

AI BASED

Digital Marketing Course

Live-Classroom Programs

dCDMS

3 Months +

dCDMM

5 Months +

dCOMPRO

7 Months +

Asia's First & Only Awarded Digital Marketing Training Company



New Delhi, India



Bangkok, Thailand



Singapore



Go Digital!

Go Digiperform!

Dear Aspirant,

At the very outset, We would like to congratulate you for considering a career in digital marketing with Digiperform.

As per a joint report of Govt. Of India and McKinsey, India is all set to become a \$1 Trillion Digital Economy by 2025. Which confirms, India is a huge market with immense working opportunity for people with Digital Skills. Internet and Mobile together are creating one of the biggest tech revolutions country has ever Seen, bigger than the IT and Telecom the biggest tech revolutions of past that created Millions of jobs for years.

We really wish for a successful career of yours and expect you to give 100 percent of your efforts in classrooms and exercises to ensure that you drive maximum value from our programs.

Wishing you happy learning!



Manu Jolly

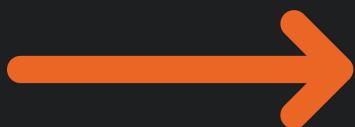
CEO & Founder



Learn, Grow & Succeed



Saumya-
Salary 20K /Month



DIGIPERFORM
Digital Marketing Course
Year of Passing 2023



**Current Salary
80K /Month**



Muskan-
Fresh Graduate



DIGIPERFORM
Digital Marketing Course
Year of Passing 2022



**Starting Package
7LPA**



Jahnvi-
Regular Job



DIGIPERFORM
Digital Marketing Course
Year of Passing 2019



**Started own
Agency**



Chaitanya Dhussa-
Digital Marketing Specialist



Abhishek-
SEO Executive



Varsha-
Digital Marketing Associate



Why Digital Marketing is the Ultimate Career Choice

The digital world is booming, and it's only getting bigger. **It's projected to reach \$414 billion by 2025.** With more people than ever connecting online, businesses are scrambling to reach their target audiences. This is where you come in. A career in digital marketing is not just a job - it's a chance to be at the forefront of a dynamic and ever-evolving industry.

**Unmatched
Career
Opportunities**



**Constantly
Evolving
Landscape**



**A Creative and
Rewarding
Career**

**High Earning
Potential**



**Networking
Opportunities**



**Flexibility &
Work-Life
Balance**



Global Reach



**Making a
Positive
Impact**



**Empowering
Entrepreneurship**



- Be Your Own Boss

\$671.86 Billion

GMV of the digital marketing industry

32.1%

Expected CAGR of digital marketing by 2028

28%

Avg. hike upon transition

43%

Avg. Increase in digital marketing spends

Why should you take up a Digital Marketing Course?



Lucrative Salaries



Rising Demand



Career Growth



Entrepreneurship Opportunities



Low-cost Entry

Diverse Career Paths

Over **165,000 new jobs** in the marketing sector alone, reflecting a robust demand across various industries and a 25% year on year growth

A Career You Can Shape

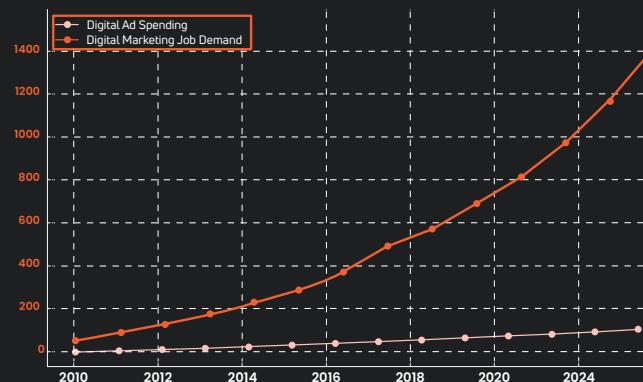
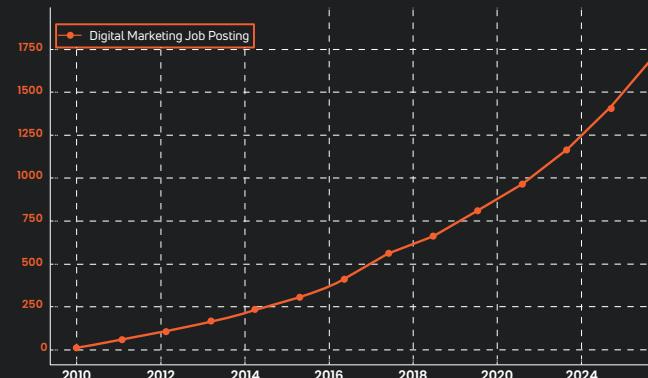
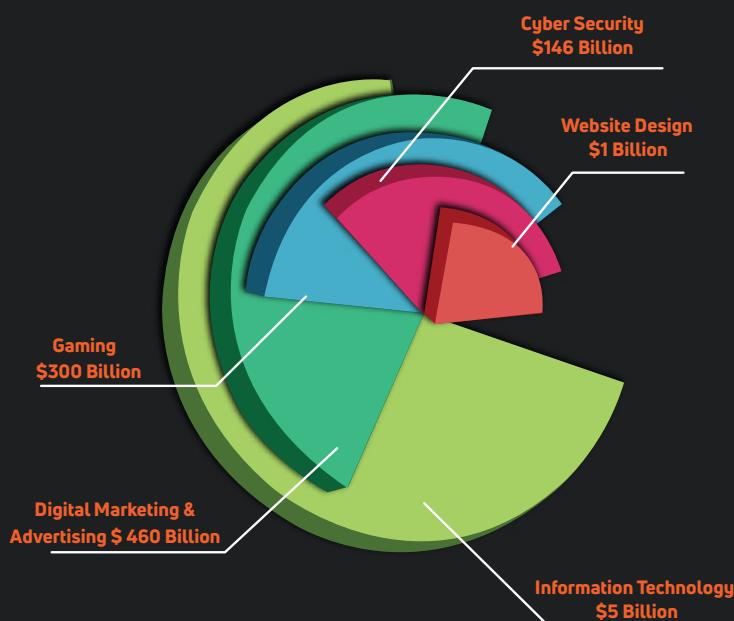
- ☛ Digital Marketer
- ☛ Social Media Manager
- ☛ SEO Manager
- ☛ Content Writer
- ☛ CRM Manager

- ☛ Email Marketer
- ☛ CRO Specialist
- ☛ Affiliate Marketer
- ☛ Analytics Manager
- ☛ Brand Manager

- ☛ PPC Specialist
- ☛ Google Ads
- ☛ Programmatic Manager
- ☛ Influencer Marketer
- ☛ Web Analyst

Start Your Journey Today & Unlock a World of Possibilities!

ARE YOU READY TO JOIN THE REVOLUTION?



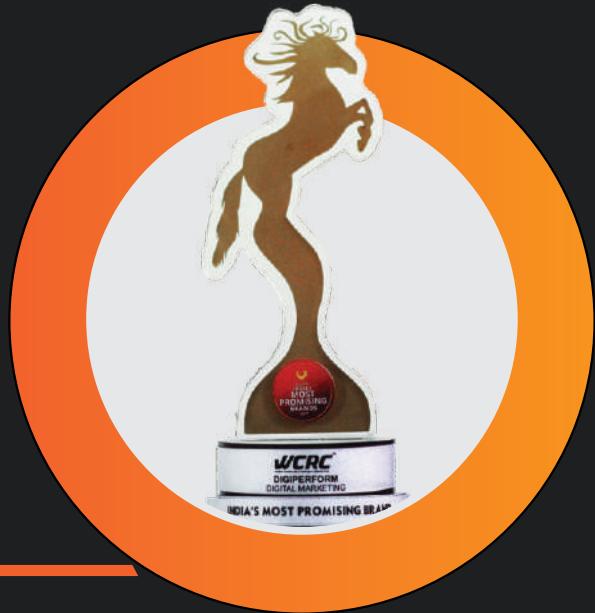
Why Choose DIGIPERFORM for Your Digital Marketing Journey

**Elevate your career with
Asia's 1st & Only Award-Winning
Digital Marketing Training
Program.**

At **Digiperform**, we don't just offer a course; we provide a pathway to success in the digital marketing realm.

Join 75k+ Alumni | ★★★★★ 4.5/5 (10,275 rating)

**Here's why you
should choose us:**



Proven Excellence

- **Asia's 1st** & Only Award-Winning Digital Marketing Training Program
- **10+** years of Excellence
- **Delhi's #1** Training Institute
- **75,000+** Trained: Join a vibrant community of successful alumni who are making their mark in the digital world.



What sets us apart ?

- **100%** Placement Assistance
- **Learn** from Industry Leaders
- **Mock** Interviews
- **1-on-1** Mentoring Sessions
- **Doubt Support** after Each Session & Community Access

*Invest in Your Future with **Digiperform!***

WHY THIS COURSE? ABOUT THE COURSE

Step into the Future of Marketing with Digiperform's
Professional Growth Programme in Digital Marketing

This program is designed to equip you with cutting-edge strategies, implementation and tools that define modern marketing. Here's what you'll gain:

→ **In-Depth Consumer Psychology :**

Understand how consumer behavior drives today's digital landscape.

→ **Comprehensive Skillset :**

Master website creation, digital strategy, audience insights, influencer marketing, & analytics interpretation

→ **Real-World Applications :**

Stay ahead of emerging trends with a focus on practical, real-world campaigns.

→ **Capstone Project :**

Apply your knowledge in a live, industry-relevant campaign.

→ **Industry-Readiness :**

Graduate ready to excel in top-tier brands and agencies with hands-on experience.

→ **Comprehensive Interview Preparation :**

Receive expert guidance to ace interviews, from resume building to confidently presenting yourself to potential employers

→ **Client Handling Skills:**

Master the art of managing client relationships, understanding their needs, and delivering outstanding solutions.

Digital Media Analyst Earning 75K

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



Yashi Bhatt

Ready to Lead the Future of Digital Marketing?

Join **Digiperform Today** & Start Your Digital Transformation Journey!

PRACTICAL APPROACH

PRACTICAL APPROACH

Real-Time Industry Projects from Day 1

Create Your Own Website & Launch It
During the Course

Hands-On Social Media & Google Ads
Campaigns with Actual Ad Spend

Immediate Earning Potential: Start Your
Business or Freelance Career from Class 1

Personalized Learning Paths Based on Your
Industry/Passion

Support for Aspiring Influencers & YouTubers
(Scriptwriting, Shooting, Channel Creation)

Practical Learning Focus: 70% of Course
Time Dedicated to Hands-On Experience

Mentorship from Industry Experts with
One-on-One Guidance

Real Career-Ready Outcomes

Post-Course Alumni Support, Networking,
and Continuous Learning Opportunities



Who can Join?

Aspiring Entrepreneurs



Digital Marketing Enthusiasts



Job Seekers



Influencers



Content Creators



Students



Professionals in Transition



Small Business Owners



Marketing Professionals



Freelancers



Your Programme at a Glance

Duration
4-6 Months

No. Of Hours
100+ Hrs

Weekly Commitment
8+ Hrs

No. Of Assignments
20+ Assignments

Tools Covered
25+ Tools

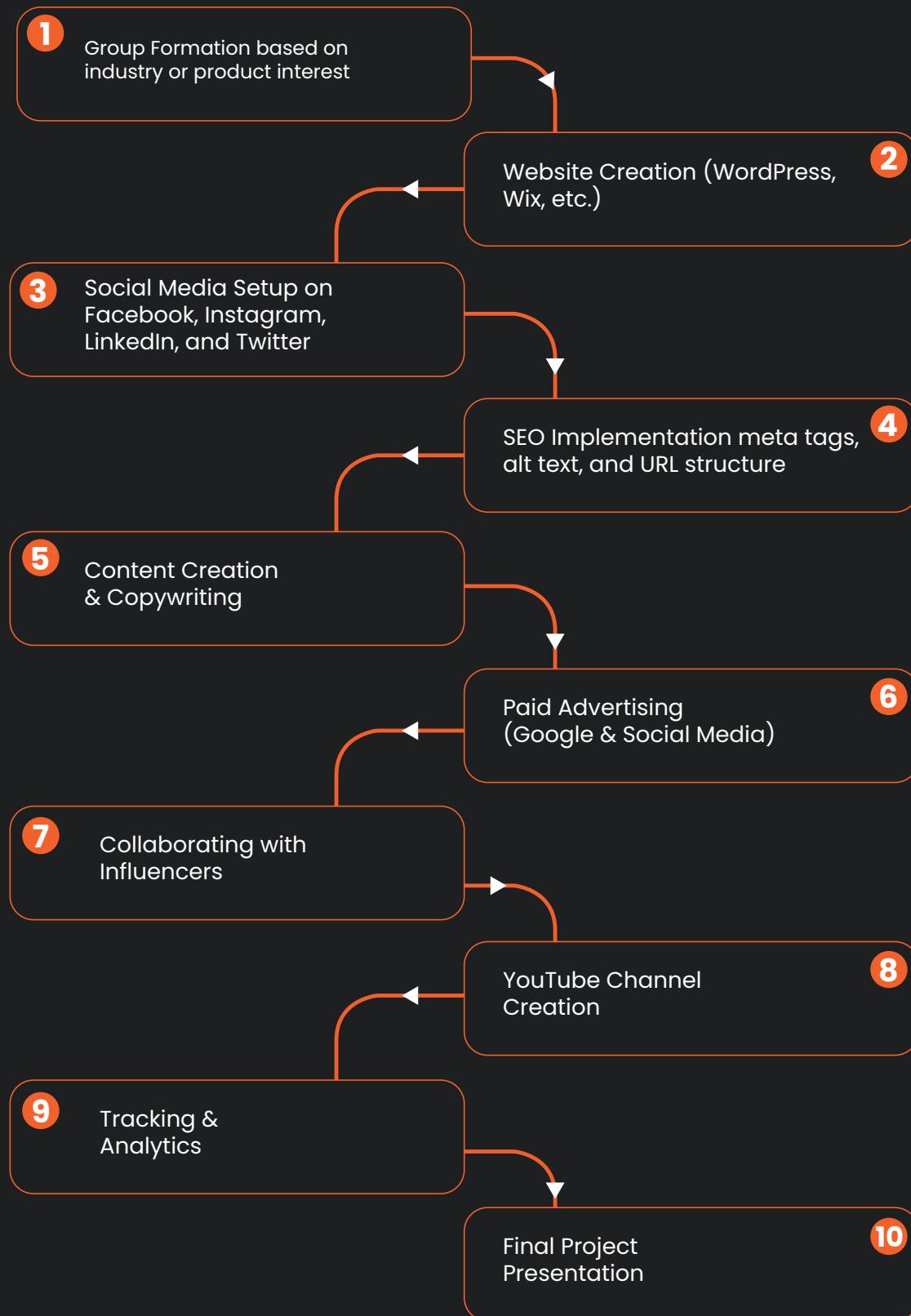
LIVE Projects
20+ Projects

HOW WILL YOUR PERFORMANCE BE ASSESSED

Your performance will be evaluated through real-time progress in your LIVE project, focusing on key milestones such as **website creation, SEO implementation, social media campaigns, & Google Ads results**.

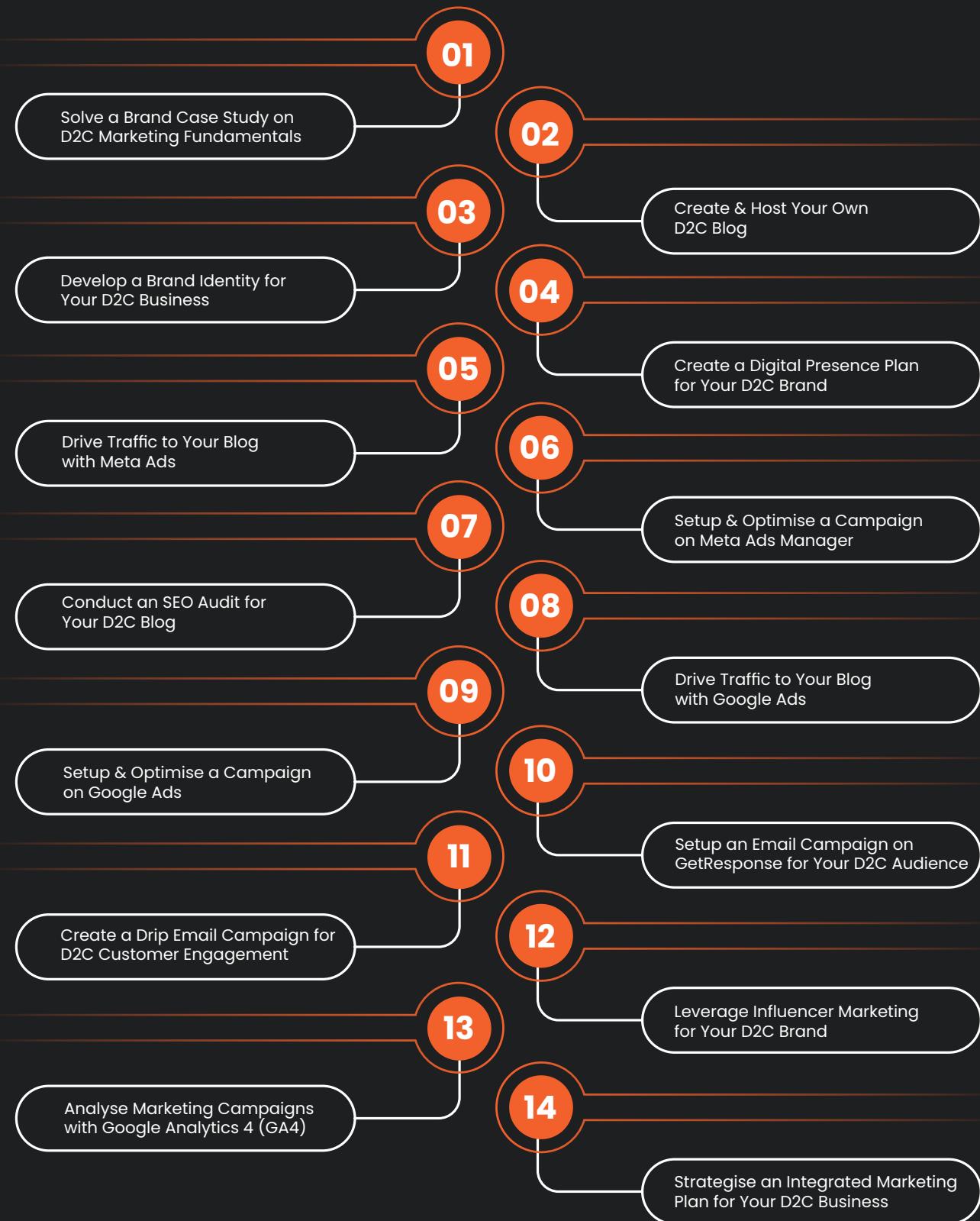
Regular assessments will track your ability to meet deadlines, analyze data, collaborate effectively, and present final project outcomes

LIVE Project Execution Process



CONCEPT

FROM CONCEPT TO INTEGRATED MARKETING



Digital Marketing

Course Outcomes

What our learners have achieved?

A quick summary of the placement support received by this program's alumni



32%

Avg. Salary Hike



96%

Learners Achieving
their outcomes



15k+

Successful
Transitions



250+

Hiring Partners

"Why have a boring career when you could have a highly rewarding career with newer challenges almost every-day"

Digital Marketers Working at-



Launch Your Digital Marketing Career with Expert Support

At **DIGIPERFORM**, we're dedicated to helping you land your dream job in digital marketing. Here's how we support you:



Resume Building –

Create a standout resume that highlights your skills & experience.



Career Coaching –

Get personalized guidance on job search strategies & role selection.



Portfolio Development –

Build a professional portfolio to showcase your digital marketing projects.



Mock Interviews –

Practice with mock interviews and receive feedback to boost your confidence.



Job Placement Assistance –

Access exclusive job opportunities and internships through our industry network.



Ongoing Support –

Stay connected through our alumni network for continued career growth.

LAUNCH YOUR CAREER!
**We don't just train you;
we help you launch your career!**



Marketing Foundation

Module: 1

- ✓ History of Marketing
- ✓ Traditional vs Digital Marketing
- ✓ Soft Skills and Grooming



Kickstart Your Journey in Digital Marketing

Module: 2

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



Digital Consumer Behaviour

Module: 3

- ✓ Digital Consumer Journey
- ✓ Understanding Online Business Goals



Digital Visibility Strategy

Module: 4

- ✓ Website Planning
- ✓ Local Visibility Strategy
- ✓ Social Media Strategy



Online Lead Strategy

Module: 5

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



Live Assignments

Creating a survey form using tools like Google Forms and Survey Monkey



Digital Marketing Associate Earning 40K

I am Working With Renowned **Institutional Accountability And Social Change Group Center For Civil Society**, All Thanks To Digiperform



Varsha Chaturvedi



Transform Your Brand with Powerful Graphic Design

Module: 6

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



Proven Video Marketing Strategies + How to Launch a Powerful YouTube Channel

Module: 7

- ✓ 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



Master the Art of Website Design with Powerful UI/UX Principles

Module: 8



Live Assignments

Creating Social Media Graphics
for Top Brands



Introduction to Social Media Mastery

Module: 9

- ✓ Introduction to social media marketing with Case Study
- ✓ Social Media Gameplan: Tools, Tips & Growth Hacks

PROGRAM CURRICULUM



Building Brands on Facebook

- ✓ The Power of Facebook for Digital Marketing Success
- ✓ FB Profile vs. Page Vs. Group
- ✓ Creating Pages and Groups
- ✓ How to Optimize Your Profile Settings
- ✓ How to Grow Your FB Page
- ✓ Tools of Meta Business Suite
- ✓ Social Media Audit
- ✓ Strategic Best Practices
- ✓ FB Messenger Optimization
- ✓ FB Posting Ideas
- ✓ Creating Content Calender
- ✓ facebook monetization



Harnessing the Power of X Marketing

- ✓ Introduction to X
- ✓ Setting Up an Optimized X Profile
- ✓ Content Strategy on X
- ✓ X Analytics
- ✓ Quick Guided Setup
- ✓ Success Stories and Case Studies



Mastering LinkedIn & LinkedIn Marketing

- ✓ Build a Powerful LinkedIn Presence to Attract Jobs & Projects
- ✓ Introduction to LinkedIn
- ✓ Setting Up a LinkedIn Profile Essential Components
- ✓ Optimizing Your LinkedIn Profile
- ✓ Setting Up a LinkedIn Profile Essential Components
- ✓ LinkedIn Analytics
- ✓ What is LinkedIn SSI?



Live Assignments

Creating Social Media Pages
to Enhance Branding



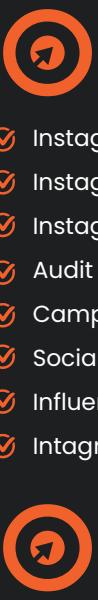
Insta And YouTube Fashion Influencer

445k Instagram Followers

I Would Recommend Digiperform For
Digital Marketing Training.



Shubhi Bharal



Mastering Instagram for Digital Marketing

- ✓ Instagram Profile Optimization
- ✓ Instagram Competitor Brand Audit
- ✓ Instagram Tool
- ✓ Audit Instagram
- ✓ Campaign Bucket Sheet
- ✓ Social Media Content Planning (Content Calendar)
- ✓ Influencer Marketing and Research
- ✓ Instagram Marketing for Influencers



Live Assignments

Learn to create Landing Page to Boost your ads and Create Meta Ads for top Fashion Brands



Landing Page Strategies That Work

Module: 10

- ✓ 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



Meta Advertising (Instagram & Facebook)

Module: 11

- ✓ Meta Ads from beginner to advanced
- ✓ Meta Ads Eco System
- ✓ Meta Ad Campaign Structure
- ✓ Campaign Objective Types
- ✓ Audience Targeting Basics
- ✓ Meta Ad Formats
- ✓ Meta Ads Policy
- ✓ Scaling Your Meta Ad Campaign

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



Chandrakant Yadav

Founder: **thepetnest**



Search Engine Optimization Introduction to SEO

Module: 12

- ✓ What is a Search Engine?
- ✓ Examples of Search Engine.
- ✓ Why are search engines important for business?
- ✓ Functions of Search Engine.
- ✓ What is Search Engine Optimization?
- ✓ Types of SEO.
- ✓ Techniques of SEO.



Algorithms & Updates

- ✓ Algorithms
- ✓ Updates
- ✓ Google Guidelines for Content



Keyword Research in SEO

- ✓ Keywords Important?
- ✓ Types Of Keyword
- ✓ LSI Keywords
- ✓ Keyword Intent
- ✓ Tools to Find Keywords.
- ✓ How to Find Keywords.
- ✓ Keyword Mapping



Blogging

- ✓ Blog & Strategy
- ✓ Top 15 Content Planning & Production Tools For your Blogs
- ✓ Creating and Disseminating your 1st Blog Post



On-Page Optimization

- ✓ Plugins of On-Page SEO
- ✓ Factors of Content Optimization



Youtuber

Started his YouTube channel & got monetized within 3 months.

Digital Marketing has given me the knowledge & confidence to start my Youtube channel.



Divyanshu Saxena



Live Assignments

Find top keywords for Plumbing Services or National Retailer of clothing brands

PROGRAM CURRICULUM



HTML Optimization For Search Engine

- ✓ Head Tag Optimization
- ✓ Body Tag Optimization
- ✓ w3school.com



Off-Page SEO

- ✓ What are backlinks?
- ✓ Why backlinks?
- ✓ Types of backlinks.
- ✓ Local SEO



Google Search Console & Webmaster Tools

- ✓ Google Search Console
- ✓ Bing Webmaster



Technical SEO

- ✓ Sitemap.xml
- ✓ Sitemap.html
- ✓ Robots.txt
- ✓ 500 Error
- ✓ Redirection 301 and 302
- ✓ Schema Markup
- ✓ Website Speed – Core Web Vitals
- ✓ Canonical Tags
- ✓ SSL Certificate
- ✓ Broken Links
- ✓ 404 Error
- ✓ Mobile-Friendliness
- ✓ Meta Robots Tag
- ✓ OG Tags



SEO Audit

- ✓ Site Audit What? Why? How?
- ✓ What is Backlink Audit? What? Why? How?



Priya Pradhan



SEO Specialist

Earning 25k As An SEO Specialist

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



Live Assignments

Outreaching and Guest Blogging for top competitors

PROGRAM CURRICULUM



Google Analytics & Ga4

Module: 13

- ✓ what is Google Analytics 4
- ✓ Google Analytics Hierarchy Overview
- ✓ Steps For Configuring GA4 & Installation in Website
- ✓ Types Of Analytics Reports



Google Ads Complete Guide

Module: 14

- ✓ History of Google ads
- ✓ Advantages and Facts of Google Ads
- ✓ Google Ads vs Meta Ads
- ✓ Types of Google Ads
- ✓ Google Ads Account Structure
- ✓ Keyword Research in Google Ads
- ✓ Bidding in Google Ads
- ✓ Difference Between Google ads and DV 360
- ✓ Google Ads Interview Questions



Google Search Ads

- ✓ How to Create Search Ad Campaign?
- ✓ How to setup Ad Set and Ad Group ?
- ✓ How to Write Compelling Ad copy ?
- ✓ Conversion Code tracking & Setup



Bing Ads

- ✓ What is Bing Ads?
- ✓ Difference between Bing Ads and Google Ads
- ✓ Benefits of advertising on Bing Network
- ✓ Account Setup & Navigation
- ✓ Creating a Microsoft Advertising account
- ✓ Search campaigns
- ✓ Keyword Research & Match Types
- ✓ Using Keyword Planner in Microsoft Ads
- ✓ Ad copywriting best practices
- ✓ Setting up billing and payments

dCDMM

Digiperform Cerftified
Digital Marketing Master



dCDMS
Digiperform Certified
Digital Marketing
Specialist



Google Ads Specialization (3 Modules)

Lead Nurturing Section (4 Modules)

Online Money Making (3 Modules)



**Live
Assignments**

Create Google Search
Ad for Bhutani Infra

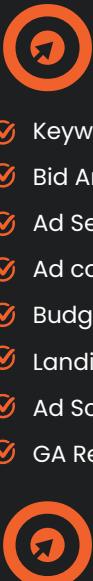
Google Ads Specialist

Managing 20+ Google Ads Campaigns

With the right knowledge I gained at Digiperform, I am able to manage 20+ google Ads campaigns successfully My clients are satisfied with their ROAS



Ujjwal Gaur



Search Ad Case Study (Real Estate)

- ✓ Keyword Research
- ✓ Bid Amount Calculation
- ✓ Ad Set Creation
- ✓ Ad copy & Keyword Optimization
- ✓ Budget Handling
- ✓ Landing Page Creation & Testing
- ✓ Ad Schedule
- ✓ GA Recommendations



Display Advertising

- ✓ Difference Between Search Ad / Display Ad
- ✓ Google Display Ads Campaign Configuration
- ✓ Standard & Responsive Display Ad Dimensions
- ✓ Smart Bidding & Manual Bid Strategy Analysis
- ✓ Structuring an Optimized Ad Set
- ✓ Ad Creative and Copy Development
- ✓ Budget Management and Pacing Techniques
- ✓ Live Demonstration of Google Display Campaign



Video Advertising

- ✓ Overview of Video Advertising
- ✓ "Classification of Video Ad Formats"
- ✓ Types of Video Campaign Objectives
- ✓ Budget Allocation and Media Planning
- ✓ Bidding Models and Optimization Techniques
- ✓ Step-by-Step Execution of a Video Campaign



Shopping Advertising

- ✓ Overview of Google Shopping Ads
- ✓ Understanding Google Merchant Center (GMC)
- ✓ Google Merchant Center Setup and Integration
- ✓ Product Feed Optimization Techniques
- ✓ Budget Allocation and Spend Management
- ✓ Advanced Bidding Strategy for Shopping Ads
- ✓ End-to-End Video Campaign Execution (Live Walkthrough)



Rebranding & Remarketing

- ✓ Definition of Remarketing
- ✓ How Remarketing Enhances Return on Investment (ROI)
- ✓ Key Elements of an Effective Remarketing Strategy
- ✓ Audience Types for Remarketing
- ✓ Remarketing Tag Implementation
- ✓ Display and Video Ad Remarketing Campaign
 - Live Demonstration
- ✓ Search Network Remarketing via Google Ads
- ✓ Cross-Platform Remarketing on Facebook & Instagram



Live Assignments

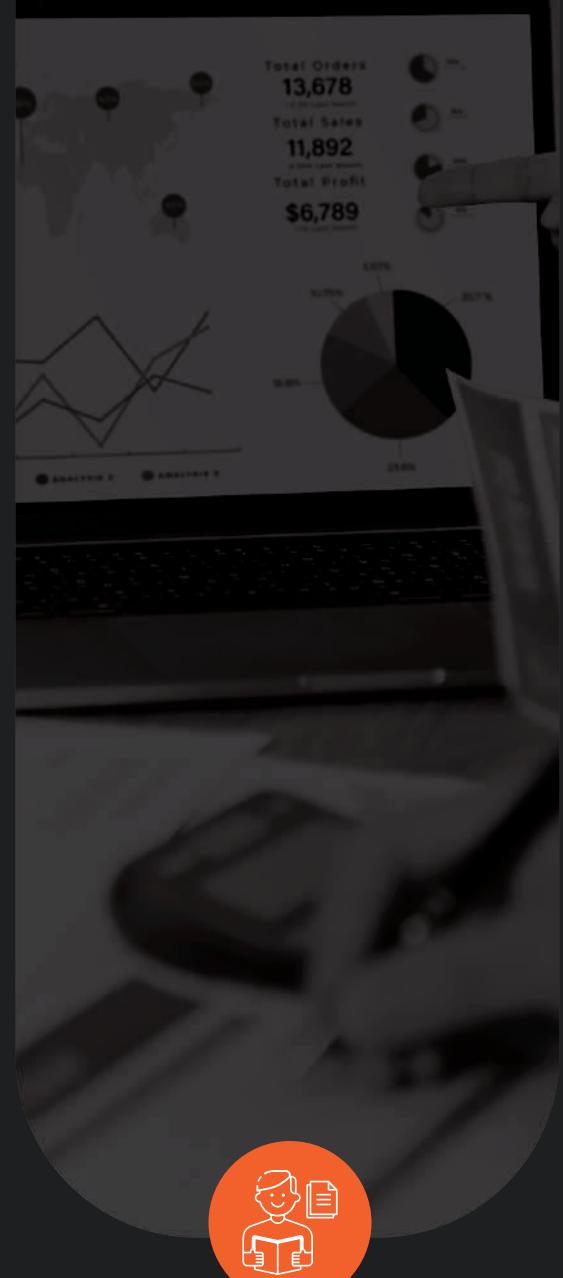
Create Google Shopping Ad for Dell



Email Marketing

Module: 15

- ✓ Strategic Significance of Email Marketing
- ✓ Core Objectives and Strategic Benefits of Remarketing
- ✓ Application and ROI Optimization through Remarketing
- ✓ Key Categories of Email Campaigns
- ✓ Leading Email Marketing Platforms
- ✓ "Email Copywriting and Optimization Best Practices"
- ✓ Marketing Automation & Drip Campaign
- ✓ Email List Building and Lead Capture Tools



Quora Marketing

Module: 16

- ✓ Overview of Quora for Brand Visibility
- ✓ Creating & Optimizing Quora Profiles
- ✓ Identifying & Answering High-Value Questions
- ✓ Crafting Engaging, SEO-Friendly Answers
- ✓ Using Quora Spaces for Community Growth
- ✓ Quora Content Strategy & Consistency
- ✓ Driving Website Traffic via Quora
- ✓ Introduction to Quora Ads
- ✓ Tracking Performance & Analytics



Pinterest Marketing

- ✓ Pinterest as a Visual Search Engine
- ✓ Setting Up a Business Profile & Boards
- ✓ Pinterest SEO & Keyword Optimization
- ✓ Seasonal Trends & Campaign Ideas
- ✓ Introduction to Promoted Pins (Ads)
- ✓ Analyzing Pin Performance with Pinterest Analytics

Live Assignments

Email Drip Campaign for top Software Companies

PROGRAM CURRICULUM



Growth Hacking

Module: 17

- ✓ introduction to Growth Hacking
- ✓ Understanding the AARRR Framework
- ✓ Identifying Growth Loops & Funnels
- ✓ Customer Persona & Data-Driven Targeting
- ✓ Landing Page & Conversion Rate Optimization (CRO)
- ✓ Email & Automation for Scalable Growth



Online Reputation Management

Module: 18

- ✓ Introduction to ORM
- ✓ Key Elements of Reputation Management
- ✓ Monitoring Brand Mentions & Sentiments
- ✓ Handling Negative Reviews & Feedback
- ✓ Building a Positive Online Image
- ✓ ORM for Individuals vs. Businesses
- ✓ Search Engine Reputation Management (SERM)
- ✓ Social Media & ORM Integration
- ✓ Crisis Management in Digital Reputation
- ✓ ORM Tools & Reporting



Inbound Marketing

Module: 19

- ✓ Inbound Marketing vs. Outbound Marketing
- ✓ Audience Profiling and Buyer Persona Mapping
- ✓ Customer Journey & Buyer Touchpoint Mapping
- ✓ High-Impact Content Formats by Funnel Stage
- ✓ Strategic Content Distribution Channels
- ✓ Content Ideation and Topic Generation
- ✓ Creating a Content Ideation Framework
- ✓ Content Repurposing Strategy



Digital Marketing Executive Earning 35K

I am Working With Renowned **Real Estate Group Sairabh Venture**, All Thanks To Digiperform



Somya vats



Live Assignments

Conduct Customer Segmentation Analysis



Web Content Writing

Module: 20

- ✓ Key Fundamentals of Content Writing
- ✓ Content Writing for Business Websites
- ✓ Leading Tools for Content Creation
- ✓ AI-Powered Tools for Content Development
- ✓ Conversational Content for Social Media
- ✓ E-commerce Content Writing
- ✓ Content Writing vs. Copywriting
- ✓ Best Practices for Copywriting
- ✓ Creating Effective Ad Copy
- ✓ Writing for Landing Pages
- ✓ Funnel Copywriting – WhatsApp & Newsletters
- ✓ Storytelling in Content



Selling On Amazon & Market Places

Module: 21

- ✓ Prerequisites for Creating an Amazon Seller Account
- ✓ Product Listing Best Practices
- ✓ Order Management and Shipping
- ✓ Pricing and Payments
- ✓ Amazon SEO (Search Engine Optimization)
- ✓ Amazon Ads (Advertising)



Starting an Agency

Module: 22

- ✓ Leading Freelancing Platforms
- ✓ Crafting a Compelling Freelancer/
Business Profile
- ✓ Strategic Pricing for Services
- ✓ Live Walkthrough: Project Acquisition Strategies
- ✓ Small Agency/Freelancer Lead Generation
Case Studies



Content Writer

Earning 50k Monthly

Learning Digital Marketing Helped Me to follow my passion for writing.



Shiva Shankar



Live Assignments

Writing E-Commerce Product Description for Market Places and more

Online Earning Section

Learn How to maximize revenue and earning from digital marketing skills in module 21, 22 & 23

Module:23

Blogging, Adsense & Affiliate Marketing



Affiliate Marketer

Earning 70k- 90k As An Affiliate Marketer

I Would Like To Thank Digiperform For Changing My Career Completely

- Varun Rawat

AI Powered Digital Marketing

Section-1

- Introduction to AI-Powered Digital Marketing
- What is AI-Based Digital Marketing?
- Applications of AI in Digital Marketing



Section-2

- ChatGPT & Prompt Engineering
- ChatGPT Overview
- Prompt Engineering Industrial Aspects
- Prompt Engineering Principle - PIC
- Prompt Engineering Models
- Prompt Engineering Examples

Section-3

- AI for Content & Copywriting
- Video Scripting Using AI
- SEO Web Content Writing Using AI
- Persona Identification Using AI
- Social Media Content Planning Using AI
- Ad Copywriting Using AI
- Generating Landing Page Content
- Nurturing Content Using AI - SMS, WhatsApp, Emails
- Bonus: Prompt Bank for Key Tasks



Section-4

- AI for Branding
- Custom Image Creation Using AI
- Banner & Mockups Creation - Ads, Social, Ecommerce
- Audio & Voice-Over Creation
- Presentation Creation
- Video Creation

AI TOOL BOX

Digital Marketing Tool box

Graphic Design:



You will also have access to '**90+ tools**' walkthrough videos. Some of them are listed below

Video editing / Creation:



Website Builder:



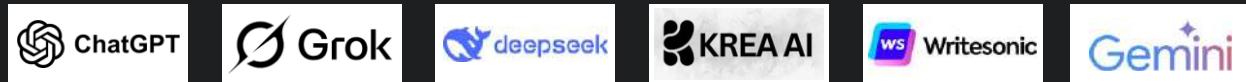
AI Voice:



Advertising:



Content Creation:



Marketing Tools:



SEO:



Social Media:



Note- You will also learn about a variety of generative AI tools (image, Video, audio and text) in the generative AI specialisation

Interview Preparation

Interview Process and Preparation



Certification & Interview Preparation

- ✓ Assignment Review & Certification Exams
- ✓ Placement Process Introduction
- ✓ Understanding Your Career Path
- ✓ Ensuring Skill Proficiency
- ✓ Creating Your CV



Mock Interviews

- ✓ Virtual Interviews
- ✓ Interview Exercise & Assignments
- ✓ Live Interviews



Become a **Digital Marketing PROFESSIONAL**



**Advanced Masterclasses
by Industry Experts**

3 Bonus Earning Courses

**Portfolio Creation with
Dedicated Career Mentor**

**2 Month Industrial
Internship with LOR**

**Access to DigiPerformer
Online Community Forum**

Masterclasses

By industry experts



Shivam Gupta

Ferns N Petals Teaches
Performance Marketing



Poumita Dass

Group Head Performance Marketing Teaches
Performance Marketing



Rachana Gupta

Khan sir Classes & Drishti IAS Teaches
Social Media Strategy Building & Audit



Deepanshu Garg

Fiverr & linkedin / Teaches
Getting Successful on fiverr as a Beginner



Kartik Bajaj

Group Head at LS Digital Teaches
Brand Transformation



Divya Bharti Bhandari

Snapchat / Quora Teaches
Snapchat & Quora



Vivek Pandey

Founder : Infodestiny Teaches
Google Merchant Center And E-Commerce



Himanshu Himraj

Digiexplorer Branding Solution Teaches
AI-Powered seo & Link Building



Rahul Sharma

Performance Marketing Manager At Izil Beauty Teaches
AI Upgrades & Messages Mining



Kanika Chhabra

Group Head-Dentsu X Teaches
D-2-C Strategy Creation



Bhavya Saini

Video Editor Teaches
Adobe Premiere Pro Expert



Vinit Mohan Bansal

Founder-Edumonics Learning Teaches
Client Handling & Reporting



Industry Workshop Video Library Access

Bonus Course 1

E-Commerce & D2C Marketing Mastery



E-Commerce Professional

Earning 40k As An Freelancer

This E-commerce training program provided me with complete knowledge and freedom to work the way I want to.

- Shashank Soni

Bonus Course 2

Making Money with Youtube



1 How Does Youtube Work As an Earning Platform

2 Types of Youtubers and Niches- Face & Faceless

3 Niche Selection and Handly Tools For Analysis

4

Youtube Channel Setup



5

Youtube Content Creation With Bootstrap Techniques



How to Become a Successful Youtuber

6

Youtube Video Marketing Techniques



8



Advance Video Editing Tools



Youtube Content Creator

145k YouTube Subscribers

This Training Program Helped Me To Follow My True Passion.

- Kalash Bhatia

Bonus Course 3

X Ads



DIGIPERFORM



In Media



NEWS

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

11 Jan 19 | By Dipen Pradhan

THE WALL STREET JOURNAL

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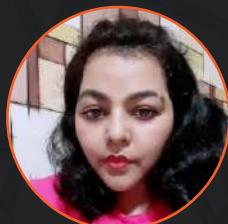
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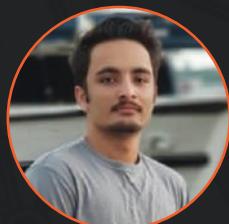
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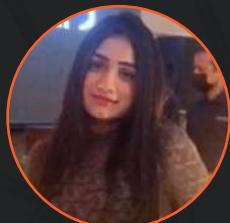
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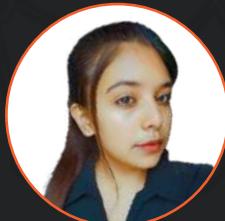
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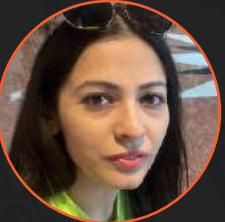
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MEHK Kaur

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DIVYA RUWALI

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RIYA PANDIT

**DEATH REMOVAL OF
ENTRANCE**

PRIYAM PURI

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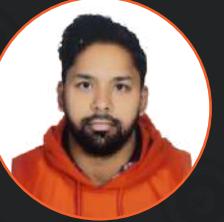
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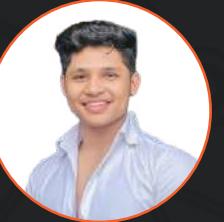
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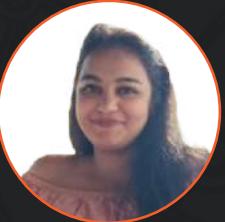
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WHY DIGIPERFORM IS NO.1

CHOICE FOR DIGITAL MARKETING TRAINING?

FACTORS



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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