

Digital Marketing Training Institute & Agency



SHAPE YOUR CAREER WITH DIGITAL MARKETING SKILLS

DIGITAL MONKEY

AGENCY BASED TRAINING • 100% PLACEMENT
ASSISTANCE • EXPERT FACULTY •
20+ MODULES

Advanced Digital Marketing Certification Course

Duration : 2 Months

Mode: Live Online & Offline Classes

Highlights

- Less Theory
- 100% More Practical
- Hands on Training
- Learn, Do & Teach Method



Coach : Dipak Dangewar



Meet Your Mentor



Dipak Dangewar

Digital Marketing Consultant & Trainer
Founder @Digital Monkey

200+
Students

50+
Clients

Join 2 Months Live
Online/ Offline Interactive

Advanced Digital Marketing Course

What Do You Get?



Study Material

You will receive PPT's, eBooks, PDF's, and references for further readings.



Bonus Documents

You will receive multiple template sheets to plan, organise and execute campaigns.



Community

The whole batch will be connected via telegram to share and learn from each other.



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 33.5%.
- Currently, the Digital Marketing Industry in India is worth around \$68 billion.
- According to eMarketer, advertising through mobile phones and tablets have risen to \$6 billion. The market is predicted to touch \$7.8 billion by 2020.
- Digital Industry will produce more than 20 lakh jobs in India by 2020.



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 Monkey, 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.

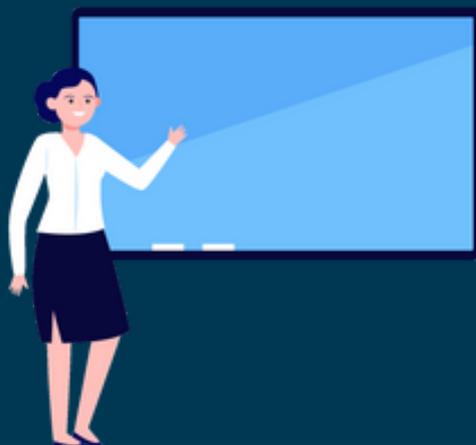
Candidates who are certified under Digital Monkey can get placed in the following Job profiles:

DESIGNATION	ROLES & RESPONSIBILITIES	SALARY
SOCIAL MEDIA EXECUTIVE	Driving brand and product awareness across various social media platforms	2,50,000 TO 3,00,000 LAKHS P/A
DIGITAL MARKETING STRATEGIST	Planning and creating effective end-to-end Digital strategies to increase prospective sales for any Business	3,50,000 TO 4,25,000 LAKHS P/A
SEO EXPERT	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	1,90,000 TO 2,50,000 LAKHS P/A
CONTENT WRITER	Create and proof-read intriguing content pieces that would drive maximum traffic to the website	2,50,000 TO 3,00,000 LAKHS P/A
CLIENT SERVICE EXECUTIVE/ ACCOUNT MANAGER	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	2,20,000 TO 4,50,000 LAKHS P/A
MEDIA PLANNER	Choosing the right media platform for generating leads that would increase the sales online	3,50,000 TO 4,00,000 LAKHS P/A



CURRICULUM IDEOLOGY

- Digital Marketing is a science mastered by real-time training and improvisation.
- At Digital Monkey, we aim at creating professional practitioners rather than just learners.
- This curriculum was created keeping in mind the demand for skilled professionals in the industry and the lack of qualified graduates filling the roles. Our course addresses this industry-graduate gap by producing professionals who are both theoretically and technically skilled.
- The curriculum covers the Digital Marketing course and its fundamentals comprehensively.
- The students hone their skills under the guidance of industry experts, equipped to fill in the role of their specialization from day one.



LIVE PROJECTS

WHAT IS A LIVE PROJECT?

In a Live-project the student is given an existing brand to work on in real-time with set goals within a specific deadline. It is a chance to apply the theory learnt practically. It is a great opportunity to gain hands-on experience in creating ads, ad campaigns, website landing page, etc.

HOW DOES IT WORK?

The student will be assigned an existing brand or will be asked to create their own brand. You will be working in collaboration with real time practitioners to create Digital Marketing strategies, advertisements, run campaigns, websites, etc. based on the brand guidelines and objectives.

OUTCOME

The live project prepares you for the agency life ahead and provides full exposure to the ongoings in a Digital Marketing company. 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!



Modules



WordPress



Search Engine Marketing



Shopping Ads



Search Engine Optimization



Social Media Marketing



Google Analytics



Content Marketing



Email Marketing



Video Marketing



Affiliate Marketing



Social Media Optimization



Personal Branding

PLACEMENTS

Digital Monkey has an in-built placement cell that offers 100% assistance to the students. During the tenure of the course, the students will be gauged based on their performance in the sessions, classroom attendance and test results.

OUR APPROACH TOWARDS PLACEMENT TRAINING

- Integrates Digital Monkey graduates with agency experience in real time.
- Blends the right mix of theoretical and practical portions to get them Industryready from day one.
- Helps them build their social media profiles with lectures that address Personal Branding and Online Reputation Management.
- Empower graduates and equip them for the industry with recognised Digital Marketing certifications.
- Guide them in crafting their resume alongside a series of mock interviews to prepare them for the actual interview.



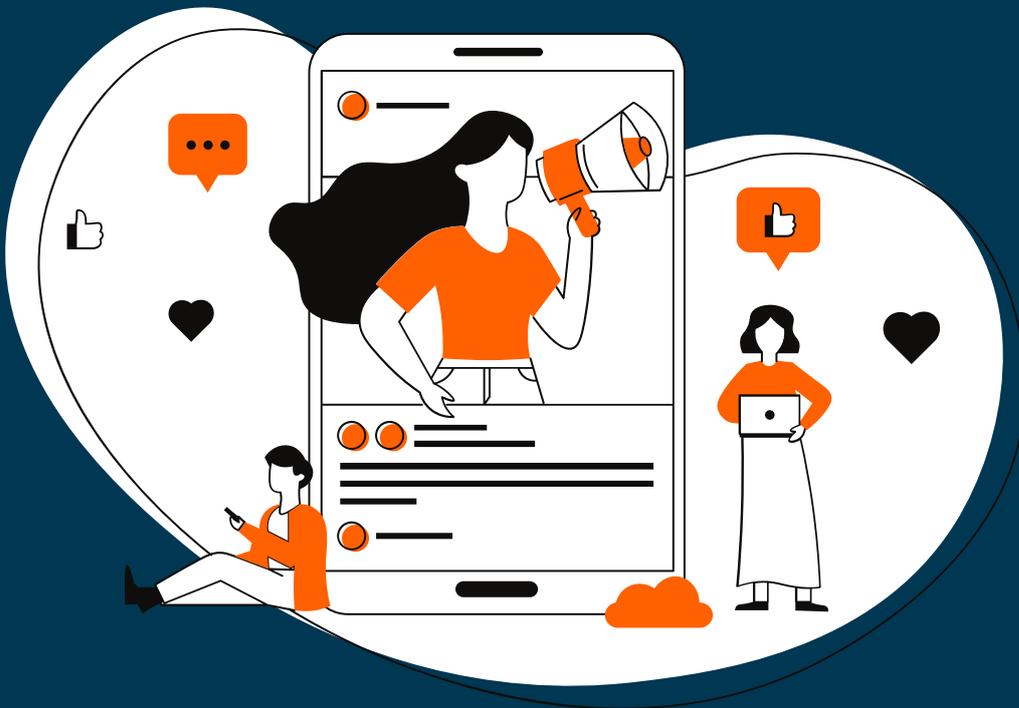
APPLICATION

ELIGIBILITY CRITERIA:

- 12th/Diploma Pass or Equivalent
- Basic English Knowledge, Computer & Content Skills

APPLICATION PROCESS:

- In order to apply, the applicant must first register with [Digital Money](#) website.
- A Digital Monkey Executive will get in touch with you and guide you through the application process.
- An application form will be mailed to you. Fill in the form along with your work experience and academic credentials.
- An online test which tests your knowledge on English language and general knowledge must be undertaken by every applicant.



PROGRAM OVERVIEW

a) The Theory Approach:

Learn from the Industry's best and understand the intricate concepts required to become a complete Digital Marketer. Digital Monkey's curriculum focuses on both Digital Marketing skills and managerial skills. The theoretical knowledge is augmented by practical training and complete project-based learning. Build your skills in social media management, SEO, SEM, blogging, email marketing, website creation and planning, and much more. Get a 360-degree holistic understanding of managerial skills that include the art of pitching and winning clients, B2B Digital Marketing strategies, lead funnel planning and so on. Apply all your learning in a live project undertaking and explore your knowledge practically.

b) The Academic Approach:

Our academic approach is fashioned to catalyze the critical thinking of students. The students are encouraged to research on growing Digital Marketing trends and focus on a specific outcome based Digital model. Digital Monkey guides our students to choose a topic in the arena of Digital Marketing and complete a thesis under the guidance of industry experts. They cultivate an analytical and methodological approach that helps them comprehend the topic chosen and get the desired output.

c) The Agency Approach:

Our education doesn't end in 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. Students are put in agency situations where they are expected to build brand strategies, create campaigns for clients, learn to handle agency crisis situations and more, all the while building your personal brand. You will also be provided with placement assistance in reputed organisations.



COURSE OVERVIEW

Digital Monkey offers a 3 months intensive Digital Marketing course. The course focuses on imparting core Digital Marketing skills, train students hands-on and help them develop personality traits to suit the agency culture. Candidates are exposed to all the latest facets of Digital Marketing within the period.

Batch Timings	WEEKDAY	MON, WED, FRI
	WEEKEND	SAT, SUN

S.No.	Module	Curriculum
1.	Orientation	<ul style="list-style-type: none">• Introduction of the Course, Trainers and Participants• Photoshoot• Access to LMS
2.	Marketing	<ul style="list-style-type: none">• What's Marketing?• Principles of Marketing• Understanding Consumer Behavior• Understanding Neuromarketing• Understanding Branding• Impact of Branding on Digital
3.	Digital Marketing	<ul style="list-style-type: none">• Introduction to Digital Marketing• Wordpress• Domain Booking• Hosting Assistance• Customizing• Blog Post
4.	Search Engine Optimization	<ul style="list-style-type: none">• Introduction to SEO• Keyword research In SEO• SEO attributes• Page indexing and Understanding Google Bots• Alexa Ranking• Black Hat & Grey Hat SEO• Creating SEO Checklist• What are Backlinks and What are the Link Building Techniques• Case Study Discussion

S.No.	Module	Curriculum
5.	Search Engine Marketing	<ul style="list-style-type: none"> • Landing Page • Introduction to Dashboard • Keyword Research • Types of Ads • Campaign • YouTube Ads • Retargeting • Native Ads • Google Analytics
6.	Facebook Advertisements	<ul style="list-style-type: none"> • Creating Business Page • Customization • Introduction to Dashboard • Audience Targeting • Pixel Code Integration • Lead Generation Techniques • Designing the Best Ad Copies • Traffic Campaign • Likes Campaign • Boost Post • Custom Audiences • Messenger + Manychat Ads • Comment + Message + Broadcast
7.	Social Media Content Calender	<ul style="list-style-type: none"> • Content Calendar • Contest Ideas • Campaign • Engagement • Boost Post • Matrices
8.	Instagram	<ul style="list-style-type: none"> • Follower Campaign • Campaign on Instagram • Grids • Stories • Matrices
9.	LinkedIn	<ul style="list-style-type: none"> • Advertisements • In mail • Pages • Content bucket • Profile polishing

S.No.	Module	Curriculum
10.	Twitter, Quora	<ul style="list-style-type: none"> • Hashtag Activation • Listening • Questions for Quora
11.	Email Marketing	<ul style="list-style-type: none"> • Message Draft • Sequences • Subscribers • Matrices
12.	Making Money Online	<ul style="list-style-type: none"> • Affiliate Marketing • Influencer Marketing • Google Ad sense
13.	Content Marketing	<ul style="list-style-type: none"> • What Is Content Marketing? • Introduction To Content Marketing • Objective Of Content Marketing • Content Marketing Strategy • How To Write Great Compelling Content • Keyword Research For Content Ideas • Unique Ways To Write Magnetic Headlines • Tools To Help Content Creation • How To Market The Same Content On Different Platforms
14.	Web Analytics	<ul style="list-style-type: none"> • What Is Analysis? • Pre-Analysis Report • Content Analysis • Site Audit Tools • Site Analysis Tools • Social Media Analysis Tool
15.	Personal Branding	<ul style="list-style-type: none"> • Understanding the personal branding concept • Learn how to implement oneself personal branding • Video Marketing

TEACHING METHODOLOGY

Our teaching methodology is practical and hands-on. It is a two-way flow of knowledge, open to queries and clarifications. Students are encouraged to implement, experiment and test out what they learn. 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.

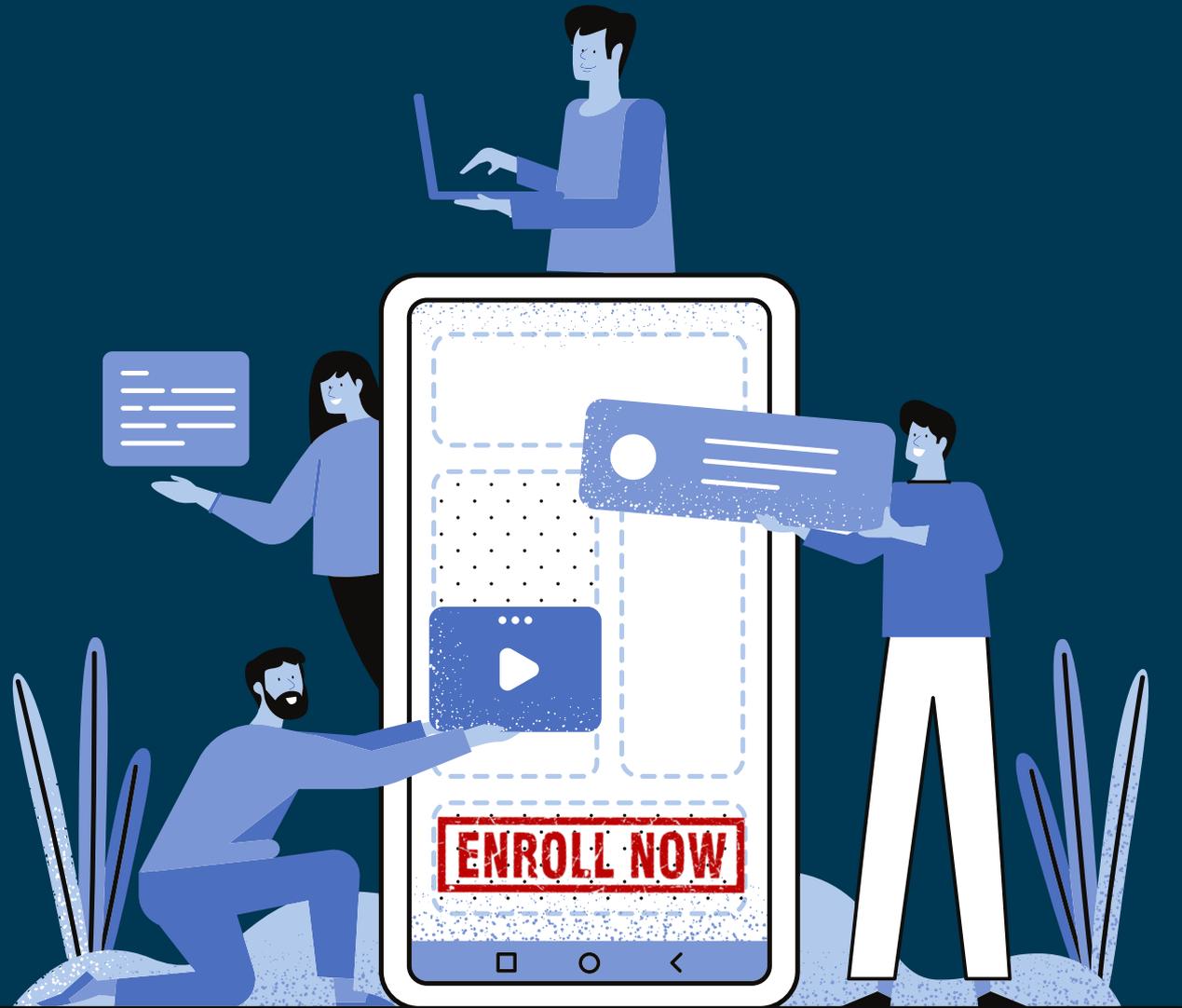
WHY CHOOSE US

- Our students are trained under the guidance of founder and Trainer Dipak Dangewar, an experienced entrepreneur with 6+ years of Digital Marketing experience.
- Live projects, a free website to practice, and updation of course structure every six months to meet the industry trends is what makes our curriculum unique and holistic.



YOUR GATEWAY TO BECOME

Digital Marketing Expert



DIGITAL MONKEY

Digital Marketing Training Institute & Agency
Education | Training | Consulting

 08208286141, 09860193454

 Near S. P College, Mohta Apartment,
Chandrapur, M.S. 442401

 info@thedigitalmonkey.in

 www.thedigitalmonkey.in

    /idigitamonkey

Kickstart Your Career in Digital Marketing

To Register:

[Click Here](#)



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