



Become a
360°
Digital Marketer
in next 3-6 Months

Live-Classroom Programs

dCDMS

3 Months +

dCDMM

4.5 Months +

dCOMPRO

6 Months +

Asia's First & Only Awarded Digital Marketing Training Company



Awarded as the "**MOST TRUSTED BRAND IN DIGITAL EDUCATION 2017**" by WCRC Leaders Asia Magazine

New Delhi, India

Awarded as '**FAST 50 INDIA'S MOST PROMISING BRAND 2017**' BY WCRC Leaders Asia.

5th Asian Brands
Bangkok, Thailand

AWARD



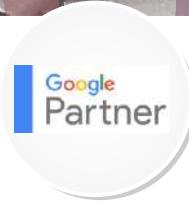
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Bangkok, Thailand



Singapore

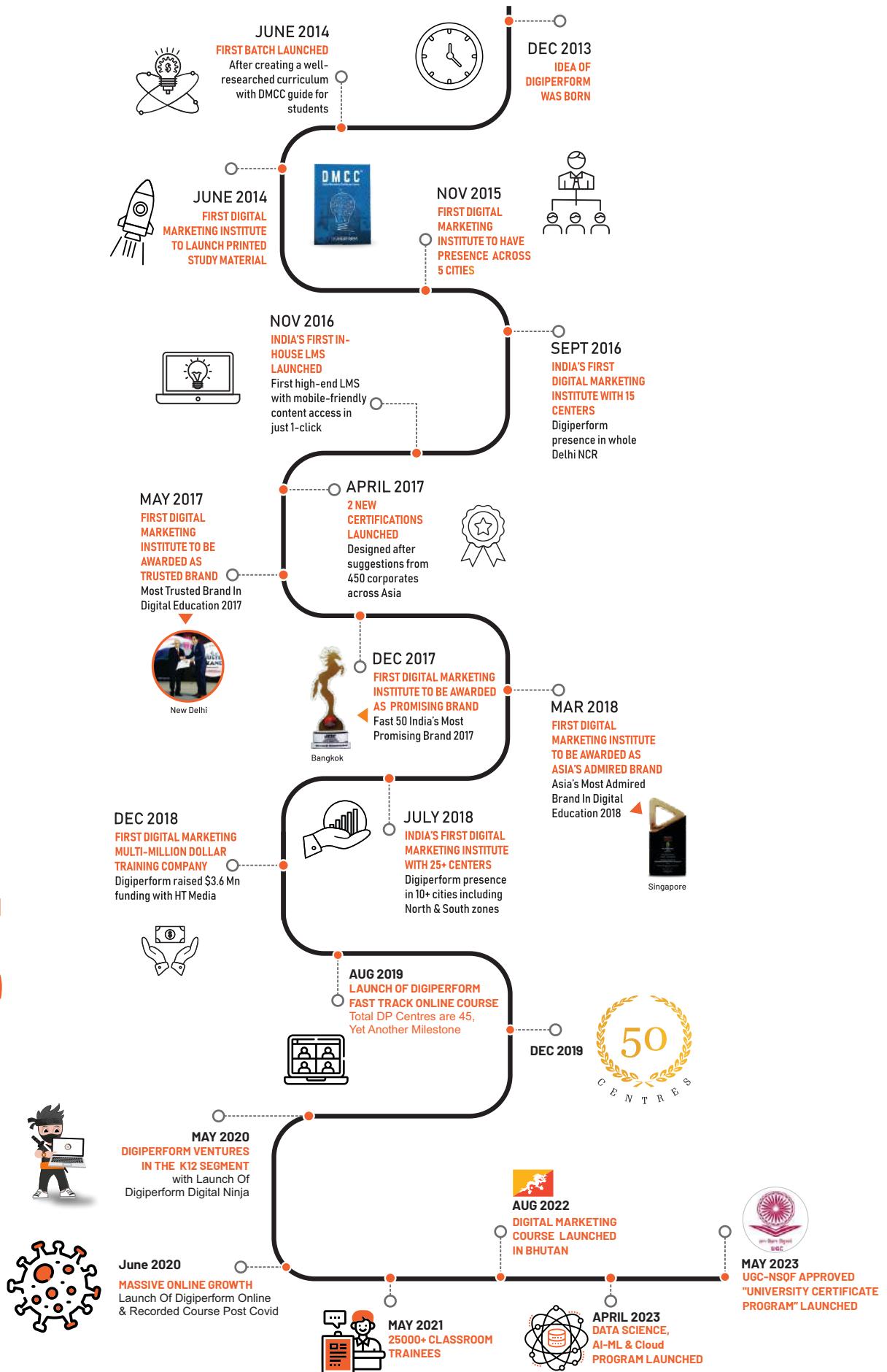


Ministry of Micro, Small and Medium Enterprises,
Government of India



Life At Digiperform

The Digiperform Journey



Many More Milestone To Come

Digiperformer's are working at



100% Practical Approach with Case-Studies of



Marketing Strategy



Dil toh roaming hai

Travel Package Sales Cycle



RENAULT

Passion for life

Omni- channel Retail Process



Digital Business Goal Identification



Social Media Campaign Goals



Social Media Strategy



Landing Page Analysis

&

**30+ Conceptual Quizzes
Post Every Critical Theory**



Get Ready To Acquire 15 Internationally Valid Certificates*

You Won't Only Develop Skills that Matter the Most, but also Get a Chance to Recieve Certification in Digital Marketing from

ASIA'S MOST TRUSTED DIGITAL MARKETING EDUCATION COMPANY.



In Addition, Our Content and Exercises Will Enable You To Achieve All the Other Certifications Available in Digital Marketing Domain.



GET PREPARED FOR :

- 1 Digiperform Certification
- 6 Google Ad Certifications
- Google Analytics Certification
- 3 Hubspot Certifications
- Meta Certifications**
- SEM Rush Certification

Note:

* Exams to be given by candidate after self-preparation

** Meta certification exams charges extra.

COURSE COMPARISON



CERTIFICATIONS

Year 2024-25

dCDMS

Digiperform Certified
Digital Marketing
Specialist

dCDMM

Digiperform Certified
Digital Marketing
Master

dCOMPro

Digiperform Certified
Online Marketing
Professional

SKILLS COVERED

1	Marketing Foundation	✓	✓	✓
2	Digital Marketing Ecosystem	✓	✓	✓
3	Digital Consumer Behaviour	✓	✓	✓
4	Digital Visibility Strategy	✓	✓	✓
5	Online Lead Strategy	✓	✓	✓
6	Graphic Designing for Business	✓	✓	✓
7	Video Marketing for Business	✓	✓	✓
8	Building Your Business Website	✓	✓	✓
9	Social Media Optimization	✓	✓	✓
10	Landing Page Optimization	✓	✓	✓
11	Facebook & Instagram Advertising	✓	✓	✓
12	Search Engine Optimization	✓	✓	✓
13	Web Analytics & Traffic Reporting	✓	✓	✓
14	Online Search Advertising	✗	✓	✓
15	Display Advertising	✗	✓	✓
16	Video Advertising	✗	✓	✓
17	Remarketing & Rebranding	✗	✓	✓
18	Email Marketing	✗	✓	✓
19	Inbound Marketing	✗	✓	✓
20	Web Content Writing	✗	✓	✓
21	Blogging, Adsense & Affiliate Marketing	✗	✓	✓
22	Selling On Amazon & Market Places	✗	✓	✓
23	Earning As A Global Freelancer/ Starting Agency	✗	✓	✓
24	AI Powered Digital Marketing	✗	✓	✓
25	E-commerce & D-2-C Marketing Mastery	✗	✗	✓
26	Making Money With Youtube	✗	✗	✓

Digital Marketing Black Badge-Live Masterclasses

(with Past Industrial Webinar Library Access)

1	Brand Transformation	✗	✗	✓
2	D-2-C Startegy Creation	✗	✗	✓
3	SEO & Link Audit	✗	✗	✓
4	Client Handling & Reporting	✗	✗	✓
5	Growth Hacking	✗	✗	✓
6	Performance Marketing	✗	✗	✓
7	Merchant Centre Mastery	✗	✗	✓
8	Snapchat & Quora Ads	✗	✗	✓
9	Online PR & Traffic Buying	✗	✗	✓
10	Advanced Funnel Marketing & CRO	✗	✗	✓

Interview Preparation & Placement Support

Interview Guidance	✓	✓	✓
Mock Interviews	✓	✓	✓
Interview Q&A Access	✓	✓	✓
Portfolio Creation Workshop	✓	✓	✓
24* 7- LMS Access	✓	✓	✓
24*7- LMS Jobs Access	✓	✓	✓
Interview Scheduling Support	✓	✓	✓
Dedicated Mentor	✗	✗	✓

Agency Internship - Only As Per Badge Skills

Virtual Industrial Internship	Optional	Optional	Mandatory- 1month
Paid Tool Access	Yes- During Internship	Yes- During Internship	Yes- During Internship
Live-Budget Access	Yes- During Internship	Yes- During Internship	Yes- During Internship

Job/ Career Roles You Can Get After Certification:

White Badge Roles

 Canva Designer Starter Earning: 10k-15k Pro Earning: 40k-60k	 WordPress Developer Starter Earning: 15k-25k Pro Earning: 1.5-2.5 Lacs	 SEO Specialist Starter Earning: 12k-25k Pro Earning: 80K- 2 Lacs	 Social Media Ads Manager Starter Earning: 18k-30k Pro Earning: 2.4-3.5 Lacs
 Social Media Executive Starter Earning: 15k-22k Pro Earning: 1.8-2.4 Lacs	 Social Media Specialist Starter Earning: 18k-30k Pro Earning: 2.4-3.5 Lacs	 Digital Marketing Executive Starter Earning: 27k-45k Pro Earning: 2 Lacs- 4.2 Lacs	 SEO Executive Starter Earning: 12k-25k Pro Earning: 80K- 2 Lacs

Orange Badge Roles

 Google Ads Specialist Starter Earning: 20k-30k Pro Earning: 2.4-3.5 Lacs	 Marketing Automation Specialist Starter Earning: 15k-27k Pro Earning: 1.8-2.4 Lacs	 Growth Marketer/ Performance Marketer Starter Earning: 15k-25k Pro Earning: 2-4.2 Lacs	 Web Content Writer/ Content Marketer Starter Earning: 25k-40k Pro Earning: 80k-2Lacs
 Blogger & Affiliate Specialist Starter Earning: 10k-20k Pro Earning: 1.5-2.5 Lacs	 Amazon/ Marketplace Manager Starter Earning: 15k-25k Pro Earning: 75k-1.5 Lacs	 Digital Marketing Freelancer Starter Earning: 20k-30k Pro Earning: Unlimited	

Black Badge Roles

 Digital Entrepreneur Starter Earning: 20k-30k Pro Earning: Unlimited	 Digital Transformation Specialist Starter Earning: 30k-45k Pro Earning: 2-4 Lacs	 Digital Marketing Officer Starter Earning: 25k-35k Pro Earning: 2-4 Lacs
 Key Account Manager Starter Earning: 22k-28k Pro Earning: 1.5-2.5 Lacs	 Digital Marketing Manager (Work Ex. Needed) Starter Earning: 35k-60k Pro Earning: 2-6 Lacs	 D2C Specialist/ D2C Business Starter Earning: 12k-30k Pro Earning: Unlimited

Expected Monthly Earning*

*Minimum 60-90 Days Effort
In Setup, Profile Building,
Skill Perfection Is Suggested
To Achieve Starter Level
Minimum 3-4 years Experience
Expected to reach Pro Level

AT DIGIPERFORM MINI PROJECTS YOU WILL CREATE



Business Marketing
Kit Designing



Storyboard-based
Video Shoot



No-Code
Website Creation
WordPress



Business Social Media
Banners Portfolio



Social Media Strategy
Blueprint Organic & Paid



Corporate Business
SEO Proposal Creation



LP & Ads For
Social Media Campaign



Google Ads Business
Proposal Creation



Funnel-Based Email
Marketing Template Pack
Creation



Marketplace
Feasibility Plan
Creation



D2C Business
Plan Creation



Youtube Business
Blueprint Creation

Project & Assignments Covered



White Badge
Program

- 7 Projects
- 15 Quizzes
- 15 Assignments



Orange Badge
Program

- 10 Projects
- 25 Quizzes
- 25 Assignments



Black Badge
Program

- 12 Projects
- 40 Quizzes
- 40 Assignments

COURSE CURRICULUM

Marketing & Web Presence Foundation Modules

Learn the essential concepts of Branding & Marketing through multiple case-studies.



MODULE 1:

Marketing Foundation

- History of Marketing
- Traditional vs. Digital Marketing



MODULE 2:

Digital Marketing Ecosystem

- The Current Opportunity
- Digital Marketing Channels
- Careers in Digital Marketing



MODULE 3:

Digital Consumer Behaviour

- Digital Consumer Journey
- Understanding Online Business Goals



MODULE 4:

Digital Visibility Strategy

- Website Planning
- Local Visibility
- Social Media Visibility



MODULE 5:

Online Lead Strategy

- Need of Online Advertising
- Types of Online Ads
- Media Buying Principles
- Nurturing & Lead Funnels

**Digital Media Analyst
Earning 45k**

I am working with renowned media group **Dainik Bhaskar**, all thanks to Digiperform



Yashi Bhatt

Live-Tools Walkthrough:



Online Business Visibility Foundation

Learn How To Make a Business and Its Products More Visible to Online Prospects



MODULE 6:

Graphic Designing For Business

- Graphic Design Fundamentals
- Designing- Marketing Kits
- Designing Online Documents
- Advanced Design Principles
- Social Media & Whatsapp Banner Design



MODULE 7:

Video Marketing For Business

- Video Creation Strategy
- Importance of Video Marketing
- Types of Online Videos
- Building Explainer Video Scripts
- Live Exercise: Creating Explainer Videos
- Video Scripting
- Basic Video Editing
- Setting Youtube Channel
- Uploading Video on Youtube



MODULE 8:

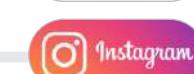
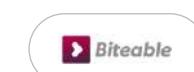
Building Your Business Website

- Buying Domain & Hosting
- Understanding C-panel
- Installing Wordpress
- Customizing Theme
- Building Home Page & Blog
- Adding One Squeeze Page
- Customizing Menu
- Customization Practice & Doubt Session



Divyanshu Saxena

Live-Tools Walkthrough:



MAJOR SKILLSET 1

SOCIAL MEDIA OPTIMIZATION

Insta And YouTube Fashion Influencer

445k Instagram Followers

I Would Recommend Digiperform For Digital Marketing Training.



Shubhi Bharal

MODULE 09:

Introduction to Social Media

- Social Media Fundamentals
- Importance of Social Media For Business
- What Does Social Media Include

Social Media Marketing Concept

- Conversational Marketing
- Importance of content creation on social media
- Do's and Don't of Social Media

Exploring Social Media Channels

- Size of Network
- Demography of Network
- Marketing Purpose
- Pros & Cons of Each Channel

Facebook Business Marketing

- FB Profile vs. Page Vs. Group
- Creating Pages and Groups
- How to Optimize Your Profile Settings
- How to Grow Your FB Page
- Strategic Best Practices
- FB Messenger Optimization
- FB Posting Ideas

Twitter Marketing

- How Twitter Works
- Twitter Terms
- Twitter For Business
- Quick Guided Setup
- Best Practices to Optimize Twitter

Linkedin Marketing

- Introduction to Linkedin
- Linkedin Profile Optimization
- Linkedin Network Growth Strategy
- Linkedin Post Ideas

Instagram Marketing

- Impact of Instagram On Business
- Instagram Profile Optimization
- Instagram Algorithm
- Instagram Insights
- Growing Your Instagram- Posts, Videos, Stories, Reels, Live
- How To Get More followers
- Instagram Case Studies

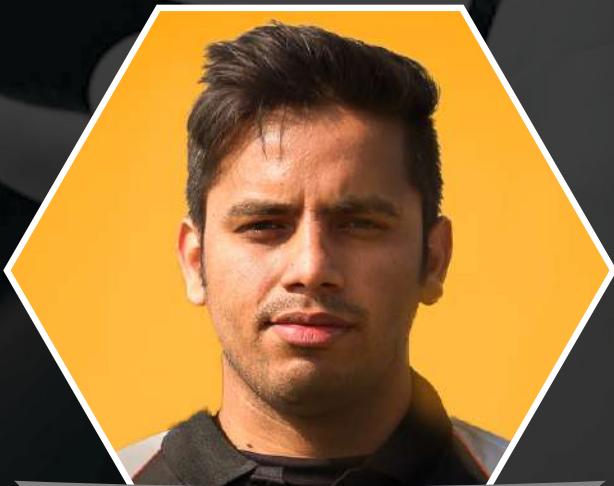


MAJOR SKILLSET 2

Social Media Advertising



With Digiperform's Lead Generation Training I was able to Build a business with **3 Crore+ Turnover.**



Chandrakant Yadav
Founder: **thepetnest**

MODULE 10:

Landing Page Optimization

- Things to Know when planning a Lead Generation Campaign
- Key Elements of a Landing Page
- User Flow Designing
- LP Copywriting
- Building : Action, Trust & Thank-You Page
- A/B Versions Of LP
- Key LP Creation Tools

MODULE 11:

Facebook & Instagram Advertising

- Introduction to Facebook & IG Ads Importance
- Types of Ads- image, Video, Carousel, Story etc.
- Types of Campaigns- Awareness, Consideration, Conversion
- Sub campaigns- Reach, Traffic, Lead Generation, Sales, App Install etc.
- FB & Instagram Ad Policies
- Creating Your Ad Campaign -Live Walkthrough
- Ad Campaign Best Practices
- Ad Campaign Case -Study



MAJOR SKILLSET 3

Search Engine Optimization



Priya Pradhan

SEO Specialist

Earning 25k As An SEO Specialist

I got placed as an SEO Specialist right after completing the course.

MODULE 12:



Introduction to SEO

- Search Engine & Its functions
- Why SEO
- Definition of SEO
- SEO Ranking Factors
- SEO Algorithms



Google Search Console Tool

- Setting Up Search Console
- Key GSC Reports
- Sitemap Management
- Optimization for Mobile View



SEO Keyword Research

- What is keyword
- Types of keywords
- Keyword Selection Tools
- Keyword Mapping on Pages and Posts



Off Page SEO: Link Building Techniques

- Types of Links
- Back Link Analysis
- Submission Based Link Building Techniques
- Content Based Link Building Techniques
- Outreach Based Link Building Techniques



On Page SEO: Content Optimization

- Importance of seo content
- Keywords Density & proximity in content
- Ideal Content Length for posts and pages
- Unique content and avoiding plagiarism
- SEO content writing cheatsheet



Local SEO

- Google Business Profile Optimization
- Classified Optimization
- NAP Optimization



On Page SEO: Technical & HTML

- Title Tag
- Description Tags
- Robots Tag
- Anchor Text
- Image & Heading Tags
- URL Optimization & Site Structuring



MODULE 13:

Web Analytics & Traffic Reporting

- Introduction to Web Analytics
- Introduction to Google Analytics
- Google Analytics Account Structure
- Google Analytics Audience Report
- Google Analytics Acquisition Report
- Google Analytics Behaviour Report
- Installing Google Analytics On Website

DIGIPERFORM



In Media



HT Media Invests \$3.6 Mn In Digital Marketing Startup Digiperform

11 Jan'13 | By Dipen Pradhan

THE WALL STREET JOURNAL

THE ECONOMIC TIMES

HT Media

The Telegraph

THE FINANCIAL EXPRESS

siliconindia

India's Best Known Knowledge & Information Magazine
SME WORLD

BUSINESS ECONOMICS
Read less know more

Business Standard

ANI

REPUBLIC.^{tv}

THE TIMES OF INDIA

The Tribune

THE ASIAN AGE

the pioneer

YOURSTORY

AdvertisingAge

Inc 42

The Statesman

BW BUSINESSWORLD

THE HANSEINDIA

BW DISRUPT
ENTREPRENEURS' DISRUPT

FIRSTPOST.

MAIL TODAY

THE WEEK

THE HINDU

ZEEBUSINESS

TIMESJOBS

THE NEW
INDIAN EXPRESS

Entrepreneur
INDIA

DIGIPERFORM

Students Placed In



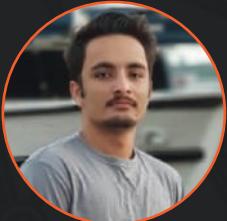
ANKITA

facebook



ANMOL

groupm



DINESH

Jyj Dubai



ABHAY

recromedia



SHRINDHI



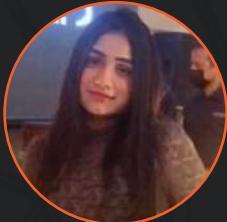
EJAZ KHAN

HOME CONCEPT



TUHINA SHUKLA

P&G



ASHI KANDELWAL

dentsu



DIVYANSH VYAS

SmartSign



SUHAS

Panachamika



CHARU SHARMA

NMR
DIGITAL SOLUTIONS



NISHTHA BABBAR

ZEE Group of Media Enterprises Ltd



ANKIT DAS

HudLets



JHARNA DAISY

NIKULSAN



BIDYUT BORA

TRIG



PRIYANKA

B2B Connect



AJAY DANGI

People Next



SHUBHAM GUPTA

cognizant



PAYAL

PIONEER



RAGHVENDRA

Nitro Infotech



AADIT

HANLE



SHREYAS

AVENTION



NITESH RAI

admatic



RASHI SAINI

smartbox



SAHIL RAJ

TRUSTBASKET



MUDIT SURI

ELITE



SOMYA JAIN

Race Jewels



SAMARTH

BLACKSONIC



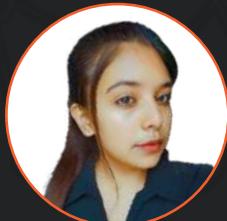
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TANU SHREE

PHIXMAN.COM



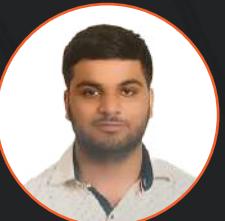
CHETNA

PPG STUDIO

VINIT

**Futuristic
Specialized Consulting**

YASHPREET SINGH

**SKILLSPOD
TEST & STAGE SITE**

DHRUV ARORA

THE HOPE TAROT

ANKITA

**SS SOFT
SOLUTIONS**

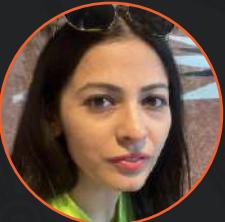
DASHMEET KAUR

**TALKTO
ANGEL**

BALRAJ

autus

ABHINAV GARG

admattic

MEHK Kaur

FLOW MARKETING

DIVYA RUWALI

**Digital
Rubix**

DHRISHTI

SYSMIN

RIYA PANDIT

**DEATH REMOVAL OF
ENTRANCE**

PRIYAM PURI

CORSA

RASHI SAINI

ClickinPedia

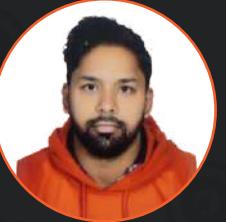
ROOPAN JAIN

**Golden Beacon
media**

ADITYA BABELE

IBHUMU

KARTIK

adomantra

DIVYANSHU SINGH

WEBVOOM

JUNAID AHMED

**DEEDOK
ENSURING YOUR HERITAGE**

MAHESH DIWEDI

**SIGNATURE II
GARMENT INDUSTRIAL**

ALOK KUMAR

Philipay Electronics

GUDDU KUMAR

**Diamond
Smart Colour Monitor**

VARSHA YADAV

**AGGREGATE
INDUSTRIES**

DEV ALE

**KAIROS
MATERIALS**

KUNAL

**BIG BITE
MARKETING**

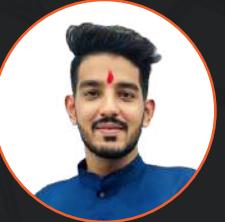
SANCHIT ARORA

fabindia

SHASHANK SHAKER

**amosta
FOODS**

SATYAM GAUD

APTRON

MANNIT SEHGAL

**SHIKSHAMITRA
EDUCATION**

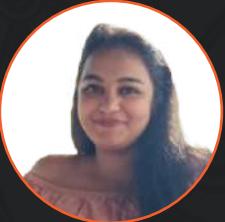
ADITYA

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TECHNOLOGIES LLP**

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**buzzing
brands**

HAJIRA

**GLORIUSOFT
INTERNSHIP**

SNEHA KANKLIYA

DIGITAL PANTHER

NAVEEN KUMAR

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MOVING SERVICES**

LAVISHA PALRECHA

**TELCO
TELECOM INSTITUTE**

SHWETA TEPPAD

**CITY CPM
MOVING SERVICES**

WHY DIGIPERFORM IS NO.1

CHOICE FOR DIGITAL MARKETING TRAINING?

FACTORS

DIGIPERFORM™
DIGITAL CAREER ACADEMY
No.1 Digital Marketing Training Company



Other

Local Digital Marketing Institute/Tuition Centres

Brand Presence

40+ Centres in 14 States	✓	✗
Decade Old Establishment With Strong Management	✓	New Establishment, No Management Team
Multi-City Placements	✓	✗
International Placements	✓	✗
Hindustan Times Partner Company	✓	✗
Awarded in Multiple Countries	✓	✗
Alumni Network of Over 30,000+ Individuals	✓	Fudged & Inflated Admission Numbers
Institutionally Funded Organization	✓	✗
Genuine Review System With Student Records Available	✓	Fake Reviews & No Records
Private Label Certificate Recognized in Industry	✓	No Recognition
Proper Fee Structure	✓	No Fee Structure, Any Fee Accepted

Training Quality

High-Quality Training Infrastructure	✓	✗
Annually Updated Certifications & Content	✓	Annually Copied Brochure From Digiperform
Content Development Team With 15+ Years of Industry Experience in Delhi & Bengaluru	✓	No R&D team
Structured Assessments, Quiz & Assignments	✓	Nothing Beyond a Copied Brochure
TTT Certified Experienced Trainers	✓	Not Available/ Hired Digiperform Ex-Students
24*7 LMS with Videos, PPT & Exercises	✓	No or Very Limited Copied Content
Deep Dives into Digital Marketing Discipline	✓	Only Overview, Exaggerated Module List, Decorated Brochures
Multi-Level Courses With Optional Upgrades	✓	✗
Option to meet Current Students & Complete Transparency	✓	Not allowed, Only Demo Classes

Student Support

Digital Internship to all Students	✓	✗
Premium Tools Access	✓ During Internship	Available Only In Brochure
Live Campaign Access	✓ During Internship	Available Only In Brochure
Doubt Sessions	✓	✗
Placement Support	✓	No Team Available
Portfolio Preparation Mentoring Class	✓	✗
Interview Preparation Classes	✓	No Communication & Interview Preparation Staff
Online Live-Masterclasses by Industry Experts	✓ with Pro Courses	✗

NOTES

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You could
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Trainees

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Batches

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