



**GROW DIGITAL
INSTITUTE**



100% PRACTICAL & ADVANCED

ADVANCED DIGITAL MARKETING COURSE

Join Mumbai's Leading Digital Marketing Training Institute and Secure Your Future Today. Grow Digital Institute offers Advanced Digital Marketing Courses in Mumbai. Ready to Take the First Step in Your Digital Marketing Journey? Book your seats now!



COURSE DURATION

4 Months Course
2 hrs / daily - Monday To Friday



COURSE FEES

₹ 32,000 /- (incl. all)
Installment Available (Pay in 3 Parts)



4 CERTIFICATIONS

Advanced Digital Marketing
Website Development
Google Ads Certifications (2)



+91 8291523575



growdigitalinstitute.com

ABOUT US

Grow Digital Institute is a premier digital marketing institute that offered digital marketing courses in Borivali, Mumbai. We have a team of experienced trainers who are experts in their respective fields and are dedicated to providing the best learning experience to our students.

At Grow Digital Institute, we focus on practical learning and provide hands-on experience through real-world projects and case studies. Our courses are designed to provide students with the confidence and expertise to succeed in their careers. We take pride in our student's success and provide job placement assistance to help them kickstart their careers in digital marketing. Join us today to take the first step towards a successful career in digital marketing.



**Hands-On Learning
Opportunities**



**Cutting Edge
Curriculum**



**100% Job Placement
Support**





WHY CHOOSE TO GROW DIGITAL INSTITUTE?

- ✓ 100% Practical & Advanced Training
- ✓ Small Batch of Max 8-10 Students
- ✓ Individual Focus On Every Students
- ✓ 4 Certificates (ISO Certified)
- ✓ In House Digital marketing Agency
- ✓ Real time Experience on Real Projects
- ✓ 100% Placement Assistance
- ✓ Offline/ Classroom training
- ✓ 4 Months Course
- ✓ 45+ Major Modules
- ✓ WP Website Development
- ✓ E-commerce Website Development
- ✓ Free Domain & Hosting
- ✓ Hands-On Learning Opportunities

Placement Partners



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COURSE SYLLABUS (2024)

1. Introduction To Digital Marketing

In this module, you will learn what is digital marketing, latest digital marketing trends, strategies related to the various digital marketing platforms, etc

2. Graphic Design On Canva

In this module, you will learn how to create social media images, videos, and gifs for posters, websites, booklets, multimedia presentations, and heaps more.

3. Social Media Marketing

In this module, you will learn how to create Social media platforms, such as Facebook, Twitter, Instagram, LinkedIn, & YouTube to promote products or services and engage with target audiences.

4. Website Creation (Wordpress)

In this module, you will learn how to create business website on WordPress.



COURSE SYLLABUS (2024)

5. E-commerce Website

In this module, you will learn how to Create an e-commerce website with WordPress can be a cost-effective way to sell products or services online.

6. Landing Page Optimization

In this module, you will learn how Create your landing page with ease using our modular system. Create a visually appealing layout by combining modules for content, images, and forms.

7. Google My Business Creation

In this module, you will learn How to create and set up Google my business profile for local businesses.

8. Search Engine Optimization

In this module, you will learn SEO (Search Engine Optimization) is used to improve a website's visibility and ranking on search engines, which can ultimately drive more organic traffic to the site.



COURSE SYLLABUS (2024)

9. On-Page Optimization

In this module, you will learn how to apply 20+ on page SEO factors which can lead to higher search engine rankings and increased organic traffic.

10. Technical Seo

In this module, you will learn the process of ensuring that a website meets the technical requirements of modern search engines with the goal of improved organic rankings

11. Google Search Console

In this module, you will learn how to submit your website to the Google search console. And also how to use Google crawls, sitemap, and Robots and indexes your website

12. Google tag Manager

How to tracking website using Google Tag Manager's modular setup. Easily manage and deploy a variety of tracking tags for analytics, marketing, and more.



COURSE SYLLABUS (2024)

13. Google Analytics

In this module, you will learn How to use Google Analytics to track and report website traffic. And also how to check users, bounce rate, Acquisition, Behavior, and Conversions.

14. Off Page Optimization

In this module, you will learn to improve the search engine ranking of a website through 30+ Off-page SEO factors. It helps search engines understand the relevance, credibility, and authority score of website optimization, Performance tracking, and analysis.

15. Local Seo Optimization

In this module, you will learn How to Building citations and listings in online directories and review sites to improve local search visibility.



COURSE SYLLABUS (2024)

16. Quora Marketing

In this module, you will learn How to Marketing is the process of identifying, anticipating, and meeting customer needs and desires through the development, promotion, and distribution of goods and services.

17. SEO Analytics & Reporting

In this module, you will learn the process of evaluating how well your website is optimized for search engines. It identifies errors that can prevent your site from ranking well and opportunities that can help you gain more visibility

18. AI in Digital Marketing

In this module, You will learn the application of artificial intelligence (AI) in digital marketing. Students will learn how AI technologies are transforming various aspects of digital marketing strategy, implementation, and optimization



COURSE SYLLABUS (2024)

19. Google Ads Fundamentals

In this module, you will learn How to create and manage their search, display, video, and shopping ad campaigns with more control and flexibility.

20. Google Search Ad Campaign

In this module, you will learn How to create and manage search ads campaigns on the Google ads platform, how to choose target-specific keywords, geographic locations, languages, and device types, as well as set bidding strategies and budgets.

21. Google Performance Max Ad Campaign

In this module, you will learn how to use Google ads and create drive performance based on your specified conversion goals, delivering more conversions and value by optimizing performance in real-time and across channels using Smart Bidding



COURSE SYLLABUS (2024)

22. Remarketing & Conversion

In this module, you will learn how to engage audiences who have already interacted with your brand, to encourage them to take a desired action that may interest them, such as conversion.

23. Google Display Ad Campaign

In this module, you will learn how to use Google ads and The Display Network helps you reach people as they browse millions of websites, apps, and Google-owned properties

24. Google Video Ad Campaign

In this module, you will learn How to create and manage a YouTube ad campaign through the Google Ads platform.

25. Google Mobile App Ad Campaign

In this module, you will learn How to to promote your apps across Google's largest properties including Search, Google Play, YouTube, Discover on Google Search, and the Google Display Network.



COURSE SYLLABUS (2024)

26. Google Demand Gen Ad Campaign

In this module, you will learn how to use Google ads and ideal for social advertisers who want to serve visually-appealing, multi-format ads on Google's most impactful surfaces available to any advertiser

27. Google Adsense

In this module, You will learn Google through which website publishers in the Google Network of content sites serve text, images, video, or interactive media advertisements that are targeted to the site content and audience.

28. Performance Marketing

In this module, you will learn how to advertising programs in which affiliates and marketing companies are only paid when a desired action is completed, such as a completed lead, sale, booking, or download.



COURSE SYLLABUS (2024)

29. Facebook Ads Mastery

In this module, you will learn how to create image ads, video ads, carousel ads, and more. Advertisers can also choose from a range of objectives for their ads, such as increasing brand awareness, driving website traffic, generating leads, or driving sales.

30. Instagram Ads Mastry

In this module, you will learn how to create photo ads, video ads, carousel ads, and story ads. Advertisers can target their ads based on demographics, interests, behaviors, and more, allowing them to reach the right audience for their products or services.

31. LinkedIn Advertising Techniques

In this module, you will learn helps advertisers build ad campaigns around specific business goals. Businesses can place ads for all three stages of a sales funnel, from awareness to conversion industry, company size, and more.



COURSE SYLLABUS (2024)

32. A/B Testing Fundamentals

In this module, you will learn how to use Google ads and ideal for social advertisers who want to serve visually-appealing, multi-format ads on Google's most impactful surfaces available to any advertiser

33. E-mail Marketing

In this module, you will learn how to use email marketing to send commercial or promotional messages to a group of people or a specific target audience through email.

34. Content Marketing

In this module, you will learn how to create content that provides value to potential customers, to increase conversions and customer loyalty. such as blog posts, articles, videos, social media posts, podcasts, infographics, and more.



COURSE SYLLABUS (2024)

35. Mobile Marketing Strategies

In this module, you will learn how to target consumers on their mobile devices, such as smartphones or tablets. The goal of mobile marketing is to reach potential customers where they are spending the majority of their time and engage with them in a way that is convenient and relevant to their needs.

36. WhatsApp Marketing

In this module, you will learn the steps of building your first marketing campaign on WhatsApp Business Platform in this comprehensive resource.

37. Online Reputation Management

In this module, you will learn how to manage the online reputation of a person, business, or brand.



COURSE SYLLABUS (2024)

38. Introduction To Affiliate Marketing

In this module, you will learn how to promote a product or service on behalf of a merchant & earns a commission for each sale or conversion that results from their promotional efforts.

39. Introduction Influence Marketing

In this module, you will learn how to collaborate with influential individuals on social media or other platforms to promote a product, service, or brand.

40. How To Start Blogging

You will learn the basic procedures for starting a successful posting on a blog journey. The entire course provides practical insights and strategies on everything from niche selection to creating compelling content and search engine optimization. Discover the skills required to launch your blog and build a strong online presence.



COURSE SYLLABUS (2024)

41. Digital Strategy & Planning

In this module, you will learn how to establish your own digital marketing agency. How to update your skills and stay on top of the latest digital marketing trends to provide high-quality services to your clients.

42. Growth Hacking Techniques

In this module, you will learn the use of resource-light and cost-effective digital marketing tactics to help grow and retain an active user base, sell products and gain exposure.

43. Generate income as a Freelancer

In this module, you will learn how to make money as a freelancer by taking on freelancer projects. You will learn how to provide quality work and excellent customer service to keep your clients happy and maintain a good reputation in the industry.



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COURSE SYLLABUS (2024)

44. Interview Preparation & Portfolio Building

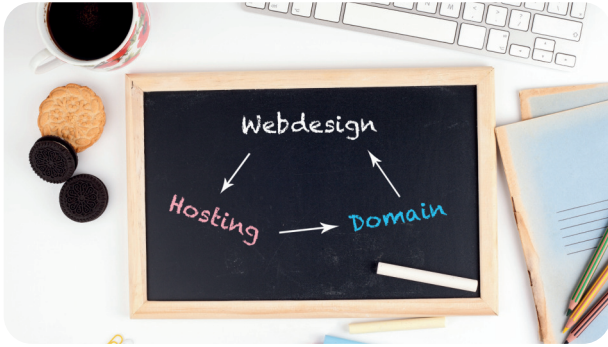
In this module, you will learn how to establish your own digital marketing agency. How to update your skills and stay on top of the latest digital marketing trends to provide high-quality services to your clients. It's also important to deliver exceptional customer service to build a strong reputation in the industry.

45. Mock Test

Customized 1-on-1 mock tests will help you improve your digital marketing skills. Receive personalized advice and feedback from industry experts. Improve your skills and preparedness for real-world challenges in the digital marketing field.



WHY GROW DIGITAL INSTITUTE?



Free Domain & Hosting
(For 1 Year)



Micro Batch Size
(Min 7 & Max 10 Students)



Backup Training Video



Classroom Training



Agency Style Learning



Internship & Job Placement

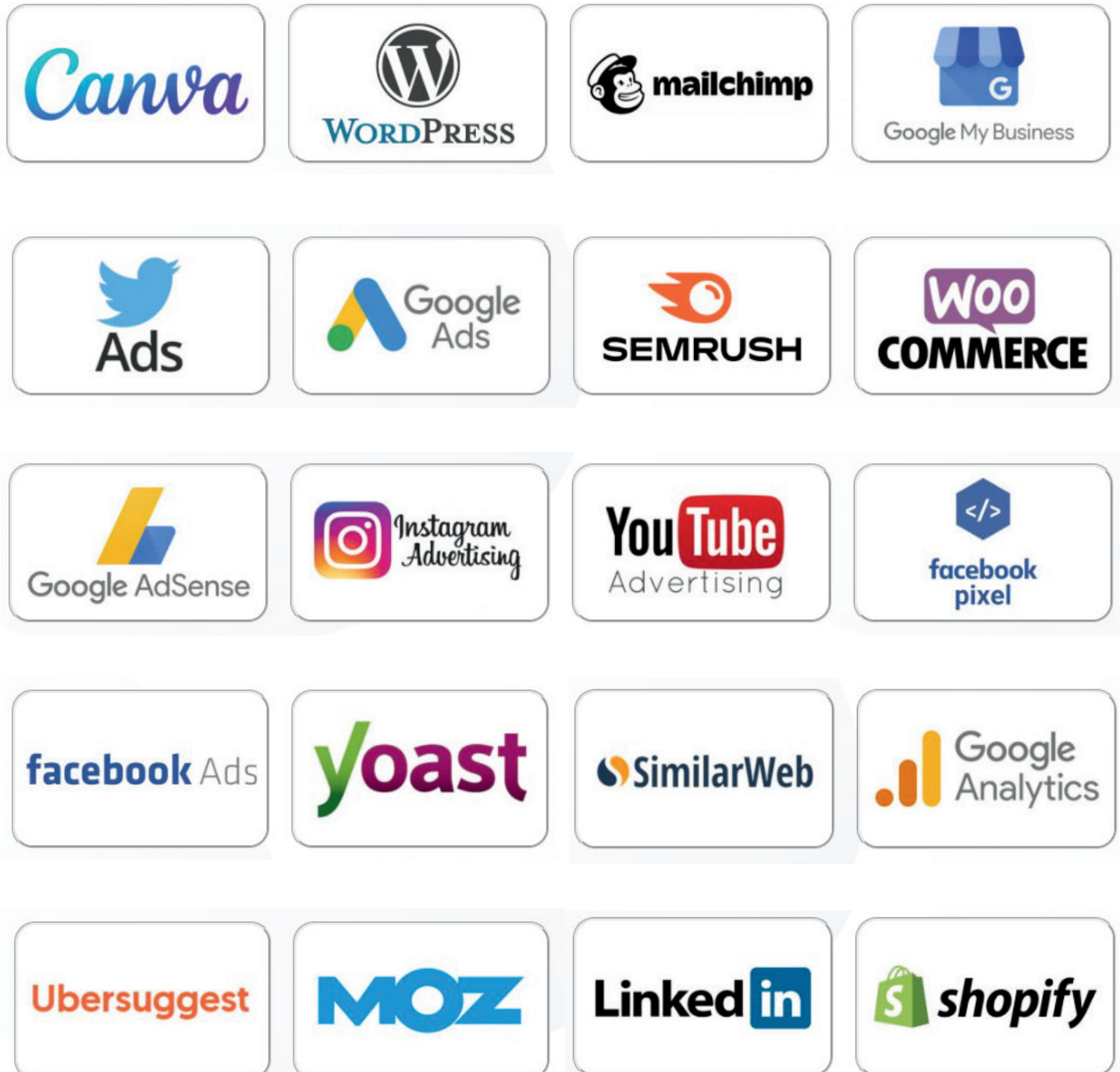


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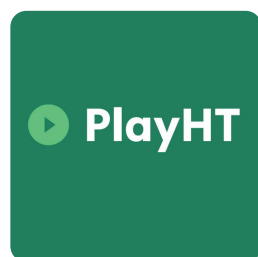
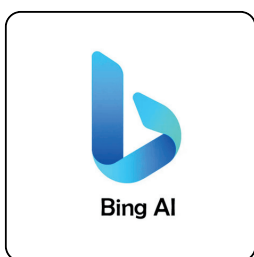
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TOOLS & PLATFORMS



AI TOOLS & PLATFORMS

Improve your expertise in digital marketing with our extensive, success-oriented course! Our innovative curriculum goes beyond the basics of digital marketing by incorporating the most recent developments in artificial intelligence tool



Grow Digital Institute
Affiliate With

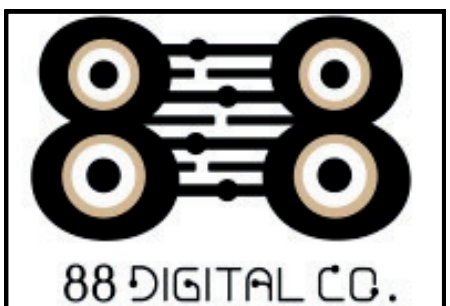
The Meta logo, featuring the infinity symbol and the word "Meta" in blue.The Google Partner logo, featuring the Google logo and the word "Partner" in blue.

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**Right
Health**



Congratulation!

Prachi Bhatt

Got Placed in

**ENVISAGE INTERNATIONAL
INSTITUTE OF DESIGN**



STUDENT'S GALLERY



STUDENT'S GALLERY





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