

## Who we are

**We're Here to keep the whole world Learning.**

**DigitalKal** is a Digital marketing training Company & consultancy. Its head quartered in Delhi-NCR and also presence in UP, Rajasthan, Haryana and growing other states. We Offer E-commerce & Digital marketing Course and training to students, Professional, Entrepreneurs, Corporate & Freelancers. Our aim is to help everyone in Learning and make capable to implement on Digital Platforms.

DigitalKal is founded by professional trainers in digital marketing and academic field, with over 20+ of experience. Our experts have the knowledge and capabilities to help people and companies to realize the true potential of Digital Marketing, both at personal and corporate level. We have tied up with different companies and Industrial Allocations to create a bridge between Industries, Education and Individuals meeting the knowledge and skill aspirations of all concerned stakeholders. We offer latest curriculum using best learning technology and practices. Our learning systems using latest technology tools and best practices bring out best in the learning process between faculties and our students.

We conduct Basic and Advance Level Digital marketing training in Class Room, On-Campus and in Corporate. These training for working executives are aimed to make the Students/Employees learn the tools and techniques of E-Commerce and Digital Marketing.

Our students are from different academic disciplines in management, technology, Science and different streams of academics.

## Why Choose Digital Marketing as a career

Digital Marketing is an industry that is constantly changing. The rate at which technology is evolving is unbelievable from new social platforms to new mobile technologies, every day brings a new challenge an opportunity. And with each change that is introduced, people need to stay up to date. And which is the one industries that is on the cutting edge of these trend?

1990 to 2005  
PAST



Computer Hardware & Software

2006 to 2012  
PAST



BPO's & Management (MBA)

Future



Digital & Mobile Marketing

- ❖ Highest Growing industry in 2016-2017
- ❖ Will Become 3 times bigger in next 3 years

- ❖ Over 18 lakhs Jobs Available
- ❖ Starting Salary of 2.5 LPA

## Program Modules

- ❖ Overview of Digital Marketing
- ❖ Fundamentals of Graphic Designing
- ❖ Fundamental of Video Editing
- ❖ Advance Word Press Website Designing
- ❖ Content Marketing
- ❖ E-mail Marketing
- ❖ Google Adwords & PPC Advertising
- ❖ Google Analytics
- ❖ Lead Management
- ❖ Social Media Marketing
- ❖ Online Reputation Management (ORM)
- ❖ Search Engine Optimization (SEO)
- ❖ Affiliate Marketing
- ❖ Adsense Marketing
- ❖ Inbound Marketing
- ❖ E-commerce Website Creation
- ❖ E-commerce Website Marketing
- ❖ Introduction To Market Place
- ❖ Mobile Marketing
- ❖ Growth Hacking
- ❖ Online Media Buying
- ❖ Getting Started As Freelancers
- ❖ Interview & Personality Development
- ❖ How To Earn Online

## 16 Certification Support



Hubspot Certification

DigitalKal Certification

Search Advertising

Many More...



Google Adwrods Certification

LAPT Certification

Shopping Advertising



Google Analytics Certification

Video Advertising

Mobile Advertising