

INDIA'S Premier Agency Style
TOP **Advanced Digital Marketing**
Learning Institute

ADVANCED DIGITAL MARKETING PROGRAM

100% Practical Sessions | Freelancing Guidance | 29+ Course Core Latest Modules |
Work on Real Live Projects | Installment Payment Options | Agency Style Training

//
ONLINE AND CLASSROOM TRAINING OPTIONS AVAILABLE



MSME
सूक्ष्म, लघु एवं मध्यम उद्यम
MICRO, SMALL & MEDIUM ENTERPRISES

www.digitalskillsscholar.in

Welcome to

DIGITAL SKILLS SCHOLAR

At Digital Skills Scholar, We offer comprehensive courses in Digital Marketing and Website Designing to help you build a successful career in the Digital World. Our expert-led modules are designed to provide practical knowledge and hands-on experience.

Digital Skills Scholar stands out with its team of industry professionals who bring years of practical experience to the table. Our courses are designed to provide hands-on training through real-world projects, ensuring that students gain practical knowledge that they can apply immediately.

Our

MISSION

Our mission is to provide high-quality education in Digital Marketing and website designing, fostering innovation and creativity. Our Aim to equip our students with practical skills, real-world experience, and the confidence to excel in their careers.

We are committed to creating an inclusive learning environment that nurtures growth and success for all.

Why Choose?

DIGITAL SKILLS SCHOLAR

Digital Skills Scholar stands out with its team of industry professionals who bring years of practical experience to the table. Our courses are designed to provide hands-on training through real-world projects, ensuring that students gain practical knowledge that they can apply immediately.

Additionally, we provide comprehensive career support, including guidance on job placements and freelancing opportunities, helping our students to navigate their career paths successfully.

- Digital Product Startup Guidance
- 29+ Course Latest Module
- Agency Style Training
- 8+ Certifications
- Trainer with 5+ years of Experience
- Real Live Projects
- Hand on Practical Approach
- Unlock Job Opportunities
- Freelancing Guidance
- 40+ Live Projects Assignments

Future Of **DIGITAL MARKETING**

Digital marketing is evolving rapidly, with new trends and technologies emerging all the time. The future promises even more exciting developments, such as:

Artificial Intelligence (AI)

AI is revolutionizing how we analyze data and interact with customers. From chatbots to personalized recommendations, AI is enhancing customer experiences and driving better business outcomes.

Voice Search

The increasing use of voice-activated devices is changing search engine optimization (SEO) strategies. Optimizing for voice search means focusing on natural language queries and ensuring your content is easily accessible through voice assistants.

Personalization

Personalization is becoming increasingly important, as customers expect tailored marketing experiences that resonate with their individual preferences and needs. Augmented Reality (AR) is also making waves, offering immersive experiences that allow customers to visualize products in their environment before making a purchase.

Scope Of

DIGITAL MARKETING

Digital marketing is a versatile field with a wide range of applications across various industries. Key areas include:

Search Engine Optimization (SEO)

Search Engine Optimization (SEO) involves improving a website's visibility on search engines, making it easier for potential customers to find the business.

Content Marketing

Content marketing focuses on creating valuable content to attract and retain customers, establishing the business as a trusted resource.

Social Media Marketing

Social media marketing leverages platforms like Facebook, Instagram, and LinkedIn to promote brands and interact with customers.

Email Marketing

Email marketing involves sending targeted messages to nurture leads and drive sales.

Paid Advertising

It including Google Ads and social media ads, helps businesses reach a broader audience and achieve specific marketing goals.

Job Opportunities in **DIGITAL MARKETING**

- The demand for skilled digital marketers is on the rise, offering numerous job opportunities across various roles.
- As a Digital Marketing Manager, you would oversee marketing campaigns and strategies to drive business growth.
- An SEO Specialist focuses on improving a website's search engine rankings. Content Strategists develop and manage content to engage and retain customers.
- Social Media Managers handle social media accounts, creating content and engaging with followers. Email Marketing Specialists design and execute email campaigns to nurture leads, while PPC (Pay-Per-Click) Experts manage paid advertising campaigns to maximize return on investment.



Average Package For **DIGITAL MARKETERS** In India

In India, the average salary for digital marketers varies based on experience and role.

ROLES	AVERAGE SALARY
Digital Marketing Executive	₹2,60,000 - ₹3,50,000
Social Media Marketing Executive	₹2,80,000 - ₹3,60,000
Search Engine Optimization Executive	₹2,20,000 - ₹3,00,000
Search Engine Marketing	₹3,00,000 - ₹4,00,000
Content Marketing Executive	₹2,80,000 - ₹3,50,000
Email Marketing Executive	₹2,50,000 - ₹3,20,000
Web Development Executive	₹2,80,000 - ₹3,50,000

Our

PROGRAM OVERVIEW

Digital Skills Scholar **Offers Comprehensive 4-Month** **Program Designed for Both Beginners** **and Professionals.**

Our digital marketing program is meticulously designed to equip you with the skills needed to excel in the industry. The program includes hands-on projects that provide practical experience, allowing you to apply what you learn in real-world scenarios. We teach you to use the latest tools and techniques, ensuring you stay updated with the current trends in digital marketing.



ELIGIBILITY CRITERIA

For This Course

- 10th/ 12th Grade
- Diploma or Equivalent
- Basic Knowledge in English and Computer Skills

WHO CAN JOIN

This Course?

- Students/ Fresher/ Job Seeker
- Working Professionals
- Entrepreneur/ New Startups
- Business owners
- Freelancers
- Housewives

MODULES YOU LEARN

Our Complete Syllabus Guide

01

Digital Marketer (Mindset)

02

Niche Selection

03

Web Designing Without Coding

04

Facebook Ads Marketing

05

Instagram Ads Marketing

06

Landing Page

07

Sales Funnels

08

Search Engine Optimization (SEO)

09

Social Media Marketing

10

Linkedin Marketing



11

Google Ads

12

Youtube Ads

13

Content Writing

14

Social Media Management

15

AI Images Masterclass

16

Copywriting via AI

17

Google Search Console

18

Google Analytics

19

Google Trends

20

Google Keyword Planner

21

Inbound Marketing

22

HTML & CSS Coding

23

Personal Branding

24

Startup & Freelancing Guidance

25

Remarketing Concepts

26

Marketing Automation

27

Digital Graphics Designing

28

Advanced Video Editing

29

Local Business Listing

30

Conversion Marketing



S.No.	Module	Curriculum
01.	Digital Marketer (Mindset)	<ul style="list-style-type: none"> Understand core principles and strategies. Learn how to stay ahead in the digital marketing landscape. Cultivate a growth mindset for continuous learning.
02.	Niche Selection	<ul style="list-style-type: none"> Identify profitable and sustainable niches. Analyze market trends and audience needs. Position your brand effectively.
03.	Web Designing Without Coding	<ul style="list-style-type: none"> Use popular tools like WordPress elementor. Create visually appealing and functional websites. Optimize websites for user experience and conversions.
04.	Facebook Ads Marketing	<ul style="list-style-type: none"> Create effective ad campaigns. Target specific demographics and interests. Measure and optimize ad performance.
05.	Instagram Ads Marketing	<ul style="list-style-type: none"> Create visually appealing ads. Use Instagram Stories and Carousel Ads. Track ad performance and insights.
06.	Landing Page	<ul style="list-style-type: none"> Focus on layout, content, and call-to-actions. A/B test different versions. Optimize for both desktop and mobile users.

S.No.	Module	Curriculum
07.	Sales Funnels	<ul style="list-style-type: none"> • Create and optimize sales funnels. • Guide customers through the buying process. • Increase conversion rates.
08.	Search Engine Optimization (SEO)	<ul style="list-style-type: none"> • Keyword research and on-page optimization. • Off-page SEO techniques and link building. • Monitor and analyze SEO performance.
09.	Social Media Marketing	<ul style="list-style-type: none"> • Engage and grow your audience on various platforms. • Create compelling content. • Use analytics to measure success.
10.	LinkedIn Marketing	<ul style="list-style-type: none"> • Create compelling profiles and content. • Engage with professionals and businesses. • Leverage LinkedIn Ads for lead generation.
11.	Google Ads	<ul style="list-style-type: none"> • Create search and display ads. • Use bidding strategies effectively. • Analyze ad performance and ROI.
12.	YouTube Ads	<ul style="list-style-type: none"> • Develop compelling video content. • Target specific audiences. • Optimize ads for better reach and engagement.

S.No.	Module	Curriculum
13.	Content Writing	<ul style="list-style-type: none"> • Write compelling and SEO-friendly content. • Understand different content formats. • Learn copywriting techniques.
14.	Social Media Management	<ul style="list-style-type: none"> • Use tools for scheduling and analyzing posts. • Engage with your audience consistently. • Develop a content calendar.
15.	AI Images Masterclass	<ul style="list-style-type: none"> • Enhance and generate visuals with AI. • Use tools like Canva and Photoshop. • Learn about AI-generated art.
16.	Copywriting via AI	<ul style="list-style-type: none"> • Use tools like chatGPT for content creation. • Understand best practices for AI-assisted writing. • Edit and refine AI-generated content.
17.	Google Search Console	<ul style="list-style-type: none"> • Use Search Console tools for website performance analysis. • Identify and fix issues affecting search performance. • Optimize for better visibility.
18.	Google Analytics	<ul style="list-style-type: none"> • Understand user behavior. • Use data to improve website performance. • Create custom reports and dashboards.

S.No.	Module	Curriculum
19.	Google Trends	<ul style="list-style-type: none"> • Identify trending topics and keywords. • Analyze search interest over time. • Make data-driven decisions.
20.	Google Keyword Planner	<ul style="list-style-type: none"> • Discover high-volume and low-competition keywords. • Plan your content and SEO strategy. • Analyze keyword performance.
21.	Inbound Marketing	<ul style="list-style-type: none"> • Attract, engage, and delight customers with valuable content. • Use content marketing and social media. • Develop lead nurturing strategies.
22.	HTML & CSS Coding	<ul style="list-style-type: none"> • Create and customize web pages. • Understand the structure of web development. • Apply styling and layout techniques.
23.	Personal Branding	<ul style="list-style-type: none"> • Develop a strong online presence. • Use social media and content marketing. • Engage with your audience authentically.
24.	Startup, Freelancing Guidance	<ul style="list-style-type: none"> • Learn the essentials of entrepreneurship. • Develop a business plan and strategy. • Understand freelancing platforms and tools.

S.No.	Module	Curriculum
25.	Remarketing Concepts	<ul style="list-style-type: none"> • Create campaigns to re-engage your audience. • Use remarketing lists and strategies. • Measure and optimize remarketing efforts.
26.	Marketing Automation	<ul style="list-style-type: none"> • Streamline and enhance your marketing efforts. • Use tools like HubSpot and Mailchimp. • Automate email campaigns and lead nurturing.
27.	Digital Graphics Designing	<ul style="list-style-type: none"> • Use tools like Adobe Photoshop and Canva. • Understand design principles. • Create visuals for social media and websites.
28.	Advanced Video Editing	<ul style="list-style-type: none"> • Use software like Adobe Premiere Pro. • Learn effects, transitions, and color grading. • Create professional-quality videos.
29.	Local Business Listing	<ul style="list-style-type: none"> • Claim and update your business on Google My Business. • Ensure consistency across all local listings. • Encourage customer reviews and respond to feedback.
30.	Conversion Marketing	<ul style="list-style-type: none"> • Implement A/B testing for better results. • Optimize call-to-actions and landing pages. • Analyze conversion data to improve performance.

TOOLS

You Will Learn

At Digital Skills Scholar, we ensure our students are proficient in the latest industry-standard **40+** tools and software. Such as:



See What **OUR STUDENTS** Says About Us

Swati Jha



This is the best institute in saharanpur. The teaching style of the mentor is best. There are many modules in digital marketing they teach all the modules in very attractive manner which help us to understand it nicely. Faculty is well certified, He has deep knowledge of digital marketing.

They provide all the learning materials like pdf, worksheets, cheat sheets. Class environment is very well equipped and supportive. Personal attention is given to each and every students. Every class is of 2 hours with proper mentor support and along with WhatsApp community in case you have any doubts when you do your homework I highly recommend this institute if you want to masters in digital marketing industry and grab the projects from interested clients and become your own boss.

Thank you respected sir 🙏

Khushi Walia



In today's digital age, it is imperative to possess a strong understanding of digital marketing, & my experience with this institute has been nothing short of transformative ❤️ The institute stands out not just in the quality of its curriculum but in its approach towards ensuring every student understands the aspects of the digital realm. Their commitment to fostering an environment where students are motivated to build a future online is commendable 🚀. What's particularly noteworthy is the institute's inclusivity, emphasizing that age is no barrier when it comes to mastering the digital world. Moreover, their guidance doesn't stop at just imparting knowledge. They empower individuals by providing avenues to monetize their skills, ensuring that students have the capability to earn with a minimal upfront investment ✨. For anyone looking to dive deep into the world of digital marketing, I wholeheartedly recommend this institute 🏆. Their unparalleled services and dedication to student success is a testament to their excellence in the field. 🏆❤️

Saumya Singh



I am learning Digital Marketing Course from Digital Skills Scholar. This is the best Digital Marketing Institute of Saharanpur as compare to other Institutes.

The best thing about Digital Skills Scholar's Digital Marketing Course is that it is divided into many Modules, which makes it very easy to understand even for Beginners, and they provide this Course at very Affordable Price.

The Faculty is very well versed in all the concepts.

I highly recommend to everyone who is reading this review that you must Join this Institute if you want to make a Career in Digital Marketing and make your Future Bright.

Thank You. 😊

See What **OUR STUDENTS** Says About Us

Upasana Pal



Digital Skills Scholar is a very good institute to learn Digital Marketing 😊 Himanshu Gautam is my mentor who thought me very well. He is an amazing mentor. I'm very glad 😊 to get indepth knowledge in digital marketing course. Thanks to Digital Skills Scholar. I made my own website in just 30 days of joining institute. I highly recommend this institute for becoming an expert in digital marketing industry in Saharanpur 🌟

Anuj Pratap Singh



DSS best institute for fresher and professional students which want learn and grow their skills in Digital Marketing, Tally, CCC and Basic Course, They provide courses in very affordable fees. The faculty is very Cooperative and friendly they help anytime on WhatsApp also. They really provides Supreme quality learning to their students. They have AC facilities fresh and good environment. Institute is MSME and ISO certified that means you are certificate is valid by the government and company that certificate is valid all over the India. If you want to learn and build your digital career then this is the right place for you and i highly recommended this institute for those student who cannot for lakh of rupees to learn digital marketing from Delhi, Dehradun, Chandigarh etc.

Rupali Jatav



I'm Rupali, and I have to say, enrolling in Digital skills scholar digital marketing course in Saharanpur was one of the best decision I have made. The faculty are not just knowledgeable but also incredibly supportive. They are always there to answer our questions and provide guidance. They make the learning process enjoyable and interactive. One of the best features of this course is affordability. Digital skill scholar offers top-notch education without charging high fees. I wholeheartedly recommend Digital skill scholar to anyone looking to explore the world of digital marketing. It's place where you can learn, grow and prepare for a successful career in digital age. Thankyou!!

See What **OUR STUDENTS** Says About Us

Nitika Chauhan



I am highly recommend digital skills scholar Institute for best digital marketing and website designing course in saharanpur who wants to become expert in digital world then you are on the right place here infrastructure is so good and they have affordable courses and high quality learning experience DSS trainer provide personal support for any query and doubt

Ajay Singh



Digital Skills Scholar provides a great learning environment with modern amenities like smartboards and a cozy cafeteria. They ensure social distancing and offer personal attention to students. The center also offers extracurricular activities without any extra fees, making it a holistic learning experience.

Tushar Chaudhary



Best institute for digital marketing and website designing ..
I recommend this for better infrastructure and affordable fees...
You can join Digital Skills Scholar

CERTIFICATES YOU GET

8+ Certifications

Earn 8+ globally recognized certificates that will boost your career prospects. We guide you to earn certifications from top industry players such as:



QUESTIONS

on Your Mind?

01 Why should you choose a Digital Skills Scholar?

Choosing a Digital Skills Scholar means embarking on a transformative journey with expert-led, practical digital marketing training and excellent industry connections & pushing you towards the digital marketing mastery and your career success.

02 Why enroll in online Digital Marketing courses?

If you're a working professional who wants to upskill or switch your career without having to stop earning money, or if you're starting a new business, doing a digital marketing course online is a smart decision.

To conclude, you should enroll in digital marketing courses online if you don't have the time to invest offline. The curriculum, skills, mentors and interactivity is going to be similar to that of an offline class because technology is way ahead today.

03 What is the duration of the Digital Marketing Course?

Our advanced digital marketing certification course is for 4 months and it offers opportunities for hands-on best experience throughout the program.

QUESTIONS

on Your Mind?

04 Can a 12th pass do digital marketing?

Yes, even a 12th pass can do a Digital Marketing course. It's a skill that anyone can learn, no matter their education level, as long as they are 16 years old or more.

05 Who can join Digital Marketing Course?

Anyone who wants to upskill in their career or wants to learn new skills can join our advanced digital marketing course. This course is suitable for: Students Entrepreneurs or Business Owners, Sales and Marketing Professionals, and Working Professionals.

06 I am a college student & want to make a career in Digital Marketing. How will this Course help me?

If you want to make a career in digital marketing, this course helps you to do master's in digital marketing concepts and skills that are in demand.

07 Is this Institute MSME and ISO certified?

Yes, We're proud to announce that our digital marketing training center has achieved MSME and ISO-9001 certification, our commitment to provide you supreme quality learning in professional education.

QUESTIONS

on Your Mind?

08

Do I need any technical knowledge to pursue a Digital Marketing Course?

No, You don't need any advanced technical skills to enroll in digital marketing course. Basic knowledge of computer operations and how to conduct a Google search is sufficient for success in our digital marketing course.

09

Are there any assessments or exams in this Course?

Yes, the course may include assessments and exams to evaluate your understanding and application of the concepts taught. These assessments may be in the form of puzzles, assignments, or practical projects.

10

Will I receive a certification upon completion?

Yes, upon successfully completing the Advanced Digital Marketing Course from DSS, you will receive a certificate that demonstrates your proficiency in Advanced Digital Marketing Strategies. This certificate can be a valuable addition to your resume and can enhance your career prospects.

QUESTIONS

on Your Mind?

11 Can I learn digital marketing through this certification programme from my city?

Absolutely! This Online Advanced Digital Marketing course has trained aspiring professionals from across cities, such as Delhi, Gurgaon, Muzaffarnagar, Roorkee, Ambala, Meerut, Yamunanagar and many more. Anyone from any city can enroll because it is accessible nationwide. All you need is an internet connection to dive into the wealth of resources and course materials available at your convenience.

12 Is there Any Demand of Digital Marketing across the India?

Absolutely, there is a significant demand for Digital Marketing across India. With the increasing number of internet users and the growing digitalization of businesses, companies are constantly seeking skilled Digital Marketers to reach and engage their target audience online.

13 How is Digital Skills Scholar the best choice for learning digital marketing?

At Digital Skills Scholar, we help you reach your full potential with expert-taught courses that cover the latest trends. Our hands-on approach ensures you gain valuable skills that everyone want.



**So....
What are you
waiting for?**

**Start your journey towards
Digital Success!**

ENROLL NOW



JOIN US TODAY

At Digital Skills Scholar, we offer high-quality education in digital marketing and website design. Our courses are perfect for beginners and professionals looking to improve their skills.



**Madhuban Vihar Colony, ITC Road,
Saharanpur, Uttar Pradesh 247001**

CONTACT US



+91 8057008000



hello@digitalskillsscholar.in



www.digitalskillsscholar.in

FOLLOW US ON SOCIAL MEDIA



facebook.com/digitalskillsscholar.in



instagram.com/digitalskillsscholar.in