

INDIA'S #1 AWARD WINNING INSTITUTE



ADVANCED
DiGiTAL
MARKETING PROGRAM

- **100% Practical Sessions**
- **50+ Latest Modules**
- **Installment Option**
- **StartUp Guidance**
- **100% Placement Assistance**
- **15+ Certification**
- **2 Months Duration**
- **Freelancing**

Live Online & Classroom Training Available

**“ We Are Educating People
With Digital Skills, To Transform
Lives, Careers & Business,
We Are Future...
Be The Future...”**

Ranvijay Singh

What's Our Story

TechJogi Was Established With Vision To Educate People With Digital Skills, So That Can Reduce The Gap Between The Skills Provided By Indian Education System And The Skills Required By The Job Industry. We Are Now Transforming Lives By Providing The Right Career Path & Helping People Build Their Business.

58813+
Candidate
Trained

100+
Placement
Companies

12+
Year Of
Experience

51682+
Student
Placed

2470+
Started
Freelancing

635+
Started
Startup

Future Of Digital Marketing

Marketing as a concept is evolving constantly. Ever since the boom of the internet, more customers are using it which has led to the birth of a new form of Marketing Called Digital Marketing. Digital Marketing offers niche and lucrative career options for the youth in india.



Scope Of Digital Marketing

- As per the latest reports, India has overtaken the U.S. as the second largest country in terms of the number of internet users and India's Digital Marketing Industry is growing at 33.5%.
- Currently, the Digital Marketing Industry in india is worth around \$68 billion.
- According to eMarketer, advertising through mobile phones and tablets have risen to \$6 billion. The market is predicted to touch \$ 7.8 billion by 2024.
- Digital Industry will produce more than 30 lakh jobs in India by 2024.

Opportunity

Job Discription	No. Of Jobs Available					Average salary (Per Annum)
	Naukri	Times Job	Career Jet	Freshers	Click India	
Digital Marketing	18686	21170	12386	9815	14506	2L-6.5L
Social Media Marketing	15345	22506	8974	2969	8148	2L-7L
Content Marketing	10799	58834	14797	5346	5095	2L-8L
SEO	12368	5787	6654	2578	4678	2L-6L
SEM	10068	21909	2425	2578	2922	2L-7L
Email Marketing	5570	25633	50223	1458	1100	2L-5.5L
Digital Analyst	5835	23264	5599	1774	4415	2L-5L

Average Package For Digital Marketers In India



Social Media Fresher
(0-1 Year Ex.)



2 - 4 Lakhs
(Per Annum)

Social Media Specialist
(4-6 Year Ex.)



4 - 6 Lakhs
(Per Annum)

Social Media Team Lead
(4-6 Year Ex.)



6 - 8 Lakhs
(Per Annum)

Social Media Manager
(6-8 Year Ex.)



8 - 10 Lakhs
(Per Annum)

Digital Marketing Manager
(8-10 Year Ex.)



10 - 12 Lakhs
(Per Annum)

Digital Marketing Head
(10-12 Year Ex.)



12 - 20 Lakhs
(Per Annum)

Digital Marketing Director
(12-15 Year Ex.)



20 - 25 Lakhs
(Per Annum)

Head Of Marketing
(15+ Year Ex.)



25 - 40 Lakhs
(Per Annum)

Program Overview

TechJogi Offers 2 Months Intensive Program For Beginners As Well As Professionals...

TechJogi Offers a 2 months intensive Digital Marketing course. The course focuses on imparting core Digital Marketing skills, train students hands-on and help them develop personality traits to suit the agency culture. Candidates are exposed to all the latest facets of Digital Marketing within the period.



Our Courses

WEEKDAY	MONDAY TO FRIDAY (2 Hours)
WEEKEND	SUNDAY TO SUNDAY (4 Hours)

Live Online Training

- ▶ 2 Months Duration
- ▶ 50+ Modules
- ▶ 15+ Certification
- ▶ 100% Job Assistance
- ▶ 100% Practical session
- ▶ EMI Option Available

Classroom Training

- ▶ 2 Months Duration
- ▶ 50+ Modules
- ▶ 15+ Certification
- ▶ 100% Job Assistance
- ▶ 100% Practical session
- ▶ EMI Option Available

Eligibility Criteria

- ▶ 12th / Diploma Pass Or Equivalent
- ▶ Basic English Knowledge & Computer Skills

Who Can Join



Business owner



Working Professionals



Students



Job Seekers



House Wife's



Freelancer

50+ Latest Modules

S.NO.	MODULE	CURRICULUM
1.	Digital Marketing Overview	<ul style="list-style-type: none">• Digital Marketing Introduction• Digital Marketing Vs Traditional Marketing• Digital Marketing Channels• Digital Marketing Scope & career
2.	AI In Digital Marketing Tools	<ul style="list-style-type: none">• Understanding What Is AI Digital Marketing• Benefit Of Using AI In Digital Marketing• Overview Of Top Trending Popular AI Tools In Digital Marketing • ChatGBT, Copy.AI, Rytr, Midjourney, Captions
3.	Blog Creation	<ul style="list-style-type: none">• Understanding Blog & Post• Introduction To Blogger.com• Creating Post & Pages• Customizing Theme & Setting
4.	Business Website Creation	<ul style="list-style-type: none">• Introduction To Domain & Hosting• Introduction To Wordpress• Installing Themes• Installing Plugins• Creating & Designing Web Pages• Using Elementor (Page Builder)
5.	E-Commerce Creation	<ul style="list-style-type: none">• Understanding E-Commerce• Installing Woo - Commerce• Product Listing• Store Setup Setting
6.	Graphic Creation	<ul style="list-style-type: none">• Introduction To Canva• Creating Logo• Creating Social Media Post

S.NO.	MODULE	CURRICULUM
7.	Video Creation	<ul style="list-style-type: none"> • Introduction To Video Creation • Creating Animated Video • Creating Presentation Video
8.	Reels Mastery Program	<ul style="list-style-type: none"> • Introduction To Instagram Reels • How To Create Engaging Reels Content • Techniques To Create And Shoot Reels • Matching-Up With Trending Audio & Music • Understanding & Applying Latest Trends & Challenges • How To Grow Audience With Reels
9.	Search Engine Fundamental	<ul style="list-style-type: none"> • What Is Search Engine • Top Search Engines • How Search Engine Works
10.	Introduction To SEO	<ul style="list-style-type: none"> • What Is SEO • Types Of SEO
11.	On Page SEO	<ul style="list-style-type: none"> • What Are Meta Tags & Importance • Meta Title • Meta Description • Meta Keywords • URL Optimization • Content Optimization • Keywords / Keywords Density • Bold / Italic / underline • Heading 1 To 6 • Anchor Text • Page Load Time Optimization • Image Optimization • Favicon

S.NO.	MODULE	CURRICULUM
12.	Off Page SEO	<ul style="list-style-type: none"> • What Are Backlinks & Its Importance • Precautions To Create Backlinks • Domain & Page Authority • Do Follow & No Follow • Keyword In Anchor Text • Where & How To Create Backlinks • Business Directory Sites • Social Book Marketing Sites • Video Submission Sites • PPT Submission Sites • Image Submission Sites • Blog Commenting • Guest Posting • Web 2.0
13.	Technical SEO	<ul style="list-style-type: none"> • What Is Sitemap & Importance • What Is Robots.txt & Importance • What Is SSL & Importance • What Is Schema & Importance • What Is AMP & Importance • 404 Error • 301 / 302 Redirection • Canonical Tag
14.	Local SEO	<ul style="list-style-type: none"> • Local SEO Introduction • Local SEO Ranking Factors • Google My Business Setup
15.	Video Optimization	<ul style="list-style-type: none"> • Video Optimization Introduction • Video Ranking Factors • Youtube Studio Video Setup
16.	Keyword Research	<ul style="list-style-type: none"> • What Is Keyword & Keyword Research • Tools Used For Keyword Research • How To Use Keyword Planner • Types Of Keywords

S.NO.	MODULE	CURRICULUM
17.	Google Algorithm	<ul style="list-style-type: none"> • What Is Google Algorithm • Impacts Of Google Algorithm • Panda • Penguin • Hummingbird • Google Mobile-Friendly Update • Pigeon • SandBox • Google RankBrain • Google Possum • Google Fred
18.	SEO Techniques	<ul style="list-style-type: none"> • White Hat SEO Techniques • Black Hat SEO Techniques • Gray Hat SEO Techniques
19.	SEO Audit	<ul style="list-style-type: none"> • On Page SEO Audit Reports • Off Page SEO Audit Reports
20.	Competitor Analysis	<ul style="list-style-type: none"> • Introduction to Competitor Analysis • Tools For Competitor Analysis
21.	Content Keyword Mapping	<ul style="list-style-type: none"> • Writing SEO Friendly Content • Focus Keyword Research • LSI Keywords • Highlight Keywords • Content Structures • Type Of SEO Content
22.	Website Link Building	<ul style="list-style-type: none"> • How To Find Website's To Create Links • Creating Backlinks Practically For Website
23.	Facebook Optimization (SMO)	<ul style="list-style-type: none"> • Creating Facebook Account • Creating Business Page • Adding Business Logo & Cover Pictures • Overview Of Business Page

S.NO.	MODULE	CURRICULUM
24.	Instagram Optimization (SMO)	<ul style="list-style-type: none"> • Creating Instagram Business Account • Setup Business Account Setting • Overview Of Business Account
25.	Linkedin Optimization (SMO)	<ul style="list-style-type: none"> • Creating Facebook Account • Creating Business Page • Adding Business Logo & Cover Pictures • Overview Of Business Page • How To Find Jobs Using Linkedin Jobs
26.	Social Media Automation	<ul style="list-style-type: none"> • What Is Social Media Automation • Tools Used For Social Media Automation • Schedule Post & Connect Social Channels
27.	Social Media Calendar	<ul style="list-style-type: none"> • Creating Social Media Calendar List • Monthly
28.	Content Marketing	<ul style="list-style-type: none"> • Understanding Content Marketing • Types Of Content Format • Creating Dynamic Content
29.	Copy Writing & Ad Copy	<ul style="list-style-type: none"> • Role Of Copywriting In Digital Marketing • Role Of Adcopy In Digital Marketing • Understanding Target Audience • How To Do Market Research & Competitor Analysis • Finding Out Customer Needs, Pain Points And Trends • Storytelling Using Copywriting • Creating Best Call To Action (CTAs) AdCopy
30.	Influencer Marketing	<ul style="list-style-type: none"> • What Is Influencer Marketing • Case Study Of Influencer Marketing

S.NO.	MODULE	CURRICULUM
31.	Lead & Traffic Generation	<ul style="list-style-type: none"> • What Is Lead • Methods To Generate Traffic • Landing Page Optimization • Understanding Thank You Page
32.	Landing Page Optimization	<ul style="list-style-type: none"> • Landing Page Optimization • Understanding Thank You Page
33.	Facebook & Instagram Marketing	<ul style="list-style-type: none"> • Basic Facebook & Instagram Ads • Introduction To Ad Manager • Types Of Ads (Ad Manager)
34.	Linkedin Marketing	<ul style="list-style-type: none"> • Introduction To Linkedin Marketing • Types Of Ads (LinkedIn Marketing)
35.	Re-Marketing & Conversion	<ul style="list-style-type: none"> • What Is Remarketing • Benefit Of Remarketing • Creating Of Remarketing Campaigns
36.	Search Engine Marketing	<ul style="list-style-type: none"> • Introduction To Search Engine Marketing • Concept Of PPC • Understanding Bidding Strategy • Types Of Ad Extension • Ad Group Setup • Types Of Keywords • Dynamics Ads • Quality Score • Ad Rank
37.	Online Display Marketing	<ul style="list-style-type: none"> • Introduction To Online Display Marketing • Bidding Strategy • Understanding Ad Group • Creating Responsive Ads

S.NO.	MODULE	CURRICULUM
38.	E-Commerce Marketing	<ul style="list-style-type: none"> • Understanding Shopping Campaign • Creating Merchant Center Account • Adding Product To Merchant Account • Creating Shopping Campaign
39.	Video Marketing	<ul style="list-style-type: none"> • Introduction To Video Marketing • Bidding Strategy • Audience Targeting • Creating Video Campaign
40.	Mobile App Marketing	<ul style="list-style-type: none"> • Introduction To App Marketing • Bidding Strategy • Creating App Campaign
41.	Discovery Ads	<ul style="list-style-type: none"> • Introduction To Discovery Ads • Bidding Strategy • Audience Targeting • Creating Discovery Ads
42.	Performance Max	<ul style="list-style-type: none"> • Understanding Performance Max Campaign • Platform To Promote On Performance • Bidding Strategy
43.	Google Search Console	<ul style="list-style-type: none"> • Introduction To Search Console • Submitting Sitemap • Submitting International Targeting • Understanding Organic Performance
44.	Google Analytics	<ul style="list-style-type: none"> • What Is Google Analytics • Importance To Google Analytics • Real Time Traffic • Audience • Acquisitions • Behaviors

S.NO.	MODULE	CURRICULUM
45.	Growth Hacking	<ul style="list-style-type: none"> • Introduction To Growth Hacking • Case Study Of Growth Hacking
46.	Online Reputation Management	<ul style="list-style-type: none"> • What Is ORM • Importance Of ORM • Review & Complaints
47.	Email Marketing	<ul style="list-style-type: none"> • What Is Email Marketing • Benefits Of Email Marketing • Creating Subscriber List • Creating Template • Reporting
48.	Whatsapp Marketing	<ul style="list-style-type: none"> • Importance Of Whatsapp Marketing • Benefit Of Whatsapp Business • Setup Of Whatsapp Business
49.	Blogging	<ul style="list-style-type: none"> • What Is Blogging • Topic Selection • Formats Of Blogging • Monetization
50.	Google Adsense	<ul style="list-style-type: none"> • What Is Google Adsense • How To Apply For Google Adsense • Adsense Policy
51.	Affiliate Marketing	<ul style="list-style-type: none"> • What Is Affiliate Marketing • How To Apply For Affiliate Program • Strategy For Affiliate Marketing
52.	Dropshipping	<ul style="list-style-type: none"> • What Is Dropshipping • Understanding Dropshipping Concept • Case Studies Of Dropshipping

S.NO.	MODULE	CURRICULUM
53.	Freelancing	<ul style="list-style-type: none"> • What Is Freelancing • How Freelancing Works • How To Quote Client • How To Get Clients • Creating Freelancing Portfolio
54.	Resume Building	<ul style="list-style-type: none"> • Creating Resume • Portfolio Building
55.	Interview Preparation	<ul style="list-style-type: none"> • Interview Question
56.	Mock Test	<ul style="list-style-type: none"> • 1 on 1 Mock Test



Why Us



Live Projects

What Is Live Project & Case Studies

In a live project, the student is given an existing brand to work on in real-time with set goals, within a specific deadline. It is a chance to apply the theory learnt practically. It is a great opportunity to gain hands-on experience in creating posts, ad campaigns, website landing pages, etc.

How Does It Works

The student will be assigned an existing brand or will be asked to create their own brand. You will be working in collaboration with real time practitioners to create Digital Marketing strategies, advertisements, campaigns, websites, etc. based on the brand guidelines and objectives.

Outcome

The live projects prepare you for the agency life ahead and provides full exposure to the ongoing in a Digital Marketing company. It equips you with the expertise to deal with any Digital project that may come your way. We don't just teach you, we make you industry ready



Tools You Will Master



WORDPRESS

Woo **COMMERCE**



Google Ads



Google Analytics



Placements

Techogi is associated with 100+ placement partners across cities. Some of them are:



The world is
When will you? going digital

**The World Is
Going Digital,
When Will You?**

Enroll Now

Our Branches

**3rd Floor, Plot no. 170, beside Indian Bank,
Near Sargam Cinema, Zone-II, Maharana
Pratap Nagar, Bhopal, Madhya Pradesh
462011**

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