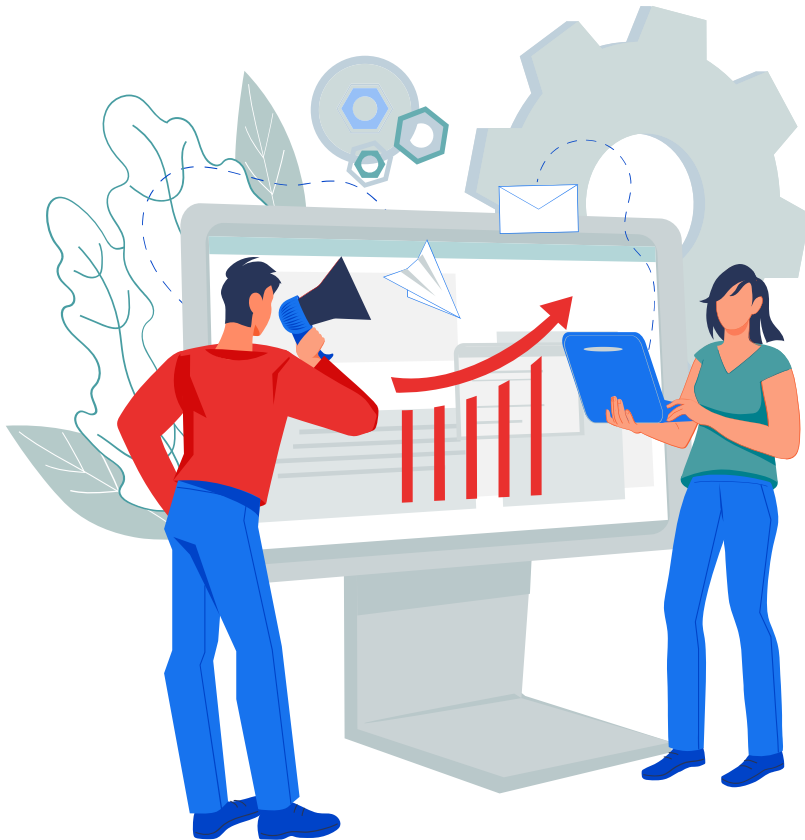


The guaranteed way to start your career in **Digital Marketing**



**Certified course with 100% Guaranteed
Placements**

Join the Learning Path Aligned to
Competency Standards developed by
MyCareerXpert in collaboration with IIT
Faculties and Industry Experts

Visit : www.mycareerxpert.com

What is Digital Marketing?

Digital marketing is the utilization of digital platforms to promote and sell goods and services, aiming to connect with consumers. It encompasses various channels such as websites, mobile devices, social media, search engines, and similar platforms. The rise of the internet in the 1990s played a pivotal role in the popularity of digital marketing.

Sharing common principles with traditional marketing, digital marketing is viewed as an innovative approach for businesses to engage with consumers and analyze their behavior. Many companies integrate both traditional and digital marketing methods into their overall strategies.

5 Major reasons, why you should pursue your Career in Digital Marketing:

- High Demand
- Diverse Specializations
- Global Reach
- Data-Driven Decision-Making
- Entrepreneurial Opportunities



Why Digital Marketing is **THE ULTIMATE** career path?

01 Mastering marketing skills can not only lead to higher pay but also secure roles like "Digital Marketing Specialist," potentially with added perks and rewards based on performance.

02 Digital Marketing ranks among the top 10 most sought-after jobs globally, with 860,000 job openings. In India, approximately 1 in 5 jobs for new graduates is related to Digital Marketing, according to job site surveys.

03 Key skills in demand for digital marketing roles include social media management, content strategy, SEO, analytics, and more.

04 The U.S. faces a shortage of about 230,000 digital marketing professionals, a trend expected to resonate globally, as indicated by a LinkedIn survey.

05 Digital marketing offers diverse career options, allowing professionals to become versatile before specializing in areas they are passionate about.

06 The digital advertising industry in India has witnessed substantial growth, with the market size increasing from 47 billion in 2015 to 199 billion in the fiscal year 2020. Projections estimate a further increase to 539 billion rupees by the fiscal year 2024.

What your career as a **Digital Marketer** may look like



Digital Marketing Manager

Digital marketing managers devise and execute comprehensive digital strategies to enhance a brand's online presence, utilizing various channels within digital marketing to promote a business's products and services.



Search Engine Optimizer

Search Engine Optimization (SEO) involves optimizing a website or web page to achieve higher rankings on search engine results. Those involved in SEO analyze, review, and optimize websites using organic SEO techniques.



Social Media Marketer

Social media marketers are responsible for managing a company's presence on social networks such as Facebook, Instagram, Twitter, LinkedIn, Pinterest, etc., to enhance brand visibility and engagement.



Search Engine Marketer

Search Engine Marketing Specialists manage paid ads across search engines and display networks. If you are comfortable with numbers and possess strong analytical skills, a career in search engine marketing could be an excellent fit for you.

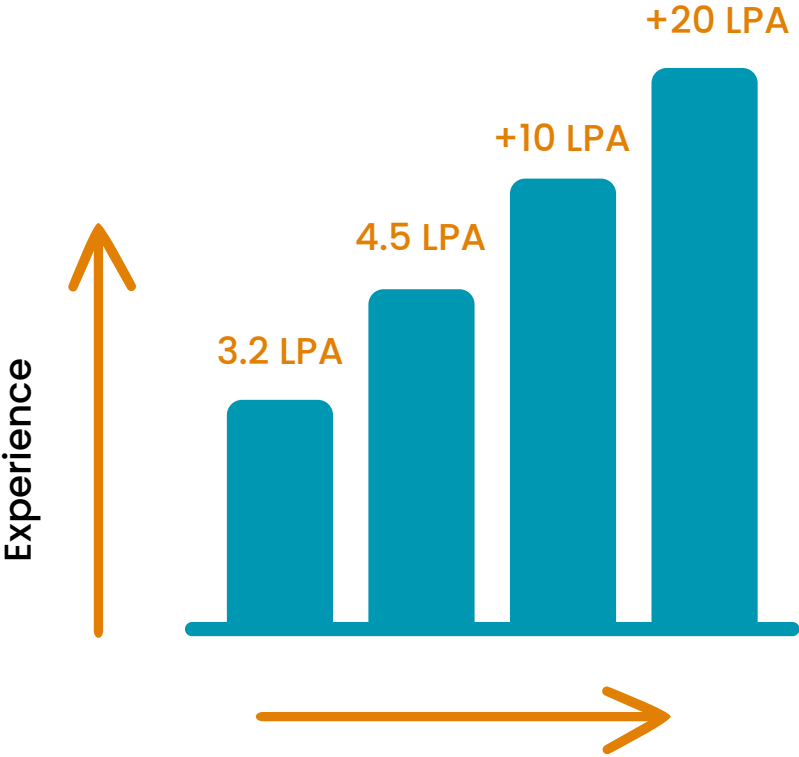


Email Marketer

Email marketers focus on building email lists, creating personalized and customizable emails tailored to customer interests, and nurturing leads through effective written communication.



How would your salary trend look as a **Digital Marketer**?



Salary trends in Digital Marketing



Why choose **MyCareerXpert** Placement Guarantee Course?



Practical Learning Approach

Each Placement Guarantee Course comprises quizzes, assignments, and practical learning modules that call for hands-on learning.



Industry-Recognized Certification

Students get industry-recognized certificates on completion. More than 100,000 companies use Internshala for hiring every year. Therefore, Internshala Trainings certificates are widely recognised and valued.



100% Job Guaranteed

Our DM Placement Guarantee Course comes with a 100% job guarantee that helps students to build their dream careers.



Live Classes

For a better understanding of the subjects, all the trainings have live sessions weekly.



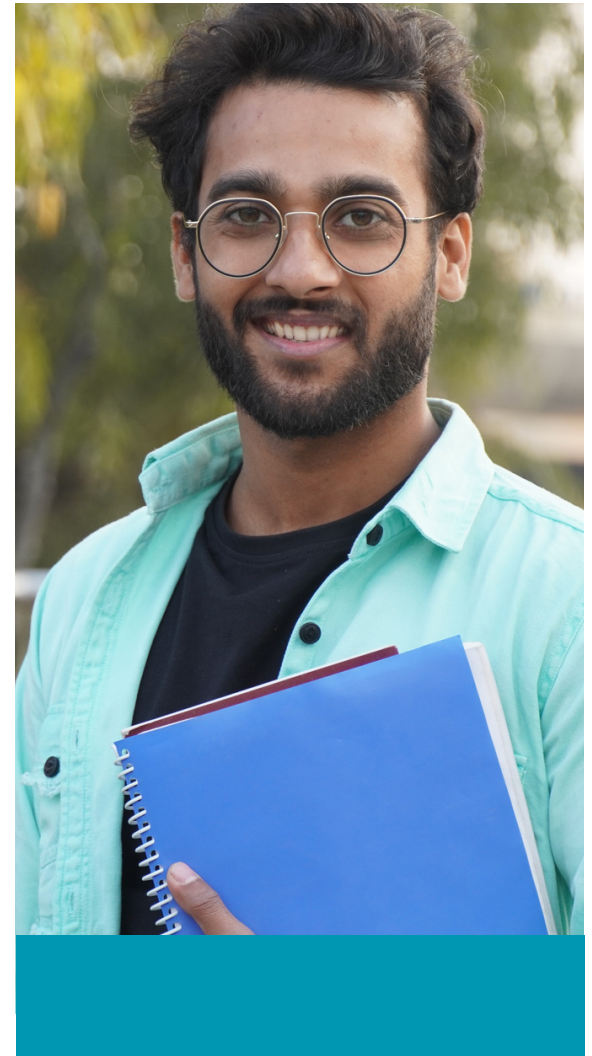
Portfolio-Worthy Projects

Our practical-based learning model allows students to learn from industry-level projects.



1-on-1 doubt solving

Doubts are solved by experts through the Q&A forum within 24 hours to ensure a thorough understanding of concepts.



How does Digital Marketing Placement Guarantee Course work?



1. LEARN

Top-rated corporate faculty & practical first curriculum



2. EVALUATE

Specially curated quizzes and tests after each module



3. BUILD

Industry-based projects for hands-on experience



4. EXCEL

Pass the final test to rate your overall knowledge



5. PREPARE

Get interview ready with mock interviews and resume building



6. GET A JOB

Land on your favourite job based on your experience

SKILLS – You will learn



Search Engine
Optimisation



Search Engine
Marketing



Email
Marketing



Digital
Marketing



Growth
Hacking



Brand
Marketing



Content
Marketing



Google
Analytics



Planning and
Strategy



Social Media
Marketing

How **Placement-Assistance** can help you land a job



A dedicated placement cell to continuously guide you towards your dream career



1:1 Career planning sessions with faculty with rich industry experience



Get highlighted in your job applications on Internshala



Expert assistance on resume & cover letter writing



LinkedIn profile building



INDUSTRY- ORIENTED CURRICULUM



70 Hours of Learning



3 Months



6 Courses



6 Industry level projects

S.No	Topic	Details
01	Blogging & Google Analytics	<ul style="list-style-type: none">• 3 Modules• Project : Publish your own blog & submit the GA report (Mandatory)
02	Content and Email Marketing	<ul style="list-style-type: none">• 2 Modules• Project : Create a content plan & run an email marketing campaign
03	SEO	<ul style="list-style-type: none">• 3 Modules• Project : Conduct an SEO audit and submit a report (Mandatory)
04	Google Search	<ul style="list-style-type: none">• 2 Modules• Project : Create a Google search ad campaign (Mandatory)
05	Google Display	<ul style="list-style-type: none">• 2 Modules• Project : Create a Google display ad campaign
06	Social Media Marketing	<ul style="list-style-type: none">• 5 Modules• Project : Create a Facebook shopping page

Our Instructors



Pradeep Rawat

Currently working at
Cisco



Pranav Jaipurkar

Studied from
University of Maryland



Pankaj Kapoor

Studied from GLA
University

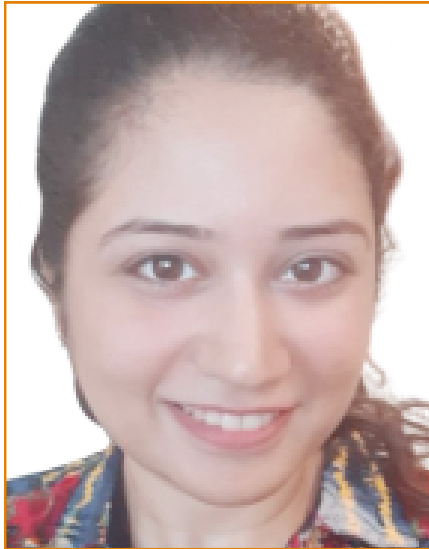


Gulshan Kumar

Studied from IIT
Kharagpur

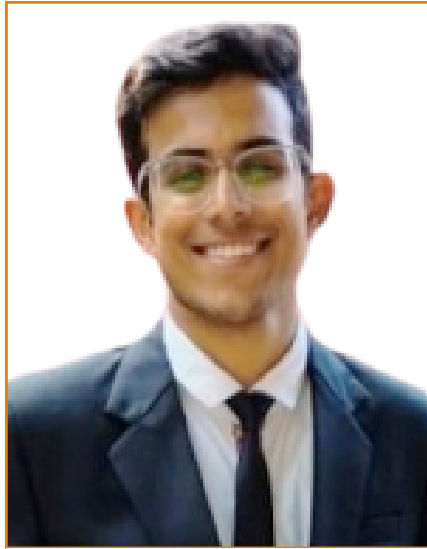


Our Instructors



Dharna Ahuja

Tutor at
VIT Vellore



Akshat Lohiya

Studied from
IITD



Rutvik Acharya

Studied from
IIFT



Frequently Asked Questions

What are the terms and conditions to be eligible for guaranteed job interviews?

To avail the guaranteed job interviews, you'll have to:

- Maintain attendance of at least 85% during the live classes for each phase of the program.
- Submit all your course-end projects and capstone projects within 7 days of program completion.
Mandatorily submit all assignments, projects and case studies within the due timeline.
- Successfully complete all the course modules along with at least 80% of the selflearning videos.
- Avoid malpractices during appearing for the test or assignment submission else you will be permanently disqualified from this program.
- Candidates must clear the PRT (Placement Readiness Test) after the course completion to get into the placement pool and get access to our job portal as well as the career mentoring program.

What is expected from a candidate during the job assistance period?

The following is expected from the candidates during the job-assistance program:

- Should give their 100% to secure a good job.
- Attend all the career preparation sessions that are conducted.
- Remain active in job search and apply to at least 30 jobs per month.
- Once shortlisted for a job, the candidate should go through the entire selection process.
- Candidates should be open for relocation to the company's location.
- Failure to comply with any of the above will result in debarring from the placement process.

What are the eligibility criteria for this program?

To be eligible for this program, you will need to meet the following criteria:

- Individuals who have pursued B.E., B.Tech, B.Sc., BCA, M.E., M.Tech, M.Sc., and MCA.
- Any working professional up to 28 years of age.
- Have a minimum of 50% throughout their academic journey (i.e. X, XII, Graduation, and Postgraduation)
- Have valid mark sheets and degree certificates for verification.
- Must be allowed to legally work in India.
- Have a valid Aadhar Card and PAN Card. Must pass the background check from previous employer/institute.
- **Note:** If you are in your final year of college, then you will be required to submit all mark sheets & certificates earned till the last semester (with at least 50% up to your last semester) and proof from your college that mentions the month and year of your graduation.

What is the process of getting into the placement pool?

To be eligible for getting into the placement pool, the learner has to complete the course along with the submission of all projects and assignments. After this, he/she has to clear the PRT (Placement Readiness Test) to get into the placement pool and get access to our job portal as well as the career mentoring program.



Thank You