DIGITAL GURUKUL®

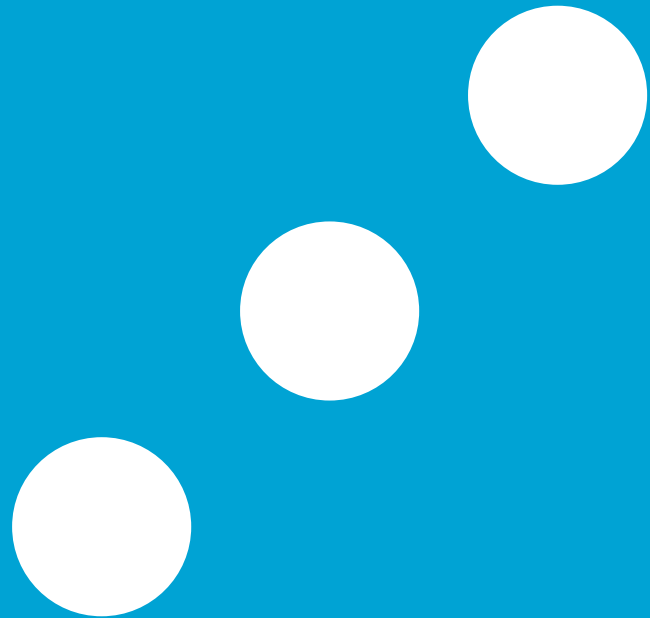Awarded Asia's Best Digital Institute

Topic wise Specialisation in Digital Marketing Brochure

(Updated September 2021)

INDEX

1 - Introduction

Follow on Linkedin

Dr. Raj Padhiyar
Founder & CEO~ Digital Gurukul (Leading
Edtech Company in Asia), Digital Marketing...

You have only **2** options in
Covid-19 Pandemic-

Adapt Digital
or
Perish..

- Dr. Raj Padhiyar

Founder of Digital Gurukul, Award Winning Digital Marketer,
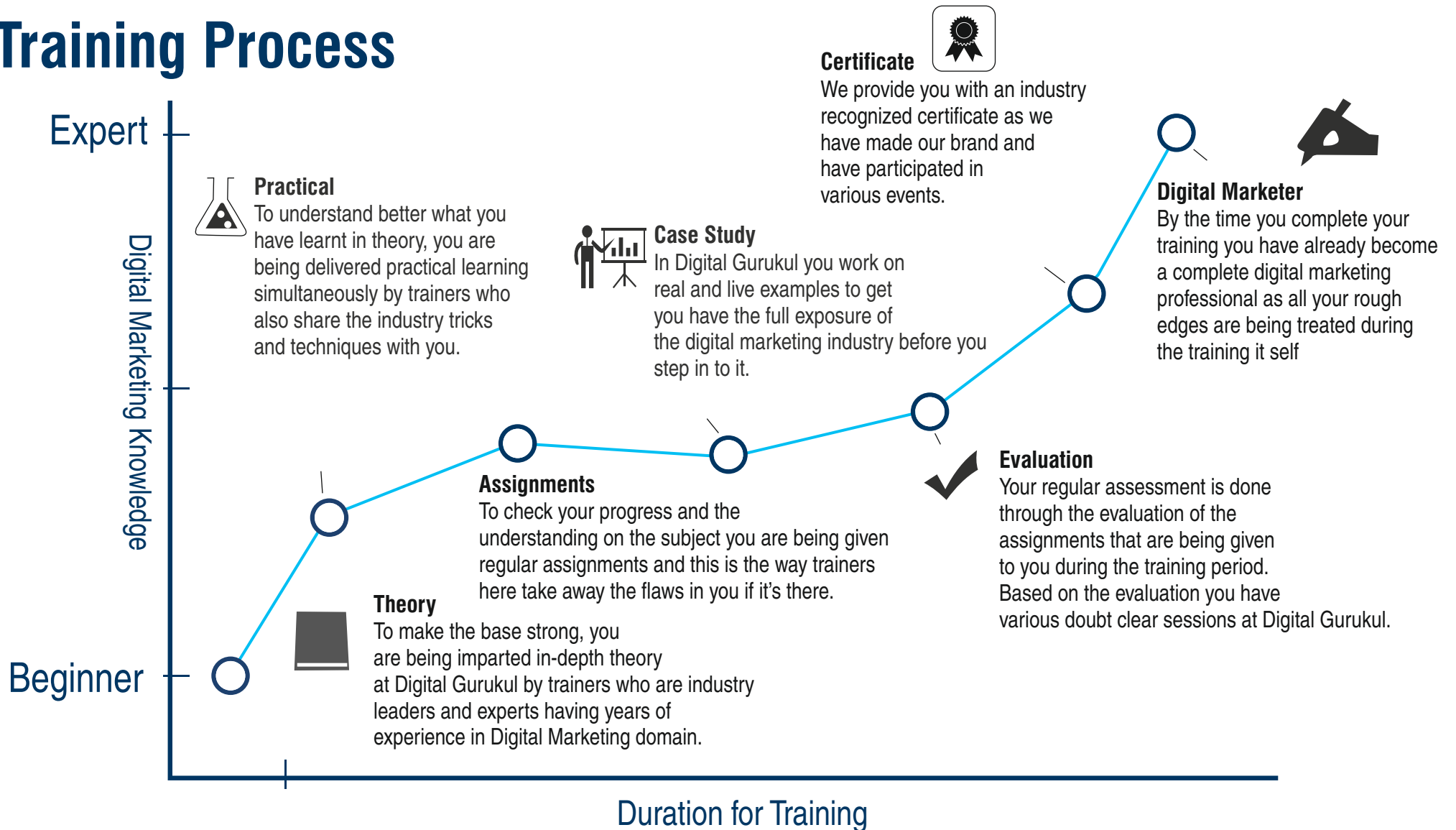Author, Speaker, Trained 44850+ Professional, Featured in 75+ News Media

Programs Offered by Digital Gurukul

(Updated September 2021)

1) Topic wise Specialisation in Digital Marketing (15+ Domains) : 18+ hours

2) Digital Marketing Certification Program (10+ Topics) : 35+ Hours

3) Basic Diploma Program in Digital Marketing (25+ Topics) : 60+ Hours

4) Masters Diploma Program in Digital Marketing (40+ Topics) : 180+ Hours

Training **Methodology**

Training Process

Expert

Digital Marketing Knowledge

Beginner

Practical
To understand better what you have learnt in theory, you are being delivered practical learning simultaneously by trainers who also share the industry tricks and techniques with you.

Certificate
We provide you with an industry recognized certificate as we have made our brand and have participated in various events.

Case Study
In Digital Gurukul you work on real and live examples to get you have the full exposure of the digital marketing industry before you step in to it.

Digital Marketer
By the time you complete your training you have already become a complete digital marketing professional as all your rough edges are being treated during the training it self

Assignments
To check your progress and the understanding on the subject you are being given regular assignments and this is the way trainers here take away the flaws in you if it's there.

Evaluation
Your regular assessment is done through the evaluation of the assignments that are being given to you during the training period. Based on the evaluation you have various doubt clear sessions at Digital Gurukul.

Theory
To make the base strong, you are being imparted in-depth theory at Digital Gurukul by trainers who are industry leaders and experts having years of experience in Digital Marketing domain.

Duration for Training

Topic wise Specialisation in Digital Marketing (15+ Domains) : 18+ hours

(Updated September 2021)

1) Recorded Videos + Weekly LIVE Lectures In (15+ Domains)

01

Certification Course Blogging/Content Writing (Casestudy of Shraddha Sharma from Yourstory added)

- What is Content Marketing?
- Importance of Content Marketing
- Objective of Content Marketing
- Various types of Content with practical examples
- Content building process
- How to write Great Compelling Content
- Keyword research for Content ideas
- Content Optimization for Search Engines
- Content Marketing Strategies
- Content Distribution and Analytical Strategies
- Content KPIs
- How to increase opt-in Email list with Content Marketing with examples
- Case study on Content Marketing
- Tools and Proposal Making Process for Content

02

Certification Course in Graphic Designing (Updated - Memes & Animation)

- Basics of graphic designing
- Fundamentals of Structure, layout, colours, templates
- Animation/GIF
- Graphics Content strategies
- Meme designing
- Tools for Graphic Designing
- Introduction to Canva
- Designs Brainstroming
- The Color Palette
- Brand and Shape Connection
- Typography
- Unlock Design Secrets
- Getting your 1st client for graphic designing (Proposal,pricing etc.)
- Graphics designing Assignments for India's leading brands (Sleepy Cat , Sleepy Owl , Naagin ,True Elements , Scaters , Nicobar , Pahadi Local)
- FAQ

03

Certification Course in Professional WordPress Development (LIVE Practical)

- What is Website & its Importance
- Understanding the types of Websites & its Components
- Website Planning & Setup Process
  (Website Bundle provided by Digital Gurukul)
- Theme and Plugin Installation Process (UI/UX Perspective)
- Website SILO Architecture & Implementation
- Website Content Creation & Implementation Process
- Setting Up the Page Builder and other Important Plugins
- Website Optimization Process (With Plugins/Tools)
- Implementation of Website Audit
- Proposal/Pricing/Pitching process to get
  Website building projects

04

Certification Course in
SEO
(Search Engine Optimization)

- SEO & its history starting from 1994 to 21st century
- What is Searching & how Search Engine works?
- Analysis of Site Structure & SEO Implications
- Keyword Research and Analysis
- SEO Factors (150+)
  - Domain level factors
  - Page level factors
  - Site level factors
  - User interaction factors
  - Brand Level factors
  - On Site Web spam factors
  - Off Site Web spam factors
- Google search Console
- Google Algorithm Updates
- Understanding Key SEO Terminologies
- Mastering SEO with 10+ tools & Plugins
- Monitoring and Meausring SEO Implementation with Google Analytics
- SEO KPIs
- SEO Case Studies of India's Leading Brands
- Proposal/Pricing/Pitching process to get SEO projects

05

Certification Course in Digital Political Campaign Management
(Updated - (Updated Facebook–Cambridge Analytica data scandal- USA Elections)

- Politics & Digital Media - a brief insight
- Overview of Political campaigns transformation from Traditional to Digital (Global context)
- Digital Content strategies for Politicians in 2020 (IMP)
- Case study of Narendra Modi Digital Campaign for Loksabha election
- Case study of Facebook–Cambridge Analytica data scandal (USA Elections 2015)
- Latest trends (Twitter, Linkedin, Instagram by Leading Indian Politician)
- Do's & Dont's for handling Digital Media management of Politicians
- Getting Political client for your agency (Pitching, services offered, pricing)

06

Certification Course in Social Media Marketing
(Updated Snapchat & Spotify Marketing)

- Social Media Marketing Overview?
- Understanding connections of Social Media
- How Social Media Change world with Case- studies in 2021
- How Social Media is Different mode of Marketing?
  - Facebook Marketing
  - Twitter Marketing
  - Instagram Marketing
  - Linkedin Marketing
  - Pinterest Marketing
  - Snapchat Marketing
  - Spotify Marketing
  - Quora Marketing
- Social Media Algorithms ,Ad Campaigns ,Ads copies, Ad Policies , Ads KPIs ,Organic reach/Followers best practices ,Ads Best Practice etc.
- Practical tools to understand all the Social Platforms.
- Understanding linking of all Social Media & Re-Marketing
- Platforms for Marketing purpose
- Social Media Audit
- Case studies of Various India's Leading Brand (Zomato, Amazon prime, Fevicol , Durex, Paytm, Swiggy, Fevikwik, Amul, Dunzo)

07

Certification Course in Google Adwords/SEM

- Google AdWords Overview
- Understanding AdWords account structure
- Google Ads Auction & Quality Score
- Understanding Keywords & Finding relevant Ad groups options
- Understanding different types of Bid Strategy
- Ad Campaigns, Ads copies,Ad Extensions, Ad Policies & Ad Analytics
- Mastering Following Google Ad Campaign types :
  - Search Campaign
  - Display Campaign
  - YouTube Video Campaign
  - Shopping Campaign
- Tracking Performance/ Conversion
- Re-marketing Campaign in Google AdWords
- Latest trends in Google Ad Campaigns
- Proposal/Pricing/Pitching process to get Google Ad projects

08

Certification Course in Influencer Marketing

- Evolution of Influnecer/Youtuber/Vlogger
- Myths about becoming Influencer/Youtuber/Vlogger
- Process to identify niche/passion/interest areas
- Process of Digital Identity creation
- Strategies to create B2C/B2B Connect to increase followers
- Tools/Equipments needed
- Importance of Social work/PR/Community to take your
   Digital brand to next level
- Strategies to Monetize your Digital Properties/Brand
- Case study of Popular Influencer/Youtuber/Vloggers across Asia

09

Certification Course in Video Editing/Marketing

- Introduction to Video Content
- Critical Analysis of Video content vs other content formats
- Video Creation Process
- Introduction To Video Creation Tool (Filmora)
- Understanding Types Of Video Shots
- Titles, Lower thirds, Subtitles
- Effects and Transitions
- Color Correction
- Green Screen Editing
- Audio Editing and Sound Sfx
- Creating a Video Ad
- E-Commerce Product Video
- Video Marketing Strategies
- YouTube Marketing
- YouTube SEO

10

Certification Course in Freelancing Mastery

- Freelancing - Introduction, Overview & More
- Various Online Platforms to get Freelancing Projects
- Important Guide on how to Approach the Client & get the Project by beating your Competitor
- Freelancing & Personal Branding
- Creating Profiles in Freelancing Websites (Upwork, Fiver, Freelancer etc.)
- Optimizing Profiles
- Pitching/Pricing Process
- Creating Project winning Bids

11

Certification Course in Online lead generation (Updated September 2021 Whatsapp Business added)

- Understanding Lead Generation for Business
- Why Lead Generation is important?
- Understanding Landing Pages
- Understanding Thank-you Page
- Landing pages vs Websites
- Best practice to create Landing Page and Thank You Page
- Practical Exercise for creation of Landing Page
- Types of Landing Pages
- Reviewing Landing Pages created by Trainees
- What is A/B testing
- How to do A/B testing
- Selecting Landing Pages after A/B testing
- Converting Leads into Sales
- Creating Lead Nurturing Strategy
- Understand Ultimate strategy to Generate Leads
- Integrating various Online Marketing Efforts
- Intense practice on Conversion Chain CTA - Landing page- Thank you page
- Creating LIVE Lead Generation Campaign & Analysis

12

Certification Course in E-Commerce

- Introduction to Woocommerce
- Understanding Woocommerce Functionality
- Building Virtual Store
- Creating a Bundle of Digital Products
- Listing Digital Products to Store
- Setup and Integration of Checkout Process
- Setting up the Downloads and Category Pages
- Integrating Payment Gateway
- Setting Up Customer Profiles
- Setting Up Login Page
- E-Commerce Advertisement management Tools (Flipkart & Amazon)
- Amazon Seller Center
- Amazon Product Advertisment
- E-Commerce Project
- Proposal/Pricing/Pitching process to get E-commerce projects

13

Certification Course in Google Analytics

- Google Analytics Overview
- Understanding How Google Analytics works Google Analytics Glossary
- Google Analytics Account Structure
- Understanding Google Analytics Insights
- Understanding Cookie tracking
- Various types of Cookie tracking used by Google Analytics
- Starting with Google Analytics
- How to set up Analytics Account
- Understanding Goals and Conversions
- How to setup Goals?
- Understanding Bounce rate & how to reduce It.
- Importance of Funnels
- How to set up Funnels in Goals
- How to integrate AdWords and Analytics Account
- Measuring performance of Marketing Campaigns via Google Analytics
- What is Link Tagging
- How to set up Link Tagging
- Setup Customized Reports

14

Certification Course in Online Reputation Management

- Online Reputation Management Scenario
- Why Online Reputation Management has become Very important in Today's Time
- Understanding ORM scenario in India
- 12 Online Reputation Management Rules
- How to deal/handle with Criticism Online
- 9 ways to create a positive Brand Image Online
- Step by Step Guide to overcome Negative Online Reputation
- Understanding Tools for Monitoring Online Reputation
- Online Reputation Management Project & Case Study

15

Certification Course in Affiliate Marketing

- Overview of Affiliate Marketing?
- How Affiliate Marketing works?
- 3 A's of Affiliate Marketing
- Affiliate Marketing Success Stories
- Affiliate Marketing Industry Structure
- Affiliate Marketing Scope 6 Scale in India
- Types of Affiliate Marketing
- Affiliate Marketing Global Perspective
- Secrets of Affiliate Marketing
- Ways 6 How to do Affiliate Marketing
- Affiliate Marketing — Indian scenario
- Affiliate Marketing Agencies in India
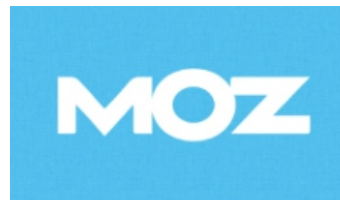- Networking in Affiliate Marketing

International Tools That We will be Covering
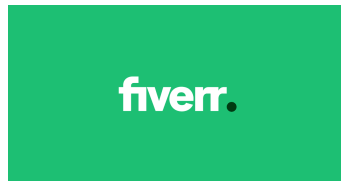
44,850+
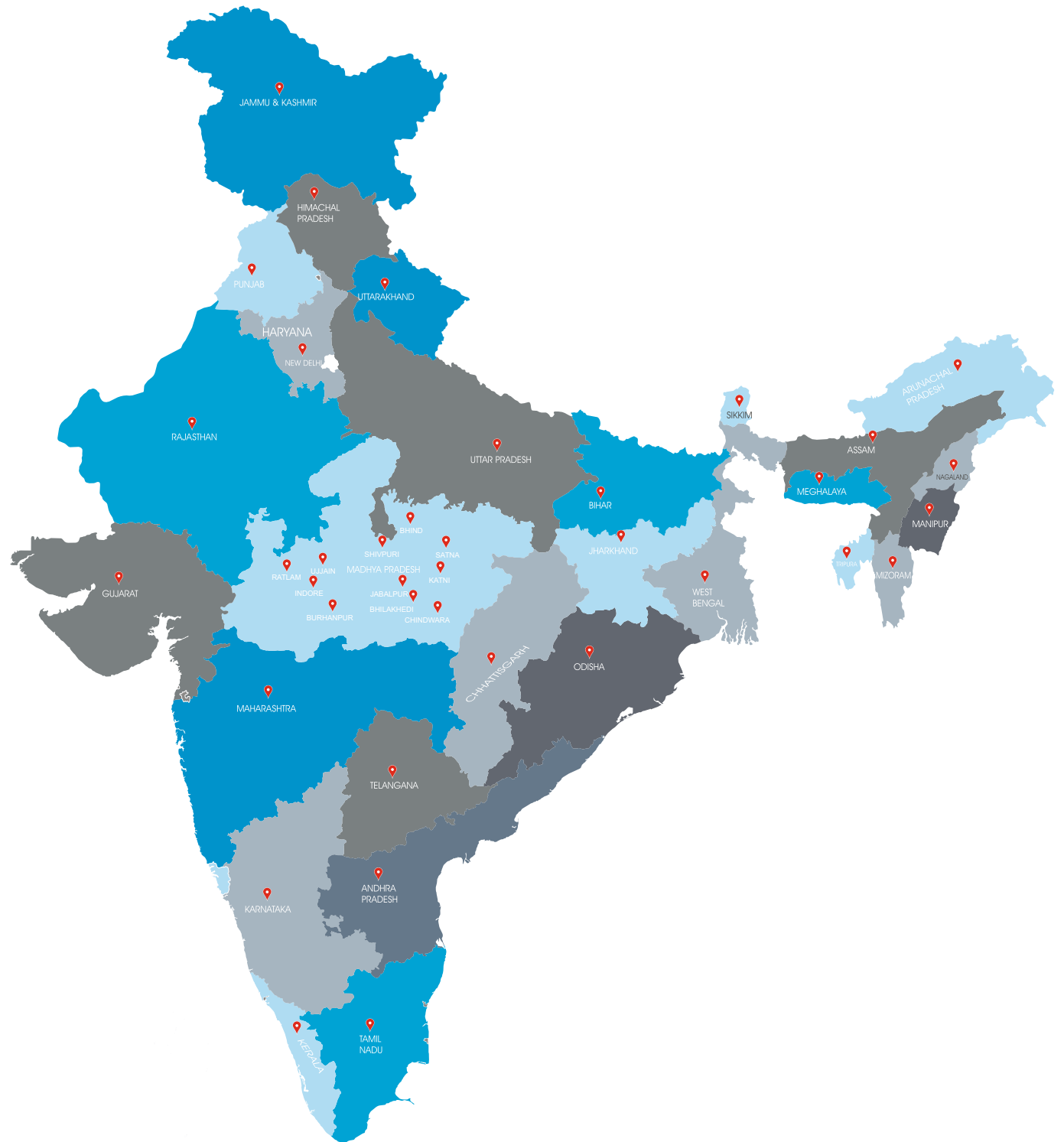Students Trained from
105+
Cities Across Asia

* Data as on Feb 2020

Dr. Raj Padhiyar
Founder & CEO
Digital Gurukul

Awarded Asia's Best Digital Marketer of 2018- Dr. Raj Padhiyar who born & brought up in Mumbai. His education qualification includes (B.Com from Narsee Monjee College), (MBA from Welingkar Institute) & (M.Com from Mumbai University) & (Digital Marketing from Ireland). His involvement in Digital Marketing dates back to 2008 when Digital Marketing was a relatively new term for all the people across the industry by handling Freelancing work of small businesses & Educational Institution.

Dr. Raj Padhiyar is (Founder – Digital Gurukul – Awarded Asia's Best Digital Marketing Institute & 12+ Awards), (Founder – Emvive – Cental India's leading Digital Marketing Agency), Edtech Committee member (IAMAI- Government of India), Mentor of 50+ Organizations across Asia.

Dr. Raj Padhiyar is the only Indian to receive Doctorate in Digital Marketing from USA. He is also Awarded "Youngest Entrepreneur of the Year" for Digital Marketing Education in the year 2017, 2018 consecutively.

With 12+ National & International awards, Dr. Raj Padhiyar has been associated with various Government Organizations, Political Parties in managing their Digital portfolio. He has trained 44850+ Professionals across various industries & list is growing day by day. He has written several articles on Digital Marketing & his thoughts are regularly published in leading newspapers & Magazines across India including Times Now, Aajtak, and Deccan Herald etc. He has published his first book "Social Media & Politics in India" in 2019, available on Amazon & Flipkart. (It has got 5 star rating by readers) & his second book is published in 2020 "Fundamentals of Digital Marketing".
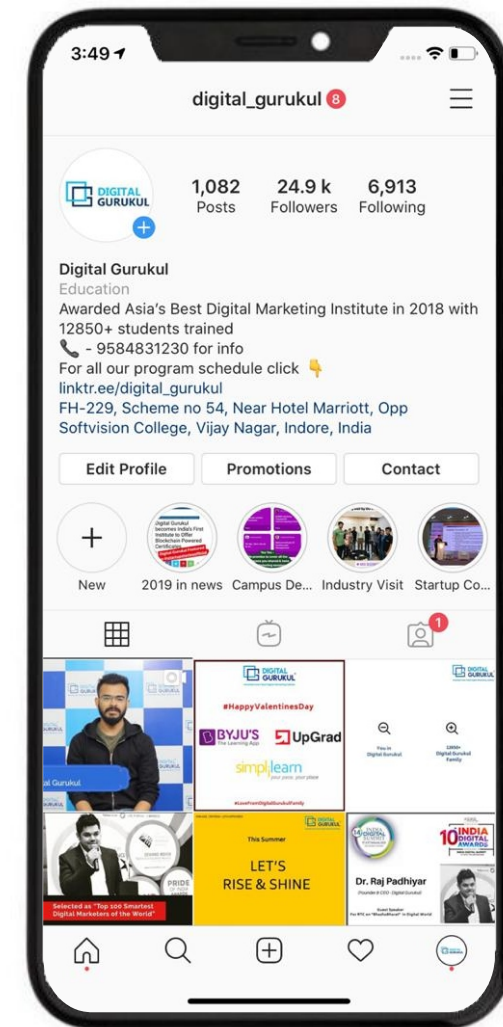
Digital Gurukul Achievements & Success Stories

Why to show you few images?

Visit our instagram page -
@digital_gurukul
& check complete list of achievements,
success stories, workshops,
viral campaigns, social activities
& much more

Digital Gurukul awarded "Asia's Best Digital Marketing Training Institute of 2018" by Blindwink.

Our Director Raj Padhiyar Received "Honorary Doctorate" in Digital Marketing in 2018.

Our Director Dr. Raj Padhiyar Awarded "Best Digital Marketer (Asia) 2018" by NIER's National Excellence Awards – 2018.

Our Director Dr. Raj Padhiyar Awarded: Young Entrepreneur of the Year Award 2018 in Education & Consulting National Award Category.

Digital Gurukul Awarded "Best Education Startup " By India's premier Startup Awards - Aeonian 2018 supported by NASSCOM , StartupIndia & MSME at World Trade Centre, Mumbai

"INDIA'S EDUCATION EXCELLENCE AWARDS 2018" by Pride of Indian Education

Dr. Raj Padhiyar has been Awarded Dronacharya Award" for the year 2018

Digital Gurukul Awarded "Madhya Pradesh Best Brand and Best Employer Brand Award 2018".

Our Director Dr. Raj Padhiyar Awarded: Young Entrepreneur of the Year Award 2017 in Education & Consulting National Award Category

Digital Gurukul awarded "Most Promising Digital Marketing Institute of 2016" by Outcomes Delivered.

Featured in "World's Top 100 Digital Marketers" by ET Now News & World Marketing Congress in Feb 2020

Our Founder Dr. Raj Padhyar receiving "World's Top 100 Digital Marketers" by ET Now News & World Marketing Congress in Feb 2020

Featured on Following News Media

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CNBC TV18

आज तक

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OUR DIGITAL STAR

MAYANK BATRA
(Master Diploma Student of Digital Gurukul)

Got placed at

Google

As Digital Marketing Trainer

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Microsoft INNOVATION CENTER

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SVKM's NMIMS
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Welingkar Institute of Management

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entrepreneur_shweta If anyone want to pursue PGDM online program from Welingkars (January batch) can contact me on 7999064101.

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digital_gurukul This is how Digital Marketing Workshop by our director - @raj_padhiyar concluded! Thank you Medicaps & Entire E-Cell team ❤️
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Our Academic Associations

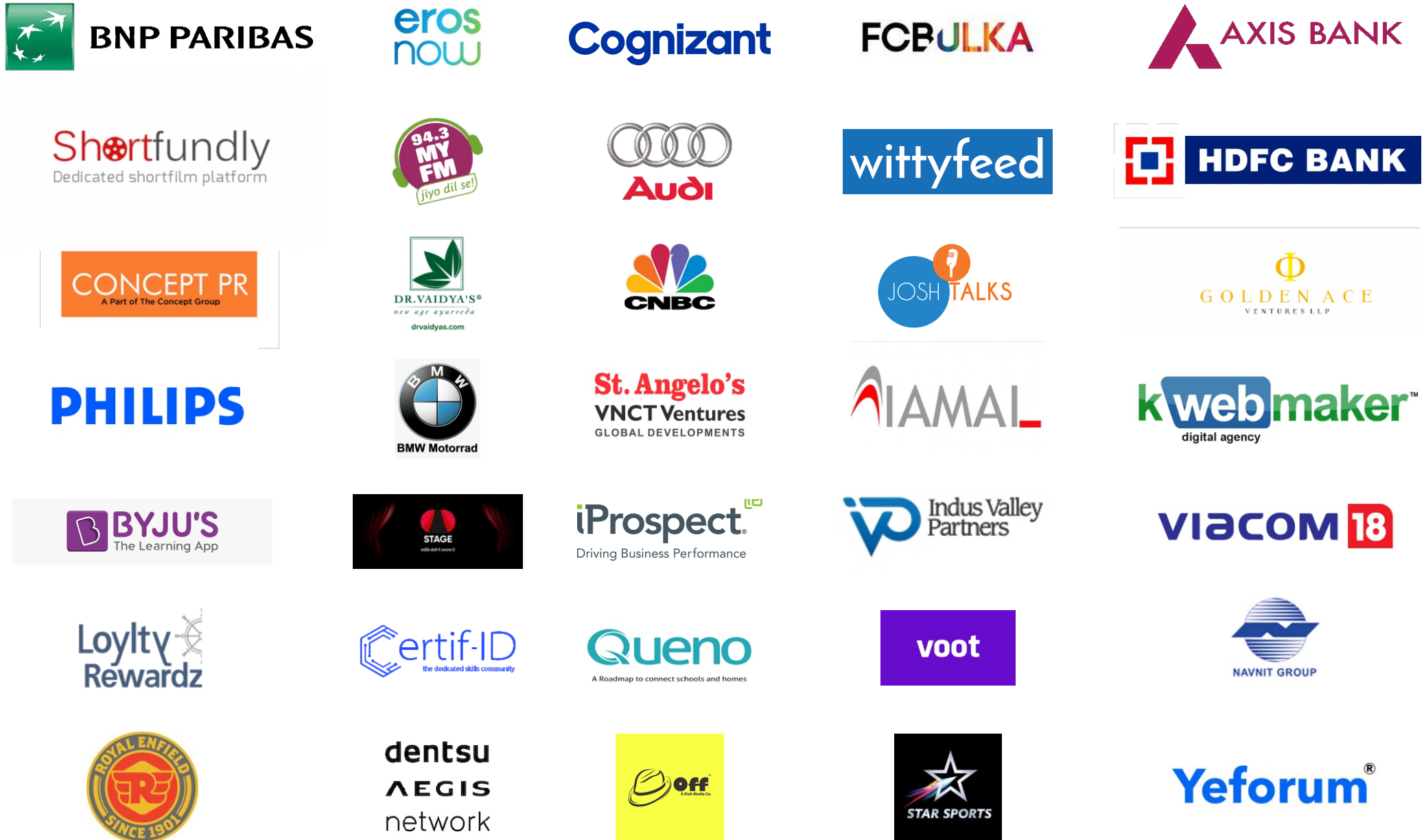सिद्धिमूलं प्रबन्धनम्
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S.P MANDALI'S
weschool
Welingkar Education

SVKM'S
NMIMS
Deemed to be UNIVERSITY

sdps
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SAGE UNIVERSITY
SAGE UNIVERSITY

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Our Corporate Network

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Cognizant

FCB ULKA

AXIS BANK

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Dedicated shortfilm platform

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jiyo dil se!

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GLOBAL DEVELOPMENTS

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BYJU'S
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STAGE

iProspect
Driving Business Performance

Indus Valley
Partners

VIACOM 18

Loylty
Rewardz

Certif-ID
the dedicated skills community

Queno
A Roadmap to connect schools and homes

voot

NAVNIT GROUP

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AEGIS
network

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A Rich Media Co.

STAR SPORTS

Yeforum

Our Digital Stars

Saloni Khandelwal
Medicaps Institute

Sakshi Sabrawal
Renaissance College

Shreyans Chandoliya
Prestige Institute of Management

Rakshita Mehta
Chamelidevi Institute of Technology

Vikas Tiwari
Freelancer with 10+ Years of experience

Payal Agrawal
Balaji Institute of Management

Sahil Isidore
IMS,DAVV Indore

Hardik Katariya
Emerald Heights

Akansha Surana
Freelancer working currently in Dubai

Aditya Sharma
Manager (Indian Steel Corporation)

Our Digital Stars

Amit Jat
Student - IIM Indore

Himansha Shrivastava
Student (Renaissance College)

Neha Jain
(Head - PR Agency -Shabdic Communication)

Priya Rawat
Prestige Institute of Management

Vinay Patidar
Acropolis Institute
(Now own Youtube Channel - The Viral Dose)

Yuvraj Singh Chouhan
Student, Oriental university

Victor Solomon
Owner - Alen Branding Corporation

Swany Porwal
Manager- Cholamandalam Insurance

Yusuf Ali
Marketing Manager - Sony India

Kunika Sharma
Indore Indira Business School

What student has to say about us?

Digital marketing has become growing trend even in IIMs. .Placement companies irrespective of their industries started demanding student with Digital Marketing skill-set. Not only this - one of my colleague started his own startup & steadily growing his entrepreneurship journey using his online marketing skills. Considering all the things, I have decided to learn Digital Marketing & Digital Gurukul was the obvious choice. Supreme quality with the practical learning & continuous support from Raj Sir. What more student wants?

Amit Jat
(Student - IIM - Indore)

Digital Gurukul is the best platform where you can grow and expand yourself.
It's my personal experience because after joining the class. I noticed the huge changes in myself. I mastered the art of Blogging, Digital Marketing campaigns & understood the art of creating content that get viral amogst targeted audience There are lots of things that I have learnt but I can't explain it in few words.

Kunika Sharma
(Student - Indore Indira Business School)-

Don't give a second thought if you really want your career or knowledge to be enhanced in Digital field. The perfect destination for all your digital trainings.

Sakshi Sabarwal
(Student - Renaissance College of Commerce)

Live Online Session, Friendly environment, Practical approach and a lot to learn. You never feel like studying. You are experiencing things here. The "Thinker in Chief" ~ Dr. Raj Padhiyar is really a Chief of Thinking.

Akansha Surana
(Freelancer now working in Dubai)

One word to describe Digital Gurukul is "Quality" . The pattern of teaching not like other institutes where lectures are monotonous. The use of presentation, videos, demo's and extensive debates on every topic and issue keep it interesting and keep the students updated about everything. It's more of an experience than just a plain course format.

Aditya Sharma
(Branding Manager - Indian Steel Corporation)

It a best course if one really see a great future in digital marketing. After learning the entire course, I have taken my dad's business on Digital Platform & now assisting him to generate sales & branding online. This was possible only because of continuous support of Raj sir.

Saloni Khandelwal
(Student- Medicaps Institute of Management)

Digital gurukul has a very unique way of Live teaching where it is fun to learn everything.Raj sir have great sense of humour and they taught us with various examples which makes everything so easy.

Shreyansh Chanodiya
(Student - Prestige Institute of Management)

Complete Digital Marketing modules with all support whether Free wifi, Research centre, Books & Modules & of course 24X7 support by Raj sir. No doubt - According to me - This is the Best institute not only in Madhya Pradesh but in Entire India.

Himansha Shriwastava
(Student - Renaissance College of Commerce)

Contact us –

Our Corporate Office – 2/Poonam Estate cluster, Mumbai - 401107

Our Centers
Vijay Nagar   - A-201/202, Bliss Avenue, Opp. VLCC, Scheme no 54, Vijay Nagar, Indore, 452010
Geeta Bhawan - 410/ TBC Tower, Geeta Bhawan, Indore 452001

For inquiries/demo session
Call/Whatsapp - 9584831230

website -   www.digitalgurukul.in
Email id   – info@digitalgurukul.in

Social Media –

Facebook   – www.facebook.com/OurDigitalGurukul
Twitter   – www.twitter.com/digital_gurukul
Instagram   – www.instagram.com/digital_gurukul
Linkedin – https://www.linkedin.com/company/digital-gurukul
Snapchat- digitalgurukul

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Digital is the Future

&

We care for your Future. .