



# Professional Certificate Programme in Digital Marketing

**3 Months | Online & Offline**



[www.vskaworld.com](http://www.vskaworld.com)

# Programme Summary

## Professional Certificate Programme in Digital Marketing



### Institute Name

VSKA World  
Private  
Limited



### Programme Duration

3 Months



### Cost

INR 28,999



### Learning Mode

Online/Offline



### Weekly effort

4 hours a week



### Faculty

Industry  
Experts



### Eligibility

12+ / Graduate



### Live Classes with Placement Assistance



### Internship

Available



### Certificate

Course Completion Certificate  
Project Certificate  
Internship Certificate

## Learning Experience

### Lifetime Recording Access

Learn at your own pace, around your busy schedule

### World-Class Faculty -

Learn from the best faculty and industry practitioners

### On Demand learning -

Re-watch any lesson/ concept for deeper understanding

## Frequently Asked Questions



### Are there any LIVE sessions with the institute faculty in this programme?

Yes, live sessions with recording access are available.

### What is the role of the Programme Leader? Are they institute faculty?

Programme Leaders are Industry Practitioners/ Subject Matter Experts who help with doubt-clearing sessions, cover specific topics deeper and share real-world examples wherever needed. They are not the faculty of the institute.

### Who grades/ gives inputs on the assignments and projects?

The assignments are graded either by Programme Leader or the internal grading team.

### Is there a qualifying mark/ grade to get the final certification in this programme?

Yes, a minimum score of 60% in all required assignments including capstone to successfully complete the programme.

### What if I miss the assignments for a particular week? Can I attempt them later?

An assignment that is not submitted by the due date is late. Yes, they can be attempted later but with Trainer's permission.

### Who is the faculty for the LIVE Masterclass/ Online sessions/ Doubt-Clearing sessions?

Masterclasses are conducted by industry experts with domain expertise. They are not the faculty of institute. Doubt-clearing sessions are carried out by the trainers only, as they monitor individual student progress.

### Do I get Alumni status of the institute on completion of this programme?

Yes, you will get Alumni status.

### What if I don't find the programme appropriate for me after starting the sessions? Can I seek a refund?

We encourage our learners to complete the programme to fully understand the concepts and derive valuable learning outcomes. Should you still feel the need to stop your learning journey, a refund request can be initiated within 7 days of registration. However, after 7 days, fee becomes non refundable.

### What type of certificate will I receive?

Upon successful completion of the programme, you will receive a digital certificate. The digital certificate can be shared with friends, family, schools, or potential employers. You can use it on your cover letter, resume, and/or display it on your LinkedIn profile.

### How long will I have access to the learning materials?

You will have access to the online learning platform and all the videos and programme materials for Lifetime.

# Why Digital Marketing?

01

## According to Satista 2024

In 2023, digital ad spending is forecasted to hit US\$740.3bn. Additionally, the average ad spending per user in the In-App Advertising market is expected to reach US\$63.7 in 2024.

02

## Learn to become a digital marketing expert

### The Professional Certificate in Digital Marketing Program

tries to bring to you a 360 degree in-depth look into the various facets of digital marketing which helps you understand how to best leverage this for different channels and use analytics to extract key insights from campaign reports.

03

## The programme will help you understand the latest digital marketing skills

in the market such as Mobile Marketing, Programmatic buying, Video marketing & many more.

04

## For a comprehensive education,

get a complete framework for key concepts and principles of digital marketing, which will develop your business acumen to strategise an effective digital marketing strategy & help you move up in your marketing career.

# DIGITAL MARKETING JOBS LANDSCAPE



## 38000+

– LinkedIn 2024

### Open Digital Marketing Jobs



Highest LPA of Content Marketing Manager

## INR 24 Lakhs

Highest LPA of Digital Marketing Manager

## INR 19.5 Lakhs

Highest LPA of SEO Manager

## INR 17 Lakhs

– Ambition Box 2024

## Top Jobs by Skills



# Programme Highlights



**Live  
Classes**



**Lifetime  
Recording  
Access**



**1:1  
Mentorship**



**24\*7  
Support**



**Assignments  
& Projects**



**20+ Digital  
Marketing  
Tools**



**Upto 100%  
Scholarship  
Available**



**Internship  
Available**



# Key Topics Covered



Social Media Advertising



Market Research & Analytics



Search & Display Marketing



Content Marketing



Mail Marketing



Influencer Marketing



Video Marketing



Mobile Marketing



Marketing Automation



Digital Branding

# Masterclasses



Copywriting and Copy Editing  
Using ChatGPT



Deciding the Influencer Marketer



Marketing Automation and CRM Integration



Market Research by Companies



Mobile Marketing

*Note: All product and company names are trademarks or registered trademarks of their respective holders. Use of them does not imply any affiliation with or endorsement by them.*

# Digital Marketing Tools

 Google Ads

 Google Analytics

 HubSpot

 SEMRUSH

 Ubersuggest

 GTmetrix

 bitly

 Hootsuite

 Canva

 Talkwalker

 ahrefs

 BuzzSumo

 Screamingfrog

 ChatGPT

 SpyFu

 similarweb

 Google Search Console

 yoast

 mailmodo

 mailchimp

 crazyegg

 SEO SiteCheckup

 woorank

 freepik

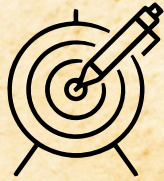
 Google Tag Manager

## Note:

- All product and company names mentioned in this material are trademarks or registered trademarks of their respective holders. Their use does not imply any affiliation with or endorsement by them.
- The tools showcased in this material will be taught through live classes and pre-recorded demo videos. This is optional.
- These sessions on tools are optional and will not be considered for your final evaluation.
- Regarding tools with "free" certifications: we have included a detailed guide on the specific locations and procedures for obtaining your certification.
- The fee does not cover any payments required for certifications offered by the tools or tool subscriptions.
- These sessions are optional and will not be factored into your final evaluation.

# Experience Mastery: Navigate Digital Realities with Stukent's Mimic Pro and Mimic Social!

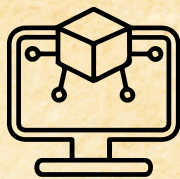
Advance your skills with an in-demand digital marketing simulation platform with real-world scenarios to:



Develop targeted content strategies



Monitor and optimise key performance metrics



Create and optimise simulated campaigns



Effectively manage campaign budgets





# Who is this Programme for?

This programme has been designed for early to mid-level career professionals & freshers who are interested in:

- Getting an **in-depth 360 degree look** into the latest digital marketing frameworks & strategies in order to consolidate their knowledge in digital marketing and take their career to the next level
- **Understanding all aspects of digital marketing** to optimally run paid campaigns, plan SEO strategies and work on programmatic buying campaigns
- Certifying their digital marketing education and get a certification

## **Top job roles for early to mid-level digital marketing professionals –**

Digital Marketing manager, digital marketing Associate, SEO specialist, mail marketing specialist, etc

## **Key industries where this programme is relevant:**

Education/Ed-Tech, Manufacturing, Banking and Finance, Pharmaceuticals / Biotechnology / Healthcare, Internet/E-commerce, Retail, FMCG, Information technology/Services, Consulting, Consumer Electronics, Oil and Gas/Energy, Infrastructure, Hi-Tech, Telecommunications.

Any industry which uses digital channels to reach consumers will be relevant.



# What will you learn in this Programme?



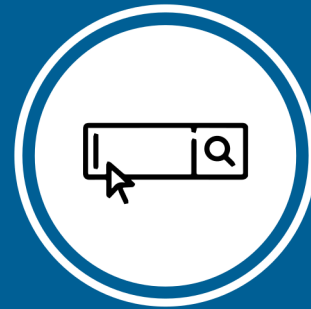
**Social Media Advertising Promotions**  
Influencer marketing  
Social listening



**Market Research**  
Research Process  
Problem Formulation  
Marketing Intelligence



**Analytics for**  
SEO | Social | Web Behaviour  
Experience | Outcome



**Search Marketing**  
Local and Mobile Voice,  
Multimedia, Social Media,  
Future of Search



**Display Marketing**  
Ecosystem  
Types of Ads & Campaigns  
Banner Ad Practises



**Email Marketing**  
Best Practices  
Deploying Mail

# What will you learn in this Programme?



## Mobile Marketing

Overview | Trends | Types  
Mobile Friendly vs Mobile Optimised  
Mobile App Analytics Tool



## Content Marketing

Types of Content  
Content Marketing vs Content Writing  
Content Optimisation



## Branding In The Digital World

Online Reputation Management  
ORM Tools



## Marketing Automation and AI

What is Marketing Automation?  
Marketing Automation Tools  
Automation Workflow Strategies



## Video Marketing

Overview of Youtube Platforms and OTT  
Youtube Channel Management  
Goals suitable for Video Marketing



## Media Buying Planning & Digital Privacy

Optimisation, Budgeting & Allocation  
Digital security and emerging technologies

# Why choose this Programme?



Describe digital customer behaviours and ways to reach customer segments and enhance engagement by using the digital marketing funnel



Get an in-depth 360 degree understanding of digital marketing to understand the impact of new technologies and new developments on digital marketing strategy



Devise strategies to create optimal performance marketing plans on digital ad and paid marketing platforms like Google Ads, Social Media, Email Marketing, Video Marketing & Mobile Marketing



Apply what you learn about digital marketing by running real-time campaigns in a simulated environment



Learn to use marketing analytics to evaluate campaign KPIs & generate valuable insights into campaign performance & strengthen your marketing plans



Understand programmatic buying tools such as DSP, RTB and Google Ad exchange



Explore the role market research plays in marketing, the research process & how to use market intelligence to better understand customer behaviour



Describe the various steps of the framework for successful planning and execution of a digital marketing strategy



Evaluate a customer-centric digital marketing strategy aligned with the organisational marketing goals



Identify real-time cases through industry-standard case studies to understand how companies navigated through the dynamic digital world using various tools & strategies

# CURRICULUM OVERVIEW

- **Digital Marketing Fundamentals:** Lay the foundation with an in-depth understanding of digital marketing principles.
- **Website Setup (Domain, Hosting & C-Panel):** Learn the essentials of setting up a website from scratch, including domain registration, hosting, and managing C-panel.
- **Website Designing:** Master the art of creating visually stunning and user-friendly websites.
- **Search Engine Optimization (SEO):** Harness the power of SEO to boost website visibility and rank higher on search engine results pages.
- **Keyword Research through Free Tools:** Discover effective keyword research strategies using free tools for maximum impact.
- **On-Page SEO:** Optimize website content and structure to enhance search engine visibility.
- **Off-Page SEO:** Explore off-page SEO techniques to build quality backlinks and improve domain authority.
- **Technical SEO:** Delve into technical aspects of SEO to optimize website performance and crawlability.
- **Local SEO (Google My Business):** Dominate local search results and attract nearby customers with Google My Business optimization.
- **Google Search Console:** Utilize Google Search Console to monitor website performance, detect issues, and optimize for search.
- **Social Media Optimization:** Maximize social media presence and engagement through strategic optimization techniques.
- **Social Media Marketing:** Craft compelling social media campaigns to connect with your target audience and drive business growth.
- **Facebook Ads:** Unlock the potential of Facebook advertising to reach and engage with your ideal customers.
- **Instagram Ads:** Leverage Instagram's visual platform to showcase your brand and drive conversions.
- **LinkedIn Ads:** Tap into the professional network of LinkedIn to target B2B audiences and expand your reach.

# CURRICULUM OVERVIEW

- **Twitter Ads:** Harness the power of real-time engagement and conversation with Twitter advertising.
- **Pinterest Marketing:** Utilize Pinterest's visual discovery platform to inspire and convert potential customers.
- **Quora Marketing:** Engage with a highly targeted audience on Quora to establish authority and drive traffic.
- **Email Marketing:** Design and execute effective email marketing campaigns to nurture leads and foster customer relationships.
- **Graphic Designing (Canva):** Create captivating visual content with Canva to enhance brand storytelling and engagement.
- **Google Ads (SEM/PPC):** Learn the intricacies of Google Ads to drive targeted traffic and maximize ROI.
- **Search Ads:** Craft compelling search ads that resonate with your audience and drive conversions.
- **Digital Display Ads:** Explore the world of display advertising to increase brand visibility and reach.
- **Shopping Ads:** Optimize product listings and campaigns for maximum visibility and sales.
- **YouTube Marketing:** Harness the power of video marketing on YouTube to captivate audiences and drive action.
- **Online Lead Generation:** Implement proven strategies to generate high-quality leads and fuel business growth.
- **Google Analytics:** Gain valuable insights into website performance and user behavior with Google Analytics.
- **Affiliate Marketing:** Explore affiliate marketing strategies to expand your reach and increase revenue.
- **Blogging:** Master the art of blogging to attract, engage, and convert your target audience.
- **Google AdSense:** Monetize your website traffic with Google AdSense and maximize revenue potential.

# CURRICULUM OVERVIEW

- **Freelancing:** Unlock the freedom and flexibility of freelancing in the digital marketing industry.
- **Ecommerce Website Designing:** Design and optimize ecommerce websites for seamless user experiences and increased conversions.
- **Landing Pages:** Create high-converting landing pages that drive action and achieve business objectives.
- **Tools & Techniques for Business:** Discover a plethora of tools and techniques to streamline business operations and enhance productivity.
- **Payment Gateway (Instamojo & Razor Pay):** Navigate the world of online payments with ease using Instamojo and Razor Pay.
- **Funnels:** Master the art of building effective sales funnels to guide prospects through the buying journey.
- **Job Profile Build Up:** Develop a compelling job profile to stand out in the competitive digital marketing industry.
- **Job Interview Preparation:** Prepare for job interviews with confidence and land your dream role in digital marketing.



# Certificate

Upon successfully completing the programme with a minimum **60% score in all required assignments including capstone**, you will be awarded a certificate the **Professional Certificate Programme in Digital Marketing**.



Note: All certificate images are for illustrative purposes only and may be subject to change at the discretion of the institute.



# LEARNING JOURNEY

Advance your skills with an in-demand digital marketing simulation platform with real-world scenarios:

## Orientation Week

During this week you will be introduced to the other participants in the class from across the world and you will learn how to use the learning management system and other learning tools provided.



## Weekly Goals

As you begin the programme, meet your learning goals set for the week. The goals would include completing the assignments, which have weekly deadlines.



## Self Paced, Flexible Online Learning

Learn online via 100% live classes.



## Doubt Clearing Sessions

The programme features weekly live online sessions with programme leaders who are available to help you clarify your doubts pertaining to the content.



## Timely Follow up and Learning Support

The VSKA World's Support team will follow up over emails and phone calls with learners who are unable to submit their assignments on time.



# PROGRAMME DETAILS



ELIGIBILITY : 12+/Any Graduate/ Diploma holder



DURATION : 3 Months



PROGRAMME START DATE : **Contact Counsellor**



PROGRAMME FEE\* : **INR 29,999**

Note:

*\*Instalment payment options available with NO Cost EMI.*

*\*For detailed information on instalment payments reach out to your programme advisor.*



- Search
- Engine
- Optimize



# About Us

At VSKA World, we believe in the transformative power of digital marketing. Established with a vision to empower individuals and businesses to thrive in the digital age, we are committed to providing comprehensive and cutting-edge digital marketing education.


With a team of seasoned industry experts and educators, VSKA World offers a dynamic learning environment where creativity, innovation, and strategy converge. Our goal is to equip our students with the knowledge, skills, and confidence to succeed in the fast-paced world of digital marketing.

Driven by a passion for excellence and a dedication to our students' success, we go above and beyond to deliver high-quality training programs that are practical, relevant, and industry-focused. Whether you're a seasoned professional looking to upskill or a beginner eager to embark on a new career path, we have a program tailored to meet your needs.

What sets VSKA World apart is our holistic approach to education. We don't just teach theory; we provide hands-on experience, real-world case studies, and practical assignments that prepare our students for the challenges and opportunities of the digital marketplace.

At VSKA World, we are more than just a training institute; we are a community of learners, innovators, and trailblazers. Join us on your journey to success in the digital world, and together, let's create a brighter future filled with endless possibilities.



 WhatsApp an Advisor on +91 9990223338

For registration and any other information, please get in touch with us at [info@vskaworld.com](mailto:info@vskaworld.com)

**APPLY  
NOW!**

**FOLLOW US ON**

