
- SMS API Integration model
- Campaigns set up based on Business requirement
- Email API Integration
- Remarketing
- Dynamic Remarketing
- Conversion tracking
- Offline Tracking set up
- Connecting Affiliate Links
- Building Social Media Pages
- Building smart campaigns based on the KPI's
- Art of curating content
- Content Marketing

- Sales funnel implementation
- Blogging for Business
- Ebooks , Webinar and freebies strategy
- Coupons & Links Integration
- 3rd Party Affiliate Integration
- Reporting based on funnel
- Experimental Marketing
- Custom variables
- Cohort Analysis
- Events and custom variables tracking
- Visual Merchandising
- Connecting offline audience to online channels
- Connecting online audience to Offline channels
- When should a company ignore SEO and Work on Inbound and funnel based Marketing.
- 360 degree rotation for maximum visibility and conversions

## Inbound Marketing :

- Landing Page Designing
- Landing Page Architecture
- Landing Page tools
- Integrating CRM with landing Page
- Workflow Automation in CRM
- Importance of POP ups
- Types of pop ups
- Importance of Push Notifications
- Fancy Widgets For Lead Generation
- Chat Box & Chat Bots Configuration

## Digital Marketing Tools

- Discussion on What tool to use for the right channels
- Website tool kit  
( SEO plugins, speed optimization plugins, themes, pop ups, widget bars, chat box etc)
- SEO Tools
- Keyword research tools
- Back link checking tools
- On page optimization tools
- Keyword position analysis tools
- Plagiarism checking tools
- Search console
- Speed checkers
- GT Metrix
- Google analytics
- SEM tools
- Twitter tools
  - #hash tag research tools
  - Tweet trend analysis
  - Twitter Influencer Marketing
- Youtube marketing tools to find the right keywords
- Youtube marketing tools to find the right videos and channels
- Social media automation tools
- Email Marketing tools
- Affiliate Marketing tools

## Influencer Marketing

- Tools used for finding right influencers
- Finding viral posts on twitter , instagram, facebook, linkedin and youtube
- Finding right facebook groups with more than 10 lakh members
- Influencer marketing case studies

## Social Media Listening

- Social media Listening tools
- How brands are benefited using Social media listening tools
- **Case Study :**
  - Tata Sky Vs Videocon DTH ,
  - BJP Vs Congress
  - Airtel Vs Jio
  - zomato Vs Swiggy
  - Social media listening for sentiment analysis
  - Social media Listening for market segmentation
  - Social media Listening for customer relationship management
  - Social media listening for demand and supply forecasting

## Blogging

- Creating Blogs
- Posts
- Widgets
- Theme Configuration
- Choosing the right Headline
- Spying on Competitors Article
- Keyword research for articles
- SEO for blogging
- Lead generation using blogs
- Pop ups
- Chat box
- Inline links
- Affiliate Marketing
- Google AdSense Set up
- AI Bots
- Blogging for business
- Converting traffic on blog into business using inbound marketing practices

## Lead Generation & Lead Nurturing

### Sources

- Webinars
- quiz
- ebooks
- Surveys
- contests
- Infographics
- Freebies & Discounts
- Lead Ads on linkedin & Facebook
- Emails with CTA for Lead Generation
- Content Marketing
- PPC Ads
- Display Ads
- Gmail Ads

### Lead Nurturing

- Remarketing Display Ads
- Remarketing Video Ads
- Email Marketing
- CRM Integration
- Workflow Automation
- SMS Marketing
- Push notifications

### SMS Marketing

- Why SMS Marketing
- Importance of SMS Marketing in Digital Marketing
- Types of SMS
- Govt Policy & Regulations
- Transactional vs Informational Keywords.
- SMS Vendor
- SMS Pricing

## CRM , Cloud Telephony

- Study on various CRM tools
- Zoho vs Sugar  
CRM vs Lead squared /  
Vs Sales force Vs fresh desk
- Digital Marketing integration with CRM
- Drip Campaigns
- Lead Field creation
- Lead Automation rules
- Lead Form creation
- Lead Form Integration with Landing Pages
- Using Various Connectors
- Lead Scoring
- Lead Nurturing
- Lead rotation
- Lead Distribution
- Different types of Cloud Telephony Softwares
- Exotel vs Knowlarity
- IVR Set up
- IVR integration with CRM
- Parallel vs Sequence vs Round Robin
- Chat Box or Setup Box integration with CRM
- Email and SMS Configuration for automations
- Work flow Automation rules

## Careers in Digital Marketing

- Discussion on Careers in Digital Marketing
- Resume Prep Tips and Tricks
- How to Impress HR's With the right Project and CV
- Visual CV demonstration
- abroad opportunities for digital marketers
- City wise Job trend analysis
- Startups vs MNC's whom to prefer ?
- Books and Blogs to read on digital marketing

## OTT Marketing

- Different types of OTT Platforms
- Paid vs Non-Paid OTT Platforms
- Marketing Strategies Based on Devices:
  - Mobile devices
  - Personal computers
  - Smart TVs/Connected TVs
- Streaming Devices  
(Roku, Amazon Fire TV, Apple TV)
- Gaming Consoles
- Marketing Strategy Based on Different OTT Platforms
  - TVOD
  - SVOD
  - AVOD

## Snap Chat Marketing

- Snap Chat Sponsored Ads
- Snap Chat Organic reach strategy
- Snapchat Analytics

## Funnel Marketing

- **Types of Funnels :**
  - Sales funnels
  - Webinar funnels
  - Email funnels
  - Video marketing funnels
  - Lead magnet funnels
  - Home page funnels
  - Ecommerce Vs Retail Store Funnel

## AI Chat Bots

- Different types of Chatbots
- Building Logical Conditions
- Setting up Chatbot
- Embedding Chatbot in the website
- Connecting Lead Automations tools to the Chat bots

## Shopify E-Commerce

- Setting Up Shopify Account:
- Theme Setup
- Product And Categories setup
- Setting up Billing and Shipping
- Payment Gateway Intergrations
- Setting Up Analytics to track orders and customer informations

## Graphic Designing

- Tools :
  - Canva
  - Crello
  - Pic Monkey
  - Pablo
  - Adobe Photoshop(Basic)

## Video Editing

- Tools:
  - Filmora
  - Animoto

## Campaign Planning Reporting

### Market Research

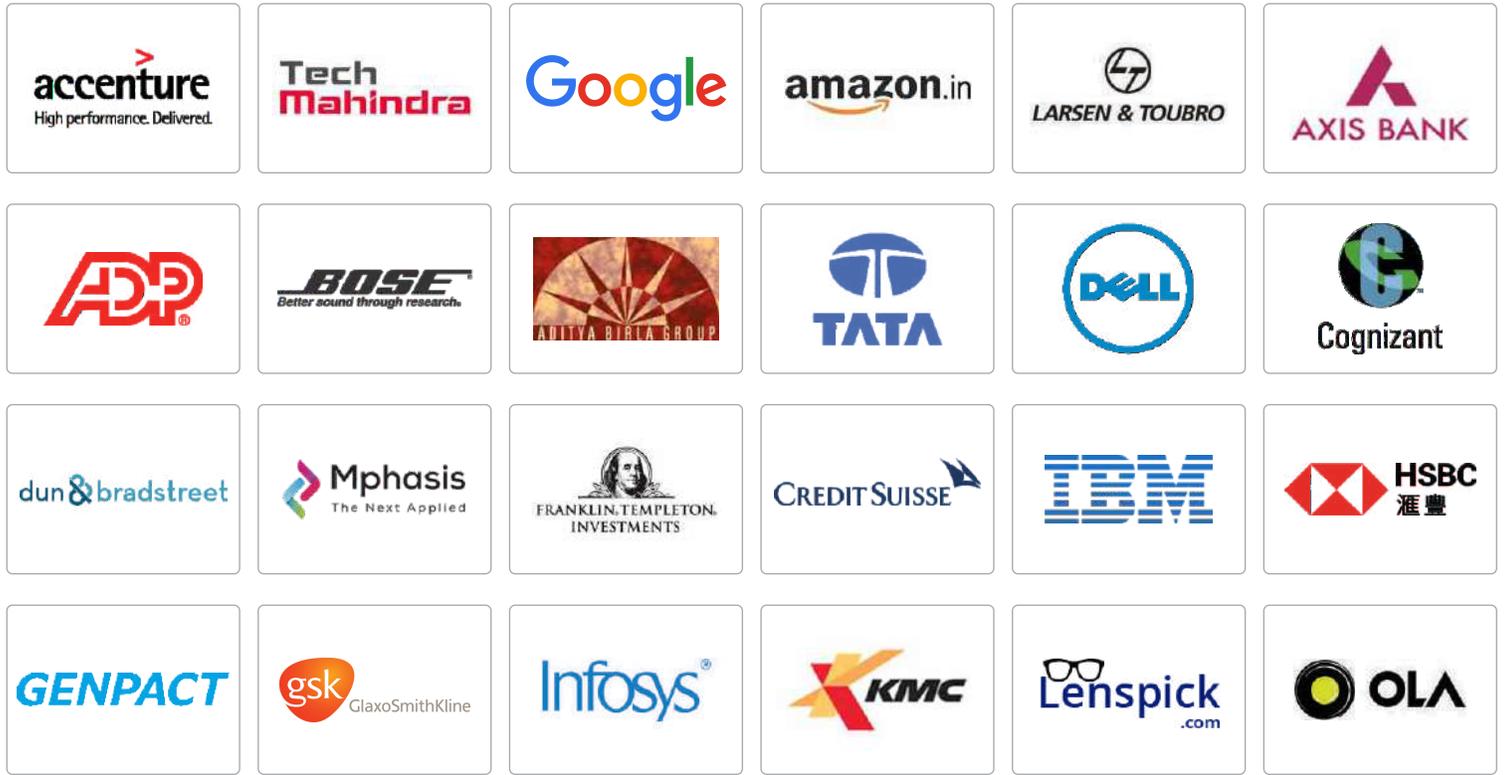
- Competitors Research strategy
- Defining Goals and Objectives
- Defining Budget
- Allocating Resources
- Assets Identification
- Content Distribution Strategy
- Defining Buyer Personas
- Content Development
- Implementation
- Digital Marketing Calendar
- Reporting

## **Content Writing**

- Content Research tools
- Content Writing styles
- Content Writing For Business Pages, Brochures, Blog Posts

## **Copy Writing**

- Art and Science behind copywriting
- Different styles of Copy Writing
- Psychometric behavior analysis for Copy Writing Case Studies of Zomato, Durex, Unacademy



# Our Trainees Hail from



# What our Trainees Say



**Dharmendra**, *Owner Lenspick*

"Digital Marketing has helped me diversify my business."

**Ashutosh**, *PPC Expert, Iprospect Digital Marketing Agency*

"I thank Digital Nest for placement to join a creative field."



**Vijay**, *Marketing Manager Radio Mirchi*

"Digital Nest taught me the latest Practices made me confident enough to push myself ahead"

**Aravinda Paladugu**, *Founder Bytpix*,

"Digital Nest, superb place to initiate your career into new arena."



**Priyanka Birmiwal**, *Founder B-Mart Retail*,

"I have implemented these practices into my business , thanks to Digital Nest."

**Nidhi Pandey**, *Digital Marketing Lead, Tech Mahindra.*

"I have evolved my career due to this training undertaken at Digital Nest."



**Rohit Nippani**, *Digital Marketing Specialist, Accenture*

"I am thankful to Digital Nest for cultivating in me best practices of Digital Marketing."

**Rajat**, *Regional Marketing Manager, Aravind Life style*

"Digital Nest is an amazing place and its one stop solution for entire Digital Marketing"



**Jessey Peter**, *Digital Marketing Analyst. Accenture*

"Digital Marketing Training enabled me to grab a job in Accenture "

# PROGRAM FEE

## PG PROGRAM IN DIGITAL MARKETING

**Rs.1,50,000/-** 18% GST

EMI Starts @ Rs. 6250/-

Post Graduate Certificate from



### Fee Breakup

Application Fee	:	Rs.1000/-
Admission Fee	:	Rs.20,000/-
Tuition Fee	:	Rs.1,00,000/-
Examination & Certification Fee	:	Rs.30,000/-

### Key Highlights :

- **100% placement assurance**
- Learning modes include Classroom, Online & Self Learning
- Material, Case Studies & Assignments
- One-on-One with industry mentors
- Dedicated student manager
- Hands on training
- Resume & interview preparation guidance
- Course is curated by subject matter experts in digital marketing
- Learning using world class learning management system
- Dedicated placement manager for interview process
- Connect and network with alumni ,working with different organizations
- Unique job portal to access jobs and internships posted by HR's from various companies

### Terms & Conditions:

- \* Fee once paid is non-refundable
- \* Avail EMI facility from top financial institutions
- \* Accommodation charges for hostel will depend on the hostel representatives

LEARN *NOW*

PAY *LATER*

INTRODUCING

Flexible EMI Options\*

at **0**% Interest

EDUCATION LOAN PARTNERS



\*Terms and conditions apply

# FAQ'S



## DURATION

8 Months + 3 Months Internship

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## ELIGIBILITY

Bachelor's degree (10+2+3/4) or equivalent qualification in any discipline from a recognized University with a minimum 55% score.

OR

Students who have appeared for their final year degree examination can also apply, however, their admission will be provisional and will be confirmed only after producing the results.

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## CERTIFICATIONS

Certification from **JAINX**

Digital Nest Certificate, 6 Google Ads Certifications, Facebook Blueprint Certifications, Google Analytics Certification, Google Mobile Sites Certification, Google Digital Sales Certification, Microsoft Bing Certifications

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## ROLES

Digital Marketing Lead, Digital Marketing Analyst, Digital Marketing Executive, Social Media Marketing Manager, Social Media Marketing Head, Project Manager, Digital Marketing Manager, PPC Analyst, Inbound Marketing Manager, Inbound Marketing Lead, Copy Writer , Content Writer, Blogging Specialist, Email Marketing Lead, SEO Specialist, Analytics Manger, Lead Generation Expert, SEO Analyst,

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## PACKAGES

6-20 Lakh p.a.

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## PRE REQUISITE

Must be a Graduate

Ready to get  
incubated in  
**Digital Marketing**  
Lets Start

Reach Us:

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