



2026

Transform your career with industry focused digital marketing training today

PROFESSIONAL
DIGITAL MARKETING
COURSE



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CONTACT@EDUCERTGLOBAL.COM

WWW.EDUCERTGLOBAL.COM

ABOUT US

At Educert Global, we don't just deliver courses — we shape confidence, develop practical skills, and open doors to meaningful careers. Our mission is clear: every student who joins Educert Global should walk away with genuine knowledge and real-world opportunities.

“ Our vision is to empower every learner with practical skills, confidence, and industry-ready knowledge. ”

(Mr. Manas Mishra)

WHAT'S OUR STORY

Educert Global started with a clear vision: to make students truly job-ready, upskilled, and confident in their abilities. We recognized the gap between traditional education and real-world industry demands, and set out to bridge it with practical, hands-on learning.

FUTURE OF DIGITAL MARKETING

Marketing continues to evolve rapidly in the digital age. With the widespread adoption of the internet, smart-phones, and social media, businesses are shifting from traditional methods to digital platforms. Today, Digital Marketing has become an essential tool for brands to connect with their audience in real time. It offers dynamic, creative, and high-growth career opportunities, making it one of the most sought-after fields for youth in India.

SCOPE OF DIGITAL MARKETING

- India is now among the largest internet user bases globally, with over 900 million users and growing. The Digital Marketing industry in India is expanding at an impressive rate of around 25–30% annually.
- Currently valued at over \$100 billion, the industry continues to surge with increased online consumption. Mobile advertising, influencer marketing, and AI-driven campaigns are dominating the space.
- It is estimated that the digital sector will generate over 50 lakh jobs in the coming years, making it a highly promising career path.

DIGITAL MARKETING JOB OPPORTUNITIES IN INDIA (UPDATED 2026)

Designation	Job Profile	Number of Jobs	Package
Digital Marketer Executive	Handles overall online marketing campaigns, ads, SEO & analytics	20,000 – 40,000+	₹2.5L – ₹4.5L
Social Media Marketer	Manages social media platforms, content & engagement strategies	15,000 – 30,000+	₹3L – ₹5L
Content Marketer	Creates blogs, website content, and brand story telling	10,000 – 25,000+	₹3L – ₹6L
SEO Specialist	Optimizes websites to rank higher on search engines	12,000 – 28,000+	₹3.5L – ₹6L
SEM / PPC Expert	Runs paid ads (Google Ads, Meta Ads) to generate leads	10,000 – 22,000+	₹4L – ₹7L
Email Marketer	Designs email ampaigns and automation funnels	5,000 – 12,000+	₹2.5L – ₹5L
Digital Marketer Analyst	Analyzes campaign data, ROI, and performance metrics	6,000 – 15,000+	₹4L – ₹8L

PROFESSIONAL COURSE OVERVIEW

Educert Global offers a 3-month intensive course designed for professional, industry-ready learning. The program includes 100% internship support and 100% job assistance to help students confidently start their careers. With hands-on live projects, learners gain practical exposure aligned with real industry needs. We also provide dedicated interview preparation and personality development sessions, ensuring every student builds strong communication skills, confidence, and the ability to succeed in today's competitive job market.

OUR COURSES

WEEKDAYS

MONDAY - THURSDAY

MODE

OFFLINE AND ONLINE

DOUBT SESSIONS

FRIDAY & SATURDAY

TRAINING PROGRAM OVERVIEW

Mode	Offline	Online
Duration	5 Months	5 Months
Modules Covered	32+ Modules	32+ Modules
Certification	After Course Completion	After Course Completion
Job Assistance	100% Job Assistance	100% Job Assistance
Practical Sessions	100% Practical Training	100% Practical Training
EMI Option	Available	Available
Internship	Included	Not Included

WHO CAN JOIN

Business Owners, Working Professionals, Students, Job Seekers, Housewives, Freelancers

DIGITAL MARKETING COURSE CURRICULUM EDUCERT GLOBAL

S.No.	Module	Inclusions
1	Introduction to Digital Marketing	<ul style="list-style-type: none">• Overview of Digital Marketing Landscape• Traditional vs Digital Marketing• Benefits of Going Digital• Digital Marketing Channels
2	Emerging Trends in Digital Marketing	<ul style="list-style-type: none">• Generative AI in Marketing• Voice Search Optimization• Interactive Content Trends
3	Content Writing	<ul style="list-style-type: none">• Understanding Audience Personas• Types of Content for Digital Platforms• Creating High-Quality Content• SEO-Friendly Writing Techniques
4	Copywriting	<ul style="list-style-type: none">• Copywriting vs Content Writing• Crafting Powerful Headlines• Call-To-Action (CTA) Techniques• Persuasive Writing Frameworks
5	Graphic Design	<ul style="list-style-type: none">• Principles of Design and Color Theory• Creating Visual Content for Marketing• Canva• Designing for Social Media Platforms
6	WordPress	<ul style="list-style-type: none">• Installing and Setting Up WordPress• Themes and Plugins• Creating Pages and Blog Posts• Basic SEO for WordPress

S.No.	Module	Inclusions
7	SEO Fundamentals	<ul style="list-style-type: none"> • What is SEO • Keyword Research • Crawling Indexing & Ranking • Google Updates • Local SEO • Answer Engine Optimization
8	On Page SEO	<ul style="list-style-type: none"> • Meta Tags Optimization • Technical SEO Basics • Website pages optimization • Schema & AMP • Basic SEO for WordPress
9	Off Page SEO	<ul style="list-style-type: none"> • Link Building • Profile Building • Web 2.0 Submissions • Blog/Forum & Article Submission
10	Ecommerce Marketing	<ul style="list-style-type: none"> • Ecommerce Basics • Ecommerce Funnel Overview • Product Page Optimization • Product promotion
11	Video Marketing	<ul style="list-style-type: none"> • YouTube Channel Creation & Optimization • Introduction to Platform, • Content Creation and posting • YouTube SEO • Live Streaming Tips
12	Social Media Optimization	<ul style="list-style-type: none"> • Social Media Platforms Overview • Creating Engaging Content & Posts • Hashtag Strategies • Social Media Calendar Planning • Understanding Brand Sentiment • Responding to Feedback • Trend Spotting
13	Social Media Marketing	<ul style="list-style-type: none"> • Facebook and Instagram Ads • LinkedIn and Twitter Ads • Creating Effective Ad Creatives • Audience Targeting and Retargeting • Ads optimization • Billing & Reporting Basics

S.No.	Module	Inclusions
14	Google Ads Basics	<ul style="list-style-type: none"> • Introduction to Google Ads • What is Google Ads & PPC • Campaign structure (Campaign → Ad Group → Keywords → Ads) • Keyword types: Broad, Phrase, Exact, Negative • Basic campaign setup (Objective, Location, Budget) • Writing effective ads (Headline + CTA) • Landing page relevance
15	Google Ads Optimization & Results	<ul style="list-style-type: none"> • Key metrics: CTR, CPC, Conversions, Quality Score • Conversion tracking basics • Optimization: Negative keywords, A/B testing • Budget control & scaling • Remarketing basics • Performance analysis
16	Web Analytics	<ul style="list-style-type: none"> • Google Analytics Overview • Understanding User Behavior • Setting Up Conversion Goals • Reporting and Dashboards
17	Analytics and Data driven Marketing	<ul style="list-style-type: none"> • Understanding Data Metrics • Creating Data Dashboards • Customer Journey Mapping • Using Insights to Drive Strategy
18	Generative AI in Marketing	<ul style="list-style-type: none"> • What is Generative AI? • Using AI tools for Marketing Tasks • Creating Content with AI Tools • AI for Personalization and Automation
19	Funnel Creation & Optimization	<ul style="list-style-type: none"> • Landing Page Optimization • A/B Testing • User Experience Principles • Funnel Optimization Techniques
20	Funnel Management	<ul style="list-style-type: none"> • Build Full Funnel Strategy • Run Campaigns Across Channels • Track Results Using Analytics • Present Findings

S.No.	Module	Inclusions
21	Online Reputation Management	<ul style="list-style-type: none"> • Monitoring Brand Mentions • Handling Negative Reviews • Building Positive Online Presence • ORM Tools and Strategies
22	Influencer Marketing	<ul style="list-style-type: none"> • Identifying Influencers • Micro vs Macro Influencers • Campaign Management • Tracking ROI
23	App Store Optimization	<ul style="list-style-type: none"> • Importance of ASO • Keyword Optimization • App Title and Description Writing • Reviews and Ratings Management
24	Mobile App Marketing	<ul style="list-style-type: none"> • User Acquisition Strategies • Retention and Engagement • App Promotion Tactics • Using Analytics for App Growth
25	Email Marketing	<ul style="list-style-type: none"> • Building Email Lists • Creating Email Campaigns • A/B Testing Emails • Email Automation Tools
26	Webinars and Online Events	<ul style="list-style-type: none"> • Planning and Promoting Webinars • Choosing the Right Platform • Engaging Attendees • Measuring Event Success
27	Affiliate Marketing	<ul style="list-style-type: none"> • Affiliate Platforms Overview • Choosing the Right Niche • Affiliate Link Tracking • Strategies for Earning Commission
28	Personal Branding	<ul style="list-style-type: none"> • Building Your Personal Brand • Content Creation for Branding • Networking and Collaborations • Becoming a Thought Leader

WHY CHOOSE **US**

Personal
Mentorship

Affordable
Fees

EMI Option
Available

Live
Projects

JOB

32
Modules

Resume
Building

3 Month
Internship
Letter




































100%
Placement
Assistance

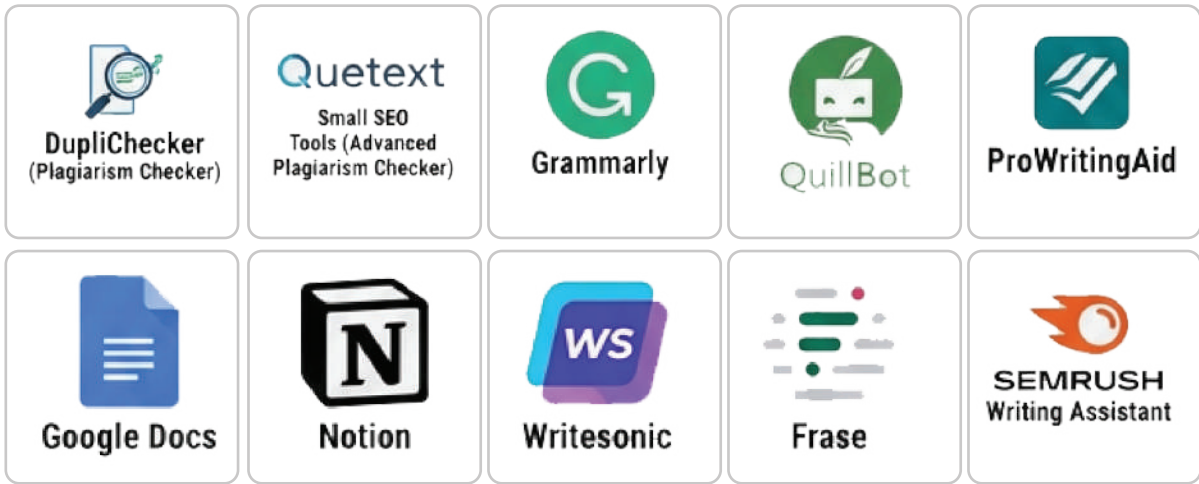
Practical
Training

Interview
Preparation



DIGITAL MARKETING TOOLS

 Google Ads	 Meta Ads	 Small SEO Tools	 YouTube	 Google Play Store
 ChatGPT	 Copilot	 Canva AI	 Gemini	 Claude AI
 Google Keyword Planner	 Meta 1 Click	 seoptimer.com	 aioseo.com	 Screaming Frog SEO Spider
 keywordseverywhere	 Moz Keyword Explorer	 ahrefs	 SEMRUSH	 Ubersuggest
 Google Analytics	 Google Search Console	 Bing Webmaster Tools	 Yandex Webmaster	 Yoast SEO
 Rank Math	 Google PageSpeed Insights	 Schema Markup Generator	 Robots.txt Tester	 XML Sitemaps Generator
 GTmetrix	 Structured Data Testing Tool backlink-tool.org	 Google Business Profile	 Microsoft Word	 Google Docs



CERTIFICATES STUDENTS GET



WHAT OUR STUDENTS SAY

A Anshika Yadav
1 review
★★★★★ 4 years ago
Best institute for Digital marketing course. I have recently pursued my Digital marketing advance course from Educert Global. Faculty is highly professional and well awesome experience.

A Arjit Srivastava
1 review
★★★★★ Edited 3 years ago
The training module at Educert Global was very helpful and I understood things so easily. A beginner in this field will surely be benefited. Also, study material is take up a full-stack web Educert Global for helping ne in shaping my career.

Sagar Tiwari
7 reviews · 2 photos
★★★★★ 3 years ago
Excellent program to grow marketing profession. Digital Marketing Training at Educert Global gives an the division for both new and a pcticssional.

Shweta Tiwari
4 reviews
★★★★★ 4 years ago
I was searching an Institute to learn digital marketing from the industry experts. I found Educert as in Lucknow learnt a lot for the professional trainers.

A Alenina Yadav
1 review
★★★★★ 1 years ago
I had a great learning oasing aed fan roodest digital crumes cvnace courses in Lucknow: aerormo marketing olestad out and a digital minuies tragetire. Highly recommend!

S Sunder Singh
3 reviews
★★★★★ 4 years ago
5 digital marketing Institute for freshers and professionals both. I have opted for technical seo brushing my sr...

nandini dubey
3 reviews
★★★★★ 3 years ago
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D Deepak Tripathi
4 reviews
★★★★★ 3 years ago
Educert is a digital marketing institute that offers various courses in digital marketing, including Search Engine Optimization (SEO), Email Marketing, and more. They claim to provid ... More

B Bharat Yadav
1 review
★★★★★ 1 month ago
I had a great learning experience at Educert Global. It Lucknow. Trainers explain every concept in a practical way and help students understand real digital marketing strategies

Diwakar Pandey
1 review
★★★★★ 5 months ago
Amazing institute! The teaching here is highly practical and easy to understand. Every module is taught by different expert trainers, which makes the learning more effective. Is positive and supportive. Definitely the best place to gain wareed. Highly recommended!

R Riya Gupta
1 review
★★★★★ 5 months ago
The classes are really engaging and easy to understand. The trainers explain everything clearly and make learning fun. I'wo confidence through these sessions. Highly recommend!

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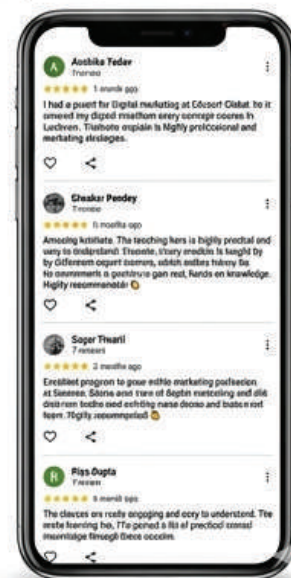
Sunder Singh
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nandini dubey
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Educert Global-
2 reviews
★★★★★ 2 years ago
Thanks Nandini for your valuable feedback and considering us as best digital marketing institute t Engine. Digital Marketing for our niaso.beadute at Digiteti Lucknow, us best of Luckor your future. Best you Educert Global.

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