

Future Ready Digital Marketing Program

AI-powered, industry-ready training designed to launch your career in the digital world.

SEO & SEM

Social Media

AI Tools

Paid ADs

Analytics



AI Integrated
EVERY MODULE



**Industry
Relevant
Curriculum**
22+ MODULES



Live projects
HANDS ON
LEARNING



100%
**Placement
Assistance**
CAREER SUPPORT

02 Course Highlights

4

Months of Intensive
Classroom Training

2

Months Hands-On
Internship with industry
Partners

AI

Tools Integrated in
Every Module

44+

Comprehensive Course
Modules Covered



Multiple Industry
Certifications Awarded

100%

Placement Assistance &
Career Support

Our Team



Haripriya Mehta
Co-Founder

Leads academic strategy and program development, ensuring industry-relevant curriculum and high-quality learning outcomes for students.



Vandana Taluja
Co-Founder

Drives strategic growth at Digicentrix with a strong focus on integrating digital skills into everyday education to create meaningful impact.

OUR PURPOSE

Mission

To empower students and professionals with industry-relevant digital skills, practical training, and career-focused programs, helping them become job ready and succeed in the modern digital economy.



OUR DIRECTION

Vision

To become a leading digital skill development institute, transforming talent into highly skilled professionals and contributing to India's growing digital workforce bridging education and industry for future challenges



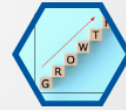
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**Career
Opportunities**



**Skill
Enhancement**



**Professional
Growth**



**Freelancing
and Flexibility**

Why Digital Marketing?

THE COURSE IS FOR

Who Should Join?

Whether you're starting fresh or
levelling up , this program is built for



Students & Fresh Graduates

Seeking job-ready digital skills to kickstart a strong career.

Beginner Friendly



Working Professionals

Looking to upgrade their skill set or shift into a digital career.

Upskill & Transition



Career Break Professionals

Returning to the workforce with modern, in-demand digital skills.

Relaunch Ready



Entrepreneurs & Freelancers

Learning digital tools to grow businesses and manage clients independently.

Grow Your Business

07 Career Prospects After Completion

● **Digital Marketing Executive**

● **SEO Analyst/ Specialist**

● **Social Media Manager**

● **Performance Marketing Executive**

● **Content Writer / Strategist**

● **Email Marketing Specialist**

● **Analytics & Reporting Manager**

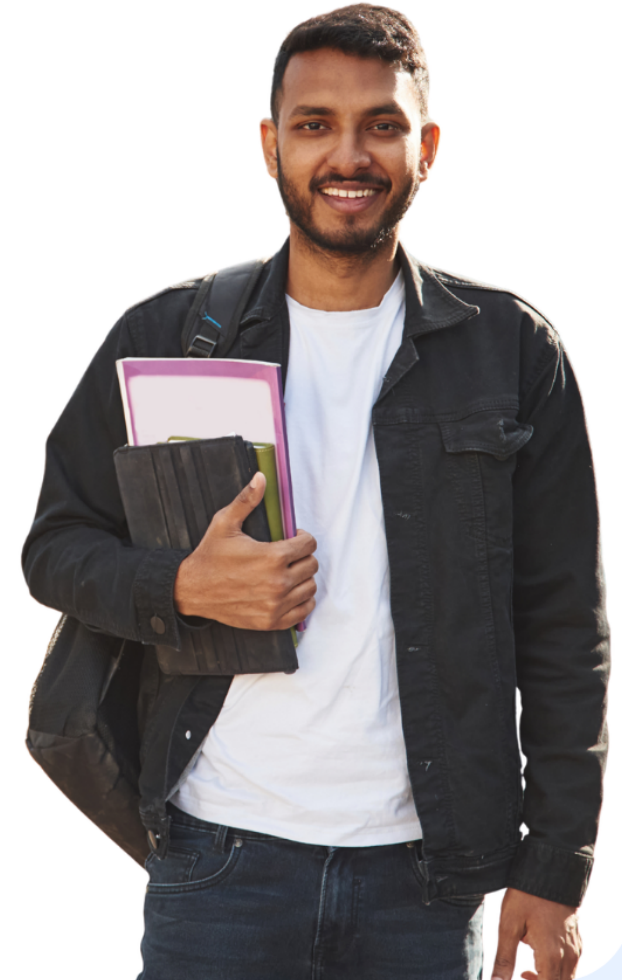
● **E-Commerce Marketing Executive**

● **Affiliate Marketing Manager**

● **Influencing Marketing Coordinator**

● **Freelance Digital Marketer**

● **Entrepreneur / Startup Owner**



Foundations of Digital Marketing

- 01 Introduction to Digital Marketing
- 02 Understanding Marketing Funnels
- 03 Branding Basics
- 04 Traditional vs Digital

Website Creation

- 01 Working with Widgets
- 02 Website development (WordPress)
- 03 Ui/Ux fundamentals
- 04 Site Architecture, landing pages creation

Introduction to SEO

- 01 Understanding how search engines work
- 02 Types of SEO
- 03 Ranking factors

On-Page SEO

- 01 Keyword Research (Using different tools)
- 02 Title Tag, Meta Tags, URLs, Headings
- 03 Content & Image Optimization
- 04 Internal Linking

Off-Page Optimization

- 01 Info-graphics
- 02 Backlinking Techniques
- 03 Social Bookmarking, Guest Blogging

Technical SEO

- 01 Sitespeed & Sitemaps
- 02 XML Sitemaps, Robot.txt
- 03 Schema-markup, Snippets
- 04 Mobile Responsiveness

Google Search Console

- 01** Monitor Website Performance
- 02** Indexing & Coverage
- 03** Website health & usability
- 04** Security & manual actions

Social Media Marketing (Organic & Paid)

- 01** Platform Strategy & Content Planning
- 02** Understanding platforms (Instagram, LinkedIn, Pinterest, Redit YouTube & Facebook)
- 03** Meta Ad Manager & Campaign Setup
- 04** Budgeting Bidding & Optimization
- 05** Audience Targeting & Segmentation
- 06** Creative tools - Canva

Search Engine Marketing (SEM)

- 01** Introduction to Google Ads (account Structure) & PPC Eco System
- 02** Keyword research and ad copy writing
- 03** Smart bidding, budgeting, and quality score
- 04** Conversion tracking & performance analytics
- 05** Performance marketing with AI automation

Google My Business Page

- 01** Creating and optimizing of google my business page
- 02** GBP Content, Posts & Reputation Management
- 03** Local SEO & Geo-Targeting Strategy
- 04** Google Maps Ranking & Performance Tracking

Google Search Console

- 01 Monitoring Website Performance
- 02 Indexing, Coverage & Sitemap Management
- 03 Site Health, Security & Mobile Usability

Google Analytics

- 01 Google Analytics 4 (GA4) Setup & Configuration
- 02 Understanding Reports & Key Metrics
- 03 Event Tracking & Goal Setup
- 04 Audience Insights & User Behaviour Analysis
- 05 Campaign Tracking & UTM Parameters
- 06 Data Analysis, Dashboards & Reporting

Google Tag Manager

- 01** Google Analytics 4 (GA4) Setup & Configuration
- 02** Understanding Reports & Key Metrics
- 03** Event Tracking & Goal Setup
- 04** Audience Insights & User Behaviour Analysis
- 05** Campaign Tracking & UTM Parameters
- 06** Data Analysis, Dashboards & Reporting
- 07** Data Layer, Event Tracking & Debugging
- 08** Conversion Tracking, Automation & Version Control

Content Marketing

- 01** Content Strategy & Planning
- 02** Copywriting & Content Creation
- 03** AI-Powered Content Creation & Optimization
- 04** Content Performance & Analytics

Artificial Intelligence (AI)

- 01** AI Fundamentals & Prompt Engineering
- 02** AI for Marketing Research, Design & Presentations
- 03** Productivity & Workflow Automation
- 04** Tools - Claude, Gemini, NotebookLm, Gama, etc

Email Marketing

- 01** Introduction to Email Marketing & Automation
- 02** Building and Segmenting Email List
- 03** Designing Templates Using Tools (Mailchimp, etc.)
- 04** Testing & Optimization

E-Commerce

- 01** Introduction to E-commerce Website
- 02** Shopify Store Setup & Product Listing Optimization
- 03** E-commerce Analytics & Reporting
- 04** Advertising on Amazon, Shopify & Other Marketplaces
- 05** Marketplace Management
- 06** Inventory Promotion & Performance Tracking

Affiliate Marketing

- 01** Affiliate Marketing Fundamentals
- 02** Affiliate Networks, Programs & Brand Partnerships
- 03** Legal Compliance & Policies
- 04** Tracking, Analytics & Performance Optimisation

Influencer Marketing

- 01** Influencer Marketing Fundamentals
- 02** Identifying the right influencers for your brand & niche
- 03** Campaign Planning & Content Collaboration
- 04** Performance Tracking, ROI & Ethical Guidelines

Mobile Marketing

- 01** Mobile Marketing Fundamentals & Strategy
- 02** Whatsapp Business Marketing
- 03** QR Codes, Tracking & Mobile Analytics
- 04** Click-to-WhatsApp Ads (Meta Lead Integration)

Portfolio Building & Interview Skills

- 01** LinkedIn & Personal Brand Building
- 02** Resume Building
- 03** Industry relevant interview training



TOOLS YOU WILL LEARN

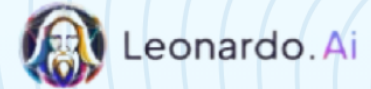

Learn 25+ tools in AI and Digital Marketing



Digital Marketing



Artificial Intelligence



OUR EDGE



Why Choose Us?

DigiCentrix provides a practical learning ecosystem designed to make learners job-ready. DigiCentrix offers courses on the latest in digital marketing, featuring interactive modules, expert workshops, and real-world projects to enhance your skills



- 100% placement assistance
- Real-world Projects & Case Studies
- Resume & portfolio building
- Mock interviews Practice
- LinkedIn profile building
- 2- Month Industry Internship



CERTIFICATE

OF COMPLETION

IS PRESENTED TO :

Your Name

HAS PROFICIENTLY COMPLETED THE COMPREHENSIVE DIPLOMA IN DIGITAL
MARKETING WITH AI PROGRAM AT DIGICENTRIX.

DURATION : 3 MONTHS

COURSE COMPLETION DATE :

Ms. Haripriya Mehta
CO-FOUNDER

Ms. Vandana Taluja
CO-FOUNDER

www.digicentrixeducation.com



Ready to Start Your Digital Journey?

Join DigiCentrix and transform your career with AI-powered, industry-ready digital marketing skills. Enrol today and take the first step toward becoming a certified digital marketing professional.



CALL US

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VISIT US

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