



Digital Marketing

Certification Training Programs

Table of Content

S. No	Title	Pages
01.	About Eklabya E-Learning	3
02.	What Makes Our Digital Marketing Certification Course Stand Out?	4 – 5
03.	Advantages of Digital Marketing and Average Salary	6
04.	Career Scope	7
05.	Career Benefits	8
06.	Employment/Professional Positions After Certification	9
07.	Whom Is It For, Program Outcomes & Qualifications for Eligibility	10
08.	Media Recognition	11
09.	Internship in Top MNCs	12
10.	Top Hiring Partners	13
11.	Our Clientele	14
12.	Contact Information	15

About Eklabya

Eklabya E-Learning Pvt Ltd is a globally recognized edtech platform offering career-oriented certification programs that fast-track professional growth. With a strong focus on hands-on, skill-based learning, we provide advanced training in high-demand fields like IT, management, finance, healthcare, and more—aligned with today's evolving job market.

Our Digital Marketing training program is designed to build expertise in SEO, SEM, social media strategy, content marketing, email campaigns, and web analytics. Learners gain practical experience through real-world projects and expert-led sessions—developing skills using tools like Google Ads, Meta Business Suite, and Google Analytics. This program prepares students to become job-ready digital marketers equipped to drive brand visibility, engagement, and conversions across online platforms.

Our Goals



Creating Value Comes First For Us

"Our mission is to empower individuals and businesses worldwide by delivering transformative digital marketing education —fuelled by expert insights, cutting-edge tools, and result-driven strategies to thrive in the digital age."

What Makes Our Digital Marketing Certification Course Stand Out?

01. Build a Rock-Solid Foundation in Digital Marketing Tools

Kick-start your learning by mastering core tools like SEO, Google Ads, Meta Ads, email automation, social media strategy, and analytics platforms—essential for thriving in today's digital-first world.

02. Navigate Real-World Campaign Challenges

Sharpen your skills through hands-on projects like running PPC campaigns, drafting email workflows, crafting blog content, and optimizing ads to reflect actual industry dynamics and performance metrics.

03. Create, Execute & Monitor Campaigns End-to-End

Develop full-scale marketing campaigns—plan, design, launch, measure, and iterate—using real tools like Google Analytics, HubSpot, Mailchimp, and social media platforms to ensure campaign efficacy.

04. Follow an Industry-Aligned Curriculum

Progress through a curated syllabus covering SEO strategy, content marketing, social ads, conversion optimization, analytics, and more—geared toward in-demand roles across agencies and brands.

05. Write Data-Driven, Audience-Centric Campaigns

Learn to craft compelling messaging and optimize ad creative based on demographic targeting, search intent, voice analytics, and performance data for maximum engagement and ROI.

06. Learn from Practicing Digital Marketing Experts

Get mentorship from professionals working on real businesses. Gain insider tactics, best practices, and case study analysis borrowed from live campaign strategy sessions.

07. Why is analytical skill mastery critical in digital marketing?

Understand customer behavior through tools like Google Analytics, social media insights, and ad dashboards. Learn to interpret data to refine targeting, allocation, and creative strategy for better campaign outcomes.

08. Are certifications valuable without hands-on projects?

Certifications by themselves signal learning initiative, but real impact comes from applying your skills—case studies, internships, or personal projects build credibility and attract employer interest.

09. What career paths open up after digital marketing certification?

Roles like SEO Specialist, Social Media Manager, PPC Strategist, Content Marketer, and Email Marketing Expert are accessible across diverse industries, offering both corporate and freelance career avenues.

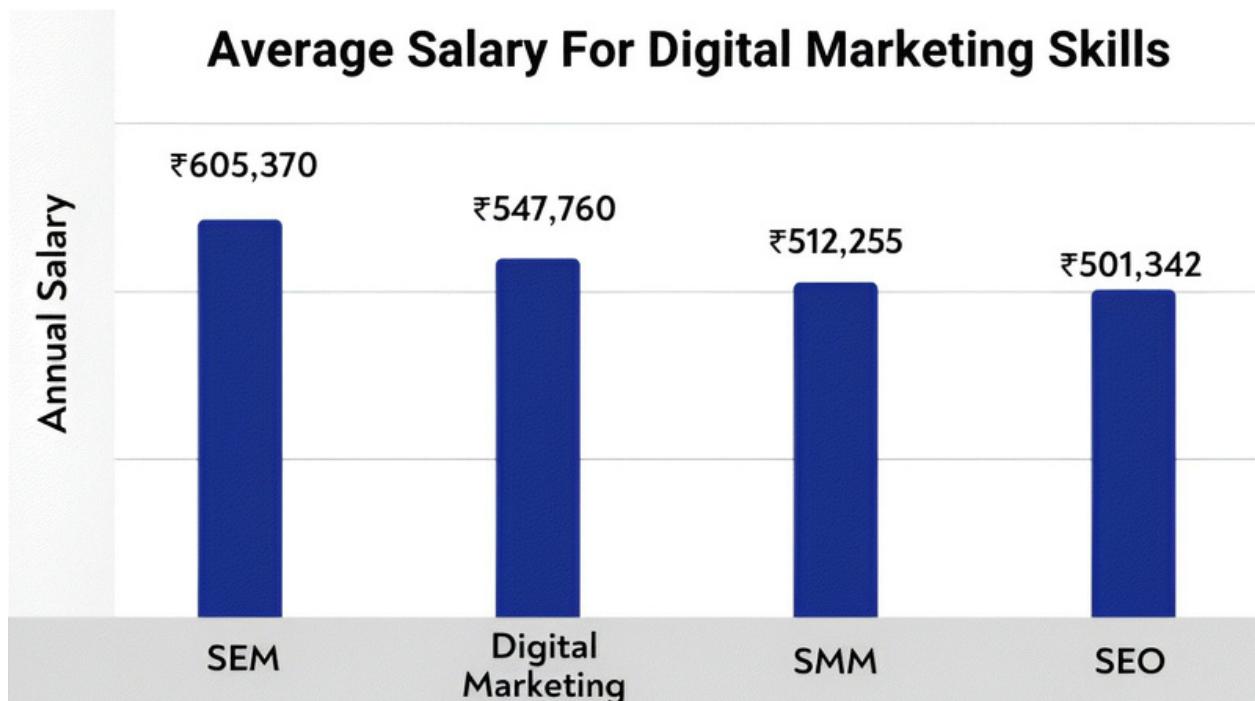
10. Learn from Practicing Digital Marketing Experts

You gain the freedom to freelance, work remotely, or build your own brand—thanks to widely accessible tools and digital campaigns that can be managed from anywhere.

Advantages of Digital Marketing and Average Salary



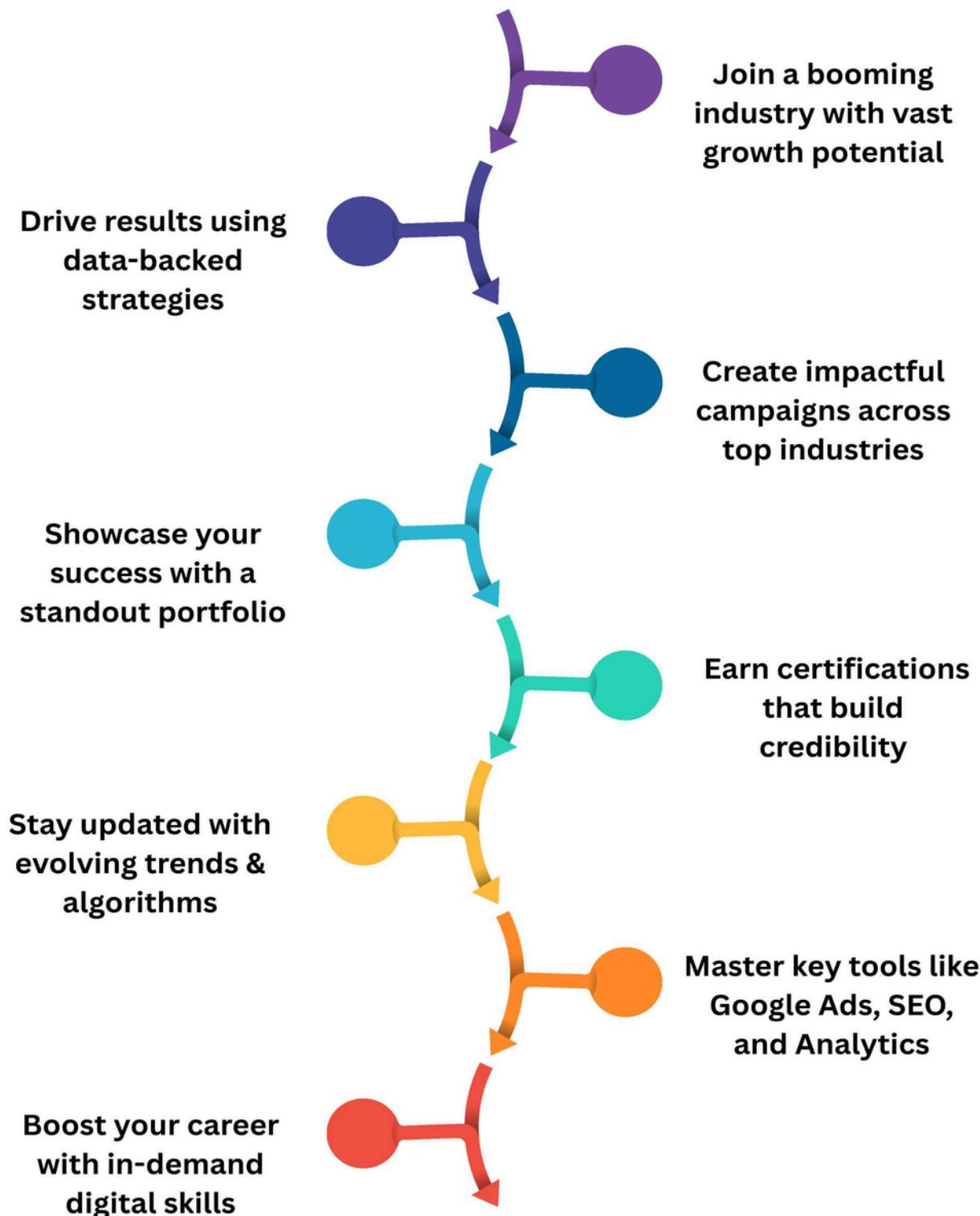
Average Salary For Digital Marketing Skills



Career Scope



Career Benefits



Employment/Professional Positions After Certification

			
Wordpress Developer	SEO Specialist	Canva Designer	Social Media Ads Manager
			
Digital Marketing Executive	Social Media Specialist	Social Media Executive	SEO Executive
			
Content Writer	Performance Marketer	Marketing Automation	Google Ads Specialist
			
Amazon/ Marketplace Manager	Freelancer	Blogger & Affiliate Specialist	
			
Digital Transformation Specialist	Digital Marketing Officer	Digital Intrepreneur	
			
Digital Marketing Manager	D2C Specialist/ D2C Business	Key Account Manager	

Whom Is It For?

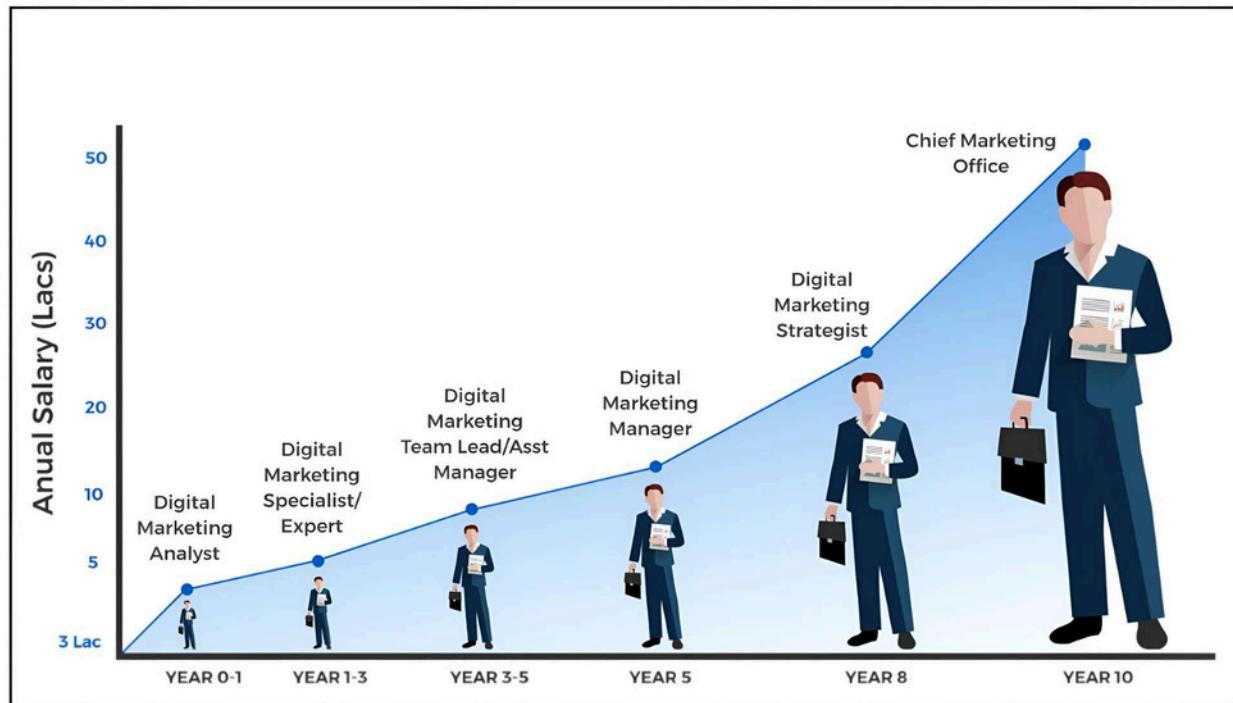
- 1. Graduates from any discipline
- 2. Marketing and sales professionals
- 3. Entrepreneurs and business owners
- 4. Individuals seeking a digital career shift

Program Outcomes

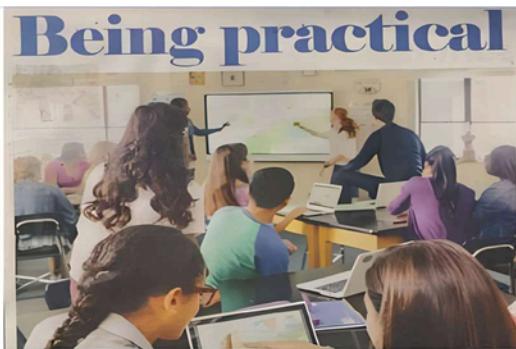
- Master SEO, SEM, Social Media & Email Marketing
- Create Mobile-Optimized, Targeted Campaigns
- Get Hands-On with Google Ads, Meta & HubSpot
- Track Performance with Google Analytics
- Optimize for Reach, Engagement & ROI
- Launch Campaigns on Google, Facebook & LinkedIn

Qualifications for Eligibility

Basic understanding of online platforms and marketing tools, with a strong interest in creating engaging, data-driven, and results-focused digital campaigns.



Media Recognition



INDIA TODAY APP

How online courses can help improve your accounting skills

Online accountancy courses easily incorporate changes to a curriculum allowing students to remain up to date with changes in subjects such as GST, Income Tax and TDS.



Every good organisation must have a great accountant. Many businesses today are digital yet the need for skilled accountants to keep track of a business's finances is as important as

2012 (b) by some police selected people can lead to be state accountable

HOME	MEMS	S-12	HIGHER EDUCATION	PARENT	STUDENT	VISITS	EVENTS	COMM.
• Sharmas & Ratanasena	• Praveen & Parvathy	• Srinivasan	• Thirumurthy & Suresh	• Arunachala & Ganesan				

How Online Courses Are Helping In Improving Accounting Skills



July 14, 2018 Home Economics Mathematics Science English Literature



Internship in Top MNCs

Internship in Top Global Companies

Get work experience with virtual programs from top global companies such as:



Certificate of experience from top global companies



At your own speed and in your own time, acquire extremely elevating skills.



Make connections between students and prestigious companies by simulating their work.



Obtain a genuine professional edge by working with Fortune 500 companies.



Learn essential skills and get a taste of what actual job looks like. Most notably, some of the world's top pupils

Top Hiring Partners



Our Clientele





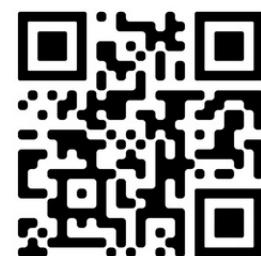
StartYourJourneyToday!

Join thousands who've advanced their careers with expert-led Digital Marketing training designed for real-world campaign success.

Contact Information

Phone: +91 9990056799 | Email: info@Eklabya.com

Website: www.eklabya.com



Scan QR Code for
Visiting Our Website

 Address: H-161 BSI Business Park, Sector-63, Noida, Gautam Budh Nagar, Uttar Pradesh 201301