



DIGITAL SCHOOL
OF DELHI

Registered with Government of NCT of Delhi



15+ Detailed
Modules



Most Advanced Digital Marketing

Skills Development & Certification Program



Quality Training



100% Placement Assurance



Complete Practical Exposure



Affordable Pricing



Unlock Over 14+ Industry-
Recognized Certifications



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www.digitalschooldelhi.com

About Us

WHO WE ARE ? ———

Established in early 2016, Digital School of Delhi holds official registration with the Government of NCT of Delhi. Our core mission is to empower individuals with digital skills, preparing them for a successful and promising career in the digital world.

OUR DIVERSE OFFERINGS ———

We take pride in offering comprehensive training programs across a range of professional courses. Our courses include Digital Marketing, Website Designing, Graphic Designing, Android App Development, Website Development, and more. With our emphasis on practical, hands-on training, we strive to equip students, professionals, and entrepreneurs with the necessary skills to excel in their chosen field.



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Our Impactful Programs

Student Development Program (2017-2019)

Our engagement with numerous colleges in Delhi NCR, including NGF, ADVANCED COLLEGES, MANAV RACHNA, ARAVALI, RAWAL, and JB KNOWLEDGE, has led to the successful execution of several student development programs. These programs have helped students gain crucial insights and exposure to the digital world.



Our Impactful Programs

Faculty Development Program (2018-2019)

We have collaborated with reputed institutions like Manav Rachna International University to conduct faculty development programs. Our focus on contemporary topics such as IOT, cloud computing, and fostering an entrepreneurial mindset has been highly beneficial in enriching the academic experience.



Our Impactful Programs

Corporate Program (2020)

Our corporate training programs have garnered substantial positive feedback from local entrepreneurs. Covering a spectrum of topics, including digital marketing strategies, social media, and cloud computing, these programs are aimed at enhancing the digital skills of professionals in various industries.



Our Impactful Programs

Start-up Unlock Idea Competition (2019)

Our inter-college start-up idea competition has fostered an environment conducive to entrepreneurial innovation. Through this initiative, we aim to promote and nurture the spirit of entrepreneurship among college students. Our collaborations with various funding houses have facilitated the provision of initial support to budding startups.




Empowering Future Marketers

DAVIM Students Receive Digital marketing Certificates

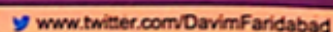


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Check out on youtube

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Foundation Course

Learn in-demand skills and be future ready



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Our Digital marketing foundation course is designed for those students who want to gain complete knowledge of digital marketing but currently they are not known to the technology and basics. This course is for teaching you necessary skills and developing comprehensive digital marketing strategies in a professional way. We have carefully curated this course taking in mind about all requirements which you may require during several activities of digital marketing. Here are the modules which we have included in our course curriculum for you.

- Microsoft Office
- Working with Photoshop and other Tools for Graphics and Logos
- Working with Emails and Clients
- Understanding and Working with Internet and Browsers
- Understanding Different types of Digital Businesses
- Understanding Different types of Languages and Web Platforms
- Management of Your Digital Confidential Data & Credentials
- Overview of Complete Digital Marketing Modules & Usage

DIGITAL

INTRODUCTION TO **DIGITAL MARKETING** (COURSE DURATION 3 HOURS)

MODULE 1

- ➔ What is Marketing?
- ➔ What is Digital Marketing?
- ➔ Difference between Digital and Traditional Marketing
- ➔ Why Digital Marketing is taking over Traditional Marketing and What is its growing traction and potential in the coming decade.
- ➔ Understanding Latest Digital Advertising Trends
 - How to Define Target Audience
 - Understanding Buyer Persona
- ➔ Understanding Analytics Term
 - Engagement
 - Traffic
 - Conversion
 - Retention
 - Evaluation



WEBSITE PLANNING & CREATION

LEARN TO QUICKLY BUILD GOOD LOOKING WEBSITES AND
(COURSE DURATION 6 HOURS)

MODULE 2

LANDING PAGES
USING WORDPRESS



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→ Understanding Websites

→ Types of Websites

→ Understanding Domain Names & Extensions

→ Understanding Web Server & Hosting

→ Planning a Website (Booking Domain & Hosting)

→ Creating a Website

- Installing Website Platform

- Indexing & Deindexing Website

- Themes & Plugins

→ SEO Configuration

- Essential Integrations

- Getting Live With Website





ECOMMERCE WEBSITE CREATION

(COURSE DURATION 4 HOURS)

MODULE 3



- Website Planning
- Server & Web Hosting
- Installing Website Platform
- Installing e Commerce Platform
- Themes & Plugins
- Essential Integrations
- Website Speedup Tricks
- Website Designing
- Configuring Product Attributes
- Product Uploading & Management
- Coupons & Discounts
- Invoice & Shipment Receipts
- Setting up Payment Options & Payment Gateway
- Order Processing & Shipment
- Asking for Customer Review
- SEO Configuration



SEO

SEARCH ENGINE OPTIMIZATION

(COURSE DURATION 18 HOURS)

MODULE 4

- ➔ What is SEO?
- ➔ What is SERP?
- ➔ Introduction to Search Engines
- ➔ Working & Major Functions of Search Engines
- ➔ What are Keywords?
- ➔ How to Do Keyword Research
- ➔ Understanding Google Trends (Tool)
- ➔ Understanding Keyword Mix
- ➔ Learn Google Operators to Use Search Engines Well
- ➔ On-Page SEO
 - What are Primary, Secondary & Tertiary Keywords
 - Keyword Optimization
 - Content Optimization & Planning
 - Keyword Stuffing & Keyword Placement
 - Internal Linking
 - Meta Properties of Web Page



SEO

SEARCH ENGINE OPTIMIZATION

(COURSE DURATION 18 HOURS)

4.1

- Webmasters Integration
- Sitemaps
- ➔ Off-Page SEO
 - What is DA (Domain Authority)
 - What Are backlinks
 - How to Increase Domain Authority
 - Types of Backlinks
 - What is Link Building
 - Link Building Strategies for Your Business
 - How to Build Backlinks for Your Business
 - Do's and Dont's of Link Building
 - How to Build Fast Backlinks

➔ Local SEO

- Google Places Optimization
- Classified Submissions
- Directory Listing





SEO

SEARCH ENGINE OPTIMIZATION

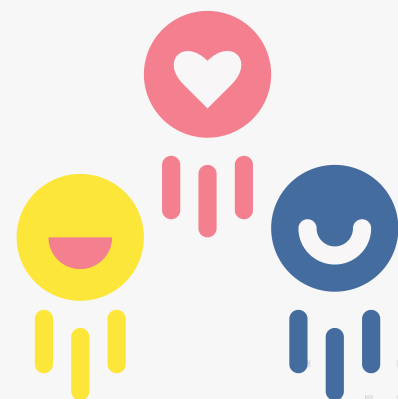
(COURSE DURATION 18 HOURS)

4.2

- Using H Card for Local SEO
- Citation
- Bing Places Listings



- ➔ Major SEO Tools
- ➔ Monitoring & Analyzing SEO Progress
- ➔ Preparing SEO Reports
- ➔ How to Create SEO Strategy for Your Business
- ➔ What is Link Juice
- ➔ Importance of
- ➔ DA, PA, CF, TF & Other Factors
- ➔ Google Algorithms & Penalties
- ➔ How to Check Penalties
- ➔ How to Rank faster on SERP
- ➔ How to do an SEO Audit for any Website (Ubersuggest, SEOptimer, Screaming Frog)



SMM

SOCIAL MEDIA MARKETING

(COURSE DURATION 27 HOURS)

MODULE 5

- ➔ What is Social Media Marketing?
- ➔ Introduction to Twitter, Facebook, Instagram, Pinterest, LinkedIn, Snapchat
- ➔ Understanding the Current Social Media Psychology
- ➔ How Social media marketing is different from others
- ➔ Forms of Social Media Marketing
- ➔ Facebook Marketing
 - Understanding Marketing on Facebook
 - Practical Session - Marketing on Facebook
 - Facebook Pages Creation
 - Inviting People to Your Page
 - Facebook Wall Posting and Page Setup
 - How to Increase Fans on your Page
 - How to do Marketing on Fan Page with Examples
 - Fan/Visitor Engagement on Facebook Page
 - Facebook Marketing Tools & Apps
 - Facebook Advertising



SMM

SOCIAL MEDIA MARKETING

(COURSE DURATION 27 HOURS)

5.1

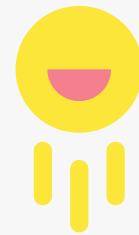
- Types of Facebook Ads
- Facebook Ads Best Practices
- Understanding Facebook AdRank and Art of Posting for Maximum Engagement
- Practical Session - Facebook Marketing
 - Creating Facebook Ad Campaigns
 - Targeting in Ad Campaign
 - Different Payment Modules - CPC vs CPM vs CPA
 - Conversion Tracking in facebook
 - Using Facebook Power Editor Tool
 - Advanced Facebook Advertising using different tools

Linkedin Marketing

- What is LinkedIn ?
- Understand Working of LinkedIn
- Company Profiles vs Individual Profiles
- LinkedIn Groups
- LinkedIn Group Marketing



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SMM

SOCIAL MEDIA MARKETING

(COURSE DURATION 27 HOURS)

5.2

- Best Practices for Advertising on LinkedIn
- How to Increase ROI from LinkedIn Ads
- LinkedIn Publishing
- Company Pages
- Advertising on LinkedIn
- Display vs Text Ads on LinkedIn
- Twitter Marketing
- Understanding Twitter
- Major Twitter Management Tools
- How to Do Marketing on Twitter
- Black Hat Techniques for Twitter Marketing
- Twitter Advertising
- Types of Ads
- Twitter Cards
- Twitter Analytics



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SMM

SOCIAL MEDIA MARKETING

(COURSE DURATION 27 HOURS)

5.3

- ➔ What Social Media Automation?
- ➔ Social Media Automation/ Management Tool
- ➔ Buffer/Hootsuite/Postcron
- ➔ Whatsapp Marketing
- ➔ Whatsapp Marketing Strategies
- ➔ Whatsapp Business Features
- ➔ Business Profile Setup
- ➔ Auto Replies
- ➔ How to Install Whatsapp Icon on Wordpress Website
- ➔ How to Setup One-Click Chat
- ➔ How to Set Up an Initial Message
- ➔ Whatsapp One-Click Testing on Site
- ➔ Video Marketing (YouTube)
 - Understanding Video Campaigns
 - Creating Video Campaign
 - Why Video Marketing is Important



SMM

SOCIAL MEDIA MARKETING

(COURSE DURATION 27 HOURS)

5.4

- Advantages of Video Marketing Uploading Videos on Video Distribution
- YouTube for Business
- YouTube Video Marketing Strategy Bringing Targeted Traffic from YouTube
- Creating Video AdGroups
- Targeting Options & Bidding Strategy
- Measuring Results of Campaign





GOOGLE ADWORDS & ONLINE ADVERTISING

(COURSE DURATION 15 HOURS)

MODULE 6

Google AdWords & PPC Advertising

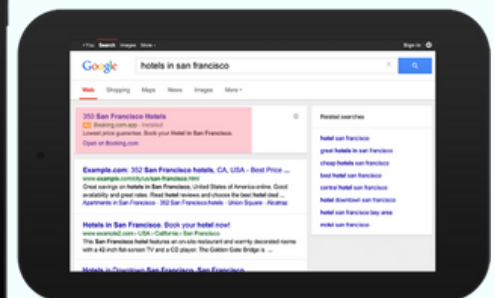
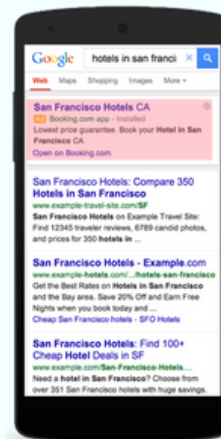
- Differentiation between Organic & Inorganic Search Results
- Introduction to Google AdWords & PPC Advertising
- Introduction to Bing Ads Setting up Google AdWords & Bing Ads Account
- Understanding Google AdWords Account Structure
- Types of Ads in Google AdWords

Introduction to AdWords Algo

- How does AdWords Rank Your Ad
- Understanding AdRank with Example
- What is Quality Score
- Importance of Quality Score
- What is CTR?
- Understanding Bids

Search Engine Campaign Optimization

- How to Create Optimized Campaigns
- Campaign Optimization via AdGroup





GOOGLE ADWORDS & ONLINE ADVERTISING

(COURSE DURATION 15 HOURS)

6.1

- Importance of CTR & How to Increase it
- Importance of Quality Score & How to Increase it
- Negative Keywords & It's importance
- Campaign Status Evaluation
- Optimizing Campaigns with Conversions Optimizing Campaigns with keywords How to Optimize Top Performing Keywords
- How to Optimize Non-Performing Keywords
- How to Enhance CPC
- Competitor Performance Analyzing



→ Creating Search Campaigns

- Types of Search Campaigns - Standard, All Features, Dynamic and Product Listing
- Creating Search Engine Advertising Campaign
- Campaign Level Configuration
- Understanding Geographic Location Targeting
- Understanding Bidding Strategy
- Advanced Level Bidding Strategies



GOOGLE ADWORDS & ONLINE ADVERTISING

(COURSE DURATION 15 HOURS)

6.2

- Understanding Flexible Bidding Strategies
- Advantages & Disadvantages of Different Bidding Strategies
- Introduction to Ad Extensions
- Types of Ad Extensions & How to Use them
- Understanding keywords
 - Finding Relevant Keywords
 - Adding Keywords to Campaign
 - Keyword Planner & Types of Keywords
 - Pros & Cons of Different Types of Keywords
- Creating Ads
 - Understanding Ad Metrics
 - Display & Landing URLs
 - How to Write Attractive Ad
 - Best & Worst Examples of Ads
- ➔ Conversions Tracking
 - What is Conversion Tracking?



GOOGLE ADWORDS & ONLINE ADVERTISING

(COURSE DURATION 15 HOURS)

6.3

- Importance of Conversion Tracking
- How to Configure Conversion Tracking
- How to Check Conversion Status



→ Creating Display Campaigns

- Types of Display Campaigns - All Features, Mobile App, Remarketing & Engagement
- Creating Display Campaign
- Differentiation between Search & Display Campaigns Display Campaigns Settings
- Campaigns Level Settings Advanced Settings, Ad Scheduling and Ad Delivery
- Introduction to Ad Placements
- Creating Different Ad Groups
- Introduction to Google Display Planner
- Relevant Websites for Placements
- How to Create Text Ads
- Creating Banner Ads & Uploading Ads
- Display Campaign Optimization



GOOGLE ADWORDS & ONLINE ADVERTISING

(COURSE DURATION 15 HOURS)

6.4

Remarketing

- What is Remarketing?
- How to Set Up Remarketing Campaigns
- Create Remarketing Lists
- Targeting Custom Audiences

Online Advertising

- Types of Online Advertising
- Display Advertising
 - Banner Ad Rich Media Ads
 - Pop up Ads & Pop under Ads
- Contextual Advertising
 - In-Text Ads | In-Image Ads
 - In-Video Ads In-Page Ads
- What are Payment Modules?
- Online Advertising Providing Companies
- Tracking & Measurement of ROI on Online Advertising



GOOGLE ADWORDS & ONLINE ADVERTISING

(COURSE DURATION 15 HOURS)

6.5

- Different Online Advertising Platforms
- Creating Banner Ads using tools



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MOBILE MARKETING

(COURSE DURATION 2 HOURS)

MODULE 7

- ➔ Different Mobile Devices & Features
- ➔ Mobile Marketing & Social Media Marketing
- ➔ Fundamentals of Mobile Marketing
- ➔ Mobile Marketing Analytics & Measurements
- ➔ Creating Mobile Websites with WordPress
- ➔ Creating Mobile Websites with Tools
- ➔ Creating Mobile App with tools
- ➔ Advertising on Mobile (Web & App)
- ➔ Mobile App Submission on Android & iOS
- ➔ SMS Marketing
- ➔ Why SMS Marketing Effective?
- ➔ How Does SMS Marketing Work?
- ➔ Difference Between Promotional Campaigns or Transactional Messages?
- ➔ Who Can Benefit from Using SMS Marketing?
- ➔ Best Sites for Bulk SMS Marketing
- ➔ SMS Marketing Tool Setup





MOBILE MARKETING

(COURSE DURATION 2 HOURS)

7.1

- ➔ How to Send Bulk SMS Using Tool
- ➔ SMS Template and Report Analysis
- ➔ How to Purchase Credits?



SMS surveys

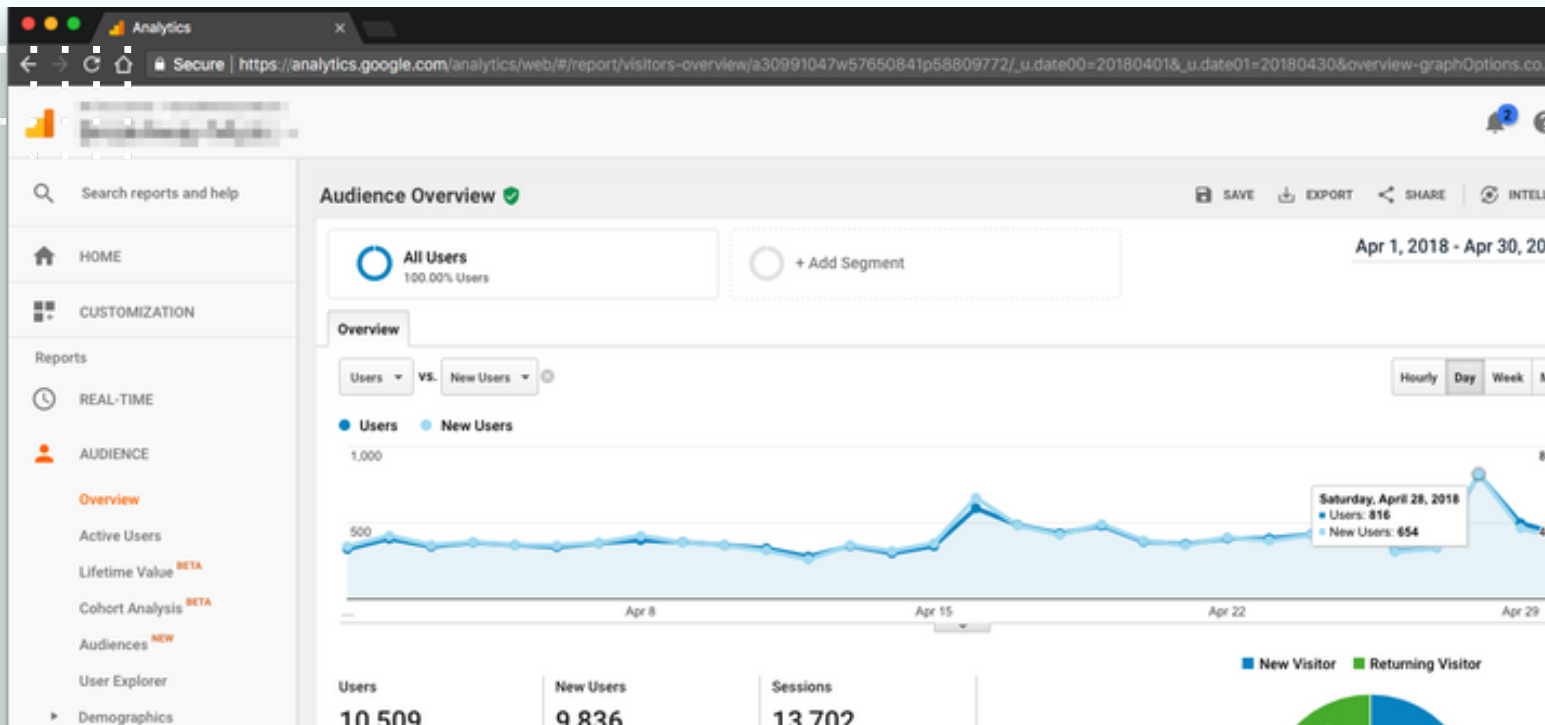
Bulk SMS

Mobile Journeys

Email 2 SMS

Short code SMS

SMS API



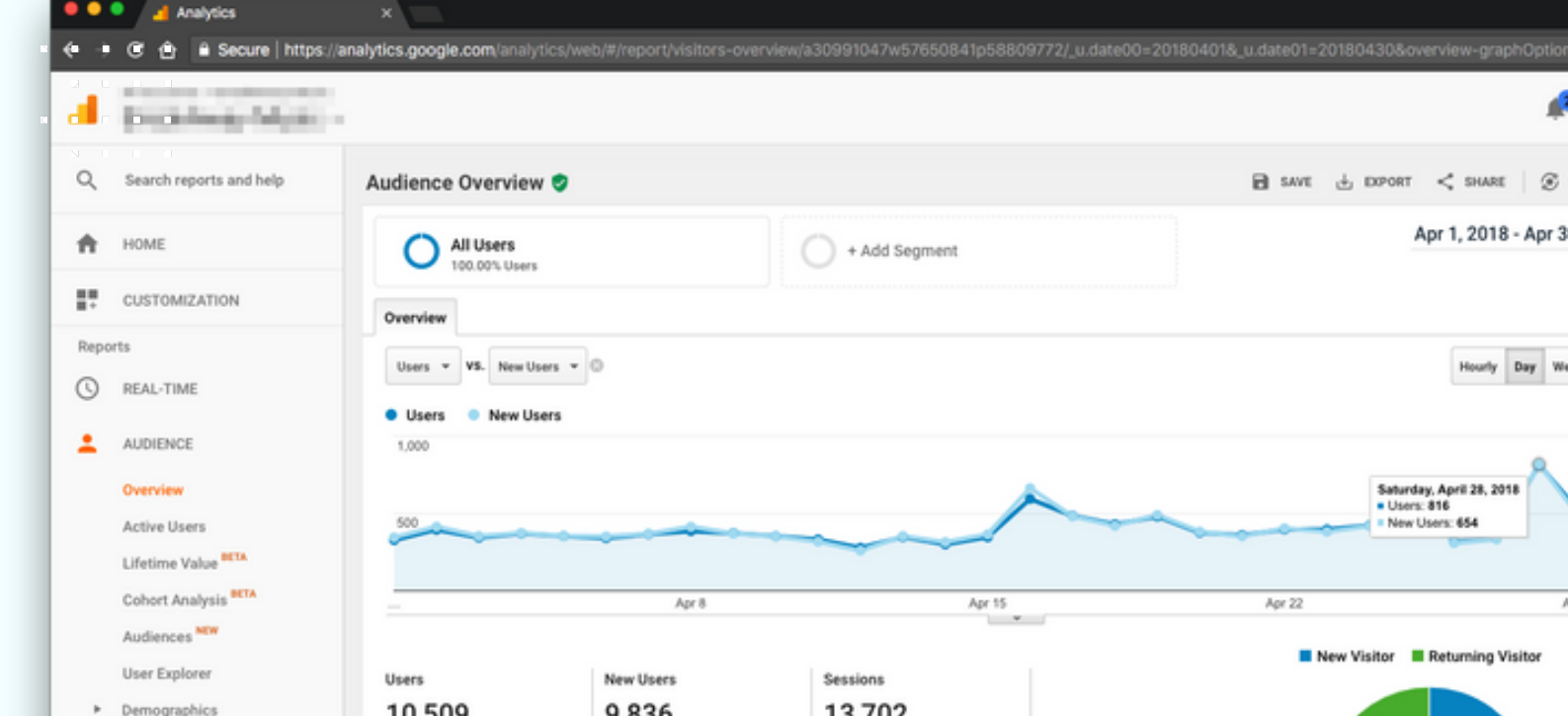
GOOGLE & WEB ANALYTICS

(COURSE DURATION 9 HOURS)

MODULE 8

- ➔ Introduction to Google Analytics
- ➔ Introduction to Twitter Analytics
- ➔ Introduction to Facebook Analytics
- ➔ Introduction to Pinterest Analytics
- ➔ Introduction to YouTube Analytics
- ➔ Understanding the working of Google Analytics
- ➔ How to Integrate Google Analytics
- ➔ Understanding Google Analytics account structure
- ➔ Understanding Goals & Conversions
- ➔ How to Setup Goals in Analytics & Types of Goals
- ➔ Understanding Bounce Rate
- ➔ Difference between Exit Rate and Bounce Rate
- ➔ How to Reduce Bounce Rate How to Setup funnels in Goals & Its Importance
- ➔ How to Integrate AdWords with Analytics
- ➔ Measuring Performance of Marketing Campaigns with Google Analytics
- ➔ What is Link Tagging & How to Setup Link Tagging

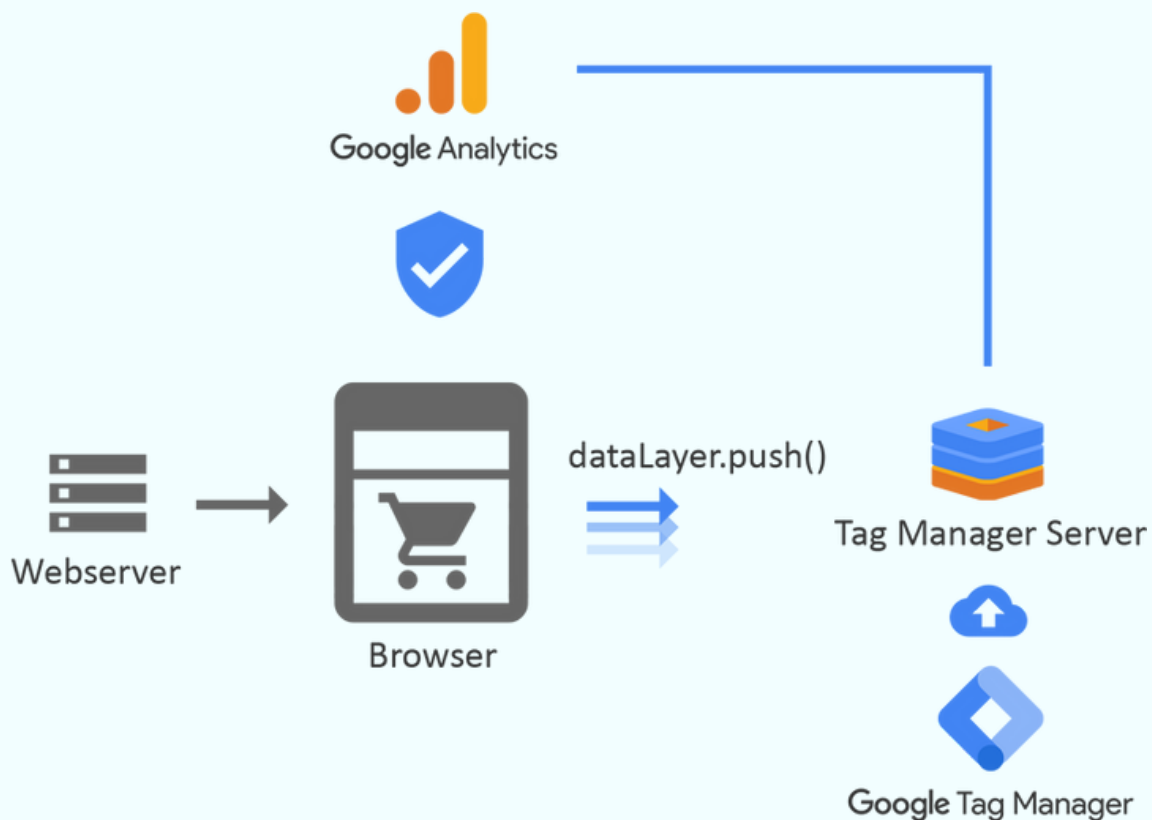




GOOGLE & WEB ANALYTICS

(COURSE DURATION 9 HOURS)

- ➡ Understanding Filter & Segments & How to Setup them
- ➡ Viewing Customized Reports
- ➡ Monitoring Traffic Sources & Behaviour





ECOMMERCE MARKETING & SEO

(COURSE DURATION 4 HOURS)

MODULE 9

- ➔ Content Marketing for eCommerce
- ➔ Automated Email Marketing Campaigns for eCommerce
- ➔ Social Media for eCommerce
- ➔ User Generated Content & Loyalty Programs
- ➔ Analyzing Checkout Process
- ➔ Mobile Optimization
- ➔ Mobile Advertising for eCommerce
- ➔ Forum Discussions & Building Authority
- ➔ Better Delivery & Payment Option
- ➔ Google Merchant Center
- ➔ Local Branding & Marketing
- ➔ Video Marketing for Better Visibility
- ➔ Engage Customers with Controversial Topics
- ➔ Products Based SEO Keywords & Rich Snippets
- ➔ On-Site SEO for eCommerce
- ➔ Keyword Research for eCommerce
- ➔ Reaching out to Coupon Partners & Affiliate Networks for Boost in Sales.
- ➔ Connecting to a Social Cause & Speak about it


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LEAD

LEAD GENERATION FOR BUSINESSES

(COURSE DURATION 6 HOURS)

MODULE 10

- ➔ Understanding Lead Generation
- ➔ Importance of Lead Generation
- ➔ What are Landing Pages & Thank You Pages?
- ➔ Landing Page vs. Website
- ➔ Best Practices for Creating a Landing Page
- ➔ Best Practices for Creating a Thank You Page
- ➔ Types of Landing Pages
- ➔ Landing Page & Thank You Page Creation
- ➔ Landing Pages Review & Analysis
- ➔ What is A/B testing?
- ➔ How to do A/B Testing?
- ➔ Selecting Appropriate Landing Page after A/B Testing.
- ➔ Converting Leads into Sales
- ➔ Understanding & Creating Lead Nurturing Strategy Understanding Leads Funnel
- ➔ What are the steps in Lead Nurturing?

LEAD
GENERATION



E-MAIL MARKETING

(COURSE DURATION 4 HOURS)

MODULE 11



- ➔ What is is Email Marketing?
- ➔ How Email Marketing Works?
- ➔ How to Send Bulk Emails?
- ➔ Types of Email Marketing - Opt-In & Bulk
- ➔ What is Opt-In Email Marketing?
- ➔ How to Setup Email Marketing Account?
- ➔ How to Setup Email Marketing Account?
- ➔ Platforms for Email Marketing
- ➔ Setting Up Lists & Web Forms
- ➔ How to Create a Broadcast Email
- ➔ Introduction to Auto responders & How to Setup them?
- ➔ Tricks for sending Mail in inbox instead of Spam
- ➔ Improving ROI with A/B Testing



(COURSE DURATION 6 HOURS)



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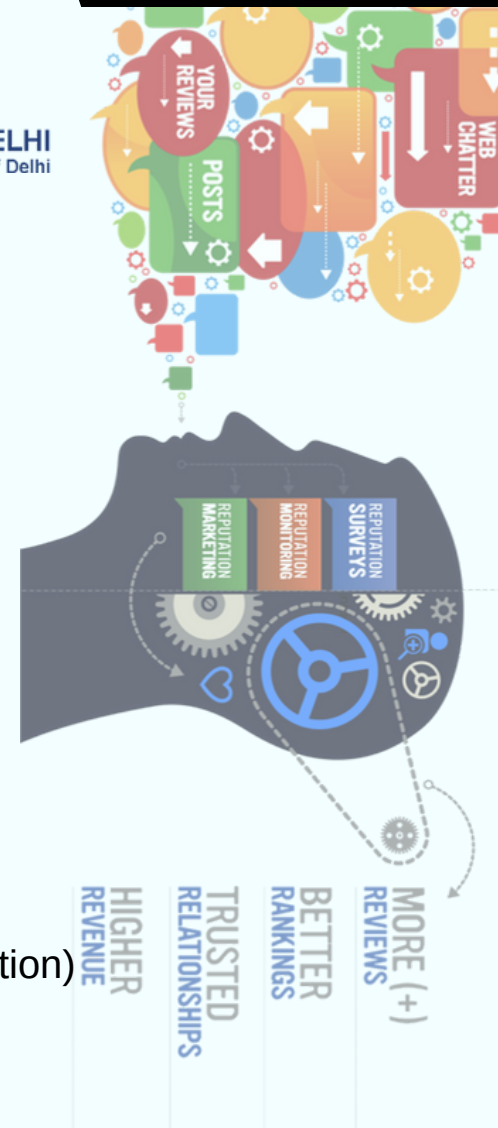


DIGITAL REPUTATION MANAGEMENT

(COURSE DURATION 2 HOURS)

MODULE 13

- ➔ How to Setup a Blog
- ➔ Social Media Integration
- ➔ SEO Configuration
- ➔ Understanding Pages on a Blog
- ➔ Creating Pages for a Blog
- ➔ How to Write a Post
- ➔ How to Optimize post for Better Rankings
- ➔ Post Tags, Rich Snippets and other Meta Properties
- ➔ URL Optimization
- ➔ Driving Traffic to Blog
- ➔ SEO for Blog
- ➔ Content Curator Website Submission
- ➔ Social Bookmarking
- ➔ Earning with Ads & Links on Your Blog (Blog Monetization)
- ➔ Attracting Sponsors to Your Blog for Paid Content
- ➔ How to Build Email Database with Your Blog
- ➔ Content Creation Tools & Softwares



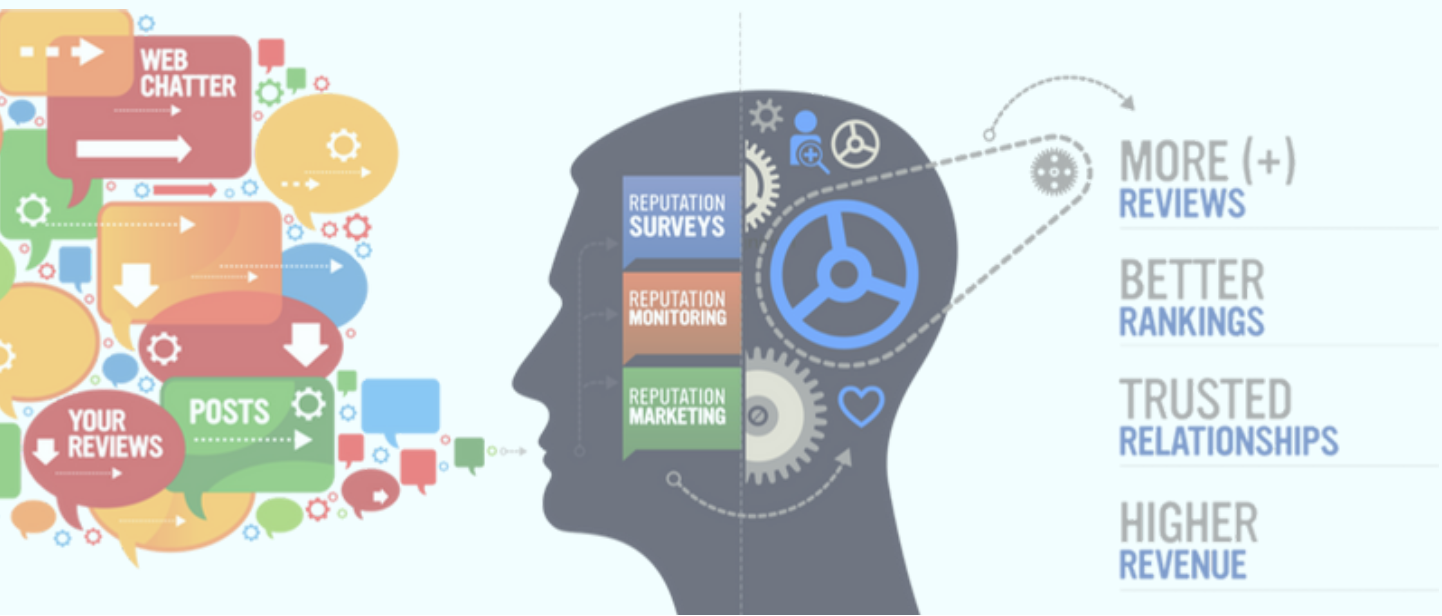


DIGITAL REPUTATION MANAGEMENT

(COURSE DURATION 2 HOURS)

13.1

- ➔ What is Digital Reputation Management?
- ➔ Why Digital Reputation Management is Important?
- ➔ ORM in Current Time
- ➔ How to Respond to Online Criticism
- ➔ Divine Rules of ORM
- ➔ Ways to create a better Brand Image
- ➔ Online Reputation Management & Analysis Tools
- ➔ How to Overcome Bad Online Reputation





AFFILIATE MARKETING

(COURSE DURATION 2 HOURS)

MODULE 14

➔ What is Affiliate Marketing?

➔ 3 A's of Affiliate Marketing

➔ How People makes Big Bucks with Affiliate Marketing?

➔ How to be a successful Affiliate Marketer?

➔ Ways to Do Affiliate Marketing

➔ Getting Started as a Affiliate Marketer

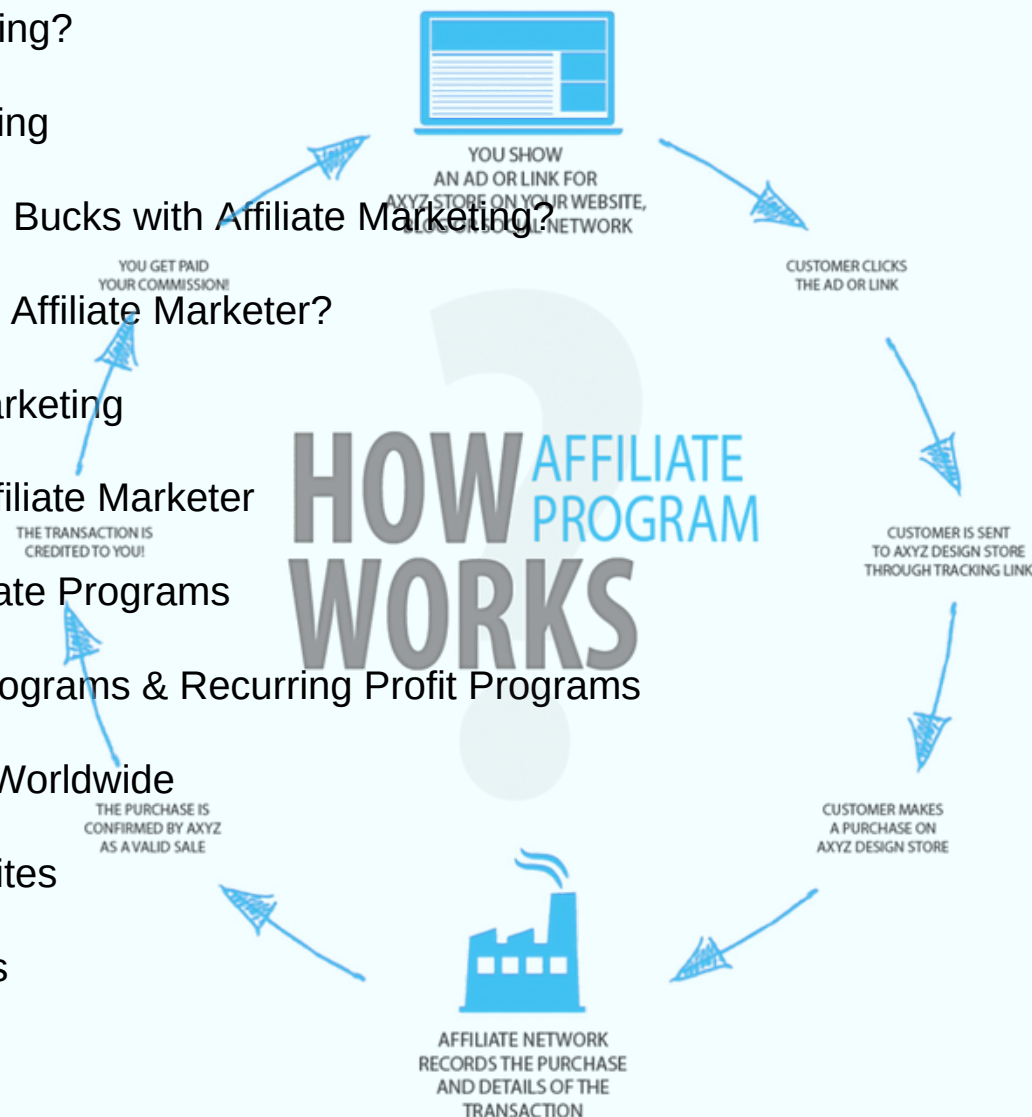
➔ Different Types of Affiliate Programs

➔ High Paying Affiliate Programs & Recurring Profit Programs

➔ Top Affiliate Networks Worldwide

➔ Creating Affiliate Websites

➔ Affiliate Plugins & Tools



EVENT BLOGGING

EVENT BLOGGING

(COURSE DURATION 2 HOURS)

MODULE 15

- ➔ What is Event Blogging
- ➔ Advantages of Event Blogging
- ➔ How to Choose Events
- ➔ Domains & URLs
- ➔ How to Make Event Blogging Blogs?
- ➔ Competitor's Analysis & Hacking
- ➔ Keyword Analysis
- ➔ Monetizing Event Blog
- ➔ Commenting to Drive Traffic
- ➔ Event Blog SEO for Better Rankings
- ➔ Secret of Making Over \$1000 in a Day with Event Blogging





Google AdSense

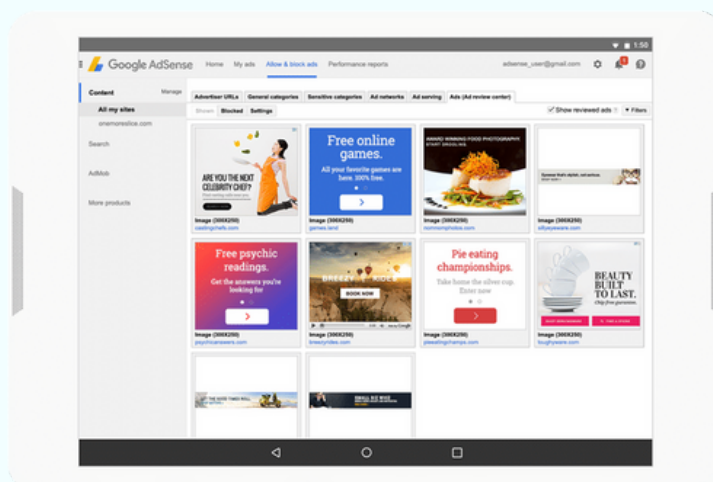


EARN MONEY FROM YOUTUBE WITH ADSENSE

(COURSE DURATION 2 HOURS)

MODULE 16

- ➔ What is AdSense
- ➔ How to Get AdSense Approval?
- ➔ How to Use AdSense Account & Interface?
- ➔ Creating YouTube Channel
- ➔ Creating & uploading Videos
- ➔ Monetizing Content on YouTube
- ➔ YouTube Analytics



F R E E L A N C E

EARN MONEY WITH FREELANCING

(COURSE DURATION 2 HOURS)

MODULE 17

- ➔ What is Freelancing?
- ➔ What Skills can we offer as Freelancer?
- ➔ Freelancing Platforms
- ➔ How Much Money Can We Earn from Freelancing?
- ➔ How to Grab Freelancing Projects
- ➔ Get Paid from Freelancing Websites



DROPSHIPPING

(COURSE DURATION 6 HOURS)

MODULE 18

- ➔ What is Dropshipping
- ➔ Why Dropshipping is the next big thing?
- ➔ Start your E-commerce business from your dining table
- ➔ Set up your own E-commerce store yielding high profit with 0% investment
- ➔ Learn the best Marketing strategies and techniques to rule the market
- ➔ Payment Gateway Integration and SSL certificate installation





BENEFITS OF OUR DIGITAL MARKETING COURSE



FOR WORKING PROFESSIONALS

- Better Career Opportunities
- More Career Opportunities
- Faster Career Growth
- Learn what others will learn later
- Work part time as a freelancer
- Enhance your skills
- Give Yourself an edge over other employees.



FOR NEW ENTREPRENEURS/STARTUP OWNERS:

- Find More Customers Online
- Gain Experience in Online Business Operations/Management
- Increase Your Revenue
- Create Brand Awareness on Social Media
- Reduce Advertising Cost by 60%
- Generate Business Leads with Inbound Marketing
- Reach Larger Audience and Expand Your Startup/Business



FOR ESTABLISHED BUSINESSES

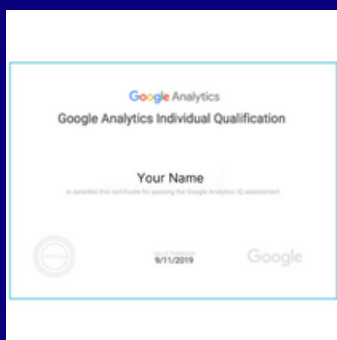
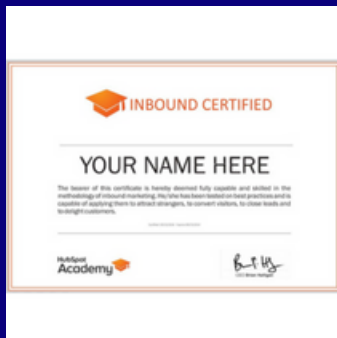
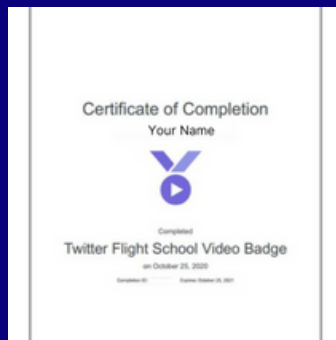
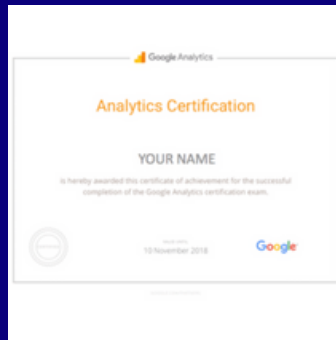
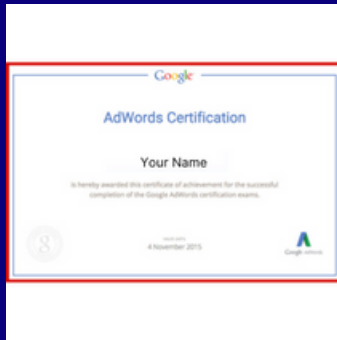
- Increase Sales Revenue
- Get Better ROI
- Generate Potential Leads
- Spend Marketing Budget on Target Audience
- Create Brand Awareness and ncrease Visibility
- Convert Your Company into a Brand



FOR JOB SEEKERS

- Gain a Better C.V., Get more calls and Crack Interviews
- Learn what others will learn Later
- High Career Growth with Most Advanced Skills
- Work as a freelancer along with your Job & Studies
- Have Increased Self Esteem and Respect from Fellows
- Give Companies an Extra Reason to Hire You
- Earn Extra with Affiliate Marketing

UNLOCK OVER 14+ INDUSTRY-RECOGNIZED CERTIFICATIONS - GET CERTIFIED BY GOOGLE | HUBSPOT - LEARN FROM INDUSTRY EXPERTS



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-Since 2016

Are you ready to enhance your digital marketing skills and shine amidst the fierce competition in the online world? look no further! Digital School of Delhi offers you an exceptional opportunity to gain access to over 14+ industry-recognised certifications through our comprehensive Digital Marketing course.

CAREER OPTIONS

you can choose after completion of Digital Marketing Course



**DIGITAL SCHOOL
OF DELHI**
Registered with Government of NCT of Delhi



SOCIAL MEDIA ANALYST

Salary: 18k to 30k

After 3 years of experience

Designation-Social media Manager
salary 35 to 65k

PPC ANALYST

Salary: 18k to 30k

After 2 years of experience

Designation-Sr. P.PC Analyst
salary 35 to 65k

CONTENT MARKETING EXECUTIVE

Salary: 21k to 35k

After 3 years of experience

Designation - Content
Marketing Manager
salary 40 to 60k

DIGITAL MARKETING EXECUTIVE

Salary: 21k to 35k

After 3 years of experience

Designation- Digital Marketing
Manager
salary 50 to 70k

ONLINE REPUTATION EXECUTIVE

Salary: 21k to 30k

After 3 years of experience

Designation- Online Reputation
Manager
salary 30 to 50k

FREELANCE DIGITAL MARKETER

Monthly earning with just

2-3 projects: 40k to 75k

Monthly earning with

4-5 projects: 1 Lac to 1.5Lacs

Reason to Join Us!



Get Certifications from
Industry Giants



Learn from
Industry Experts



Learn Complete A-Z of
Digital Marketing



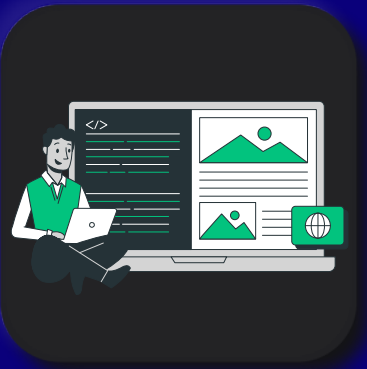
Free Backup & Doubt
Session



Group & Individual
Assignments



Complete Practical
Exposure along with Theory



Build Your Own
Website or Online Business



Case Studies
From Industry



Online & Offline Batches on
Weekdays, Weekends and Sunday



Lifetime Access to
Premium Discussion Forum



Dedicated
Help & Support

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**100 % PLACEMENT
ASSISTANCE**



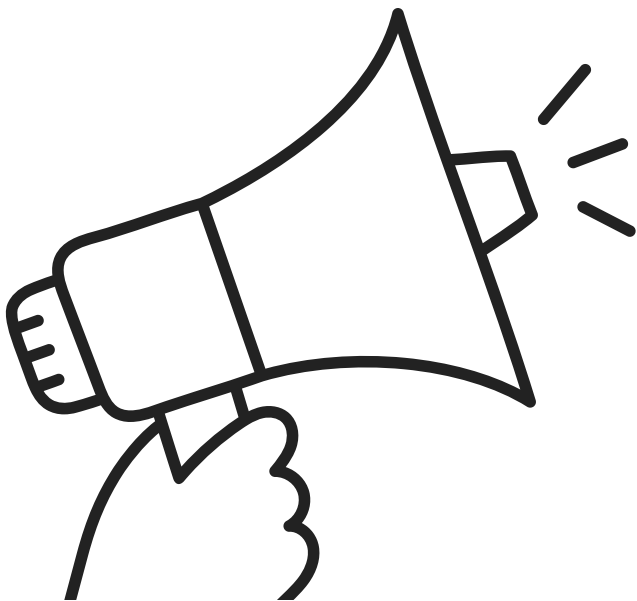
BADARPUR BRANCH

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New Delhi – 110044**



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