We Help You To
Stand out of **Crowd**

Digital Inventive vision is unique, you know why?

We at Digital Inventive helps an individual to develop their skills throughout their training programme, We are making a change in educational sector by building skilled youth.

For the practical exposure, We let our trainees to analyze real-life situations by giving the m the opportunity to run live ad campaign during their training programme.

We provide Mentor Hour session from industry experts, to enhance your skills to the best & host events regularly where the Digital Inventive trainees will get privilege to attend the event.

What Makes
Digital Inventive
Different?

01
CAPSTONE PROJECTS

Projects that fosters Entrepreneurship & Practical Exposure

02
EXCLUSIVE MENTOR HOUR

Get Instant Access Close Door Expert Sessions

03
EASY TO UNDERSTAND CONTENT

Step by Step Super Easy Content Which Makes You a Digital Marketer

04
TRUSTED TRAINERS

Highly Skilled, Friendly Trainers Who have Trained 1000's of Trainees.

05
FEATURED AS TOP 10 TRAINING COMPANY IN INDIA

Awarded by Silicon India Magazine as best Startup for year 2019

Modules - 27 Modules + Subparts

01 Basics of Marketing & Branding

02 Introduction to Digital Marketing

03 Introduction to Website Creation

04 Content Planning & Creation

05 Professional Blogging

06 Lead Generation

07 E-mail Marketing

08 Introduction to Google Analytics

09 Google Ads

10 Social Media Optimization

11 Social Media Marketing

12 Search Engine Optimization

13 Mobile Marketing

14 Video Marketing

15 E-commerce store Creation

16 E-commerce Marketing

17 Market Place Selling

18 Advance Web Analytics

19 Conversion Rate Optimization

20 Online Reputation Management

21 Re- Marketing

22 Google Adsense

23 Influencer's Marketing

24 Affiliate Marketing

25 Event Marketing

26 Domain Flipping

27 Freelancing as Career

BONUS MODULES
Dm for startup founders/ business owners
Start your own agency
First 100 sales through digital
Get your job as digital marketer

BONUS Module:
Video creation & Marketing
Create animation video using video presentation softwares
Edit images & sound for video projects
Shoot videos at home or set up a home studio
Understand the pros & cons of 5 different formats to grow your business & make more sales
Get videos to rank Youtube searches

01 Basics of Marketing & Branding

Introduction to marketing
How to do brand building
Understanding marketing mix
Introduction to online market research
B2B Vs B2C Marketing

02 Introduction to Digital Marketing

Introduction to digital marketing
Understanding online marketing channels
How effective digital marketing is
Elements of digital marketing strategy

03 Introduction to Website Creation

Understanding website elements
Domain n web hosting
Learning Wordpress
Theme selection
Creating web pages
Understanding: page vs post
Installing and activating plugins

04 Content Planning and Creation

Types of content
Content bucketing
Content marketing strategy
Relevancy & share ability of content
Content marketing management tools

05 Professional Blogging

Introduction to blogging
Best blogging practices
How to make blogs SEO Friendly
How to make money through blogging

06 Lead Generation

What is lead generation
Creating converting landing pages
Lead nurturing
Landing page vs website
Best practice to create a landing page
Best practice to create a Thank you page

E-mail Marketing

07

Types of emails
Subscribes list & Database Building
Email marketing tools & software
Designing emails
Email spam filters
Drip email automation

Social Media Optimization

10

Social platform algorithms
Exploring different social media networks
Optimising business presence on Facebook
and Twitter
Linkedin profile optimization

Introduction to Google Analytics

08

Introduction and Importance
Adding Track Codes
Measuring Performances

Social Media Marketing

11

Introduction
Understanding media network & Target
Audience
Delivering relevant social media content
Advertising on social media platforms

Google Ads

09

Introduction to google ads
Understanding and creating search campaigns
Understanding and creating display campaigns

Search Engine Optimization

12

Understanding search engines
Search engine ranking factors
On- page & off-page Optimization
Unethical seo practices

13 Mobile Marketing
Mobile marketing tools
App marketing & promotion
App Store Optimization

17 Market Place Selling
Introduction to market place
Registering on market place
Listing the products
Categories & prices overview
Logistic & Shipping overview
Best practices to sell on various online
marketing platforms

Video Marketing 14
Introduction to video ads
About YouTube program & policies
Video marketing & YouTube SEO
Video analytics tools
Revenue sources

Advance Web Analytics 18
Setting advanced segments, filters & reports
Creating custom URL's
Google tag manager

19 Conversion Rate Optimization
What is CRO
Importance of CRO
A/B & Multi variant testing analytics

15 E-Commerce Store Creation
Introduction to e-commerce website
Selling products with woo-commerce
Setting up shopify store

E-Commerce Marketing 16
Shopping Ads
E-Commerce SEO

Online Reputation Management 20
Understanding ORM
Need of ORM
Steps for effective ORM
Tools for ORM
Crises Management

21

Re- Marketing
Understanding the concept of re- marketing
Re-marketing process
Creating re-marketing lists
Display advertising
Facebook re-marketing
Dynamic re-marketing
Tracking conversions

Event Marketing
Planning & strategy
Organic vs paid marketing for events
Partnership's & sponsorship

25

Google Adsense
Introduction & Importance
Adding Track Codes
How to make income with Adsense

22

Domain Flipping
Introduction to domain flipping
How to find the right domain
Where to sell the domains
How to trade with brand able domains

26

23

Influencers Marketing
Introduction to influencers marketing
How to become an influencer
Case studies

Freelancing as Career
Where to sign-up for freelancing projects
Creating the right profile for freelancing projects
Key services to offer
Identifying different type of clients
How to create proposal for clients
Reporting

27

Affiliate Marketing
Different ways to do affiliate marketing
3 A's of affiliate marketing
How to make money through affiliate marketing
Affiliate marketing secrets
Getting you approved as an affiliate from top
Affiliate agencies

24

200+
PARTNER COMPANIES

2500+
GRADUATED STUDENTS

20000+
HOURS OF LEARNING

Career in Digital Marketing

Average salary in India
as per indeed.com (2019)

Rs 3,24,000 Per Annum	Rs 3,30,000 Per Annum	Rs 6,00,000 Per Annum
SEO Manager	Social Media Expert	PPC Manager
Rs 5,10,000 Per Annum	Earn up-to your own caliber	
Ad Campaign Manager	Entrepreneur	& many more opportunities that can lead you to success are waiting for you.

Mentor Hours

Mentor Hours With Million Dollar Dropshipper Nishkarsh Sharma
Hosted by Digital Inventive and Delhi startups

Mentor Hours with Kashika on Influencer Marketing
Hosted by Digital Inventive and Delhi startups

Mentor Hours with Roshni on Linkedin Marketing
Hosted by Digital Inventive and Delhi startups

Mentor hours with Bijay Gautam on Podcasting
Hosted by Digital Inventive and Delhi startups

Story Telling for Startups
Hosted by Digital Inventive and Delhi startups

Mentor Hours on Youtube with Abhishek Bhatnagar
Hosted by Digital Inventive and Delhi startups

AND MANY MORE TO COME...

5 REASON WHY 2500+ PROFESSIONALS/ STUDENTS HAVE CHOSEN US

01
Strong Mentor Network

We believe people connect with people not just coaching centers that's why we have created a pool of best trainers to coach you better.

02
Backup Classes and Regular Doubt Sessions

Need not worry, if you miss out on any class or session, we have a backup plan for you.

03
Practical Exposure Live campaigns

Interview Scheduling & Placement Assistance, Easy Installment Avail. 1 Month Paid Internship Training.

04
Lifetime access to course content

Complete Course Modules, Updated Note, Premium Themes, Plugins, Premium Tools. All this will lifetime access.

05
Qualified, Google certified trainers

Our Trainer are Google certified and from the industry.

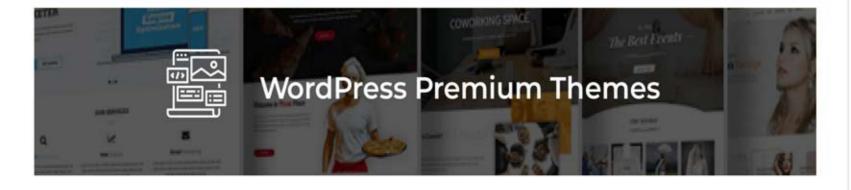# Brush Your Skills

Get tools & software absolutely free

Email Marketing Software Premium

Push Notification Tool Premuim (Annually)

SEO Software Premium

Landing Page Software

WordPress Premium Themes

⬡ Certificates

Congratulations!

Completed

Getting Started With Facebook and Partner Measurement Solutions

facebook
blueprint | eLearning

Google AdWords

This certificate of qualification is hereby granted to:

Ashly George

For passing the Google Advertising Fundamentals Exam and Search Advertising Advanced Exam

⬡ INBOUND CERTIFIED

YOUR NAME HERE

The bearer of this certificate is hereby deemed fully capable and skilled in the methodology of inbound marketing. He/she has been tested on best practices and is capable of applying them to attract strangers, to convert visitors, to close leads and to delight customers.

HubSpot
Academy

Accredited Professional | bing Ads

This certificate is awarded to:

WILL MARLOW

of

WILL MARLOW, LLC

In recognition of your Bing Ads Accredited Professional status.

March 02, 2013

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