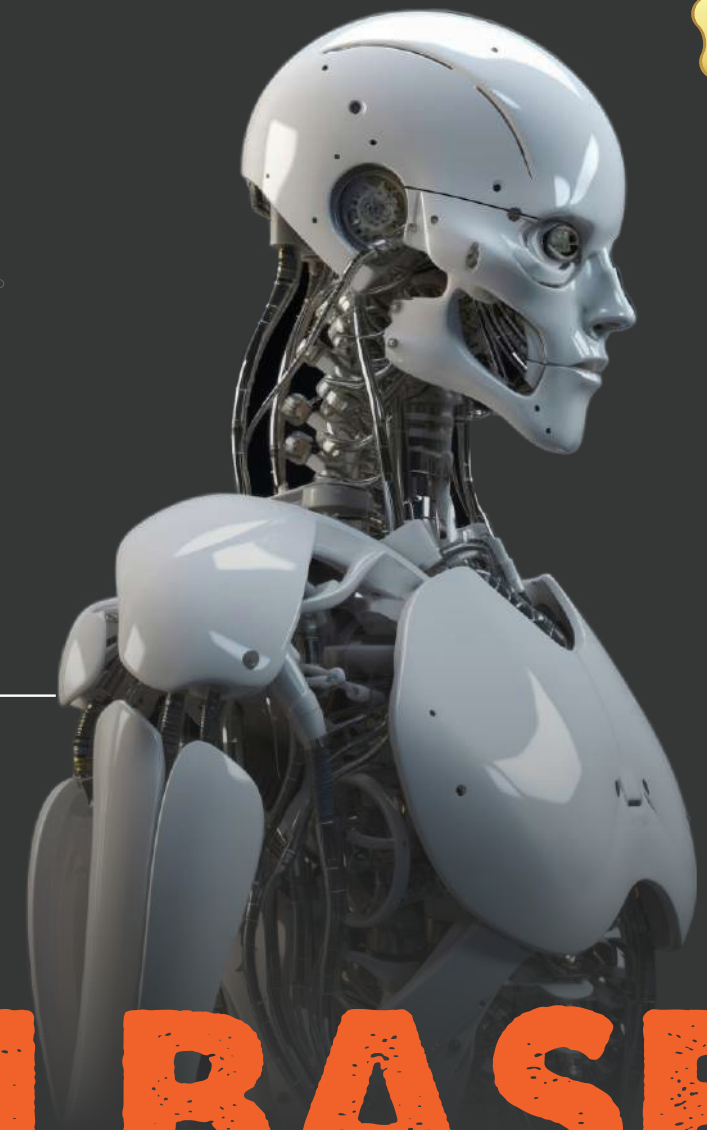
HT Media Partner Company

DIGIPERFORM™

DIGITAL CAREER ACADEMY

SINCE 2014 — 11 YEARS OF EXCELLENCE



# AI BASED

# Digital Marketing Course

## Live-Classroom Programs

| dCDMS | dCDMM | dCOMPRO |
|---|---|---|
| 3 Months + | 5 Months + | 7 Months + |

PROSPECTUS 2025 - 26

# Asia's First & Only Awarded Digital Marketing Training Company

Awarded as **'FAST 50 INDIA'S MOST PROMISING BRAND 2017'** BY WCRC Leaders Asia.

*5th Asian Brands*
*Bangkok, Thailand*

WCRC LEADERS ASIA
Most TRUSTED BRAND
EDUCATION

New Delhi, India

SELECTED
INDIA'S MOST PROMISING BRANDS
2017

Bangkok, Thailand

Asia's MOST ADMIRED BRANDS -2018
RISING STAR

Singapore

Google Partner

HT Media Partner

facebook Partner

Ministry of Micro, Small and Medium Enterprises, Government of India
MSME

# Go Digital!
# Go Digiperform!

Dear Aspirant,

At the very outset, We would like to congratulate you for considering a career in digital marketing with Digiperform.

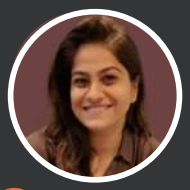
As per a joint report of Govt. Of India and McKinsey, India is all set to become a $1 Trillion Digital Economy by 2025. Which confirms, India is a huge market with immense working opportunity for people with Digital Skills. Internet and Mobile together are creating one of the biggest tech revolutions country has ever Seen, bigger than the IT and Telecom the biggest tech revolutions of past that created Millions of jobs for years.

We really wish for a successful career of yours and expect you to give 100 percent of your efforts in classrooms and exercises to ensure that you drive maximum value from our programs.

Wishing you happy learning!

**Manu Jolly**
CEO & Founder

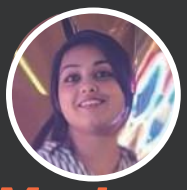
# Learn, Grow & Succeed



**Saumya-**
Salary 20K /Month

DIGIPERFORM
Digital Marketing Course
Year of Passing 2023

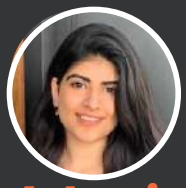
**Current Salary 80K /Month**



**Muskan-**
Fresh Graduate

DIGIPERFORM
Digital Marketing Course
Year of Passing 2022

**Starting Package 7LPA**



**Jahnvi-**
Regular Job

DIGIPERFORM
Digital Marketing Course
Year of Passing 2019

**Started own Agency**

**Chaitanya Dhussa-**
Digital Marketing Specialist

**Abhishek-**
SEO Executive

**Varsha-**
Digital Marketing Associate

# Why Digital Marketing is the Ultimate Career Choice

*The digital world is booming, and it's only getting bigger. **It's projected to reach $414 billion by 2025**. With more people than ever connecting online, businesses are scrambling to reach their target audiences. This is where you come in. A career in digital marketing is not just a job - it's a chance to be at the forefront of a dynamic and ever-evolving industry*

- **Unmatched Career Opportunities**
- **Constantly Evolving Landscape**
- **A Creative and Rewarding Career**
- **High Earning Potential**
- **Networking Opportunities**
- **Flexibility & Work-Life Balance**
- **Global Reach**
- **Making a Positive Impact**
- **Empowering Entrepreneurship** - *Be Your Own Boss*

**$671.86 Billion**
GMV of the digital marketing industry

**32.1%**
Expected CAGR of digital marketing by 2028

**28%**
Avg. hike upon transition

**43%**
Avg. Increase in digital marketing spends

## Why should you take up a Digital Marketing Course?

*Lucrative Salaries*

*Rising Demand*

*Career Growth*

*Entrepreneurship Opportunities*

*Low-cost Entry*

# Diverse Career Paths

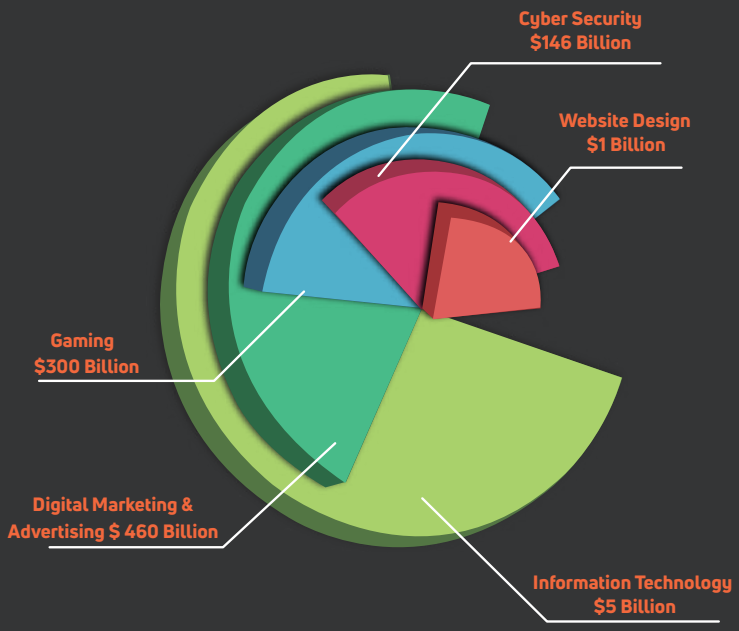
*Over **165,000 new jobs** in the marketing sector alone, reflecting a robust demand across various industries and a 25% year on year growth*

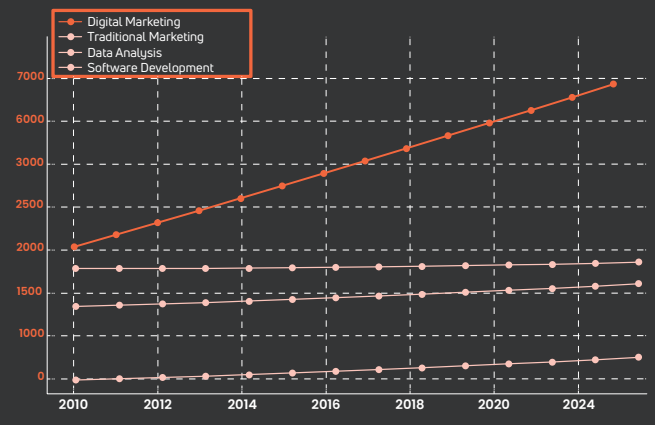
## A Career You Can Shape

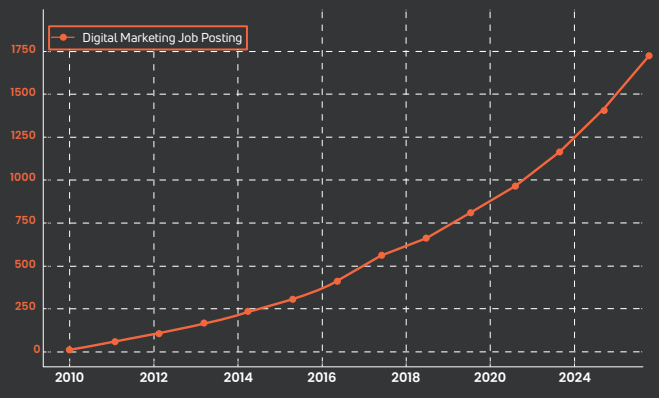
- *Digital Marketer*
- *Social Media Manager*
- *SEO Manager*
- *Content Writer*
- *CRM Manager*
- *Email Marketer*
- *CRO Specialist*
- *Affiliate Marketer*
- *Analytics Manager*
- *Brand Manager*
- *PPC Specialist*
- *Google Ads*
- *Programmatic Manager*
- *Influencer Marketer*
- *Web Analyst*

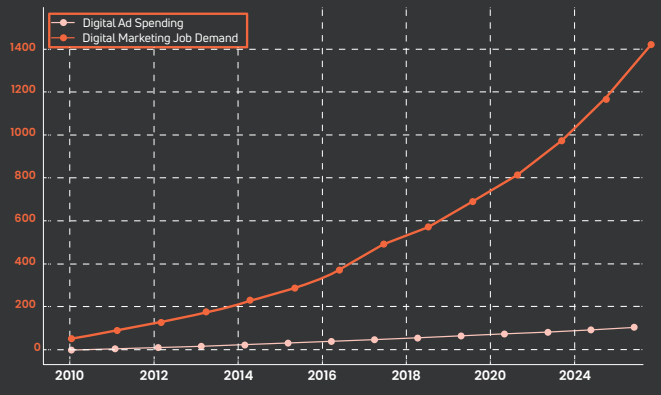
# Start Your Journey Today
## & Unlock a World of Possibilities!

# ARE YOU READY TO JOIN THE REVOLUTION?



# Why Choose DIGIPERFORM for Your Digital Marketing Journey

# Elevate your career with

## Asia's 1st & Only Award-Winning

*Digital Marketing Training Program.*

*At **Digiperform,** we don't just offer a course; we provide a pathway to success in the digital marketing realm.*

*Join 75k+ Alumni |* ★★★★½ *4.5/5 (10,275 rating)*

## Here's why you should choose us:

### Proven Excellence

- ***Asia's 1st*** *& Only Award-Winning Digital Marketing Training Program*
- ***Delhi's #1*** *Training Institute*
- ***10+*** *years of Excellence*
- ***75,000+*** *Trained: Join a vibrant community of successful alumni who are making their mark in the digital world.*

### What sets us apart ?

- ***100%*** *Placement Assistance*
- ***1-on-1*** *Mentoring Sessions*
- ***Learn*** *from Industry Leaders*
- ***Doubt Support*** *after Each Session & Community Access*
- ***Mock*** *Interviews*

*Invest in Your Future with* **Digiperform!**

# WHY THIS COURSE?
# ABOUT THE COURSE

## Step into the Future of Marketing with Digiperform's **Professional Growth Programme in Digital Marketing**

This program is designed to equip you with cutting-edge strategies, implementation and tools that define modern marketing. Here's what you'll gain:

- ***In-Depth Consumer Psychology :***
  *Understand how consumer behavior drives today's digital landscape.*
- ***Comprehensive Skillset :***
  *Master website creation, digital strategy, audience insights, influencer marketing, & analytics interpretation*
- ***Real-World Applications :***
  *Stay ahead of emerging trends with a focus on practical, real-world campaigns.*
- ***Capstone Project :***
  *Apply your knowledge in a live, industry-relevant campaign.*
- ***Industry-Readiness :***
  *Graduate ready to excel in top-tier brands and agencies with hands-on experience.*
- ***Comprehensive Interview Preparation :***
  *Receive expert guidance to ace interviews, from resume building to confidently presenting yourself to potential employers*
- ***Client Handling Skills:***
  *Master the art of managing client relationships, understanding their needs, and delivering outstanding solutions.*

***Digital Media Analyst***

***Earning 75K***

*I am working with renowned media group* ***Dainik Bhaskar,*** *all thank to Digiperform*

Yashi Bhatt

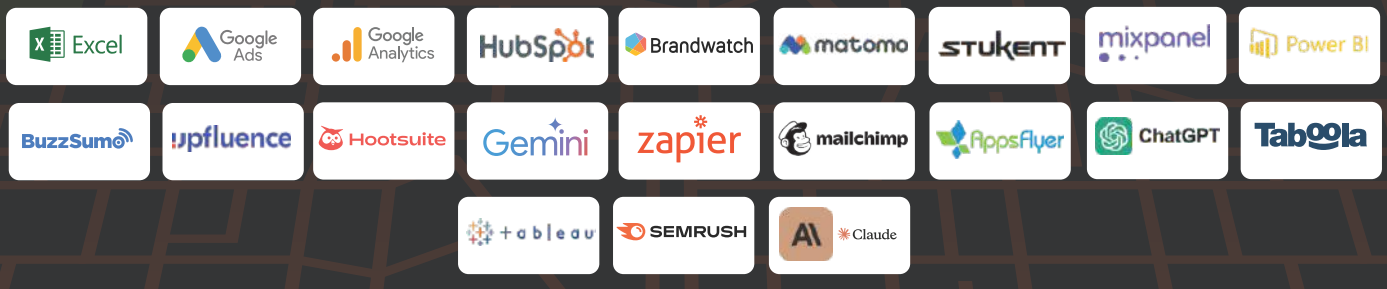
## ***Ready*** ***to Lead the Future of Digital Marketing?***

*Join* ***Digiperform Today*** *& Start Your Digital Transformation Journey!*

# PRACTICAL APPROACH

PRACTICAL APPROACH

- Real-Time Industry Projects from Day 1
- Create Your Own Website & Launch It During the Course
- Hands-On Social Media & Google Ads Campaigns with Actual Ad Spend
- Immediate Earning Potential: Start Your Business or Freelance Career from Class 1
- Personalized Learning Paths Based on Your Industry/Passion
- Support for Aspiring Influencers & YouTubers (Scriptwriting, Shooting, Channel Creation)
- Practical Learning Focus: 70% of Course Time Dedicated to Hands-On Experience
- Mentorship from Industry Experts with One-on-One Guidance
- Real Career-Ready Outcomes
- Post-Course Alumni Support, Networking, and Continuous Learning Opportunities



# Who can Join?

- Aspiring Entrepreneurs
- Digital Marketing Enthusiasts
- Job Seekers
- Influencers
- Content Creators
- Students
- Professionals in Transition
- Small Business Owners
- Marketing Professionals
- Freelancers

# Your Programme at a Glance

| | | | |
|---|---|---|---|
| **Duration** 4-6 Months | **No. Of Hours** 100+ Hrs | **Weekly Commitment** 8+ Hrs | **No. Of Assignments** 20+ Assignments |
| | **Tools Covered** 25+ Tools | **LIVE Projects** 20+ Projects | |

HOW

## HOW WILL YOUR PERFORMANCE BE ASSESSED

*Your performance will be evaluated through real-time progress in your LIVE project, focusing on key milestones such as* ***website creation, SEO implementation, social media campaigns, & Google Ads results.***

*Regular assessments will track your ability to meet deadlines, analyze data, collaborate effectively, and present final project outcomes*

# LIVE Project Execution Process

1. Group Formation based on industry or product interest
2. Website Creation (WordPress, Wix, etc.)
3. Social Media Setup on Facebook, Instagram, LinkedIn, and Twitter
4. SEO Implementation meta tags, alt text, and URL structure
5. Content Creation & Copywriting
6. Paid Advertising (Google & Social Media)
7. Collaborating with Influencers
8. YouTube Channel Creation
9. Tracking & Analytics
10. Final Project Presentation

# CONCEPT

## FROM CONCEPT TO INTEGRATED MARKETING

01 Solve a Brand Case Study on D2C Marketing Fundamentals

02 Create & Host Your Own D2C Blog

03 Develop a Brand Identity for Your D2C Business

04 Create a Digital Presence Plan for Your D2C Brand

05 Drive Traffic to Your Blog with Meta Ads

06 Setup & Optimise a Campaign on Meta Ads Manager

07 Conduct an SEO Audit for Your D2C Blog

08 Drive Traffic to Your Blog with Google Ads

09 Setup & Optimise a Campaign on Google Ads

10 Setup an Email Campaign on GetResponse for Your D2C Audience

11 Create a Drip Email Campaign for D2C Customer Engagement

12 Leverage Influencer Marketing for Your D2C Brand

13 Analyse Marketing Campaigns with Google Analytics 4 (GA4)

14 Strategise an Integrated Marketing Plan for Your D2C Business

# Digital Marketing
## Course Outcomes

## What our learners have achieved?

A quick summary of the placement support received by this program's alumni

**32%**
Avg. Salary Hike

**96%**
Learners Achieving their outcomes

**15k+**
Successful Transitions

**250+**
Hiring Partners

**"Why have a boring career when you could have a highly rewarding career with newer challenges almost every-day"**

**Digital Marketers Working at-**

vmware, Google, LinkedIn, PayPal, HEWLETT PACKARD, CISCO, TARGET, ORACLE, BOSCH, EY Building a better working world, harman/kardon by HARMAN, DELL, amazon, HCL

# *Launch Your*
# *Digital Marketing Career with Expert Support*

At **DIGIPERFORM**, we're dedicated to helping you land your dream job in digital marketing. Here's how we support you:

### *Resume Building –*
Create a standout resume that highlights your skills & experience.

### *Career Coaching –*
Get personalized guidance on job search strategies & role selection.

### *Portfolio Development –*
Build a professional portfolio to showcase your digital marketing projects.

### *Mock Interviews –*
Practice with mock interviews and receive feedback to boost your confidence.

### *Job Placement Assistance –*
Access exclusive job opportunities and internships through our industry network.

### *Ongoing Support –*
Stay connected through our alumni network for continued career growth.

## LAUNCH YOUR CAREER!

***We don't just train you; we help you launch your career!***

# PROGRAM CURRICULUM

## Marketing Foundation

### Module: 1

- History of Marketing
- Traditional vs Digital Marketing
- Soft Skills and Grooming

## Kickstart Your Journey in Digital Marketing

### Module: 2

- The Current Opportunity
- Digital Marketing Channels
- Careers in Digital Marketing

## Digital Consumer Behaviour

### Module: 3

- Digital Consumer Journey
- Understanding Online Business Goals

## Digital Visiblity Strategy

### Module: 4

- Website Planning
- Local VisibilityStrategy
- Social Media Strategy

## Online Lead Strategy

### Module: 5

- Need of online Advertising
- Types of Online Ads
- Media Buying Principles
- Nurturing & Lead Funnels

## Live Assignments

Creating a survey form using tools like Google Forms and Survey Monkey

## Digital Marketing Associate

**Earning 40K**

I am Working With Renowned **Institutional Accountability And Social Change Group Center For Civil Society,** All Thanks To Digiperform

Varsha Chaturvedi

PROGRAM CURRICULUM

## Transform Your Brand with Powerful Graphic Design

### Module: 6

- Graphic Design Fundamentals
- Designing- Marketing Kits
- Designing Online Documents
- Advanced Design Principles
- Social Media & Whatsapp Banner Design

## Proven Video Marketing Strategies + How to Launch a Powerful YouTube Channel

### Module: 7

- Video Creation Strategy
- Importance of Video Marketing •
- Types of Online Videos
- Building Explainer Video Scripts
- Live Exercise: Creating Explainer Videos • Video Scripting
- Basic Video Editing
- Setting Youtube Channel
- Uploading Video on Youtube

## Master the Art of Website Design with Powerful UI/UX Principles

### Module: 8

- Buying Domain & Hosting
- Understanding C-panel
- Installing Wordpress
- Customizing Theme
- Building Home Page & Blog & E-Commerce
- Adding One Squeeze Page
- Customizing Menu
- Customization Practice & Doubt Session

### Live Assignments

Creating Social Media Graphics for Top Brands

## Introduction to Social Media Mastery

### Module: 9

- Introduction to social media marketing with Case Study
- Social Media Gameplan: Tools, Tips & Growth Hacks

PROGRAM CURRICULUM

## Building Brands on Facebook

- The Power of Facebook for Digital Marketing Success
- FB Profile vs. Page Vs. Group
- Creating Pages and Groups
- How to Optimize Your Profile Settings
- How to Grow Your FB Page
- Tools of Meta Business Suite
- Social Media Audit
- Strategic Best Practices
- FB Messenger Optimization
- FB Posting Ideas
- Creating Content Calender
- facebook monetization

## Harnessing the Power of X Marketing

- Introduction to X
- Setting Up an Optimized X Profile
- Content Strategy on X
- X Analytics
- Quick Guided Setup
- Success Stories and Case Studies

## Mastering LinkedIn & LinkedIn Marketing

- Build a Powerful LinkedIn Presence to Attract Jobs & Projects
- Introduction to Linkedin
- Setting Up a LinkedIn Profile Essential Components
- Optimizing Your LinkedIn Profile
- Setting Up a LinkedIn Profile Essential Components
- LinkedIn Analytics
- What is Linkedin SSI?

**Insta And YouTube Fashion Influencer**

**445k Instagram Followers**

I Would Recommend Digiperform For Digital Marketing Training.

Shubhi Bharal

### Live Assignments

Creating Social Media Pages to Enhance Branding

# PROGRAM CURRICULUM

## Mastering Instagram for Digital Marketing

- Instagram Profile Optimization
- Instagram Competitor Brand Audit
- Instagram Tool
- Audit Instagram
- Campaign Bucket Sheet
- Social Media Content Planning (Content Calendar)
- Influencer Marketing and Research
- Intagram Marketing for Influencers

## Landing Page Strategies That Work

### Module: 10

- Key Elements of a Landing Page
- User Flow Designing
- LP Copywriting
- Building: Action, Trust & Thank-You Page
- A/B Versions Of LP
- Key LP Creation Tools

## Meta Advertising (Instagram & Facebook)

### Module: 11

- Meta Ads from beginner to advanced
- Meta Ads Eco System
- Meta Ad Campaign Structure
- Campaign Objective Types
- Audience Targeting Basics
- Meta Ad Formats
- Meta Ads Policy
- Scaling Your Meta Ad Campaign

## Live Assignments

Learn to create Landing Page to Boost your ads and Create Meta Ads for top Fashion Brands

"With Digiperform's Lead Generation Training I was able to Build a business with **3 Crore+ Turnover.**

**Chandrakant Yadav**
Founder: **thepetnest**

PROGRAM CURRICULUM

## Search Engine Optimization Introduction to SEO

### Module: 12

- What is a Search Engine?
- Examples of Search Engine.
- Why are search engines important for business?
- Functions of Search Engine.
- What is Search Engine Optimization?
- Types of SEO.
- Techniques of SEO.

## Algorithms & Updates

- Algorithms
- Updates
- Google Guidelines for Content

## Keyword Research in SEO

- Keywords Important?
- Types Of Keyword
- LSI Keywords
- Keyword Intent
- Tools to Find Keywords.
- How to Find Keywords.
- Keyword Mapping

## Blogging

- Blog & Strategy
- Top 15 Content Planning & Production Tools For your Blogs
- Creating and Disseminating your 1st Blog Post

## On-Page Optimization

- Plugins of On-Page SEO
- Factors of Content Optimization

## Youtuber

***Started his YouTube channel & got monetized within 3 months.***

Digital Marketing has given me the knowledge & confidence to start my Youtube channel.

Divyanshu Saxena

## Live Assignments

Find top keywords for Plumbing Services or National Retailer of clothing brands

PROGRAM CURRICULUM

## HTML Optimization For Search Engine

- Head Tag Optimization
- Body Tag Optimization
- w3school.com

## Off-Page SEO

- What are backlinks?
- Why backlinks?
- Types of backlinks.
- Local SEO

## Google Search Console & Webmaster Tools

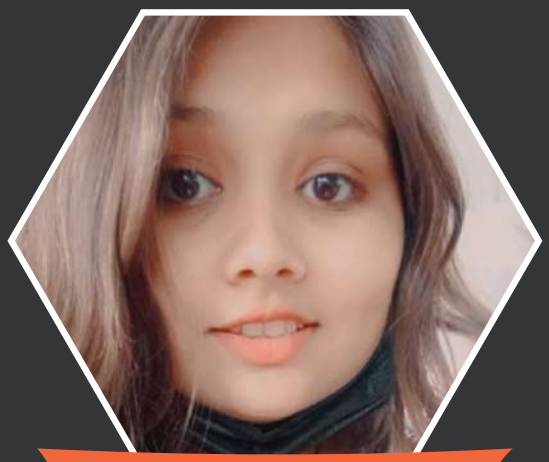
- Google Search Console
- Bing Webmaster

## Technical SEO

- Sitemap.xml
- Sitemap.html
- Robots.txt
- 500 Error
- Redirection 301 and 302
- Schema Markup
- Website Speed - Core Web Vitals
- Canonical Tags
- SSL Certificate
- Broken Links
- 404 Error
- Mobile-Friendliness
- Meta Robots Tag
- OG Tags

## SEO Audit

- Site Audit What? Why? How?
- What is Backlink Audit? What? Why? How?



**Priya Pradhan**

**SEO Specialist**

***Earning 25k As An SEO Specialist***

I got placed as an SEO Specialist right after completing the course.

**Live Assignments**

Outreaching and Guest Blogging for top competitors

PROGRAM CURRICULUM

## Google Analytics & Ga4

### Module: 13

- what is Google Analytics 4
- Google Analytics Hierarchy Overview
- Steps For Configuring GA4 & Installation in Website
- Types Of Analytics Reports

## Google Ads Complete Guide

### Module: 14

- History of Google ads
- Advantages and Facts of Google Ads
- Google Ads vs Meta Ads
- Types of Google Ads
- Google Ads Account Structure
- Keyword Research in Google Ads
- Bidding in Google Ads
- Difference Between Google ads and DV 360
- Google Ads Interview Questions

## Google Search Ads

- How to Create Search Ad Campaign?
- How to setup Ad Set and Ad Group ?
- How to Write Compelling Ad copy ?
- Conversion Code tracking & Setup

## Bing Ads

- What is Bing Ads?
- Difference between Bing Ads and Google Ads
- Benefits of advertising on Bing Network
- Account Setup & Navigation
- Creating a Microsoft Advertising account
- Search campaigns
- Keyword Research & Match Types
- Using Keyword Planner in Microsoft Ads
- Ad copywriting best practices
- Setting up billing and payments

# dCDMM

Digiperform Cerftified
Digital Marketing Master

**dCDMS**
Digiperform Certified Digital Marketing Specialist

+

**Google Ads Specialization** (3 Modules)
**Lead Nurturing Section** (4 Modules)
**Online Money Making** (3 Modules)

**Live Assignments**

Create Google Search Ad for Bhutani Infra

## Google Ads Specialist

### Managing 20+ Google Ads Campaigns

With the right knowledge I gained at Digiperform, I am able to manage 20+ google Ads campaigns successfully My clients are satisfied with their ROAS

Ujjwal Gaur

PROGRAM CURRICULUM

## Search Ad Case Study (Real Estate)

- Keyword Research
- Bid Amount Calculation
- Ad Set Creation
- Ad copy & Keyword Optimization
- Budget Handling
- Landing Page Creation & Testing
- Ad Schedule
- GA Recommendations

## Display Advertising

- Difference Between Search Ad / Display Ad
- Google Display Ads Campaign Configuration
- Standard & Responsive Display Ad Dimensions
- Smart Bidding & Manual Bid Strategy Analysis
- Structuring an Optimized Ad Set
- Ad Creative and Copy Development
- Budget Management and Pacing Techniques
- Live Demonstration of Google Display Campaign

## Video Advertising

- Overview of Video Advertising
- "Classification of Video Ad Formats"
- Types of Video Campaign Objectives
- Budget Allocation and Media Planning
- Bidding Models and Optimization Techniques
- Step-by-Step Execution of a Video Campaign

## Shopping Advertising

- Overview of Google Shopping Ads
- Understanding Google Merchant Center (GMC)
- Google Merchant Center Setup and Integration
- Product Feed Optimization Techniques
- Budget Allocation and Spend Management
- Advanced Bidding Strategy for Shopping Ads
- End-to-End Video Campaign Execution (Live Walkthrough)

## Rebranding & Remarketing

- Definition of Remarketing
- How Remarketing Enhances Return on Investment (ROI)
- Key Elements of an Effective Remarketing Strategy
- Audience Types for Remarketing
- Remarketing Tag Implementation
- Display and Video Ad Remarketing Campaign – Live Demonstration
- Search Network Remarketing via Google Ads
- Cross-Platform Remarketing on Facebook & Instagram

## Live Assignments

Create Google Shopping Ad for Dell

PROGRAM CURRICULUM

## Email Marketing

### Module: 15

- Strategic Significance of Email Marketing
- Core Objectives and Strategic Benefits of Remarketing
- Application and ROI Optimization through Remarketing
- Key Categories of Email Campaigns
- Leading Email Marketing Platforms
- "Email Copywriting and Optimization Best Practices"
- Marketing Automation & Drip Campaign
- Email List Building and Lead Capture Tools

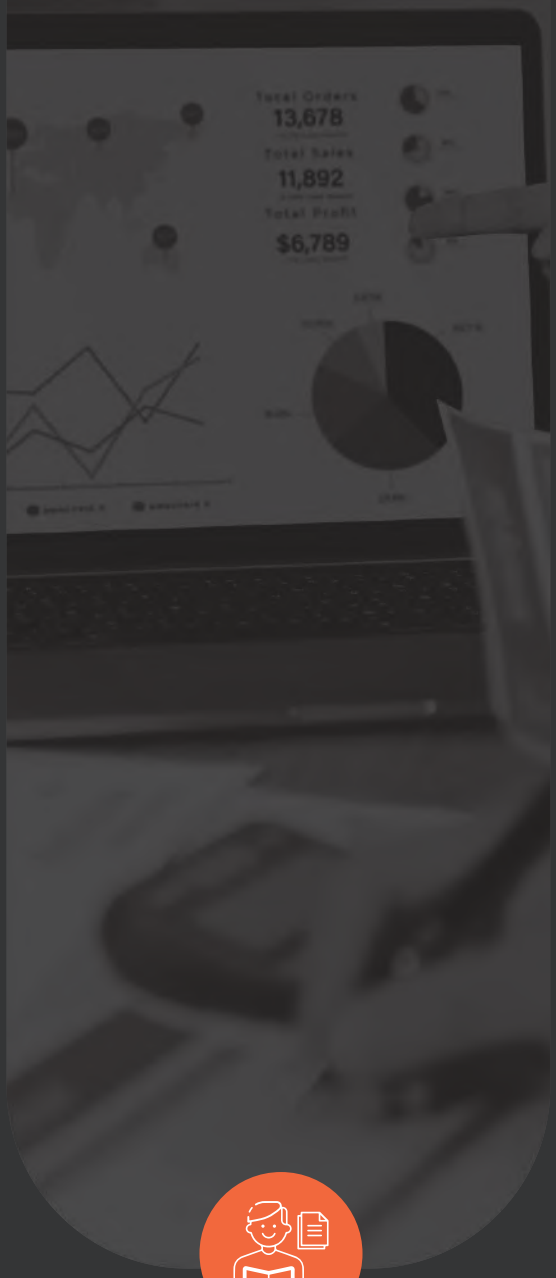
## Quora Marketing

### Module: 16

- Overview of Quora for Brand Visibility
- Creating & Optimizing Quora Profiles
- Identifying & Answering High-Value Questions
- Crafting Engaging, SEO-Friendly Answers
- Using Quora Spaces for Community Growth
- Quora Content Strategy & Consistency
- Driving Website Traffic via Quora
- Introduction to Quora Ads
- Tracking Performance & Analytics

## Pinterest Marketing

- Pinterest as a Visual Search Engine
- Setting Up a Business Profile & Boards
- Pinterest SEO & Keyword Optimization
- Seasonal Trends & Campaign Ideas
- Introduction to Promoted Pins (Ads)
- Analyzing Pin Performance with Pinterest Analytics




## Live Assignments

Email Drip Campaign for top Software Companies

PROGRAM CURRICULUM

## Growth Hacking

### Module: 17

- introduction to Growth Hacking
- Understanding the AARRR Framework
- Identifying Growth Loops & Funnels
- Customer Persona & Data-Driven Targeting
- Landing Page & Conversion Rate Optimization (CRO)
- Email & Automation for Scalable Growth

## Online Reputation Managment

### Module: 18

- Introduction to ORM
- Key Elements of Reputation Management
- Monitoring Brand Mentions & Sentiments
- Handling Negative Reviews & Feedback
- Building a Positive Online Image
- ORM for Individuals vs. Businesses
- Search Engine Reputation Management (SERM)
- Social Media & ORM Integration
- Crisis Management in Digital Reputation
- ORM Tools & Reporting

## Inbound Marketing

### Module: 19

- Inbound Marketing vs. Outbound Marketing
- Audience Profiling and Buyer Persona Mapping
- Customer Journey & Buyer Touchpoint Mapping
- High-Impact Content Formats by Funnel Stage
- Strategic Content Distribution Channels
- Content Ideation and Topic Generation
- Creating a Content Ideation Framework
- Content Repurposing Strategy

## Digital Marketing Executive

**Earning 35K**

I am Working With Renowned **Real Estate Group Sairabh Venture,** All Thanks To Digiperform

Somya vats

## Live Assignments

Conduct Customer Segmentation Analysis

PROGRAM CURRICULUM

## Web Content Writing

### Module: 20

- Key Fundamentals of Content Writing
- Content Writing for Business Websites
- Leading Tools for Content Creation
- AI-Powered Tools for Content Development
- Conversational Content for Social Media
- E-commerce Content Writing
- Content Writing vs. Copywriting
- Best Practices for Copywriting
- Creating Effective Ad Copy
- Writing for Landing Pages
- Funnel Copywriting – WhatsApp & Newsletters
- Storytelling in Content

## Selling On Amazon & Market Places

### Module: 21

- Prerequisites for Creating an Amazon Seller Account
- Product Listing Best Practices
- Order Management and Shipping
- Pricing and Payments
- Amazon SEO (Search Engine Optimization)
- Amazon Ads (Advertising)

## Starting an Agency

### Module: 22

- Leading Freelancing Platforms
- Crafting a Compelling Freelancer/ Business Profile
- Strategic Pricing for Services
- Live Walkthrough: Project Acquisition Strategies
- Small Agency/Freelancer Lead Generation Case Studies

## Content Writer

**Earning 50k Monthly**

Learning Digital Marketing Helped Me to follow my passion for writing.

Shiva Shankar

### Live Assignments

Writing E-Commerce Product Description for Market Places and more

# Online Earning Section

Learn How to maximize revenue and earning from digital marketing skills in module 21, 22 & 23

Module:23

# Blogging, Adsense & Affiliate Marketing

1 Blog Planning & Strategy

2 Setting Up Your Blog in WordPress

3 Email Marketing Setup For Your Blog

4 SEO For Your Blog

5 Monetizing Your Blog With Affiliates, Adsense & Collabs

6 Top 15 Content Planning & Production Tools For Your Blogs

7 Creating & Disseminating Your 1st Blog Post

8 Blog Success Blueprint

***Affiliate Marketer***

***Earning 70k- 90k As An Affiliate Marketer***

I Would Like To Thank Digiperform For Changing My Career Completely

- Varun Rawat

Module:24

# AI Powered *Digital Marketing*

## Section-1

- Introduction to AI-Powered Digital Marketing
- What is AI-Based Digital Marketing?
- Applications of AI in Digital Marketing

## Section-2

- ChatGPT & Prompt Engineering
- ChatGPT Overview
- Prompt Engineering Industrial Aspects
- Prompt Engineering Principle - PIC
- Prompt Engineering Models
- Prompt Engineering Examples

## Section-3

- AI for Content & Copywriting
- Video Scripting Using AI
- SEO Web Content Writing Using AI
- Persona Identification Using AI
- Social Media Content Planning Using AI
- Ad Copywriting Using AI
- Generating Landing Page Content
- Nurturing Content Using AI - SMS, WhatsApp, Emails
- Bonus: Prompt Bank for Key Tasks

## Section-4

- AI for Branding
- Custom Image Creation Using AI
- Banner & Mockups Creation - Ads, Social, Ecommerce
- Audio & Voice-Over Creation
- Presentation Creation
- Video Creation

# AI TOOL BOX
# Digital Marketing Tool box

## Graphic Design:

Canva | DESIGNS.AI | Ps | visme | Ideogram | Midjourney

You will also have access to '**90+ tools**' walkthrough videos. Some of them are listed below

## Video editing / Creation:

invideo | synthesia | runway | lumen5 | HeyGen | Hailuo AI

## Website Builder:

10Web | 5S | bolt.new | durable

## AI Voice:

IIElevenLabs | Adobe Firefly | LOVO | SUNO

## Advertising:

copy.ai | Google Ads Editor | AdClarity

## Content Creation:

ChatGPT | Grok | deepseek | KREA AI | Writesonic | Gemini

## Marketing Tools:

Owen. | zapier | Hugging Face

## SEO:

SEMRUSH | frase | localo | AlliAI | SE Ranking | Scalenut

## Social Media:

Manychat | Merlin | sproutsocial | Ocoya® | Predis.ai

**Note**- You will also learn about a variety of generative AI tools (image, Video, audio and text) in the generative AI specialisation

# Interview Preparation

## Interview Process and Preparation

### Certification & Interview Preparation

- Assignment Review & Certification Exams
- Placement Process Introduction
- Understanding Your Career Path
- Ensuring Skill Proficiency
- Creating Your CV

### Mock Interviews

- Virtual Interviews
- Interview Excercise & Assignments
- Live Interviews

# Become a Digital Marketing PROFESSIONAL

+

**dCDMM**
Digiperform Certified Digital Marketing Master

- Advanced Masterclasses by Indusrty Experts
- 3 Bonus Earning Courses
- Portfolio Creation with Dedicated Career Mentor
- 2 Month Industrial Internship with LOR
- Access to DigiPerformer Online Community Forum

# Masterclasses

## By industry experts

**Shivam Gupta**

Ferns N Petals

Teaches

**Performance Marketing**

**Poumita Dass**

Group Head Performence Marketing

Teaches

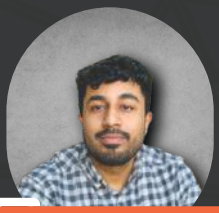
**Performance Marketing**

**Rachana Gupta**

Khan sir Classes & Drishti IAS

Teaches

**Social Media Strategy Building & Audit**

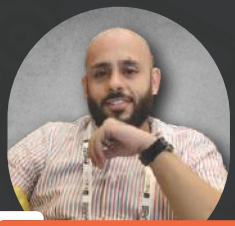


**Deepanshu Garg**

Fiverr & linkedin

Teaches

**Getting Successful on fiverr as a Beginner**



**Kartik Bajaj**

Group Head at LS Digital

Teaches

**Brand Transformation**

**Divya Bharti Bhandari**

Snapchat / Quora

Teaches

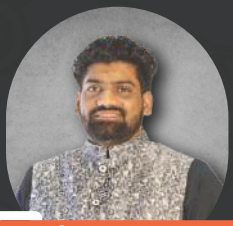
**Snapchat & Quora**

**Vivek Pandey**

Founder : Infodestiny

Teaches

**Google Merchant Center And E-Commerce**



**Himanshu Himraj**

Digiexplorer Branding Solution

Teaches

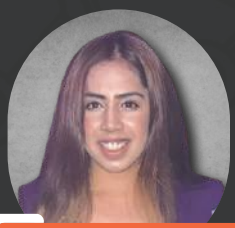
**AI-Powered seo & Link Building**

**Rahul Sharma**

Performance Marketing Manager At Izil Beauty

Teaches

**AI Upgrades & Messages Mining**

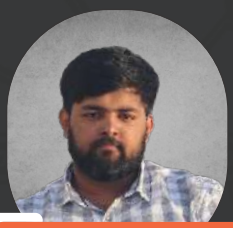


**Kanika Chhabra**

Group Head-Dentsu X

Teaches

**D-2-C Strategy Creation**



**Bhavya Saini**

Video Editor

Teaches

**Adobe Premiere Pro Expert**

**Vinit Mohan Bansal**

Founder-Edumonics Learning

Teaches

**Client Handling & Reporting**

+

## Industry Workshop Video Library Access

**Bonus Course 1**

# E- Commerce & D2C Marketing Mastery

1 What is E- Commerce & Why Care

2 Option to setup your Stores

3 D-2-C vs Marketplace

4 Essentials , Products and Community Buiding For E- Commerce

5 Understanding D-2-C Marketing

6 Creating your no code Ecommerce store (Shopify )

7 Store Customization and Key Settings

8 Retention Marketing to Improves Sales

9 Influencer Outreach for Campaigns

10 Facebook ads & Funnel - Based marketing For D-2 C

"

## E-Commerce Professional

***Earning 40k As An Freelancer***

This E-commerce training program provided me with complete knowledge and freedom to work the way I want to.

**- Shashank Soni**

**Bonus Course 2**

# Making Money with Youtube

1 How Does Youtube Work As an Earning Platform

2 Types of Youtubers and Niches- Face & Faceless

3 Niche Selection and Handly Tools For Analysis

4 Youtube Channel Setup

5 Youtube Content Creation With Bootstrap Techniques

6 Youtube Video Marketing Techniques

7 How to Become a Successful Youtuber

8 Advance Video Editing Tools

> ***Youtube Content Creator***
>
> ***145k YouTube Subscribers***
>
> This Training Program Helped Me To Follow My True Passion.
>
> **- Kalash Bhatia**

**Bonus Course 3**

# X Ads

# DIGIPERFORM

## In Media

NEWS

### HT Media Invests $3.6 Mn In Digital Marketing Startup Digiperform

11 Jan'19 | By Dipen Pradhan

THE WALL STREET JOURNAL. | The Economic Times | HT Media | The Telegraph

THE FINANCIAL EXPRESS | siliconindia | SME WORLD | BUSINESS ECONOMICS

Business Standard | ANI | REPUBLIC TV | THE TIMES OF INDIA

The Tribune | The Asian Age | the pioneer | YOURSTORY

AdvertisingAge | Inc42 | The Statesman | BW BUSINESSWORLD

THE HANS INDIA | BW DISRUPT | FIRSTPOST. | MAIL TODAY

THE WEEK | THE HINDU | ZEE BUSINESS | TIMESJOBS

THE NEW INDIAN EXPRESS | Entrepreneur INDIA

# DIGIPERFORM

## Students Placed In

ANKITA

facebook

ANMOL

group m

DINESH

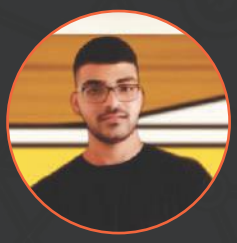
Jvj Dubai

ABHAY

amazon

SHRINDHI

recrom dia

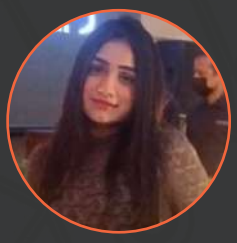


EJAZ KHAN

HOME CONCEPT

TUHINA SHUKLA

P&G



ASHI KANDELWAL

dentsu

DIVYANSH VYAS

SmartSign

SUHAS

CHARU SHARMA

NMR DIGITAL SOLUTIONS

NISHTHA BABBAR

ANKIT DAS

HudLets

JHARNA DAISY

NIKULSAN

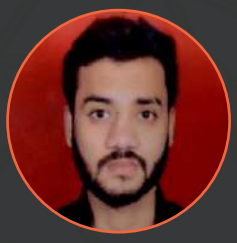
BIDYUT BORA

ATRIG

PRIYANKA

AJAY DANGI

PROPEL

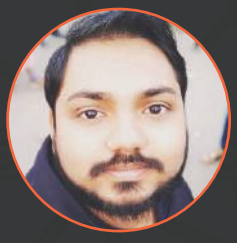


SHUBHAM GUPTA

cognizant

PAYAL

PIONEER

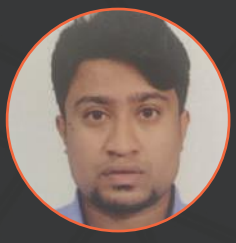


RAGHVENDRA

Nityo Infotech

AADIT

HANLE



SHREYAS

AVENTION

NITESH RAI

admattic

RASHI SAILI

smartbox

SAHIL RAJ

TRUSTBASKET

MUDIT SURI

ELITE

SOMYA JAIN

Rasee Jewels

SAMARTH

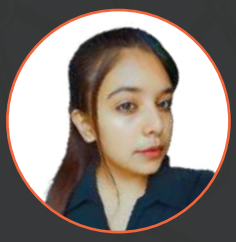
BLACKSONIC

ZUBAIR

konvert kicks

TANU SHREE

PHIXMAN.COM



CHETNA

VINIT

YASHPREET SINGH

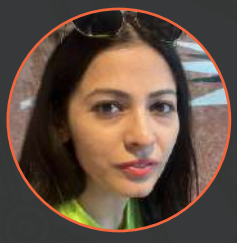
DHRUV ARORA

ANKITA

DASHMEET KAUR

BALRAJ

ABHINAV GARG



MEHAK KAUR

DIVYA RUWALI

DHRISHTI

RIYA PANDIT

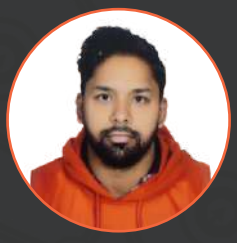
PRIYAM PURI

RASHI SAILI

ROOPAN JAIN

ADITYA BABELE

KARTIK



DIVYANSHU SINGH

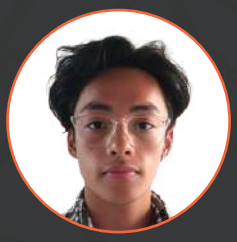
JUNAID AHMED

MAHESH DIWEDI

ALOK KUMAR

GUDDU KUMAR

VARSHA YADAV



DEV ALE

KUNAL

SANCHIT ARORA

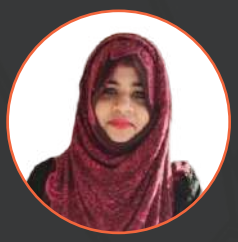
SHASHANK SHAKER

SATYAM GAUD

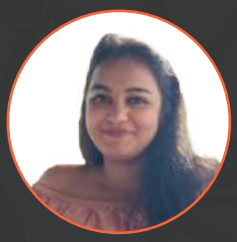
MANNIT SEHGAL

ADITYA

VANI



HAJIRA



SNEH KANKLIYA

NAVEEN KUMAR

LAVISHA PALRECHA

SHWETA TEPPAD

# WHY DIGIPERFORM IS NO. 1 CHOICE FOR DIGITAL MARKETING TRAINING?

| FACTORS | HT Media Partner Company DIGIPERFORM DIGITAL CAREER ACADEMY — No.1 Digital Marketing Training Company | Other — Local Digital Marketing Institute/ Tution Centres |
|---|---|---|
| **Brand Presence** | | |
| 40+ Centres in 14 States | ✓ | ✗ |
| Decade Old Establishment With Strong Management | ✓ | New Establishment, No Management Team |
| Multi-City Placements | ✓ | ✗ |
| International Placements | ✓ | ✗ |
| Hindustan Times Partner Company | ✓ | ✗ |
| Awarded in Multiple Countries | ✓ | ✗ |
| Alumni Network of Over 30,000+ Individuals | ✓ | Fudged & Inflated Admission Numbers |
| Institutionally Funded Organization | ✓ | ✗ |
| Genuine Review System With Student Records Available | ✓ | Fake Reviews & No Records |
| Private Label Certificate Recognized in Industry | ✓ | No Recognition |
| Proper Fee Structure | ✓ | No Fee Structure, Any Fee Accepted |
| **Training Quality** | | |
| High-Quality Training Infrastructure | ✓ | ✗ |
| Annually Updated Certifications & Content | ✓ | Annually Copied Brochure From Digiperform |
| Content Development Team With 15+ Years of Industry Experience in Delhi & Bengaluru | ✓ | No R&D team |
| Structured Assessments, Quiz & Assignments | ✓ | Nothing Beyond a Copied Brochure |
| TTT Certified Experienced Trainers | ✓ | Not Available/ Hired Digiperform Ex-Students |
| 24*7 LMS with Videos, PPT & Exercises | ✓ | No or Very Limited Copied Content |
| Deep Dives into Digital Marketing Discipline | ✓ | Only Overview, Exaggerated Module List, Decorated Brochures |
| Multi-Level Courses With Optional Upgrades | ✓ | ✗ |
| Option to meet Current Students & Complete Transperancy | ✓ | Not allowed, Only Demo Classes |
| **Student Support** | | |
| Digital Internship to all Students | ✓ | ✗ |
| Premium Tools Access | ✓ During Internship | Available Only In Brochure |
| Live Campaign Acess | ✓ During Internship | Available Only In Brochure |
| Doubt Sessions | ✓ | ✗ |
| Placement Support | ✓ | No Team Available |
| Portfolio Preparation Mentoring Class | ✓ | ✗ |
| Interview Preparation Classes | ✓ | No Communication & Interview Preparation Staff |
| Online Live- Masterclasses by Industry Experts | ✓ with Pro Courses | ✗ |

# NOTES

x.com/digiperform_
youtube.com/@digiperform-india
facebook.com/digiperform.in
instagram.com/digiperform.in
You could be the next One...
75000+ Trainees
2500+ Batches
40+ Centres
H Block, Indra Palace, Middle Circle, Connaught Place, New Delhi 110001
contact@digiperform.org | www.digiperform.org