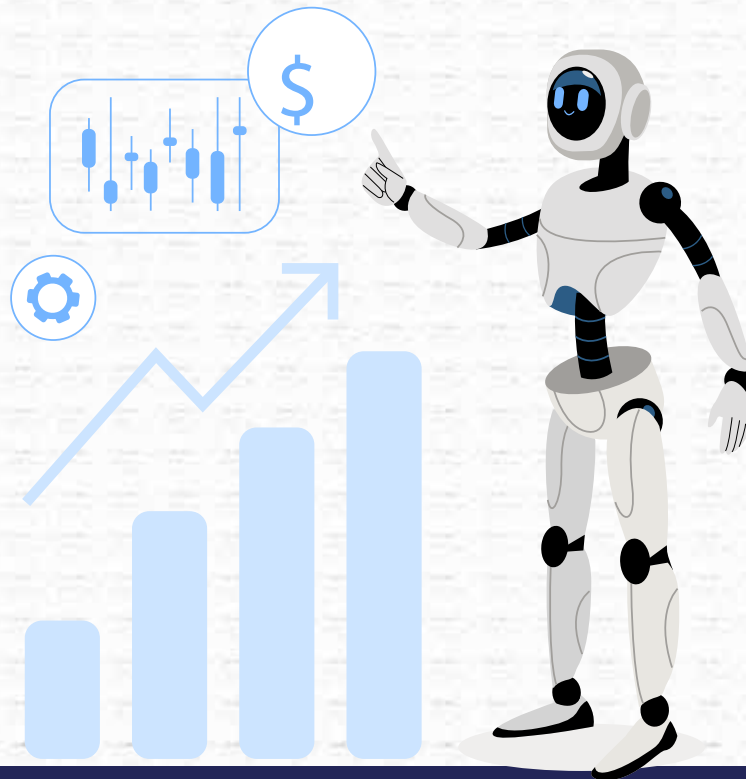# Learn
Digital Marketing
With **GEN AI**

Batch starts on 13th September

Course overview

India's first Gen-AI powered Digital Marketing course

260+ hours of live virtual training

6+ Industry Projects, 25+ Case Studies

IIM-Grade Industry Experts as Mentors

Two Tracks: Pro for Beginners | Advanced for Experts

Certification by NASSCOM

Access to 200+ Skilling Courses

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Features:

200+ Hours of expert training:
A 200-hour digital marketing program with mentorship and placement support.

Access to PrepInsta Prime Course Lib
Learn the latest strategies and tools used by top digital marketers.

6+ Industry projects
Gain hands-on experience with real-world projects to build job-ready skills.

10 Lakh+ jobs
Unlock 10L+ job opportunities in digital marketing with expert training and hands-on experience.

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Program Highlights

Learn from experts:
Courses taught by experienced professors and industry professionals.

Dual Certification: NASSCOM & Career247
Get the best of both worlds, Career247's certification and a NASSCOM certification.

Personalized learning experience
Customise your study schedule and learning pace to fit your lifestyle.

Interactive learning tools
Access to videos, quizzes, and discussions for an engaging learning experience.

24/7 Access to study material
Get access to 100+ recorded videos and assessments.

Affordable Education
Best in class training at unmatched pricing to make quality education affordable for all.

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Job-Ready Digital Marketing Curriculum

Module 1.

- Evolution of Digital Marketing & its Current Landscape
- Digital Marketing Channels & Their Integration
- ROI Comparison: Digital vs. Traditional Marketing
- Understanding Customer Journey & Touchpoints
- Creating Buyer Personas & Setting SMART Marketing Goals
- Digital Marketing Frameworks & Models
- Content Marketing Strategies: Planning & Execution
- SEO Fundamentals: On-page, Off-page & Technical SEO
- Digital Marketing Planning & Implementation Process
- Budget Allocation & Success Measurement
- Advanced Digital Marketing Frameworks & Models (Adv)
- Competitive Intelligence & Market Analysis (Adv)
- Cross-Channel Attribution & Customer Journey Optimization (Adv)
- Digital Marketing Transformation & Organizational Integration (Adv)
- National case studies like: Zomato, Swiggy, Amul
- International Case Studies: Nike, Red Bull, Coca-Cola, Starbucks, etc
- Projects/ Application: Brand storytelling, creating a foundational digital marketing plan, etc

Module 2.

- Key Performance Indicators by Channel & Objective
- Customer Lifetime Value & Acquisition Metrics
- Attribution Models & Marketing ROI
- Google Analytics 4 Setup & Configuration
- Event Tracking & Conversion Optimization
- Channel-Specific Metrics & Benchmarking
- A/B Testing Frameworks & Statistical Analysis
- Data Visualization & Reporting Automation
- National Case Studies: PhonePe, Flipkart
- International Case Studies: Amazon, Netflix, Unilever, etc
- Projects/ Application: Creating a website brief, Predictive marketing insights

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Module 3.

- Website Strategy & Objectives
- Collaboration with Web Developers & Agencies
- CMS Comparison: WordPress, Shopify, Webflow, Custom
- Design Systems & UI/UX Principles for Marketers]
- Landing Page & Conversion Rate Optimization
- Mobile Optimization & Technical SEO
- Advanced SEO: Technical Audits & Implementation(Adv)
- Enterprise SEO & International SEO(Adv)
- E-A-T & Core Web Vitals Optimization(Adv)
- SEO for JavaScript Frameworks & Progressive Web Apps(Adv)
- National Case Studies: Razorpay, BigBasket, The Ken
- International Case Studies: Apple, Glossier, ASOS etc
- Projects/ Applications: Developing KPI frameworks etcWebsite performance optimization

Module 4:

- Strategic Social Media Marketing & Audience Targeting
- Instagram & TikTok Growth Strategies
- Facebook, LinkedIn & Twitter B2B Marketing
- YouTube & Pinterest Content Optimization
- Content Creation, Scheduling & Analytics
- Email Marketing: List Building & Automation
- WhatsApp Business Marketing & Broadcast Strategies
- OTT Platform Marketing & Audience Targeting
- Amazon & Marketplace Optimization Strategies
- Influencer & Live Shopping Strategies
- Omnichannel Marketing & Emerging Technologies
- Advanced Social Media Advertising Mastery(Adv)
- Retargeting & Remarketing Advanced Strategies(Adv)
- National Case Studies: MakeMyTrip, Mamaearth, Dunzo, etc
- International Case Studies: Wendy, Chipotle, Lego, Oreo, Daniel Wellington, etc

Module 5:

- Performance Marketing Foundations & Budgeting
- Google Search, Display & Video Advertising
- Meta Ads (Facebook & Instagram) Optimization
- TikTok, Snapchat & LinkedIn Ad Strategies
- Programmatic Advertising & DSP Selection
- Remarketing & Personalization Strategies
- Conversion Rate Optimization for Paid Media
- Affiliate Marketing Strategies & Partner Recruitment
- Advanced Google Analytics & Data Studio(Adv)
- Customer Data Platforms & Data Management(Adv)
- A/B Testing & Conversion Rate Optimization(Adv)
- Predictive Analytics & Marketing Forecasting(Adv)
- Marketing Mix Modeling & Media Attribution(Adv)
- Marketing Automation Platforms & Implementation(Adv)
- Advanced Email Marketing & Personalization(Adv)
- National Case Studies: Paytm, Dream11, Vedantu
- International Case Studies: Samsung, Adobe, Adidas, etc
- Projects/ Application: Shopping campaign setup, Programmatic campaign, Budget optimization, etc

Module 6:

- E-Commerce Business Models & Go-to-Market Strategies
- Store Design, UX & Checkout Optimization
- SEO & Content Marketing for E-Commerce
- Email Marketing & PPC for E-Commerce
- Customer Retention, Loyalty & Growth Hacking
- Sales Funnel Design & Lead Generation
- Webinar, Event & High-Ticket Sales Funnels
- Customer Relationship Management Integration(Adv)
- Lead Scoring & Nurturing Strategies(Adv)
- National Case Studies: Boat, Udemy India, Lenskart
- International Case Studies: Warby Parker, Wayfair, Sephora, etc
- Projects/ Application: Portfolio development, E-commerce business model planning, etc

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Module 7:

- Advanced Programmatic Advertising & Audience Targeting
- Omnichannel Programmatic Strategies & Budgeting
- Attribution Modeling & Marketing Mix Optimization
- End-to-End Digital Marketing Strategy Development
- Digital Marketing Team Structure & Management(Adv)
- Agency Management & Vendor Relations(Adv)
- Digital Marketing Budget Planning & Allocation(Adv)
- Digital Marketing ROI & Business Impact Measurement(Adv)
- National Case Studies: Times Internet, Hotstar etc
- International Case Studies: L'Oréal, McDonald, Disney etc
- Projects/ Application: Omnichannel programmatic plan, End-to-end digital marketing strategy, etc

Module 8:

- AI Content Generation & Personalization
- Predictive Analytics & AI-driven Marketing Automation
- Chatbot Marketing & AI-Enhanced Customer Engagement
- Online Crisis Management & Reputation Recovery
- Crisis Communication Strategies & Brand Protection
- AI & Machine Learning in Marketing(Adv)
- Voice Search & Conversational Marketing(Adv)
- Augmented Reality & Virtual Reality Marketing(Adv)
- Web 3.0, NFTs & Blockchain in Marketing(Adv)
- Case study: Reliance Jio
- Projects/ Applications: AI-driven ad campaigns

Module 9:

- Integrated Digital Marketing for a dating app
- E-commerce growth hacking for a pet marketplace
- Social Media & Content Strategy for a travel portal
- Performance Marketing Analytics for a fashion brand

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Tools you will learn

ahrefs

Meta

Canva

Yoast

RankMath

copy.ai

Google Optimize

Ubersuggest

Google Search Console

Google Analytics

Google Ads

Buffer

Screamingfrog

Hootsuite

Tagify

MOZ

SendGrid

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Projects you will do

1 Integrated Digital Marketing for a dating app.

2 E-Commerce Growth hacking for pet marketplace.

3 Social Media & Content Strategy for a travel portal.

4 Performance Marketing Analytics for a fashion brand.

5 Zepto Quick Marketing.

6 CultFit fitness and Management App.

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Career Path in Digital Marketing

Your journey from beginner to expert in the dynamic world of digital marketing.

▶ Salary growth

Experience rapid salary growth as you move up in digital marketing. Start with entry-level roles and progress to high-paying leadership positions.

▶ Career in digital marketing

Explore various roles and opportunities in digital marketing as you grow your career.

▶ Career path

Understand the typical career path and progression in the digital marketing industry.

Earn your Digital Marketing Certificate

Learn from top industry experts

Rushikesh Pandit `5+ YOE`
Digital Marketing Trainer Trained 40k+ | IIT-Bombay

Richa Parekh
Digital Marketing Trainer

Akram Ali `12+YOE`
Digital Marketing Trainer Trained 30K+ People | Scaled 40+ Brands

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Akram Ali `12+YOE`
Digital Marketing Trainer Trained 30K+ People | Scaled 40+ Brands

Aashay Mishra `6+ YOE`
Lead Digital Marketing Trainer

Bibin George Varughese `6+YOE`
Digital Marketing Trainer Product Marketing Leader-Pine Labs

Demo Videos

Demo video 1: https://youtu.be/y4tKARU0qGU

Demo video 2: https://youtu.be/4eRafndK-o8

Demo video 3: https://youtu.be/pXLboor_eT8

Demo video 4: https://youtu.be/u4P4wtpPm3o

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Pricing for our Digital Marketing Course

Compare Course Features

☑ *EMI options are available on both plans*

Compare Course Features	Pro Course 4 months Digital Marketing course ₹30,000/- ₹7500/month [Buy pro course]	Advanced Course *Most Popular* 6 months Digital Marketing course ₹42,000/- ₹7000/month [Buy Advanced course]
Live Virtual Training	185+ Hours	260+ Hours
Capstone Projects	4 Projects	6 Projects
Case Studies	25+ Case Studies	35+ Case Studies
GenAI in Marketing	15+ Hours	35+ Hours
Placement Assistance	✓	✓
Industry Aligned Curriculum	✓	✓
Job-Ready Training	✓	✓
24/7 Access to Study Material	✓	✓
Certification	✓	✓
Dedicated Mentorship	Standard	1:1 Career Coaching
Soft Skills Training	✓	✓
Resume Building	Standard Support	Expert's Support
Interview Preparation	✓	✓
LOR from mentors	Not Applicable	Applicable

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Program Fees

Program fees include tuition, materials, and other resources. Flexible payment options or scholarships may be available to eligible students.

- 4 months skill-based cohort (live) learning

- Industry-led projects and internships

- Certification from Nasscom

- Fast-track your career with in-demand skills

- Get guided by experienced industry leaders.

- Learn & Work with the Top 1% in the industry

Digital Marketing program fees, Pro Course ₹ 30,000/- Inclusive of all taxes

We are partnered with top finance companies

BAJAJ FINSERV   Propelld

JODO

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Frequently Asked Questions

General Questions

1. What is this Digital Marketing course about?

➡️ This comprehensive 240-hour program offers an in-depth exploration of Digital Marketing 2.0, covering key strategies, tools, and techniques. You'll master SEO, social media marketing, performance marketing, analytics, and automation, while also learning to leverage the latest Generative AI tools. The course includes hands-on training and placement support to help you launch a successful career in digital marketing.

2. Who should enroll in this course?

➡️ Anyone interested in digital marketing, including students, working professionals, entrepreneurs, and business owners looking to enhance their online presence.

3. What are the key benefits of this program?

➡️ • Hands-on experience with industry-standard tools like Google Ads, Facebook Ads Manager, and Google Analytics.
• 4 Capstone Projects and 15+ Case Studies for practical learning.
• Learn from Top tier (IIM/ IIT calibre) faculty at a fraction of the cost of traditional education.
• Industry-endorsed Certification upon completion.
• Career support, including resume-building and interview preparation.

4. How does this course differ from competitors?

➡️ • Infusion of Gen AI into Digital Marketing – You learn not only the very latest in digital marketing tools but also Gen AI for digital marketing success.
• Practical learning with hands-on assignments, 4+ Capstone Projects, and 15+ case studies.
• Access to premium tools and templates not offered by other programs.
• Expert trainers from IIM with real-world experience in top companies.
• Career services including mock interviews and job placement assistance.

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5. Who are the faculty members?

➡ Our faculty consists of senior industry professionals and experienced IIM/IIT lecturers, ensuring high-quality, industry-relevant training at a fraction of the cost of traditional higher education.

Program Structure & Curriculum

1. What are the prerequisites for enrolling?

➡ There are no specific prerequisites. However, basic computer proficiency and familiarity with the internet are helpful.

2. What topics are covered in the program?

➡ The program provides a holistic understanding of Digital Marketing 2.0, covering:
- Mastering Digital Marketing: From Fundamentals to Strategy
- Data-Driven Decision Making: Marketing Metrics & Analytics
- Social Media, Influencers & Community Growth Strategies
- Performance & Growth Hacking: Maximizing Conversions & ROI
- Gen AI-Powered Marketing & Programmatic Advertising in Action
- Crisis Management, PR & Brand Reputation in the Digital Age
- Job Readiness & Career Support

3. What is the course duration and format?

➡ This is a 6-month virtual training program, with 10 hours of live instructor-led virtual training per week. The course includes interactive sessions and hands-on projects.

4. Will I receive a certification?

➡ Yes, you will receive an industry-recognized certification upon successful completion of the course

5. Are there any real-world projects?

➡ Yes, students will work on 4+ Capstone projects and analyze 15+ case studies to gain practical experience. The course ends with a comprehensive capstone project, which you can add to your portfolio to showcase your work to potential employers.

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5. What tools and platforms will I learn?

➡️ The course includes training on tools like Google Ads, Google Analytics, Facebook & Instagram Ads Manager, LinkedIn Ads, Mailchimp, and more.

6. How long does the program take to complete?

➡️ The program runs for 6 months with structured training sessions.

7. Is this a weekday or weekend program?

➡️ The live lectures are conducted 4 times a week on weekdays and weekends. The exact batch schedule will be communicated to you in advance upon enrolment.

8. What is the passing criteria for the program?

➡️ To successfully complete the program and be eligible for a course certification from Career247, you must:

- Attend at least 90% of live sessions.
- Score a minimum of 80% on assignments and assessments.
- Clearing the mock interviews based on the Instructors' feedback.

9. What is the language of instruction?

➡️ The program will be delivered in English and Hindi during live lectures to cater to learners across India. The self-paced learning videos are recorded in English only.

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Placements and careers

1. How will this course help my career?

➡ This course equips you with in-demand skills, improves your job prospects, and helps you transition into roles like Digital Marketing Specialist, SEO Analyst, Social Media Manager, and Performance Marketer

2. What are the expected salary ranges for digital marketing professionals?

➡ Entry-level (Freshers): ₹4 LPA – ₹7 LPA
Mid-level (2-5 years' experience): ₹7 LPA – ₹12 LPA
Senior-level (5+ years' experience): ₹12 LPA – ₹20 LPA+
Salaries vary based on role, experience, and location.

3. What career opportunities are available after this course?

➡ Graduates can pursue roles such as:
1.Digital Marketing Specialist
2.SEO Analyst
3.Performance Marketer (PPC/GoogleAds)
4.Social Media Manager
5.Content Marketer
6.Marketing Automation Expert

4. Which companies hire digital marketing professionals?

➡ Top recruiters include leading brands, startups, and digital agencies such as:
1.Google, Facebook, Amazon, Flipkart
2.Digital marketing agencies like WPP, Ogilvy, Dentsu
3.E-commerce companies, fintech startups, and media firms

5. What is the placement assistance process?

➡ The course comes with 30 hours of placement readiness sessions, including:
1.Resume-building
2.LinkedIn profile optimization
3.Business Communication Skills
4.Interview Preparation
5.1:1 Mock interviews
6.Career counseling
7.Two assured interview opportunities (subject to meeting program criteria)

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6. What are the eligibility criteria for placement assistance?

➡️ To avail of placement assistance, students must:
1. Attend at least 90% of live sessions
2. Score a minimum of 80% on assignments and assessments
3. Clear the mock interview rounds with faculty approval

7. Do you guarantee placements?

➡️ This is a placement assistance program, which means we prepare you for successful placements and jobs in digital marketing. We guarantee two interview opportunities at companies, subject to candidates meeting the placement assistance criteria (See above question). However, we cannot assure that you will get selected and get the job. This is subject to your own preparation and performance during the interview and any subsequent recruitment tests conducted by the recruiting company.

8. What is the starting salary you can promise upon placements?

➡️ You can refer to current and historical salary trends in digital marketing (see the FAQs above). However, we cannot guarantee a minimum starting salary upon placement – That is dependent on your qualifications, the company, and the hiring market.

Fees & Enrollment

1. What is the course fee?

➡️ The course fee is ₹48,000/- inclusive of all taxes.

2. Are there any scholarships available?

➡️ Yes, scholarships may be available for deserving candidates based on merit or financial need. Contact our admissions team to check eligibility.

3. Is there a discount on the course fee?

➡️ We offer limited-period discounts and promotional offers. Speak with our counsellors to know if any discounts are currently available.

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4. What is the refund policy?

→ Refund policies apply as per our terms and conditions. Please reach out to our support team for details.

5. Will I have access to course materials after completion?

→ You will have access to all your learning material for an extended period of 6 months after your course is completed.

Technical and Support Queries

1. How can I get my doubts resolved?

→ 1. Live doubt-clearing sessions with faculty
2. Dedicated discussion forums
3. 24/7 email support

2. Will I get 1:1 mentorship?

→ While the program does not offer individual mentorship, we conduct interactive Q&A sessions, peer networking, and personalized feedback.

3. What happens if I miss a live session?

→ All sessions are recorded and made available for later viewing on our learning platform.

4. How long will I have access to the course materials?

→ You will have access for 6 months after course completion.

5. Will I receive any books or printed handouts?

→ This being a virtual training program, all your courseware will be available on our learning platform, which is accessible 24/7 and on all devices, for learning on the go. You will not be provided with any hard copy prints of the course material.

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