



# India's 1<sup>st</sup> premium agency-styled Digital Marketing learning institute

**Get the best in digital marketing, to become  
the best digital marketer.**

- **50000+** careers transformed
- **3 month** interactive classroom/online training
- **500+** National & International placement partners
- **Guaranteed Internship** with Earning Potential
- **100% placement** assistance
- **Conducive** Ambience
- Trained by **Mr. Sorav Jain** and other **National & International** Industry practitioners
- **110%** Highest salary hike



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# FOUNDER'S NOTE

When I started my career at the age of 17 in Digital Marketing way back in 2006, I never knew I would be passionate about this subject and would end up sharing my passion through teaching. I am passionate about training and I also believe a good trainer in the field of Digital Marketing is a good practitioner and my agency echoVME has been the engine that has fuelled me with the required knowledge to teach people current trends. Unless you are in the field and handle some clients yourself, you won't know what it takes to build a brand.

After working with 100+ brands in different verticals, I have mastered the art of running a Digital Marketing agency and provide brands with the right solutions on the go.

'Digital Scholar' – my premium Digital Marketing training institute in Chennai is a research centre from where the magic of creating Digital Marketing masterminds is about to happen! The Institute focuses on 3 crucial things, Digital Marketing Management Development Programs, Career Growth, and Academy

Research. So if you are a student wanting to shape up your Digital Marketing career with the right guidance; a professional, who wants to upgrade their knowledge, switch careers or learn Digital Marketing to earn passive income; or a research analyst and want to research a particular segment of digital marketing. Then 'Digital Scholar' is the right place for you.



**Sorav Jain**

Founder & Thinker in Chief,  
EchoVME | Digital Scholar

**“ An Investment in Digital Marketing Knowledge Today Will Pay You The Best Interest Tomorrow. ”**

# 2

## THE INDUSTRY GAP

Digital Scholar was created with an intention to offer a complete course that is specifically designed as per the current industry trends. Years of experience has helped us identify and understand the graduate-employee skills gap in the industry. At Digital Scholar we keep up with the pace of the industry and impart a holistic education that encompasses all the latest concepts of the Digital world so that our graduates can effortlessly integrate into the assigned roles.



# 3

## SCOPE OF DIGITAL

Marketing as a concept is evolving constantly. Ever since the boom of the Internet, more customers are using it which has led to the birth of a new form of Marketing called Digital Marketing. Digital Marketing offers niche and lucrative career options for youth in India.

- As per the latest reports, India has overtaken the U.S. as the second largest country in terms of the number of Internet users and India's Digital Marketing Industry is growing at 55.5%.
- Currently, the Digital Marketing Industry in India is worth around \$78 billion.
- According to eMarketer, advertising through mobile phones and tablets have risen to \$6 billion. The market is predicted to touch \$8.8 billion by 2022.
- Digital Industry will produce more than 40 lakh jobs in India by 2022.

# JOB OPPORTUNITIES

The growth of the Digital economy is opening new avenues in creative, social media, technical and business skills for aspiring professionals. The supply of skilled Digital Marketing professionals does not match the rising demand. Digital Scholar, being an agency style Digital Marketing Institute, gives you the opportunity to be a qualified professional through hands-on agency training and equips you for any job profile in this industry.

Candidates who are certified under Digital Scholar can get placed in the following Job profiles:

Designation	Roles & Responsibilities
<b>Social Media Executive</b>	Driving brand and product awareness across various social media platforms
<b>Digital Marketing Strategist</b>	Planning and creating effective end-to-end Digital strategies to increase prospective sales for any Business
<b>SEO Expert</b>	Optimizing the website content by closely working with website developers and content writers to ensure the searches appear on top of Google and other search engines
<b>Content Writer</b>	Create and proof-read intriguing content pieces that would drive maximum traffic to the website
<b>Client Service Executive/ Account Manager</b>	Pitching lucrative ideas to the clients and understanding their requirements to create and execute online campaigns. Also Managing end-to-end client relationships and ensuring the brand's Digital performance is up to the standard
<b>Copywriter</b>	Understanding how words affect buying and selling is very important. While not everyone is a writer, understanding the nuances of it will help you fit in better in a team of competitive digital marketers. Copies make a brand perfect. Learn the art of writing smart and right.
<b>Media Planner</b>	Choosing the right media platform for generating leads that would increase the sales online
<b>Business Development Executive</b>	Targeting new businesses for agencies and devising solid strategies for brands to increase data-driven sales

# WHY DIGITAL SCHOLAR?



## ***Study under the guidance of Sorav Jain***

Every Digital Scholar gets to explore their potential under the mentorship of our Founder Sorav Jain who is one of the world's top Digital Marketing Influencers. Get expert guidance from one of the best minds in the business!

## ***24+ certifications***

As a Digital Scholar, you gain access to leading industry certifications from conglomerates like Google, Hubspot, Facebook and SEMRush. These credentials position you to become a digital marketer par excellence and job-ready for agency life.



## ***Guaranteed Internship***

At Digital Scholar, we guarantee a realistic agency-style experience for you by presenting internship opportunities with digital agencies. What better way to experience agency life than being a part of it yourself and earning some cash on completion of tasks?

## ***100% placement assistance***

We care for your career even after you graduate with flying colours! Through Digital Scholar's 100% placement assistance that comes with soft skills training, you gain a foot in the door to job opportunities across leading companies in the sector.





## Live case studies

In the spirit of agency-style learning, Digital Scholar makes use of real-life, contemporary case studies to further illustrate its core concepts. Learning by example is an excellent way to master digital marketing! Cases are selected for their brevity and teachability. Each case comes with a Teaching Note and total understanding of using them in different fields and perspectives.

## Industry Connect

Scholars, you are in for a treat. While you are learning about the industry and working on Live projects, get a chance to connect with the top industry experts in exclusive sessions. In total, 4 online classes from top names in the Digital Marketing world will be conducted to give an expert perspective on various modules.



## Access to Freelance Marketplace

Freelancing is a great opportunity for digital marketers to learn, grow, and earn. But when you are starting out fresh, where exactly to look for? Believe it or not, there are many brands and organizations looking for freelancers to work with. And this is where we come in. Our marketplace bridges the gap between the industry and freelancers. Get access to the freelance marketplace and make the most out of it.

## 15+ advanced modules

Digital marketing is an ocean of opportunities. To facilitate specialization, our curriculum is split into 15 dedicated modules, each touching upon a core aspect of digital marketing. Discover the path to excellence through each module!



## ***Free hosting for a year***

As a welcome token into the DS family, students will get free web hosting access for a year. Explore the full potential of blogging and create your own site, the bill is on us!



## ***Ad budget allocation***

To enable students to learn by hands-on experience, Digital Scholar allocates a specific budget for each student to utilize for FB Ads. Students are free to explore their potential with FB Ads as they see fit!



## ***Qualified Faculty Of Practitioners***

Our faculty roster are contemporary digital marketers who have a pulse for the latest trends in the field. As a Digital Scholar, you will be tutored by experts who put their methods into practice on a daily basis.



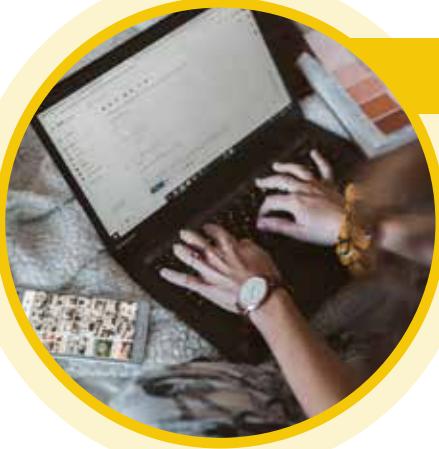
## ***Conducive ambience***

As India's first agency-style learning digital institute, Digital Scholar's classroom ambience is unparalleled. You get to network, interact and learn from every single activity within the institute. It's a learning experience like no other!



## **1-year access to course material**

Our curriculum is carefully crafted keeping in mind the parameters of an ever-competitive job market. You will have access to our course material for a year, enabling you to brush up on core concepts and stay on top of your game!



## **Updated course**

Digital Scholar's faculties are always on the job to keep the curriculum updated based on the latest trends in the field. This dynamic education has placed us among the forerunners for the best digital marketing training agency.



## **Feedback Session**

Our classes don't just stop at the mentioned timetable hours. But every week, the designated trainer meets the students over a training session personally or over a call and gives feedback on the work done & clarifies any doubts the students might have



## **Community Support**

Be a part of a community that is filled with like-minded people wired with similar objectives and the passion to learn. You will be a part of the biggest Digital Marketing Q & A group that consists of amateurs, professionals, and some of the biggest names in the Digital Marketing industry.



# Our Trainers



**Sorav Jain**

Founder & CEO of echoVME & Digital Scholar Leading Digital Marketing Trainer



**Charulatha**

Social Media Marketing Expert



**Rishi Jain**

The Landing Page & Quora Expert



**Ashutosh Bhandari**

Content Specialist



**Ruchi Jain**

Instagram Specialist



**Siddharth Pal**

Ecommerce Expert



**Arockia Anand**

Soft Skill Trainer



**Megha**

Digital Marketing Specialist



**Karthikeyan Maruthai**

WordPress and SEO Expert



**Syed**

Google Ads Specialist

## Brands our trainers have worked/consulted with:



# Guest Lectures

At Digital Scholar, we invite the best minds of the digital world to talk about their strategies from their field. In a batch, we invite 4 guests and you become part of alumni club, where you can be part of other guest lectures throughout the year.



**Siddharth Rajsekhar**  
Co-Founder of Scion Social  
Leading Digital Coach



**Deepak Kanakraju**  
CEO of PixelTracks  
Leading Facebook Ads Expert



**Avi Arya**  
Founder of Internet Moguls  
Leading Micro Video Mastery Expert



**Gaurav Gurbaxani**  
CEO of Pragmatics Consulting  
International Freelance Expert



**Kulwant Nagi**  
Founder CEO of AffloSpark  
Leading Blogging and Content Writing Expert



**Mithesh Kothari**  
Strategist at White Rivers Media  
Strategist and Agency Expert



**Rohan Mehta**  
CEO and Founder of Kinnect  
Agency Expert



**Shrenik Gandhi**  
Co-Founder of White Rivers Media  
Agency Expert



**Michael Janda**  
Founder and CEO of Riser  
Global Design Solution Expert



**Sanjay Shenoy**  
Co-Founder of PixelTrack  
Leading SEO Strategy Expert



**Abhishek Shah**  
Founder, Managing Director of Be Positive 24  
Leading Branding Expert



**Shama Hyder**  
Founder and CEO of Zen Media  
USA's Leading B2B Marketing Specialist



**Digital Pratik**  
Founder of Digital Pratik University  
Leading Digital Marketing Expert

# DIGITAL SCHOLAR PLACEMENT HIGHLIGHTS

## Internships For Inherent Upskilling

Every student at Digital Scholar is encouraged to complete an internship as part of their placement training. Through the course of their internship, the students learn vital skills that contribute towards making them job-ready for a contemporary career.

- You gain hands-on experience with agency/corporate life as you work with the best minds in the business.
- Your internship counts towards your work experience and gives prospective employers a chance to witness your skills.
- You get to apply your skills in a practical scenario and sharpen your prowess further.
- As the icing on the cake, you can even apply for a full-time job at your place of internship, thereby kickstarting your career right out of the gate!

### **With echoVME Digital:**

As soon as you join Digital Scholar, you will be given an opportunity to work with the sister concern of Digital Scholar, echoVME Digital. In the course of this internship, you will be given tasks in different areas of Digital Marketing. And upon completion and successful approval of the work from the client or the supervisor, you will be provided with a remuneration for each task and a certificate.

# 100% INTERNSHIP GUARANTEE

# The Game-changer: 100% Placement Assistance

What makes Digital Scholar's placement program a winning formula? From A to Z, we cover all the bases you'll need to present yourself as a competitive candidate for a top-tier digital marketing job. Take a peek at our sure-shot placement training success formula.

## **Profile Preparation:**

Through orientation and dedicated sessions, we take an individual approach to each student's career trajectory and what digital marketing specialization they seek to pursue. Their skills are accordingly groomed through the course of the program as well as placement training.

## **Training & Guides:**

Throughout the course, students are imparted with the skills and know-how to ace any job interview in digital marketing, with industry insights. This includes resume preparation as well as sessions on how to approach interview questions and crafting portfolios.

## **Placement Drives:**

Digital Scholar is also proud to provide you the platform to approach leading companies in the sector through job interviews. Our placement drives could be the start of a promising career for you, but bear in mind that it's your talent that will ultimately seal the deal!



# Our Placement Partners

Digital Scholar has had the privilege to collaborate with top-tier companies in the digital marketing circuit. We are connected to organizations that are on the lookout for talented digital marketers across different specializations. Take a look at a few of our recruiters here!



**8SPADES**



# Our Alumni Work At

## Program Summary

If you are looking forward to upskilling your digital marketing skills or bagging an impressive digital marketing job, then Digital Scholar is the right place for you.

We helped our previous batch of students at Digital Scholar successfully transition their career path by using their fullest potential. Let us be a catalyst in helping you pave the way for achieving your long time professional goal.

In our placement program, we offer top-notch assistance in soft skills development and resume making. We have tie-ups with national and international companies who are willing to hire skilled digital marketers. We will provide you with placement assistance at these top-tier firms and train you to crack the interview with grace.

**250+**  
Placement Participants

**110%**  
Highest Salary Hike

**47%**  
Average Salary Hike

**300+**  
Recruitment Partners

# International Placements



**Rubia Naseem**



## International Freelancers



**Mohan Raj**



**Vidhi Tharad**



## National Placements



**Rohith Sai**



**Nirmal Alfred**



**Naveen Kumar**



**Akash Bhattacharjee**

INR 4.80 LPA

**Vivin Joshua**

INR 4.20 LPA

**Rakshit Chopra**

INR 3.36 LPA

**John Anto Mathews C**

INR 3 LPA

**RAGHUL KUMAR A K**

INR 3 LPA



## Agency Owner

**Vedika Didwania****Meghna Nichani**

**Total Number of Students Trained by  
Our Trainers (Online and Offline)**

**1,06,998**



**Total Number of Students  
who started their own  
agency after 3-Months  
Flagship Course**

**74**

**Total Number of Students  
who became coaches and  
consultants and earned at  
least 50,000 INR in  
revenue teaching online**

**113+**

**Total Number of Students  
Who Got over 10,000  
followers on Instagram  
because of our programs**

**93**

**Total Number of  
Students who Got over  
5,000 followers on  
Instagram because of  
our programs**

**197+**

# 7

# CERTIFICATIONS

On completion of the course, you will be assisted to crack 20+ valuable certificates under different domains.



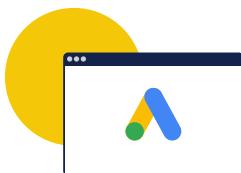
Digital Scholar  
Certification



Google Mobile  
Certification



Shopping Ads  
Certification



Google Display Ads  
Certification



Google AdWords  
Certification



Hubspot  
Certification



Google Analytics  
Certification



Search Ads  
Certification



Video Ads  
Certification



SEMrush  
Certification



Google My Business  
Certification

# 8

# DIGITAL MARKETING PLATFORMS AND TOOLS



# 9

# TEACHING METHODOLOGY

Our teaching methodology is practical and hands-on. It is a two-way flow of knowledge and is open to queries & clarifications. Students are encouraged to implement, experiment and test out what they have learnt. We create a holistic digital ecosystem that helps students brainstorm, work as a team, and learn from each other, all the while honing their individual skills.



- Create and design website from scratch with a zero-code knowledge
- Ace copywriting skills to sell your product right
- Understanding social media and the way it works to generate website traffic and sales
- Master SEO skills to drive consistent website traffic
- Manage and optimize Google Ads, Facebook Ads and related campaigns
- Earn proficient training in various skills to land high-paid jobs
- Excel in advanced digital tools that help you create convincing social media campaigns
- Organic traffic is all that one appreciates. Learn the skills to give your best in generating organic traffic
- Discover the best methods to hone a brand's reputation by learning ORM
- Learn the right skills for email marketing and ace the art of convincing



# Course Overview

## MODULE 1

### **ORIENTATION AND FUNDAMENTALS OF MARKETING**

1

- Understand the role of digital with respect to traditional marketing media mix strategies.
- Understand customer decision journeys, customer personas and audience tribes.
- Develop a digital vision and goal for you by learning about the new digital marketing framework.
- Evolving a balanced digital communication strategy between traditional and digital media.
- Advertising Promotions in the Digital Age.

## MODULE 2

### **PERSONAL BRANDING**

2

Personal branding refers to the process of establishing your public persona for your target audience. It involves carefully and accurately communicating your values, beliefs, goals, and purpose. You will never be able to differentiate from your competitors if you don't work on your personal brand. Become the only logical choice with our proven personal brand training that has helped many students stand out from the crowd and get organic clients and sales. Learn how to:

- Create a winning personal brand strategy that aligns with the ultimate desire of your dream clients.
- Polish your social media profile and optimise your bio to drive maximum eyeballs
- Identify your niche using our niche accelerator training and also how to be fully engaged and manage your energy more skillfully online.
- Consistently generate content and re-purpose it for different social media channels using our 60-days content calendar template which will help you scale up your online presence.

### **Tools Covered**

60 Days Content Calendar

# MODULE 3

## CONTENT WRITING

3

Consumers perceive content as a feed to their otherwise occupied mind. When they see your website, they should be convinced enough to open your website and make a purchase or take any of the CTAs. Writing is an art by itself and it is important to write persuasive content to see a positive conversion rate. In this module of Content writing you will learn the following,

- What is Content Writing and how it contributes to your website?
- What is SEO based content writing?
- Content Research and Planning
- Keyword research and its density
- How to insert right keywords at the right places in your content
- Flow & Coherence
- Discovering your niche
- Understanding various online content tools
- What is Plagiarism and how to avoid it
- Automating emails
- Google My Business
- Building a strong social media presence
- Using various social media tools
- Monetizing your writing

# MODULE 4

## WORDPRESS MANAGEMENT

4

Whether you're a freelance designer, entrepreneur, employee for a company, student or looking for new ways to make money— this module gives you an immensely valuable skill that will enable you to either - Make money on the side or Create a full-time income or save tons of money by not getting scammed in paying lakhs for building a website. WordPress developers have options. Many developers make a generous living off of creating custom

WordPress themes and selling them on websites like ThemeForest. Freelance designers and developers can also take on WordPress projects and make an extra \$1,000 - \$5,000+ per month. This module helps you exactly how to get started and become an awesome website developer without actually learning coding.

- To choose your domain name and why it is important.
- How to choose right hosting service for your website.
- How to install a wordpress blog without the help of any web developer.
- 10 must have things when you need to set up in your wordpress blog.
- 10 must have SEO plugins for any wordpress blog to increase your seo ranking.
- To Customise your website using free or paid themes.
- How to publish your 1st blog post with best SEO techniques.
- To link your email tool with wordpress blog to increase your email subscribers.
- Woocommerce Site Creation, Astra Theme Implementation.

## Tools Covered



# MODULE 5

## SEARCH ENGINE OPTIMIZATION



Learn & implement search engine optimisation that produces results! Get your website to the top of the major search engines! When your potential customers and site visitors search at google, does your website appear in the results? After garnering at least 300,000 unique visitors every year to [www.Soravjain.Com](http://www.Soravjain.Com) blog, we have developed a 20-step unique framework to crack any blog or website to rank on top of google's search engine in the least time possible. At the end of this module you'll have a firm understanding of how seo (search engine optimization) works and how you can use it to boost traffic to your site.

- Know what is important in a technical audit and how to start one yourself.
- Boosting SEO with Structured Data Markup.
- Be able to optimize on-page content with the right keywords & page structure.

- Understand what a good URL structure is and how you can influence crawl behavior.
- Finding Places to Get Great Links to Your Site.
- Know how to use JavaScript frameworks to influence technical SEO.
- Easily create XML sitemaps to help you better understand content & index rates.
- Be skilled at marking up your content with structured data so it can extract entities.
- Be able to decide on the right domain strategy, URL structure, content & keywords while working across multiple countries.
- Learn Link Building Strategies and get backlinks with over 30+ DA sites without paying.

## Tools Covered

For Keyword Research:



**Ubersuggest**

**KWFinder**



For Auditing:

Speed Test:



**pingdom**  
solarwinds

**Google Developers**

Performance:



**SERPROBOT**

**Ubersuggest**

Small**SEO**Tools

## MODULE 6 **FACEBOOK AND INSTAGRAM ADS**

If you want to become a professional media buyer, then mastering Facebook and Instagram Ads is your first step. You don't have to literally spend thousands and thousands of dollars on Facebook advertising to see results—if you do it right.

That's where the DIGITAL SCHOLAR'S method comes in. This award-winning method teaches you exactly how to align your message and objectives throughout the entire new customer digital journey. At the same time, it helps you with increased conversions and decreased costs.

- Understand the new customer journey so you can properly structure your Facebook ad campaigns for success.

- Structure a sustainable and scalable Facebook marketing campaign that generates less expensive traffic, leads, and sales while also lowering your risk of an ad account shutdown.
- Find out what ads perform best with using Split Tests and optimising for the top performing ads to avoid increased costs.
- Advertise on Instagram platform. Target website visitors, Facebook fans or email subscribers Custom Audiences and also Target people who are like your existing customers with Lookalike Audience
- Drive Ecommerce Sales with Dynamic Ads & Collection Ads
- Grow Your App with App Install & Engagement Ads

## **Tools Covered**



# **MODULE 7**

## **SEARCH ENGINE MARKETING**

7

Learn an amazing framework designed by the Team of Digital Scholar and get a full suite of execution tactics to follow so you're always running ads that hit the right targets and get you the results you need. Digital Scholar's Team has spent more than 1,000,000\$ over the years for clients on google ads and the team understands what works and how to hit those golden keywords. Google Ads could be your business' best growth strategy.. You just need to know how to execute your campaigns properly.

This module will teach you a proven, industry agnostic framework that's guaranteed to help you drive consistent revenue growth at your company or for your clients. How to

- Set up your AdWords account from scratch
- Understand PPC temperatures – so you can follow the law of conversion intent
- Set up conversion tracking and how to track phone calls from your website
- Track sales, revenue and form submissions using Google AdWords
- Take advantage of competitor reports and customer data in your campaigns
- Increase Quality Score and decrease your cost per click
- Be a master of targeting and A/B split testing. Find the best optimization routine
- Scale all types of campaigns – so that you can scale up your campaigns after you've achieved better ROAS and CPA

## Tools Covered



Google Ads



Google Analytics

# MODULE 8

## EMAIL MARKETING



Welcome to Email Marketing Course Module that will teach you the top email marketing strategies that we use to gain **thousands of new email subscribers every month**, and **hundreds of thousands of dollars per year in revenue**. We maintain a list of over 213,000 people and we know what works in generating revenue out of them.

Too many people just focus on social media these days. But as you'll see in this module, email marketing has many unique and powerful advantages and why every business should be focussing on building their list, which is going to be absolutely essential for maximizing your success. With this module you'll be able to:

- Unleash your email marketing model, which will help you to plan, send and manage your emails to get the best possible resultsTypes of emailers.
- Apply the PROVEN principles for successful emails so that your emails are delivered, opened, read and clicked on.
- Rapidly grow your mailing list to get the maximum number of highly targeted subscribers in the shortest amount of time using the 10+ easy lead magnet ideas we share during the class. Introduction to Zapier.
- Setup autoresponders, email marketing copy that helps you increase your open rates by 3x.
- Get Email Marketing Templates made by Agencies' best copywriters and just plug and play and get started.
- Learn how to create your first(or next) ebook in less than 10 minutes, and generate email IDs by the end of the class, you bet?
- Turn your email campaigns into a data-driven marketing machine that drives results.
- Avoid errors that email marketers often (still) make.

## Tools Covered



ActiveCampaign >

# MODULE 9

## AUTOMATION

9

When you step into the field of digital marketing, you will have to work with at least 20 tools on an average. There are a lot of products/Apps that you will use for your business more efficiently and managing these apps together is quite a really tough task. You need to transfer data from one platform to another to keep the work in a flow. Automating the tasks not only makes you more productive, but drastically improves the ROI of your marketing campaigns. In the module, you will learn how to:

- Connect a lead to an Email marketing platform to SMS tool.
- Automate replies to google reviews and comments on YouTube.
- Send automated Emails and SMS for a successful payment as well as for failed payments.
- Automate pretty much any workflow and connect multiple apps in a single workflow.
- Create routers and drive various workflows and create intense automation for your use-case.

### Tools Covered



# MODULE 10

## LANDING PAGE

10

Increase conversion rates on any landing page you work on. Design a high converting landing page from scratch without a single line of code and Apply psychological persuasion frameworks to your landing pages and websites

- Drive a complete landing page strategy for any funnel.
- Learn practically how to build lead magnets and sales pages.
- Learn to integrate payment gateways using a simple coding script provided by Digital Scholar Institute.
- Understand the science behind high-converting landing page
- Practically work on building two pages using our pro accounts (You will be given pro accounts from a digital scholar) and complete the assignments and tasks.

- You will also learn how to build an ebook in less than 10 minutes (That will act like your lead magnet) and then plug it into your funnel/landing pages.
- Run A/B tests to understand which pages convert better.

## Tools Covered



SWIPE-WORTHY



Swipe Pages

# MODULE 11

## LINKEDIN MARKETING

11

LinkedIn is the largest business-oriented networking website geared specifically towards professionals. It has over 500 million members, in over 200 countries. LinkedIn gives you the ability to showcase your profile, expertise, recommendations and connections when recruiters and employers use LinkedIn to search for candidates and it also demonstrates credibility in your industry and highlights your achievements. LinkedIn is still the most under-rated social media platform to drive leads and sales and to actually build a powerful personal brand. Fortunately, there is a PROVEN method top sales people, recruiters, and entrepreneurs have been using to schedule appointments with their dream clients for years, and it's simply by leveraging LinkedIn. Now using LinkedIn to generate leads is, easily and decisively, one of the most effective ways for an individual or business to develop a business relationship with another company.

- How to optimize your LinkedIn Profile to get 10x more visibility and generate leads.
- Demystify the most expensive paid ad channel and confidently generate huge ROI from your LinkedIn Ads.
- Scale your audience, avoid your competition, and build wildly effective retargeting audiences.
- How to send cold LinkedIn Messages and get a meeting with ANYONE from small, medium, and Fortune 500 companies.
- Automate leads and sales generation Using LinkedIn Outreach tools.

## Tools Covered



# MODULE 12

## SOCIAL MEDIA MANAGEMENT

12

Social Media has the power to reach the unreachable. It's one of the easiest ways to reach the masses as 80% of India's population has access to the internet and are active on Social media. In this module, we will help you get your business socially active. You will learn:

- The basics of all the social media platforms (Facebook, Instagram & Twitter) – Planning, Strategizing, Scheduling and Promoting.
- Strategies and create a monthly calendar and implement the same for your small/medium or Big business.
- The best performing content types that are tried and tested with big brands
- How to set up all platforms, how to gain followers and the best means to engage them.
- How a non-designer can unravel their designing skills using different tools.
- The importance of #Hashtags and how to make the best use of its reach.
- Local, national and global case studies of brands who have aced the social media game with their viral content.

### Tools Covered



# MODULE 13

## INSTAGRAM FOR BUSINESS

13

- Learn the art of growing followers on the most popular social media channels
- Optimize and polish your bio
- Content generation and video making
- Hashtag, Stories and Reels mastery
- Understanding advanced analytics to make informed decisions

### Tools Covered



# MODULE 14

## DIGITAL DESIGN MASTERY

14

- What is Design?
- How do you structure your design?
- Design Principles
- Best Design Practises
- Do's and Don'ts of Design
- Using Canva to Build designs
- How to Design for Social Media Posts and Stories?
- How to think of creative ideas
- Understanding consumer psychology

### Tools Covered



# MODULE 15

## AGENCY MANAGEMENT

15

Your agency starts with your people. We grew echoVME from 3 family members to a 60-person marketing agency and we have been sustaining that for over 8 years, generating a revenue of over 5 million dollars serving 100+ national and international clients. However, our growth has not always been easy. In this module, we cover the mistakes we've made and also the templates and the exact process through which we pitch clients, onboard them and sustain them for years to come generating MRR.

- Set your agency up for sustainable growth through the use of agency strategy, financial management, and ultimately, client pitching templates, & sales outreach tools.
- Using our 6-figure client pitching templates, learn the art of crafting perfect offer and charge for your services.
- Learn to draft contracts and set up billing for your clients.
- Learn Industry specific strategies from our experience and get an advantage over your competitors.

### Tools Covered



# Specialisations

## MODULE 1 **COPYWRITING**

1

Copywriting can boost your sales, improve your market penetration and your margins. Good copywriting can do a whole lot better. And world class copywriting can transform your performance out of all recognition. At Digital Scholar, we always say, Copywriting is the atom of Digital Marketing. It is what makes or breaks any marketing campaign.

- Learn how to structure and write compelling sales copy
- Understand how to leverage features, benefits and advantages
- Learn to research and hack your competitors using our novel product research techniques.
- Exact Science behind writing copies for Ads, Emailers, Sales Pages, Lead Magnets.
- Apply the power of emotional drivers, even when writing in a B2B environment and master powerful call-to-actions
- Get Pre-made templates made by our in-house copywriters for you to get started from Day1.

### Tools Covered



Trello

SWIPE-WORTHY



## MODULE 2

### **INTERNATIONAL FREELANCING**

2

Take charge of your own career. Find International Clients and learn how to close deals in dollars. Choosing your clients and how to be at the right place at the right time is important. By pushing yourself to produce remarkable work, the clients will start coming to you. This module will help you become an international freelancer as we will help you tie up with some of the biggest Freelance Marketplaces and help you get your first or next international client. Also, you will be introduced to Digital Scholar's in house marketplace to connect with 1000s of Entrepreneurs looking for digital marketers across the country. Learn:

- To setup your professional account on marketplace
- What to charge for your services
- To create contracts and collect payments
- How to find the right team partners to complete the task at hand.

## MODULE 3

### **MAKING MONEY ONLINE**



Affiliate Marketing Industry is one of the fastest growing industries today. After generating over 100,000\$ in affiliate income through affiliate marketing alone, the team of Digital Scholar breaks down on what goes in cracking the affiliate marketing industry in our proven framework.

- Learn to identify the problems in the market.
- Generate affiliate links and promote using funnels and ads.
- Organic ways to promote affiliate products without making the top mistakes people still do.
- Earn a passive recurring income when you master this module.
- Setup Google Adsense.



# LIFE AT DIGITAL SCHOLAR

Digital Scholar provides the perfect mixture of fun, growth, and learning environment. It's a place where students of all age groups and different forms of lives come together under one roof, trying to meet a common goal, Digital Growth. Our classes are interactive with a practical approach accompanied by many case-studies for an all-round development of the scholars.



# WHAT OUR SCHOLARS HAVE TO SAY

## Digital Scholar

1B, Sapna Trade Centre, 135, Poonamallee High Rd, Purasaiwakkam, Chennai, Tamil Nadu

4.9 ★★★★★ 1,720 reviews

People often mention

All

digital marketing 197

webinar 85

workshop 58

insights 47

+6



**Alka Mehta**

Local Guide · 19 reviews · 6 photos

★★★★★ 2 weeks ago

Enriching and inspiring experience here at Digital scholar.The team is so passionate and dedicated that makes learning more informative and I look forward to more at Digital scholar..Thank you digital scholar to motivate and keep up the momentum of learning.

**Meghna Nichani**

1 review

★★★★★ 2 weeks ago

Real time in depth learning. Classes are interesting and on point. Love the classroom set up. Good vibe and energy. Learning taken to a new level. So far the best Digital Marketing training centre in Chennai.



**Ishika Jain**

1 review

★★★★★ 5 weeks ago

A very well progressed and managed institute. It covers every basic thing step by step. The environment is really spacious and comfortable.

All the trainers are calm and friendly and always help us for every problem.

**Disha Mary**

1 review

★★★★★ 2 months ago

Great trainers, amazing classroom session , awesome guidance. My tutors were Sorav, Karthik , Ashutosh and they were really fantastic

**Bala subramani**

1 review

**★★★★★** 2 months ago

Digital Scholar is great place to learn Digital Marketing in Chennai. They provide 3 months certification course and first hand agency experience. They also guarantee placements assistance and help to understand all the traits of the industry thoroughly.

**Ashwini Kankaria**

1 review

**★★★★★** 2 weeks ago

Enjoying the learning process every bit. Under the best trainers. Feels like a digital scholar already. Thank you tons Sourav Jain n team!!!

**Uma Madhavi**

Local Guide · 87 reviews · 1 photo

**★★★★★** 2 weeks ago

I have been in Chennai for about a year by now. Since then, I have been looking for the right Digital Marketing Course. I was overwhelmed when Sorav Jain announced his course as I was already a fan of his online DM Videos.

The day I attended the Demo, I was sure it was the one I was looking for. Credit goes to Mr Nikhil who clarified all my queries and doubts about the course.

Sorav boosted my confidence more on the orientation day followed by his lectures in the coming weeks - even a beginner with very less to no knowledge can understand what Digital Marketing is and how he is going to use it in real-time.

Then came Mr Karthik with the concepts - WordPress and SEO. I am not sure why, but I was skeptical on the first day if he could teach it in-depth. I should say, he not only covered every bit in detail but also attended each and every student's queries with lots of patience. The best part is, from the examples he take from our daily lives, even the dumbest can understand the technical portions of the subject. SEO was a nightmare for me all the time; not anymore now.

Special thanks to Miss Samhitha, who has been a thorough help at every step of our journey at Digital Scholar. This is just a beginning. I am sure I am gonna learn more and master it soon. Sorry for the long review. Couldn't stop my excitement. Thank you Sorav, for the amazing curriculum and training! We are Digital Scholars and we are awesome!

# ABOUT SORAV JAIN

## Awards and Accolades

- Sorav is empowering 50+ people under echoVME, and he is very proud of his team pushing the envelope in the field of digital marketing.
- Ranked as Top 100 Influencers by Twitter
- Global Youth Marketing Forum acknowledged him as one of the 'Top 25 Social Media Professionals of India'.
- For his outstanding work and commitment, he has been awarded the 'Sammy Award' by Social Samosa for a campaign created for WINK Salon.
- Top 50 Content Marketing Influencers by LinkedIn.
- Hosted more than 500+ workshops across the world.
- One of the 10 Digital Marketing Blogs in India.
- One of the 9 Digital Masters of India.

## Agency Life



Sorav spearheads echoVME, a self-funded organization which aims at delivering world-class digital and social media marketing services and expertise.

Over the years, echoVME has built up a remarkable portfolio of clients. This includes acclaimed organizations like:



# Growth of Digital Marketing Community in India

Sorav breathes digital, and in an effort to unite the digital marketers of India, Sorav started a Facebook Group called **Digital Marketing Questions and Answers**, one of India's largest Facebook Group with more than 89,000 members from across India and even beyond. The group was also recognised by Ahrefs as one of the best marketing group on Facebook:



## Birth of Digital Marketing Day

It all started with a Facebook post in 2018 discussing how the world celebrated days for Social Media and many other things big and small, but nothing for Digital Marketing. This led to the birth of Digital Marketing Day that is to be celebrated every year, on 16th December. With the popularity of Digital Marketing Day increasing, the end goal is to put this on the Global Map and drive attention and focus of people around the world who are keen to try their hands in Digital.

## Blog

Sorav's blog is about 10 years old and is one of the most recognized digital marketing blogs in India. His blog gathered close to about 10 million+ visitors in the past 14 years and has provided immense value in the Digital Marketing field.

# An Author

He has an aim of writing at least one book every year, so it is evident the amount of value add he is bringing in this whole process.



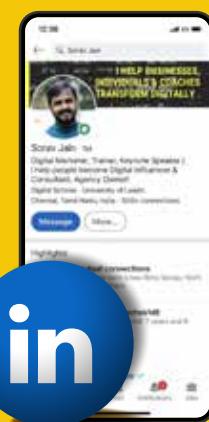
## Digital Footprints



**249K+** Followers



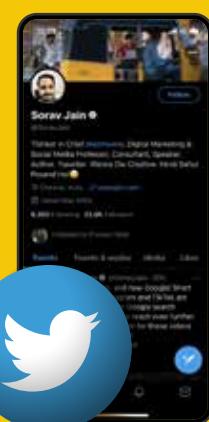
**92.3K+** Likes



**37.8k+** Connections



**118K+** Subscribers



**27.2K+** Followers

# Let's take a look at some numbers:

Total Numbers of Courses (Online and Offline)

# 14+

## Instagram Influencer Mastery Course



Pre-recorded online video course on How to do Instagram Marketing with over

# 1,300+

active students

## Digital Trainer Secrets Course



Pre-recorded online video course on How to do setup and market online courses with over

# 700+

active students

## Facebook Advertising Course



Pre-Recorded Online video course on how to get started with Facebook Ads with over

# 13,000+

active students

## YouTube Mastery Course



Pre-recorded online video course on your journey to achieve 100,000 YouTube subscribers. With over

# 3500+

active students

# **FAQs**

## ***How is this digital marketing certification different from others?***

Digital Scholar is currently the only agency-styled institute in the country. Our batches have gone on to become career-ready digital marketers with excellent job opportunities. Other reasons include stalwart trainers, fun learning curriculum, placement assistance, guaranteed internship, live case studies, guest lectures from industry leaders and application of the skills in real-life scenarios.

## ***What kind of certification will I get after completion of this course?***

Upon completion of the course, you will receive a certificate of completion from Digital Scholar along with an internship certificate from echoVME, one of India's premium digital marketing companies. Along with this primary certification, you will also receive relevant certificates from Google, Facebook, Hubspot etc. through the length of the course.

## ***How much time do I need to spend to do well in this course?***

We would prescribe 6 hours a week to keep up to date on the course.

## ***What kind of real industry projects are part of this Course? How would these real industry projects help me?***

Our education doesn't stop with the classrooms. We empower our students with a hands-on approach. From the start, students are placed in an agency environment. They get to test out their learnings in live agency engagements with real-time budgets. echoVME (Digital Marketing and social media agency) as the parent company with 8+ years of experience working with different industries offer our students the ideal opportunity to implement and practice Digital Marketing. echoVME works with top brands like GRT, JCS, SPR, infinitheism, etc.

## ***How do I know that this program's curriculum is the best?***

The curriculum is outcome-based. Apart from the theoretical aspects of the course, the curriculum will test you with live projects that prepare you for the agency life ahead and provides full exposure to the ongoing in a Digital Marketing company. You will also have access to guest lectures from eminent personalities in the field. It equips you with the expertise to deal with any Digital project that may come your way. We don't just teach you, we make you industry ready!

## ***Who can take this course?***

All students who are enrolled in college, entrepreneurs and businessmen/businesswomen who want to expand their business, mid-level managers, homepreneurs and freelancers in the industry who want to enhance their marketing knowledge would benefit from this course.

## ***Can I get a refund?***

There is strictly no refund policy before, during or after the course.

## ***Do you provide a demo class?***

Yes, we provide a demo class.

## ***Who will teach us Digital Marketing Course?***

Your faculty will include stalwarts in the various fields of Digital Marketing who are industry practitioners and have a proven track record within their specialisation. We will include guest lectures from Industry leaders like Sorav Jain who is amongst India's top Digital Marketers.

## ***How do I start my course?***

You will receive your login credentials after the payment. All the details regarding the classroom courses will be intimated in a timely manner. The course online would be in the form of a live classroom and all the necessary study materials for the class will be made available through the LMS (learning management system).

## ***How do I get help with assignments, grading/course content?***

You can always reach out to our faculty and experts for doubts. There will be dedicated times allotted where students can get their doubts cleared.

## ***How many assignments are in a course? Are there exams?***

There will be assignments after every module that will be validated. Practical exams and quizzes will be conducted regularly.

## ***Do I need to know any programming language?***

No, there is no need for programming language proficiency.

## ***Will you provide study material also?***

Yes, all study materials will be made available to the students, through various modes like the LMS and worksheets.

## ***I am a businessman & want to start an online business.***

### ***How can you help me?***

Apart from the course content, the numerous real life case studies, guest lectures and live sessions with world leaders in Digital Marketing along with the practical application of all your skills will help you scale your business digitally.

## ***Is Digital Marketing a successful career opportunity for a Fresher?***

Digital Marketing is one of the fastest growing industries in the world. Freshers who seek a future proof career in marketing would benefit from the course. Some significant job roles that you can take up are mentioned below:

- **Social Media Executive**
- **Digital Marketing Strategist**
- **SEO Expert**
- **Content Writer**
- **Client Service Executive/ Account Manager**
- **Copywriter**
- **Media Planner**
- **Business Development Executive**

## ***Do You Need a Technical Background to Learn Digital Marketing?***

All technical aspects of Digital Marketing will be taught in class. There is no prerequisite for preliminary background technical knowledge. Students are required to have only basic computer knowledge and English proficiency, as all modes of instruction will be in English.

## ***Do You provide an internship?***

Yes, Internships will be provided for all students who show promise in their course performance.

## ***How many students will be there for one batch?***

Our batches are decided based on the student-faculty ratio. Our focus is to give every student an equal chance to shine. The number of students won't compromise on the quality of the sessions.

## ***Would my business benefit from digital marketing?***

Enforcing efficient Digital Marketing Strategies will help scale up your business many folds and reduce the overall cost for marketing. By utilizing the apt digital marketing strategy, businesses can maximize their net spend. Business enterprise can reach more than 1000 people for its products and services for a lesser price than through direct mails and television ads, as these cost more.

## ***I have experience in Traditional Marketing; can I shift my career to digital marketing?***

Of course, Digital Marketing is the way of the future. Adding this niche qualification to your expertise will heighten your chances in attaining a job in the future.

## ***How long do I have to finish? When does the course end?***

You will have 3 months to complete the course.

## ***When does the course start?***

Check our website ([www.digitalscholar.in](http://www.digitalscholar.in)) for batch details.



Your Gateway  
To Become  
**A World-Class  
Digital Marketer**

**ENROLL NOW**

**Now Or Never!**

India's Only  
Agency-Based  
**Digital Marketing**  
**Training Institute**



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