dit academy

DIGITAL MARKETING

- SEO
- SOCIAL MEDIA
- CONTENT CREATION
- EMAIL MARKETING
- ANALYTICS

3 MONTHS
Advanced Digital Marketing Course

500+ Students Already Joined

www.ditacademy.in

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WHY STUDY **Digital Marketing** ?

Digital marketing is one of the fastest-growing fields. Brands of every size rely on online channels to reach customers, build trust, and drive sales. By studying **digital marketing**, you learn in-demand skills like social media strategy, SEO, ads, content and analytics and how each drives real business results.

The career flexibility is unmatched. Work with agencies or companies, freelance from anywhere, or grow your own brand. Roles such as Digital Marketer, Social Media Manager, and SEO Specialist are expanding, offering strong growth and stability.

Who Should Take This Course?

STUDENTS AND FRESH GRADUATES
who want job-ready skills

WORKING PROFESSIONALS
who want to
upgrade their career

CAREER SWITCHERS
interested in moving
into digital marketing

ENTREPRENEURS AND SMALL-BUSINESS OWNERS
who want to promote their brand

FREELANCERS
who want to offer digital
marketing services

CONTENT CREATORS AND INFLUENCERS
who want to grow
faster online

HOMEMAKERS/HOUSEWIVES
who want to start
earning from home

FAMILY BUSINESS OWNERS
who want to scale their business
using digital marketing

Course **Highlights**

AI Powered Courses

Unlimited Doubt Solving

Limited Batch Size

Recorded lectures for revision

Trained by Industry experts
(Not just trainers)

Internship Program

10 Live projects portfolio

Project-Based Learning

Trial classes

Online/Offline and Hybrid

Why Choose DIT Academy

1 Agency-Based IT Training Academy
Learn within a real IT agency environment, gaining hands-on exposure to live teams, tools, and professional delivery standards.

2 AI-Powered Courses
Courses designed to use AI tools to prepare you with latest technology and trends.

3 Unlimited Doubt Solving
Ask questions anytime during or after sessions with no limits, ensuring complete clarity and strong understanding.

4 Industry-Relevant Curriculum
Curriculum aligned with current industry needs, tools, and hiring demands, not outdated academic or theoretical content.

5 Trained by Industry Experts (Not Just Trainers)
Learn directly from working professionals with real project, client and team management experience.

6

3-4 Months 100% Live Learning
All classes are conducted live to ensure real-time interaction, better engagement, and personalized guidance.

7

Project-Based Learning
Learn by working on practical projects that with client requirements.

8

Recorded Lectures for Revision
Access recorded sessions anytime for revision and practice of complex topics.

9

Free Trial Classes
Join trial classes to evaluate course quality, trainer expertise, and learning approach before committing.

10

Non-IT Student Support & Guidance
Special mentoring for non-IT backgrounds to build confidence, fundamentals, and a smooth transition into IT careers.

Job Roles & Entry-Level Packages

Embark on a career in the fast-growing world of digital marketing, where strategy, creativity and data come together. Entry-level roles offer attractive starting packages, hands-on learning opportunities and strong career growth as businesses continue to expand their online presence.

1 **Digital Marketing Executive**
Salary Range: ₹2,50,000 – ₹4,00,000 per annum

2 **Social Media Executive**
Salary Range: ₹2,40,000 – ₹4,20,000 per annum

3 **SEO Executive**
Salary Range: ₹2,80,000 – ₹4,80,000 per annum

4 **Content Writer / Content Executive**
Salary Range: ₹2,40,000 – ₹4,50,000 per annum

5 **PPC / Performance Marketing Trainee**
Salary Range: ₹3,00,000 – ₹5,00,000 per annum

6 **Email Marketing Assistant**
Salary Range: ₹2,50,000 – ₹4,50,000 per annum

7 **Junior Marketing / Data Analyst**
Salary Range: ₹3,20,000 – ₹6,00,000 per annum

Digital Marketing Course Curriculum

Module 1: Introduction to Digital Marketing

Understand marketing vs. digital marketing

Learn the benefits and components of digital marketing

Explore core digital channels and strategies

Module 2: Canva & Creative Design

Logo designing and brand identity basics

Social media posts and banner creation

Basic video editing for engaging content

Module 3: Search Engine Optimization (SEO)

SEO fundamentals and EEAT principles

On-page, off-page, technical, and programmatic SEO

Google Search Console, Analytics, Tag Manager and tracking setup

Local SEO, website audits, and SEO strategy planning

Module 4: Social Media Marketing (SMM)

Social media platforms and audiences

Facebook & Instagram page setup and optimization

Content research, creation and content calendar planning

Module 5: Meta (Facebook & Instagram) Ads

Meta Business Suite overview and scheduling posts

Ad objectives: Brand awareness, engagement, and lead generation

Targeting, budgets, buyer personas and campaign optimization

Writing effective ad copies using AI tools

Module 6: LinkedIn & Twitter Marketing

LinkedIn page creation and organic marketing

LinkedIn ads setup, targeting, and engagement campaigns

Twitter/X organic strategy and full ads management

Module 7: Google Ads

Google Ads basics: Search, Display, Video, Shopping & App campaigns

Keyword research, ad creation, and campaign settings

Audience targeting, bidding strategies and performance tracking

Campaign planning and interview preparation

Module 8: Website Development (WordPress)

Domain, hosting, and cPanel setup

Themes, plugins, and Elementor page building

Creating pages, layouts, and theme customization

Blogs, access management, and website functionality

Module 9: Email, Content & Affiliate Marketing

Email marketing campaigns and tools (Brevo)

Content creation, AI-assisted writing and plagiarism checks

Affiliate marketing: portals, promotion strategies and industry selection

Marketing strategy and buyer persona creation

Module 10: AI in Digital Marketing

Understanding AI and its importance in marketing

Tools like ChatGPT, Claude, Gemini & DeepSeek

Prompt engineering and creating effective prompts

Real-world digital marketing use-cases

Digital Marketing Tools We Use

SEO Tools:

Ahrefs

SEOquake

Semrush

Google Trends

Social Media Management:

Buffer

Hootsuite

Design & Creative:

Canva

Know Where Our Alumni Works

Kumar Prakashan Kendra

ACTOWIZ
Appliance of Data & Insights

ALPHATECH

CODERZON

ADVOICE
BRANDING & DIGITAL MARKETING

DEV
GROUP OF COMPANIES

E2M

HIGH SKY
IT SOLUTIONS PVT LTD

BRILLBRAINS
TECHNOLABS

CLASSICUS

DIT Academy Career Services

Career-Oriented Sessions

Attend career sessions by industry mentors and plan your design journey.

Profile Building

Craft a professional portfolio to showcase your skills to top employers.

1:1 Mentoring Sessions

Personalized guidance for a smooth career transition into Digital Marketing

Placement Assistance

Placement opportunities through our vast network of hiring partners.

Get Certified

Certifications Showcase your expertise with industry-recognized certifications upon completing the course. Our certifications are trusted by employers worldwide and ensure you stand out in the competitive job market.

Glimpse of Workshops by DIT Academy

Glimpse of Workshops by **DIT Academy** Experience our engaging workshops and hands-on sessions designed to provide practical exposure to Digital Marketing principles and tools. Our workshops are the perfect blend of learning and creativity.

About DIT Academy

DIT Academy is a leading IT training institute in Ahmedabad and Bhuj, specializing in empowering students with in-demand skills for rewarding careers in IT. Our Digital Marketing course is crafted for creative minds aiming to excel in the dynamic world of digital design.

At **DIT Academy,** you'll receive

- ❯ Flexible learning schedules to suit your pace.
- ❯ Experienced instructors with a focus on real-world application.
- ❯ State-of-the-art design labs and resources.
- ❯ Comprehensive placement support and career guidance.
- ❯ Lifetime access to course materials and updates.

Join **DIT Academy** and gain the knowledge and confidence to take your career to the next level.