



iHUB DivyaSampark



Department of Science & Technology  
Government of India



# EXECUTIVE POST GRADUATE CERTIFICATION IN DIGITAL MARKETING

Gain the most relevant skills in the field of digital marketing and make a successful career transition



10 Million  
Learners



1:1 Personalized  
Mentorship



55% Average  
Salary Hike

# Executive Post Graduate Certification in Digital Marketing

Become a successful digital marketer by enrolling in this course designed by iHUB DivyaSampark, IIT Roorkee, and Intellipaat. The programme is in the format of an online boot camp and features one-on-one mentorship by industry experts and IIT faculty. Get a chance to win bigger with this programme. The top 2 performers from each batch may get a fellowship worth Rs. 80,000, plus the opportunity to showcase their startup ideas and secure incubation support of up to Rs. 50 Lakhs for their startup from iHUB DivyaSampark.



## Hottest Job of 21st Century



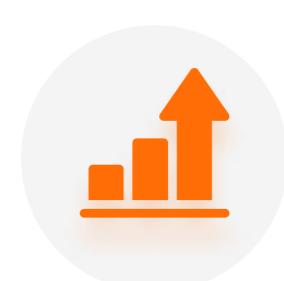
### 1.7 Million Job Postings

There is a global estimate of 1.7 million job postings for Digital Marketing roles by 2022



### Skill Development

Digital Marketing professionals are equipped with various relevant skills fetching lucrative job offers



### Growing Digital Marketing Industry

45.4% CAGR in the global Digital Marketing industry



### Future-oriented Career

Digital Marketing is a budding field; a head start will prove to be beneficial



### Popular Degree

40% Digital Marketing professionals have a Master's degree



### High Demand

By 2022, India and the US will face a demand-supply gap of 430,000 Digital Marketing professionals

## Our Credentials



### 10 Million+

Aspiring Active Students



### 1,000+

Industry-expert Instructors



### 400+

Hiring Partners



### 500+

Corporates Upskilled



### 55%

Average Salary Hike



### 155+

Countries' Learners

# About Program

This advanced certification course will give participants a thorough knowledge of the sector and the ability to successfully transition their careers to social marketing. The team at iHUB DivyaSampark has worked diligently to integrate all the cutting-edge abilities you will need. By the end of the course, you will have mastered advanced techniques after having learned the fundamentals.



**Learning Format**  
Online Bootcamp



**6 Months**  
Live Classes



**Career Services**  
by Intellipaat



**Executive PG**  
Certification

## Key Highlights

- ✓ Learn from IIT Faculty & Industry Practitioners
- ✓ 20+ Industry Projects and Case Studies
- ✓ 50+ Live Sessions across 6 Months
- ✓ Lifetime Free Upgrade
- ✓ One-on-One with Industry Mentors
- ✓ Dedicated Learning Management Team
- ✓ 1:1 Mock Interview
- ✓ iHub Divya Sampark - IIT Roorkee Certification
- ✓ 43 Hrs of Self-paced Learning
- ✓ 6 Months of Applied Learning
- ✓ Flexible Schedule
- ✓ Mentor Support
- ✓ 24\*7 Support
- ✓ Designed for Working Professionals & Freshers
- ✓ Up to Rs. 50 Lakhs startup Incubation Support\*
- ✓ The top 2 performers per batch will receive Rs 80000 in fellowship\*

## Program Pedagogy



### Instructor-led Training

Get trained by top industry experts



### Hackathons

Get a sense of how real projects are built



### Dedicated Learning Management Team

To help you with your learning needs



### Peer Networking and Group Learning

Improve your professional network and learn from peers



### Self-paced videos

Learn at your own pace with world-class content



### Gamified Learning

Get involved in group activities to solve real-world problems



### Projects and Exercises

Get real-world experience through projects



### 1:1 Personalized Learning

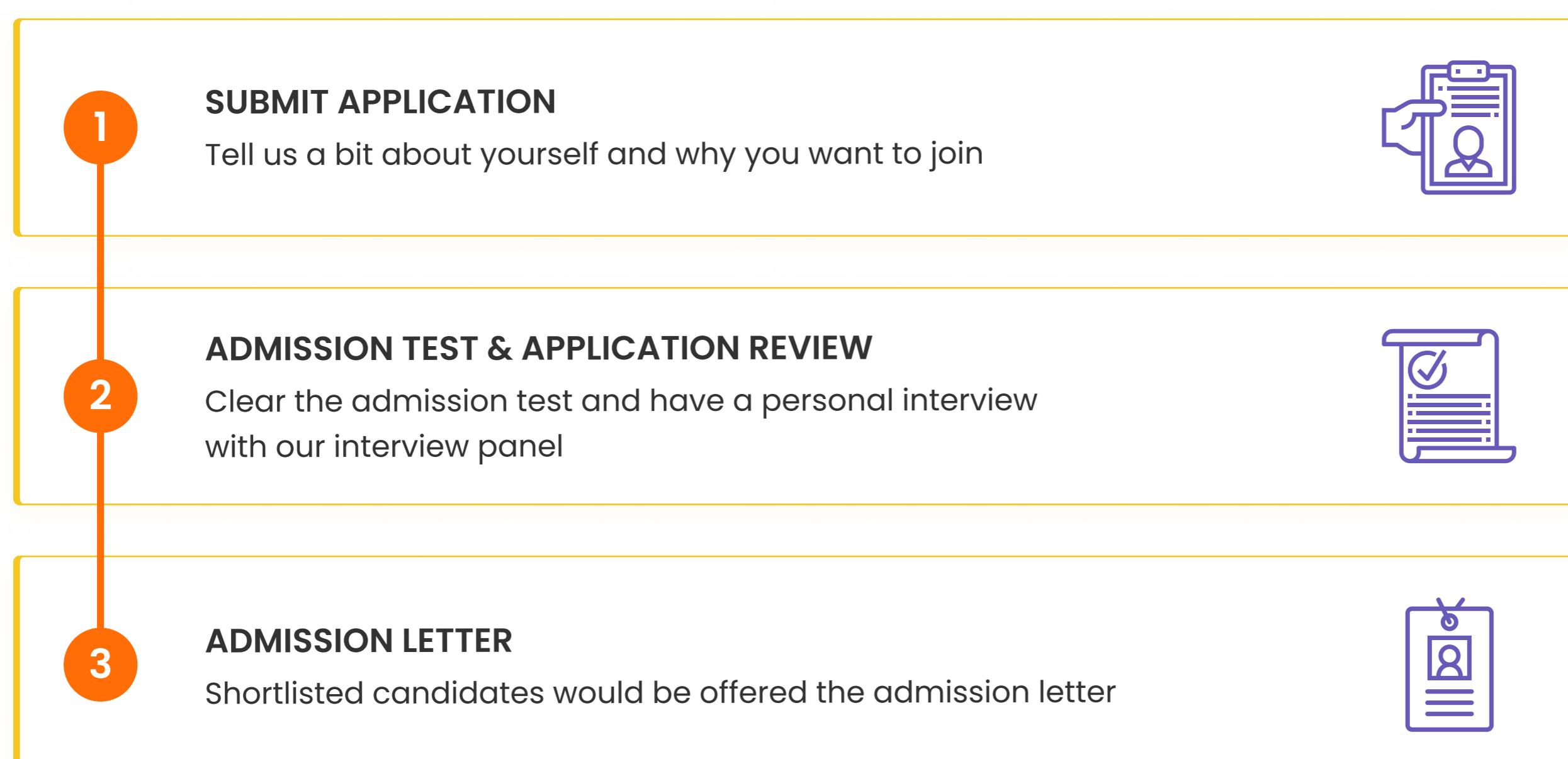
Hands-on exercises, project work, quizzes, and capstone projects

# Who Can **Apply for the Course?**

- ✓ Marketing and Project Managers
- ✓ Entrepreneurs and Analysts
- ✓ Sales, Marketing, and Business Intelligence Professionals
- ✓ Digital Marketing Specialists
- ✓ Freshers and Undergraduates

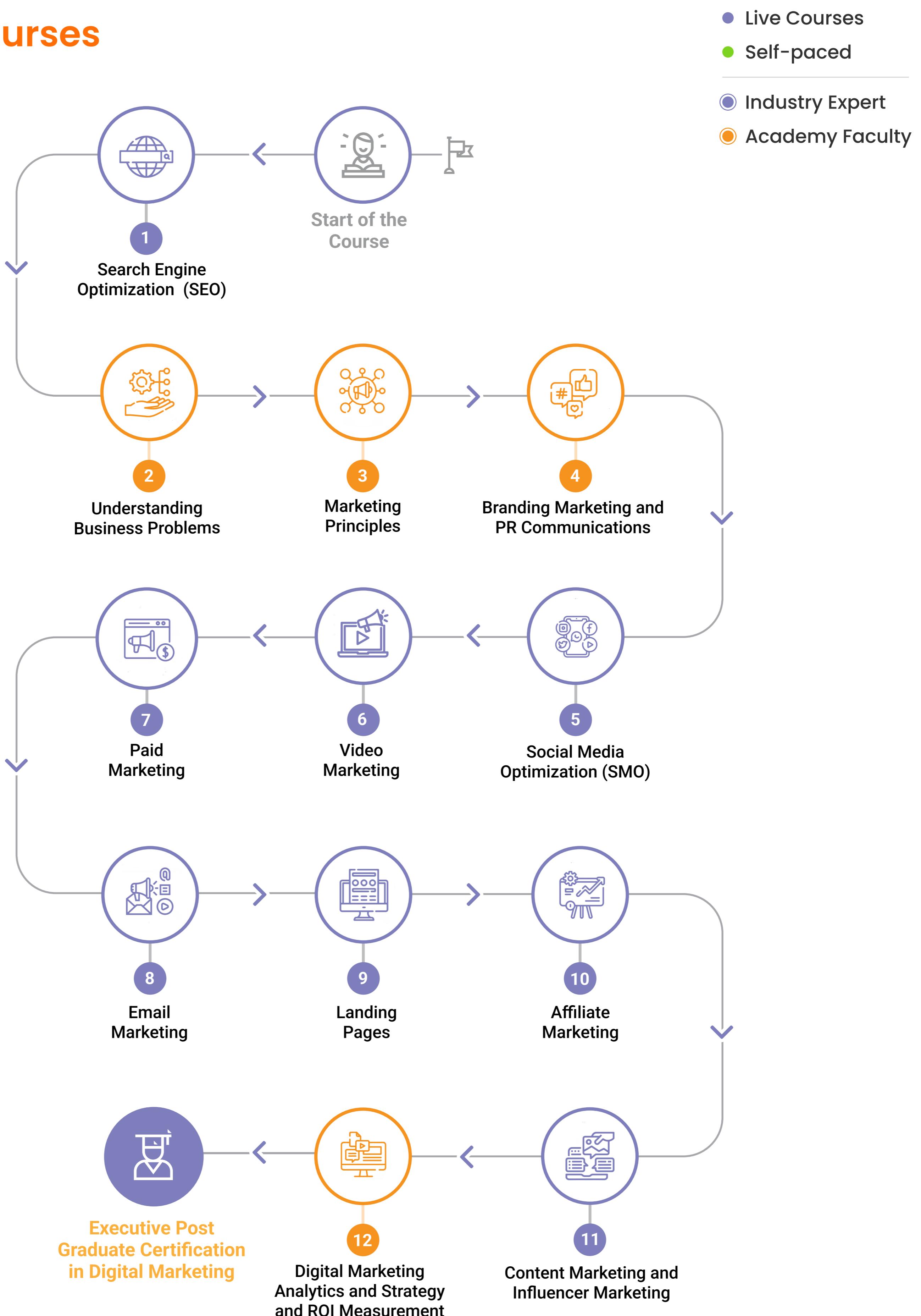
## Application **Process**

The application process consists of three simple steps. Candidates have to submit their application. An offer of admission will be made to the selected candidates, and their application will be accepted upon the payment of the admission fee.



# Learning Path

## Live Courses



# Program Curriculum

## Module 1

### Search Engine Optimization (SEO)

- Introduction to Marketing and Advertisements
- Introduction to Digital Marketing and Its Advantages over Traditional Marketing
- Customer Centricity
- What is SEO and how do Search Engines Work?
- Understanding On-page and Of-page SEO In Detail
- Keyword research
- Technical SEO, Mobile SEO, and Schema Markups
- Link building – Blogger Outreach and Other Techniques
- Social SEO, Local SEO, and International SEO
- SEO Audits
- SEO Tools – SEMrush, Ahrefs, etc.
- Algorithm Updates
- How to Rank #1 on Google?

## Module 2

### Understanding Business Problems

- Introduction to Business Problems and Hypotheses Formulation

## Module 3

### Marketing Principles

- Segmentation, Targeting, and Positioning

## Module 4

### Branding Marketing and PR Communications

- Brand Positioning
- Engagement Strategy
- PR Activities

## Module 5

### Social Media Optimization (SMO)

- What is Social Media Optimization?
- Why Social Media Marketing?
- Different Social Media Platforms – Quora, Facebook, Twitter, Instagram, LinkedIn, Pinterest, etc.
- Promotion of Content or Product(s) on these Platforms
- Managing and Driving Engagement
- Guidelines and Best Practices
- Social Media Platforms – Case Studies

```
modifier_obj.select=1
 bpy.context.scene.objects.active = modifier_obj
 print("Selected" + str(modifier_obj)) # modifier obj is selected
 modifier_obj.select = 0
 bpy.ops.object.modifier_remove(modifier="modifier")
```

## Module 6

### Video Marketing

- Why Video Marketing?
- How to Rank YouTube Videos at #1 Position?
- Different Video Platforms – YouTube, etc.
- Video Marketing for B2C Businesses
- Video Marketing for B2B Businesses
- Live Streaming and Video Uploads
- Generating Leads from Videos
- Optimizing Videos for Ranking

## Module 7

### Paid Marketing

- Google Ads
- Facebook and Instagram Ads
- LinkedIn Ads

## Module 8

### Email Marketing

- What is Email Marketing?
- Its Objectives
- Tips and Tricks
- Domain Reputation and SPF
- Different Email Providers – Mailchimp, etc.
- Campaign Creation – HTML and Built-in Editors
- A/B Testing
- Source Tracking, List Management, etc.

## Module 9

### Landing Pages

- Technical Understanding of Pages
- Conversion Optimizations
- Understanding User Behavior and Taking Actions Accordingly
- Lead Capturing on Pages
- A/B Testing of Pages

## Module 10

### Affiliate Marketing

- What is Affiliate Marketing?
- Its Benefits
- Different Platforms
- Affiliate Tracking on a Website
- How to Handle Affiliates?
- Handling Fraudulent Transactions
- Tips and Tricks

# Program Curriculum

## Module 11

### Content Marketing and Influencer Marketing

- What is Content Marketing?
- Its Objectives
- Different Types of Content Marketing
- Writing Blogs and Content and Promoting It on Different Platforms
- Creating Engaging Videos and Promoting Them
- What is Influencer Marketing?
- How to Reach Out to Influencers and Engage Them?

## Module 12

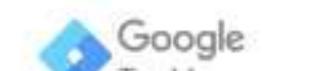
### Digital Marketing Analytics, Strategy and ROI Measurement

- Understanding Google Analytics and Visitors' Traffic Matrices
- Understanding Visitor Behavior using Multiple Metrics
- Slicing and Dicing Data
- Understanding Growth Patterns
- How to Build a Marketing Strategy by Seeing Traffic Patterns?
- Channel Performance, Setting Goals, and Creating Reports and Dashboards
- Measuring ROI as an Integrated Approach and Strategy Creation

## Skills to Master

- SEO
- Content Marketing
- Social Media Marketing
- Google Analytics
- Product Positioning
- Pricing strategy
- Predictive Analytics
- Applied Analytics
- Video Marketing
- Market Basket Analysis
- SEM
- Branding
- Marketing Analytics
- Facebook & Instagram
- Advertisement
- Preparing Communication plan
- Email Marketing
- Supervised and Unsupervised Learning

## Tools to Master



# Course Projects

Projects cover the following industries:



Retail



Social Media



Supply Chain



Entrepreneurship



E-commerce



Banking



Healthcare



Insurance

Beginner

## Create Social Media Strategies

As the Digital Marketing Executive of an e-commerce organization, you need to effectively create impressive and profit-oriented marketing strategies to reach out to the targeted audience and generate maximum possible leads.

Beginner

## Improve Customer Satisfaction

Learners are presented with cases where, being a professional in a Digital Marketing agency, you must come up with unique strategies that will improve customer frequency and increase business productivity and efficiency.

Beginner

## Off-Page Optimization – Link Building

In this project, which is based on Off-Page optimization techniques, the learners are required to work on link building, directory submission, social bookmarking, guest blogging, and also social media links among others.

Intermediate

## Create Instagram Advertisements

Create, measure, run, along with tracking various advertisements on Instagram by publishing ads on the platform to generate maximum possible leads. Further, analyze these ads to understand what works for the organization.

Intermediate

## Social Media Marketing Optimization

Optimize Social Media Marketing tactics which are also used in the organization by refreshing and mixing up strategies for various popular social media platforms including the likes of LinkedIn, Instagram, Facebook, etc.

Intermediate

## Develop an E-Mail Marketing Campaign

To develop an E-Mail marketing campaign, use Mailchimp to build a personalized email for the company as part of the business marketing campaign. Also, create an interactive email that catches the attention of users and engages them.

Advance

## Manage Email Lists

Use email marketing and online marketing techniques to effectively engage and convert the maximum possible leads and customers. Also, develop strategic email marketing lists in order to run the targeted business campaigns.

Advance

## Optimization of Mobile Transactions

Learners are presented with cases where, being a marketing intern, you must prepare the web page and emails for mobile users, along with creating an advertisement for mobile phones, and optimize mobile transactions.

Advance

## Build a Mobile Marketing Strategy

As a Digital Marketing professional of an e-commerce organization, create innovative mobile marketing strategies to attract more customers to the organization.

# Course Advisors / Faculty



## Manish Anand

CEO at iHUB IIT Roorkee

Manish Anand is an IIT Kanpur alumnus with an MBA in Technology and innovation management from Korea Advanced Institute of Science and Technology (KAIST), Seoul. He currently heads iHUB DivyaSampark, a Technology Innovation Hub hosted at IIT Roorkee.



## Umesh Krishna

Director-Marketing head Swiggy

He heads a team spanning from insights and brands to media managers and drives the central branding and leads the media. An IIM-Kozhikode alumni, he is experienced in developing top-notch communications strategies.



## Nirav Parmar

Marketing Manager, Paytm

He is an IIM Ahmedabad alumnus with a vast experience in consumer-focused digital marketing. Currently associated with Paytm, Nirav oversees Performance Marketing, Customer Segmentation, Marketing Campaigning, and Innovation.



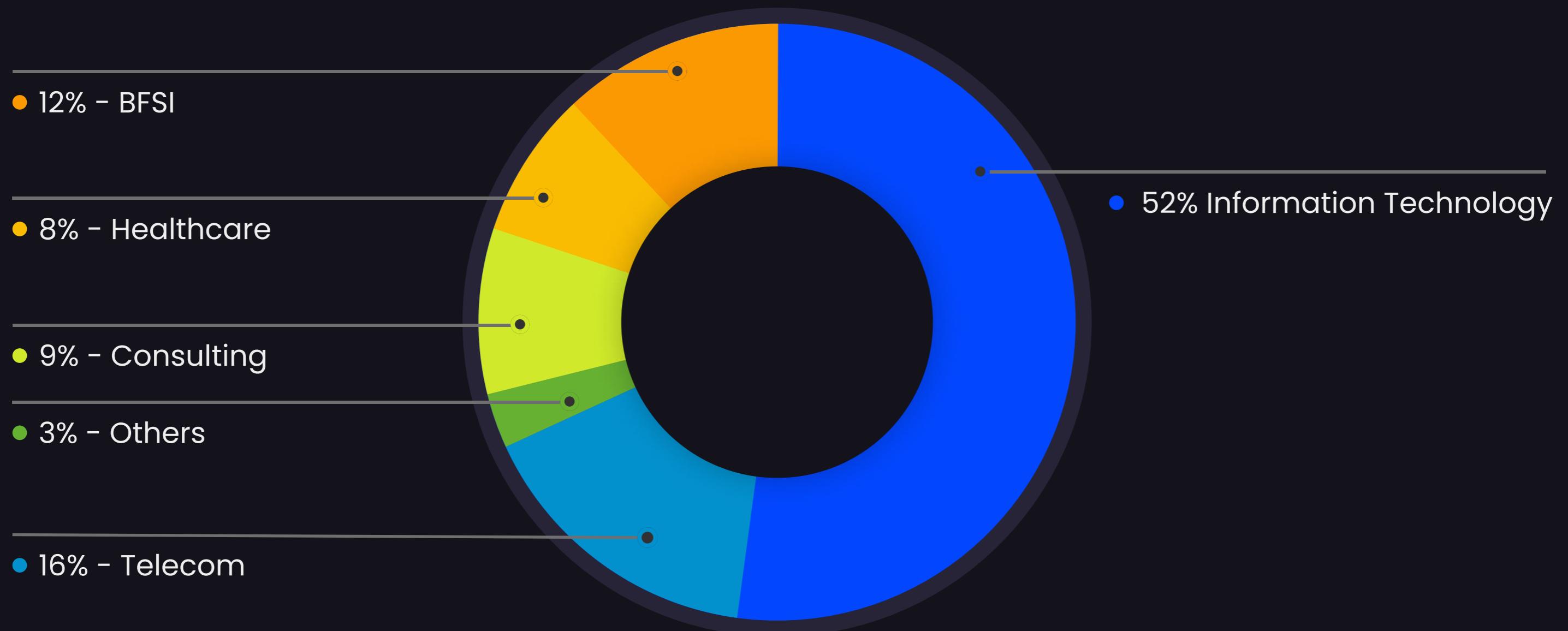
## Pinaki Chakraborty

General Manager, Search and Content, Schneider Electric

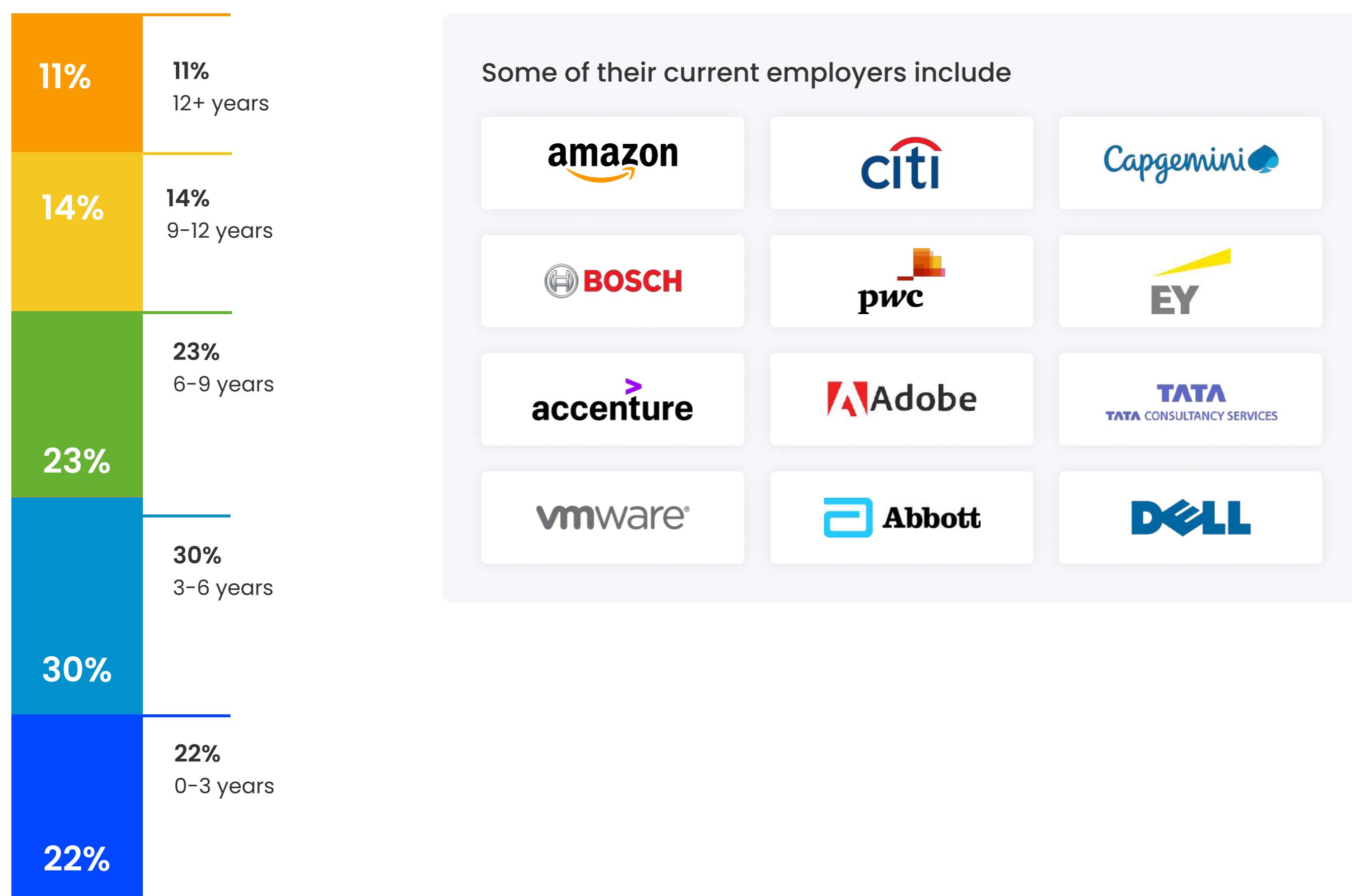
Leading a global search experience team at Schneider Electric, Pinaki carries extensive experience in social media programmatic RTB, web analytics, and content strategy alongside handling the digital transformation.

# Meet the **Batch**

## Industries Our Learners Come From



## Work **Experience**



# Glimpse of our Successful Transitions



4.6 ★★★★☆



4.5 ★★★★☆



4.38 ★★★★☆

## Career Transitions



# Intellipaat Career Services



500+  
Webinars



600+  
Job Shares



400+  
Hiring Partners



55%  
Avg. Salary Hike\*

## What Makes Us **Tick**



### Career-oriented Sessions

Attend 25+ career-oriented sessions by industry mentors and plan your career trajectory



### Profile Building

Craft a Digital Marketing resume and a LinkedIn profile to make an impression on top employers



### Mock Interview Preparation

Prepare with mock interviews including most asked questions by top employers



### 1:1 Mentoring Sessions

Get 1:1 guidance at every step in your career transition to Digital Marketing



### 3 Guaranteed Interviews

Guaranteed 3 job interviews upon movement to the placement pool after clearing the Placement Readiness Test ( PRT). Get interviewed by our 400+ hiring partners.\*\*



### Dedicated Job Portal Access

Get exclusive access to 200 job postings per month on Intellipaat's job portal



### Job Fairs

Job fairs are conducted regularly to introduce learners to major organizations



### Hackathons

Work in teams and get exclusive access to hackathons

## Learner **Reviews**



**Lakshmy Venkatram**  
SEO Account Manager at GroupM

Thanks to Intellipaat for such a wonderful Digital Marketing course. Good trainers and rich content along with real-world assignments & Digital Marketing projects. All the topics were well taught. Would like to recommend Intellipaat to all.



**Dawsiri Somboonsil**  
Marketing Manager at S&S Investment LLC

I'm very impressed by the case studies, projects, assignments, and self-paced videos of this course. Even fresher's can learn from this course easily. The trainer was very helpful while explaining and clarifying doubts. Thanks, Intellipaat.



**Sandesh Madannavar**  
Content Analyst at India Outsource Technologies

This is the best learning platform for an online digital marketing course. I would recommend this to all. The course is designed in a way that anyone can master the concepts from basic to advanced. I'm impressed with this curriculum.

# Program Partners



## About Intellipaat

**Intellipaat** is one of the leading online training providers with more than 10 million learners in over 155 countries. We are on a mission to democratize education as we believe that everyone has the right to quality education.

We create courses in collaboration with top universities and MNCs for employability like EICT IIT Roorkee, EICT IIT Guwahati, IITM Pravartak, IIM Ranchi, IIT Jammu, IU, LSBU, University of Essex, University of Liverpool, IBM, Microsoft, etc.

Our courses are delivered by SMEs & our pedagogy enables quick learning of difficult topics. 24/7 technical support & career services help learners to jump-start their careers.



## About iHUB DivyaSampark, IIT Roorkee

iHUB DivyaSampark, IIT Roorkee aims to enable an innovative ecosystem in new-age technologies like AI, ML, Drones, Robots, and data analytics (often called CPS technologies). It aims to do this by promoting and enhancing core competencies, capacity building, and manpower training to provide solutions for national strategic sectors and become a significant contributor to Digital India.

### Achievements – IIT Roorkee:

- Ranked 7th 'Overall' and 6th in 'Engineering' in India as declared by NIRF 2022
- Ranked 175th in the world for 'Engineering and Technology' by QS World University Rankings 2023
- Ranked as the 369th best institute in the world by QS World University Rankings 2023
- Ranked as the 114th best institute in Asia by QS World University Rankings 2023

### Upon the completion of this program, you will:

- Certification from iHUB DivyaSampark, IIT Roorkee



**10 Million** Learners & 500+ Corporates across 155+ countries  
upskilling on Intellipaat Platform



## Contact Us

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