

AI-Driven Digital Marketing & Communication Institute

Where Skills Evolve into Careers.



Mentor-Verified Digital Marketing Course

Where Nagpur Masters Digital Through Action in Just 3 Months

**Live Training
with Industry
Experts**

**Mentorship from
IIM & Agency
Experts**

**Placements with
Nagpur's Finest
Brands**

BUILT BY MENTORS FROM



Why Study Digital Marketing?

Digital marketing is the fastest way to grow your career or business. Whether you are a student, professional, entrepreneur, or homemaker—this skill unlocks limitless opportunities.



Start a successful career in digital marketing



Expand and scale your business



Launch your own e-commerce store



Work independently as a freelancer



Build sustainable passive income online



Recognized Digital Marketing as one of the **TOP 5** In-Demand Skills globally.



Digital Marketing ranked among the **TOP 10** Most In-Demand Skills worldwide.

OVER 7000+

Active job openings in India

THE POWER OF DIGITAL MARKETING

21%

Faster Growth

Digital ads are growing 21% every year, leaving traditional media behind.

61%

of All Ads Go Digital

By 2026, most advertising money will be spent on digital platforms.

200%

Surge in Jobs

India will need 20+ lakh digital marketers by 2025 - jobs are waiting for you.

5X

Salary Growth

Freshers start at ₹3-4 LPA, but AI-powered roles can reach ₹25 LPA+.

90%

Employers Want Skills, Not Degrees

Brands hire those who can run campaigns, analyze data & use AI tools.

100%

Hands-On Learning at Digivolve

We make you industry-ready with real projects, AI tools & mentor-led training.

SALARIES THAT SPEAK

3-4 LPA

Freshers

6-10 LPA

3-5 yrs.

12-20 LPA

Managers

25 LPA+

AI Roles

JOB ROLES YOU CAN GET



**SOCIAL MEDIA
MANAGER**



**COMMUNITY
MANAGER**



**CONTENT
CREATOR**



SEO ANALYST



SEO SPECIALIST



**PERFORMANCE
MARKETING MANAGE**



**EMAIL MARKETING
SPECIALIST AND MORE...**



**PAID SEARCH
SPECIALIST**

WHO SHOULD JOIN THIS PROGRAM & WHY?

STUDENTS

1

New to the industry?
Kickstart your career
with top companies through
hands-on **digital marketing
and communication
training.**



2

PROFESSIONALS

Stuck in routine work?
Upgrade your skills
with AI-driven marketing
strategies and
**fast-track your
career growth.**



BUSINESS OWNERS

3

Struggling to scale revenue?
Learn how to grow your
business 10X with **data-
driven campaigns
and digital strategies.**



WHY CHOOSE DIGIVOLVE?



Digital Marketing Mastery

Master fundamentals through hands-on projects, live mentor sessions, and real brand campaigns.



Expert Faculty & Mentorship

Learn from IIM experts who have trained at **IIM Nagpur, IIDE, UpGrad, Digital Vidya, My Captain** & more.



Agency Immersion

Go behind the scenes of some of the top digital marketing agencies and witness innovation in action.



Hiring Partner Network

Work with leading brands like **Dinshaw's, Infed IIM Nagpur, Karan Kothari Jewellers & Pagariya Mart.**



Career Launchpad with Smart AI-Driven Curriculum

Get job-ready with mock interviews, resume building, and career counseling, sharpen your presentation skills to impress clients, and unlock direct placements through hiring partner interviews and LinkedIn job prep.



Communication, Power Dressing & Rapport Building Skills

We train you to speak fluent English with clarity, dress confidently for client meetings and interviews, and use NLP techniques to connect, influence, and build lasting trust.

PROGRAMS DELIVERED AT TOP UNIVERSITIES & COLLEGES BY OUR MENTORS



IIM NAGPUR



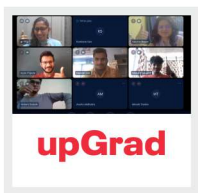
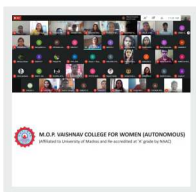
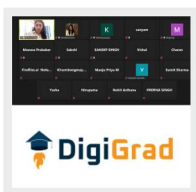
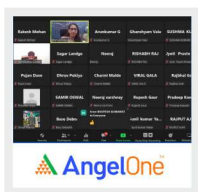
MY CAPTAIN



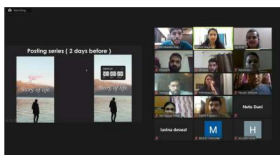
**CORPORATE
TRAINING-
SMS**

**TIRPUDE
COLLEGE**

RAISONI



JURY AT IIDE



HIRING PARTNERS IN NAGPUR



MENTOR HIGHLIGHTS



Anchal Chhajer ▶▶▶

No. of professionals trained -Brands - (Video)

Anchal Chhajer is a Corporate Digital Marketing Trainer and Consultant with over 8 years of experience. She has trained 20,000+ professionals, including 500+ at IIM Nagpur, in areas such as AI & ChatGPT, social media marketing, personal branding, Meta ads, and AI productivity hacks. Having worked with top institutions like IIDE, Digital Vidya, MyCaptain, and UpGrad, and leading brands like Malabar Gold & Diamonds, Dr. Mohan's, and Royal Sundaram, she blends academic excellence from IIM Bangalore with practical expertise to deliver future-ready digital strategies for individuals and organizations.

◀▶▶ Pavan Kharate

No. of professionals trained -Brands

Pavan Kharate is a dynamic Digital Marketing Trainer and Paid Media Strategist, leading Paid Social at Publicis Sapient. With proven expertise in performance marketing, e-commerce acceleration, and digital growth strategies, he turns complex marketing concepts into clear, result-driven frameworks. Renowned for his practical teaching style, Pavan has mentored hundreds of professionals, empowering them with the confidence, skills, and strategic mindset to excel in today's fast-evolving digital economy.



Yash Goda ▶▶▶

Co-Founder at MediaClans,
a Digital Marketing Agency

I intend to run strategic growth of businesses, individuals, and brands through digital marketing. I manage projects like Mahalaxmi Group, Pagariya Mart, Habib's Salon, LGI Hospital, Giftaat Qatar & Kuwait, The Learning Center - USA, AlliedX - Australia, and many more. I have trained over 100+ people to pursue this niche of education rather than training them. I love playing with algorithms and am an expert of SEO & run full-fledged campaigns for my clients.

DIGIVOLVE LEARNING EXPERIENCE

1.



Begin with the End in Mind

Set clear goals while learning real-world insights from top digital marketing experts and set your benchmark for the course.

2.



Smart Curriculum with AI Edge

Every module is upgraded with the latest AI tools—making execution faster, smarter, and focused on solving real marketing problems.

3.



Hands-On Learning

Build and scale campaigns from scratch with practical projects in every module.

4.



Carrer LaunchPad

End-to-end job readiness with mock interviews, resume building, communication and presentation skills, NLP-based rapport building, creativity training, power dressing, and direct interview opportunities with hiring partners.

COURSE HIGHLIGHTS



130 Hours
Instructor-
Led Live Sessions



3
Capstone
Project



5
DigiVolve
Certificates



10+
Certification from
Google and Facebook



40+
Digital Marketing
Tools



Dedicated
Program Manager



LOR
from Mentor
Applicable



LMS portal-
All Your Learning &
Progress, On One
Intuitive Platform



PROGRAM CURRICULUM



MODULE 1 - The End



Topics Covered

- Understanding the scenario of Digital Marketing from Industry Leaders
- Sip and Create - Understanding your team members through Mind Mapping and Brainstorming techniques.
- Team Building and Goal Setting - Choosing your tribe and setting your campaign goal for the digital marketing course.
- Deep Dive in Worlds of Marketing- Offline to Online Marketing
- AI Tools for Marketing - ChatGPT, Canva etc



MODULE 2 - ABCs of DM



Topics Covered

- Understanding Marketing Funnel
- Understanding your TA
- Conducting Market Research
- Understanding Core Competencies
- Seven T's Replacing 4P's
- Conducting a Marketing Audit
- Developing a Marketing Strategy

FUNDAMENTALS OF DIGITAL MARKETING





MODULE 3

Branding & Social Media



Topics Covered

- Essence of Branding
- Brand Elements
- Brand Archetype
- How does Social Media Help you in Branding.
- Facebook
- Creating a Page
- Facebook Event Page
- Posting in Fb
- Understanding the Facebook Business Manager
- Facebook Metrics
- Instagram
- Basics of Instagram
- Photography & Videography Session
- Posting in Insta
- Designing in Canva
- AI for video Content- (HeyGen, Pictory, ElevenLabs)
- Posting Strategies
- Content Calendar on Instagram
- Importance of LinkedIn
- LinkedIn Game
- LinkedIn Page and Metrics- (LinkedIn, QuillBot, Grammarly, Fueller, Sider)
- LinkedIn Content Calendar- (Copy.ai, ChatGPT)
- YouTube Content Strategies- Video Production (HeyGen, Pictory)
- Applying for Jobs on LinkedIn
- Interview Prep for Social Media Manager Role
- Content Refinement (QuillBot, Grammarly)

SOCIAL MEDIA

 Instagram copy.ai ChatGPT SOCIALBLADE HeyGen ElevenLabs PICTORY Buffer YouTube tubebuddy vidIQ LinkedIn



MODULE 4

SEO Mastery Module



Topics Covered

Foundations of SEO

- How Search Works: Crawling & Indexing
- WordPress Setup & Blog Optimization (WordPress)
- Technical SEO Basics
(Google Search Console, Screaming Frog)

On-Page Optimization

- On-Page SEO Mastery
(Yoast / RankMath on WordPress)
- Keyword Research
(SEMRush, Ubersuggest, Perplexity, ChatGPT)
- Content Strategy & Topical Authority
(Google Trends, ChatGPT)
- Competitor Analysis & Keyword Gaps
(SEMRush, Ubersuggest)
- Content Writing for SEO
(ChatGPT, Perplexity)

Advanced Technical SEO

- Mobile SEO & Core Web Vitals
(Google Lighthouse, PageSpeed Insights)
- Technical SEO Audits
(Screaming Frog, Ahrefs, Google Analytics)

Off-Page & Local SEO

- Backlink Strategy & Digital PR
(SEMRush, Ahrefs, Ubersuggest)
- Guest Blog Outreach
(Google Sheets for tracking)
- Local SEO & Google Business Profile
(Google Business Manager)

Strategic SEO Frameworks

- SEO Auditing Frameworks
(Google Search Console, Screaming Frog)
- Forecasting & Guesstimation
(Google Sheets, Excel)
- App Store Optimization
(ASO Tools, SEMRush)

Practical Projects

- Full SEO Audit for a Brand
(All Tools Integrated)
- Create a Client Presentation
(Canva + Google Slides)"

SEO





Module 5 Performance Marketing



Foundations & Metrics

- Orientation to Performance Marketing
- Website Metrics Refresher (Google Analytics 4, Clarity)
- Paid Search & Google Ads Ecosystem (Google Ads, Keyword Planner, Google Tag Manager)

Google Search Advertising

- Search Campaign Deep Dive (Part 1 & 2)
- Creating Search Ads for a Brand (Google Ads, Keyword Planner)
- Bidding, Budgets & Optimization (Google Ads, Google Ad Manager)
- Auction Insights: Analyzing & Improving Campaigns (Google Ads, Google Analytics 4)
- Campaign Launch Simulation & Optimization Walkthrough
- Case Study: Google Ad Campaigns + Tracking (Google Tag Manager, Google Analytics 4)

Display, Shopping & PMax Campaigns

- Overview of Display, Shopping & Performance Max (Google Ads, Display & Video 360)
- Campaign Optimization Based on Insights (Google Ad Manager, Google Analytics 4)

Meta Ads & Creative Strategy

- Meta Ads Ecosystem & Funnel Thinking (Meta Ads Manager, Meta Business Suite, Ad Library)
- Audience Mastery + Campaign Setup (Meta, Notion)
- Creatives That Convert (copy.ai for Ad Copy, Canva, Meta Creative Hub)
- Pixel, Events & Conversion Tracking (Facebook Pixel, Google Tag Manager)
- Writing Video Ad Scripts (copy.ai) Case Study: Meta + Google Campaigns

Conversion & Retargeting Strategies

- Metrics, Optimization, Budgeting & Scaling Ads (Google Analytics 4, HubSpot, MoEngage)
- Retargeting, Ad Sequencing & UGC Strategies (Meta Ads Manager, Gupshup)
- Mid-Funnel Mastery: Nurturing to Converting (MoEngage, Brevo)
- Conversion Psychology & CRO (Clarity, Hotjar)
- Email & WhatsApp Sequences (Gupshup, Brevo, HubSpot)
- Web Page Optimization & Communication Strategy (Notion, HubSpot)

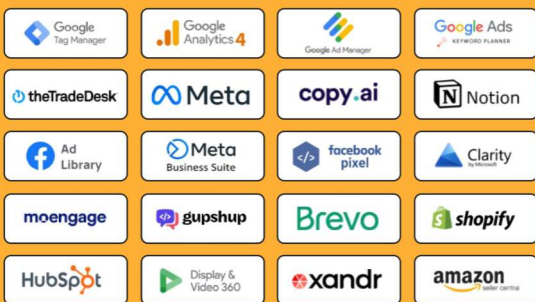
Programmatic Advertising

- Programmatic 101: What, Why & How
- Audience Targeting, Creatives & Platforms (The Trade Desk, Xandr, Display & Video 360)
- Campaign Planning, Use Cases & Reporting (The Trade Desk, Google Ad Manager)

D2C Specialization

- Shopify Storefront Setup & Amazon Seller Launch (Shopify, Amazon Seller Central)
- D2C SEO: Organic Growth & Programmatic SEO Basics (Google Search Console, Keyword Planner)
- Amazon Ads & Marketplace Strategy (Amazon Ads, Amazon Brand Analytics)
- Retention & Analytics Stack (MoEngage, HubSpot, Gupshup, Brevo)"

PERFORMANCE MARKETING





Module 6 -Final Project



The Grand Finale: Jury Presentation & Certification

- In the final stage of your journey, you'll work in teams to present a complete digital marketing campaign strategy.
- Your presentation will be evaluated by a prestigious jury of founders, industry experts, and professors. Based on your performance, you'll be certified and recognized for your skills, giving you not just a certificate—but an endorsement of your industry readiness."

LEARN FROM TOP BRAND CASE STUDIES

GUARANTEED CAREER LAUNCHPAD



Step 1

Career Launchpad

Mock interviews, resume building & career counseling for top digital roles."



Step 2

English Speaking Skills

Speak fluent English and present with clarity.



Step 3

Rapport Building with NLP

Use proven Neuro-Linguistic Programming techniques to connect, influence & build lasting client trust.



Step 4

Presentation Skills

Deliver impactful presentations that inspire and win clients.



Step 5

Power Dressing

Learn how to dress with confidence for client meetings & interviews.



Step 6

Direct Placements

Guaranteed interviews with hiring partners + guided LinkedIn job applications.



CERTIFICATIONS

3 months course

This is to certify that _____

has successfully completed **Social Media Marketing** under DigiVolve's 6 Month **AI-Powered Mentor Verified Digital Marketing Course** as part of the _____ 3 Month.

Through this program, the participant has gained hands on, industry ready expertise in:

- Basics of Digital Marketing
- Branding
- Acquisition Marketing
- Salesfunnel Marketing + Content Designing
- Influencer Marketing
- AI Tools for Social Media Marketing
- Social Media Content Calendar for all social media Channels

We applaud your dedication and wish you continued success as you DigiVolve into a confident, future-ready digital leader.

(Signature of Industry Mentor) _____

Name: _____

(Signature of Founder) _____

This is to certify that _____

has successfully completed **Search Engine Marketing** under DigiVolve's 6 Month **AI-Powered Mentor Verified Digital Marketing Course** as part of the _____ 3 Month.

Through this program, the participant has gained hands on, industry ready expertise in:

- Foundations of SEO
- On-Page Optimization
- Advanced Technical SEO
- Off-Page & Local SEO
- Strategic SEO Frameworks
- Full SEO Audit for a Brand (90 Tools Integrated)

We applaud your dedication and wish you continued success as you DigiVolve into a confident, future-ready digital leader.

(Signature of Industry Mentor) _____

Name: _____

(Signature of Founder) _____

This is to certify that _____

has successfully completed **Performance Marketing** under DigiVolve's 6 Month **AI-Powered Mentor Verified Digital Marketing Course** as part of the _____ 3 Month.

Through this program, the participant has gained hands on, industry ready expertise in:

- Google Search Advertising
- Display, Shopping & Video Campaigns
- Remarketing & Creative Strategy
- Conversion & Retargeting Strategies
- Programmatic Advertising
- Advanced Ads & Marketplace Strategy

We applaud your dedication and wish you continued success as you DigiVolve into a confident, future-ready digital leader.

(Signature of Industry Mentor) _____

Name: _____

(Signature of Founder) _____

This is to certify that _____

has successfully completed **Communications & Soft Skills Training** under DigiVolve's 6 Month **AI-Powered Mentor Verified Digital Marketing Course** as part of the _____ 3 Month.

Through this program, the participant has gained hands on, industry ready expertise in:

- English Speaking Skills
- Negotiation Building with Soft
- Presentation Skills
- Power Dressing Skills
- Campaign Pitching Skills

We applaud your dedication and wish you continued success as you DigiVolve into a confident, future-ready digital leader.

(Signature of Industry Mentor) _____

Name: _____

(Signature of Founder) _____

This is to certify that _____

has successfully completed the **Digital Marketing Campaign Strategy Module** under DigiVolve's 6 Month **AI-Powered Mentor Verified Digital Marketing Course** as part of the _____ 3 Month.

● The participant has been evaluated by a distinguished Jury of Judges and awarded a score of _____/100, demonstrating the knowledge, skills, and confidence required to excel in the digital marketing industry.

We applaud your dedication and wish you continued success as you DigiVolve into a confident, future-ready digital leader.

(Signature of Jury of Judges) _____

Name: _____

(Signature of Founder) _____

CERTIFICATIONS



Certified Facebook Marketing
Master Course



Shopify Certification



Vskills Certification



Google Ads

Google Ads Search Advertising



Google Ads Display Advertising



Google Ads Video Advertising



Google Shopping

Google Ads Shopping Advertising



Analytics Certification



Google Ads

Google Mobile Advertising



Email Marketing by HubSpot



HubSpot Inbound Marketing



Social Media by HubSpot



SEO HubSpot certificate



Google My Business



DigiVolve Mixer

PODCAST WITH SHARKS



THE CONCEPT

- ▶ A monthly podcast / panel / interview event with a live audience.
- ▶ Informal, Inspiring & Practical

45-60Mins

With Industry Professionals

2 Mixer/ Month



FEES & ENROLLMENT

Investment in Your Career

₹49,999/-
only

(Includes complete training, certification, and lifetime alumni benefits)

"Flexible EMI options available



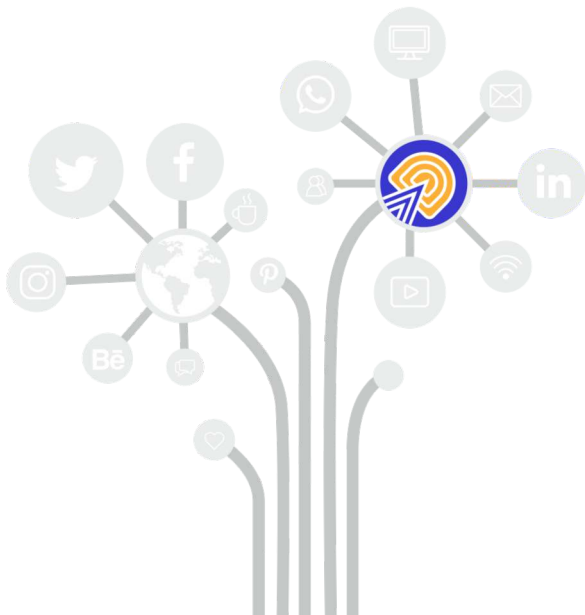
6 months



9 months



12 months



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