



# **A Premiere Digital Marketing Institute**

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A Unit of WISMAD

# Educert Global Institute

**EduCert Global is an exclusive and first of a kind product in Digital Education which enables our classroom students to carry their learning progress to homes.**



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# Director Message

Get leading Digital Marketing training experts- Get away from the textbook experience and study at a specially designed institute that provides practical knowledge.



***Manas Mishra***

*(Founder & Owner)*

*Wismad Consulting Pvt. Ltd.*

## Educert **Global**

We have come up with our Digital Marketing institute - Educertglobal that offers a unique provision of working on live projects. Our students not only get to learn Digital Marketing but also use exceptional knowledge in real-time. Thus, we offer all-around development and grooming to the student.

We assure you that with our expertise and your hard work today, you can drive maximum value from our programs and become 100% confident professionals tomorrow.

# About Us

eduCert Global, one of India's premier digital marketing institutes was founded with a vision to improve digital marketing knowledge with comprehensive, training programs and LIVE projects, to help you be the best digital marketer you can be.

It doesn't matter if you're a newcomer or already part of the digital industry, our courses are designed to encourage digital marketers to fulfill their potential. We are with you all the way from the first steps you take on the career ladder, right to when you become an industry leader. The remarkable vision of our team of seasoned digital marketers and professionals, who have a combined experience of 10 years in digital, means that we were ready to cater to the growing demands of the digital world.



## Mission

Our mission is to support companies to get the potential candidate. We provide professional training in order to prepare qualified individuals for permanent and contract employment with our business partner companies.



## Goal

Train the students to overcome their fears and restricting convictions that chains down from being productive. Eliminating extra time and overpower with an entirely different perspective about digital marketing.

### Unlock Socio-Digital Marketing tactics

Learn Digital Marketing concepts and sales funnel techniques. Convert your visitors into prospect leads and increase your sales 2x times. Master the techniques of Search Engine Optimization, Social Media Mastery, Content Marketing Deliverables, LinkedIn Branding, Growth Hacking Mastery, Blogging, freelancing Earning Training, Email Optimization, PPC power programming, Ads Sense, and Adwords Analysis, etc. Learn amazing and brilliant methods to increase your brand awareness. Learn **Digital Marketing Course** and invite more visitors to your content and transform your sales positioning into Expert positioning.

Join our Best-in-class Digital Marketing Course and get 100% placement assistant. Learn practical concepts and live project training methods through real-time corporate case studies and Analytics. The faculties come from different expertise of domain and train each candidate from basic layman level! After joining this program, you can find booster growth in your professional career. Be Google + Amazon Certified and get a certificate from us.



# EduCert Global Institute

EduCert Global helps students to drive maximized learning & retention from each class through its post class exercises, quizzes, activities & self-learn videos. A mandatory learning track ensures each student must complete all course essentials before he becomes eligible for final Examination.

The SMART learning track also sends progress reports to the trainer and centre heads of student performance and attendance.



## Content Library

Access 100+ PPT & Videos, Updated Regularly



## Surprise Tasks

Surprise Live Tasks & Projects for Real Industry Atmosphere



## 24\*7 Learning

Learn & Revise Topics Online Anytime



## HD Videos

High Quality Explainer Videos of All Topics



## Responsive Interface

Learn on Desktop or Mobile Based on Preference



## Progress Tracking

Track Learning Progress and Achievements

# Collaborative Classroom: For Learning as A Team

The idea behind WISMAD Collaborative Classroom is to develop joint thinking and co-learner-inspired learning atmosphere in the classroom which helps students in understanding, appreciating, critically evaluating, and solving the concepts of Digital theories. Our Certified Faculty will lead the classroom to ensure smooth and doubt-free progress of the Course.



## Live Tool Walkthrough

Access 100+ PPT & Videos, Updated Regularly



## Objective Based Learning

Surprise Live Tasks & Projects for Real Industry Atmosphere



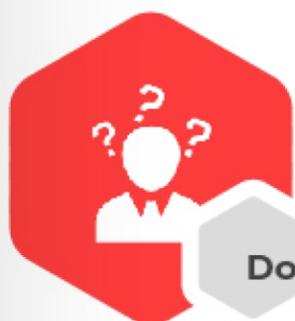
## Industry Case Studies

Learn & Revise Topics Online Anytime



## Learn in Teams

High Quality Explainer Videos of All Topics



## Doubt Session

Learn on Desktop or Mobile Based on Preference



## Certified Faculty

Track Learning Progress and Achievements

# Digital Experience Zone

## Practical **Hands-on Learning**

Learn, apply and succeed is mantra for achieving a high-flying career in Digital Industry. At Our Experience Zone you will get a chance to practically implement the classroom learnings on 100+ software's under the supervised experts, certified from Digital Giants Like Google, Facebook & Amazon.



**Real Time Industry Case Study**



**Hands-On Learning**



**Use 100+ Software**



**Live Ad Budget**



**Weekly Assessment**



**Certified Facilitators**



# India's Digital Transformation will Create

With our Digital marketing Programme, you can learn and gain experience on LIVE Projects to start your Digital Entrepreneurial journey with along with us.

weather it's about increasing your paycheque or growing your business; anything you want you can with our expert design industry-oriented programme.

**65+**  
Million Jobs by  
2026

**#2**

Globally in Digital  
Adaption

Be a part of fastest growing - evergreen and recession proof industry with millions of jobs to choose worldwide.

With our experienced faculty and team of experts we not only train you but we hold your hand on to your journey of success

# Why Choose EduCert?

You will be looking for numerous ways to reach out to your prospective audience and with digital marketing, you can reach out to the right user. eduCert Global would help you to understand the jargons used in digital platforms.

1

Our digital marketing training program is designed to include every individual from all fields and backgrounds.

2

If you are fascinated by the digital world and want to unleash your creative side in the digital world, then you don't have to go anywhere. You will be able to add a skill to stand out.

3

You can upgrade your skills or make exciting changes in your work life if you make use of Digital Marketing.

4

Digital Marketing course from eduCert will help you to understand the digital platforms that you can use to attract more audience.

## Digital Marketing Part Time/ Freelancing Roles

1

Affiliate Marketing

6

SEO Services

2

E-Commerce Management

7

Freelancer

3

Content Marketing

8

Digital PR Manager

4

Copywriting

9

Marketing Automation

5

Social Media Management

10

Personal Branding

# Get Reconized

Become Digital Marketing Expert with hands-on experience

- 1 **32 Modules**
- 2 **3 Masterclasses**
- 3 **Paid Internship**
- 4 **Interview Preparation**
- 5 **Job Assistance**



# Course Modules

09

The Digital Marketing course by eduCert Global will help you gain expertise in various digital marketing aspects such as Keyword Planning, SEO, Search Engine Marketing, Email Marketing, Affiliate Marketing, Social Media Marketing, and Google Analytics.

## Module 1:



### Introduction to Digital Marketing

- Overview of Digital Marketing Landscape
- Traditional vs Digital Marketing
- Benefits of Going Digital
- Digital Marketing Channels

## Module 2:



### Emerging Trends in Digital Marketing

- AI in Marketing
- Voice Search Optimization
- Interactive Content Trends
- Sustainability in Marketing

## Module 3:



### Content Writing

- Understanding Audience Personas
- Types of Content for Digital Platforms
- Creating High-Quality Content
- SEO-Friendly Writing Techniques

## Module 4:



### Copywriting

- Copywriting vs Content Writing
- Crafting Powerful Headlines
- Call-To-Action (CTA) Techniques
- Persuasive Writing Frameworks

## Module 5:



### Graphic Design

- Principles of Design and Color Theory
- Creating Visual Content for Marketing
- Canva
- Designing for Social Media Platforms

## Module 6:



### WordPress

- Installing and Setting Up WordPress
- Themes and Plugins
- Creating Pages and Blog Posts
- Basic SEO for WordPress

## Module 7:



### Mobile Marketing

- Mobile-Friendly Websites
- WhatsApp Marketing
- Push Notifications Strategy
- Geo-Targeting Techniques

## Module 8:



### Search Engine Optimization (SEO)

- Keyword Research Techniques
- On-Page and Off-Page SEO
- Technical SEO Basics
- Local SEO Optimization

## Module 9:



### Video Marketing

- Types of Marketing Videos
- YouTube SEO
- Video Scripting and Editing
- Live Streaming Tips

## Module 10:



### Email Marketing

- Building Email Lists
- Creating Email Campaigns
- A/B Testing Emails
- Email Automation Tools

## Module 11:



### Marketing Automation

- Automation Tools Overview
- Creating Automated Workflows
- Lead Nurturing Automation
- Behavioral Trigger Emails

## Module 12:



### Analytics and Data-driven Marketing

- Understanding Data Metrics
- Creating Data Dashboards
- Customer Journey Mapping
- Using Insights to Drive Strategies

## Module 13:



### Social Media Optimization

- Social Media Platforms Overview
- Creating Engaging Content & Posts
- Hashtag Strategies
- Social Media Calendar Planning

## Module 14:



### Social Media Listening & Sentiment Analysis

- Monitoring Tools Overview
- Understanding Brand Sentiment
- Responding to Feedback
- Trend Spotting through Listening

## Module 15:



### Social Media Marketing

- Facebook and Instagram Ads
- LinkedIn and Twitter Ads
- Creating Effective Ad Creatives
- Audience Targeting and Retargeting

## Module 16:



### E-commerce Marketing

- E-commerce Funnel Overview
- Product Page Optimization
- Cart Abandonment Strategies
- Running Promotions and Campaigns

## Module 17:



### Growth Hacking

- Principles of Growth Hacking
- Rapid Experimentation Methods
- Case Studies of Fast Growth
- Leveraging Virality and Referrals

## Module 18:



### Personal Branding

- Building Your Personal Brand
- Content Creation for Branding
- Networking and Collaborations
- Becoming a Thought Leader

## Module 19:



### Generative AI in Marketing (ChatGPT, Gemini, Copilot)

- What is Generative AI?
- Using ChatGPT for Marketing Tasks
- Creating Content with Gemini & Copilot
- AI for Personalization and Automation

## Module 20:



### Pay-Per-Click Advertising (PPC)

- Introduction to Google Ads
- Keyword Research for PPC
- Ad Copy and Landing Pages
- Monitoring and Optimizing Campaigns

## Module 21:



### Web Analytics & Traffic Reporting

- Google Analytics Overview
- Understanding User Behavior
- Setting Up Conversion Goals
- Reporting and Dashboard

## Module 22:



### Webinars and Online Events

- Planning and Promoting Webinars
- Choosing the Right Platform
- Engaging Attendees
- Measuring Event Success

## Module 23:



### Affiliate Marketing

- Affiliate Platforms Overview
- Choosing the Right Niche
- Affiliate Link Tracking
- Strategies for Earning Commission

## Module 24:



### Mobile App Marketing

- User Acquisition Strategies
- Retention and Engagement
- App Promotion Tactics
- Using Analytics for App Growth

## Module 25:



### Funnel Creation & Optimization

- Landing Page Optimization
- A/B and Multivariate Testing
- User Experience Principles
- Funnel Optimization Techniques

## Module 26:



### Funnel Management

- Build a Full-Funnel Strategy
- Run Campaigns Across Channels
- Track Results Using Analytics
- Present Your Work and Findings

## Module 27:



### App Store Optimization

- Importance of ASO
- Keyword Optimization
- App Title and Description Writing
- Reviews and Ratings Management

## Module 28:



### Online Reputation Management

- Monitoring Brand Mentions
- Handling Negative Reviews
- Building Positive Online Presence
- ORM Tools and Strategies

## Module 29:



### Influencer Marketing

- Identifying the Right Influencers
- Micro vs Macro Influencers
- Campaign Management
- Tracking Influencer ROI

## Module 30:



### Digital Marketing Tools

- Overview of Popular Digital Marketing Tools
- Tools for SEO and Keyword Research
- Content Creation and Design Tools
- Social Media Management Platforms

## Module 31:



### Career Development & Job Preparation

- Resume & Portfolio Building
- Mock Interviews
- LinkedIn Optimization
- Freelance & Job Portals Overview

## Module 32:



### Interview Preparation

- Understanding Common Interview Questions
- Preparing Your Personal Pitch
- Handling Technical and HR Rounds
- Following Up After the Interview

## X-Factor with Educert



Metaverse & Web 3.0



Future of Digital Marketing



Emerging Trends In Digital Marketing



### Master Classes

- Metaverse & Web 3.0
- Future of Digital Marketing
- Emerging Trends In Digital Marketing
- Sales Techniques & RFP Creation
- Freelancing & Freelancing Platforms
- Digital Agency Model Blueprint
- Defining Niche
- Business Branding
- Personal Branding
- Affiliate Marketing & Adsense
- Growth Marketing
- Interview Preparation



Our Digital marketing training program is specially designed for Students, Under-Graduates, Graduates, Working Professionals, and Freelancers. We provide end-to-end learning on Digital Marketing Domain with deeper dives for creating a winning career for every profile.



Digital Marketing is no longer about the stuff that you make, but about the stories you tell.

## Get in touch

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