

DIGITAL MARKETING TRAINING

LIVE-CLASSROOM
PROGRAMS

PROSPECTUS
2023-24

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WHO WE ARE ?

INDIA'S FIRST & ONLY AWARDED DIGITAL MARKETING TRAINING COMPANY

DigiX: Shaping the Future of Digital Marketing Training

In the ever-evolving landscape of digital marketing, staying ahead of the curve is vital for individuals and businesses seeking to thrive in the online realm. DigiX is a prominent digital marketing training company that has emerged as a leader in providing comprehensive and cutting-edge educational solutions in the field of digital marketing. This company's commitment to excellence, innovation, and personalized training has made it a go-to destination for anyone looking to harness the power of digital marketing.

Founding and Vision

DigiX was founded in 2019 by a group of passionate digital marketing experts who saw a need for high-quality, hands-on training in the industry. Their vision was to bridge the gap between traditional marketing and the ever-expanding digital landscape. DigiX aimed to empower individuals and organizations to leverage digital tools, platforms, and strategies to achieve their marketing goals effectively.

MEET OUR FOUNDER & MENTOR

I believe a mentor plays a vital role in our life. But, how to choose a right one is always a tricky part. After spending 7 years in Digital Marketing industry as an enthusiast, Spend ₹15 Crore on ads and 4 years as a trainer, my goal has been to make the training fun yet impactful. I believe in “No Fat Claims” and sheer transparency that has become the backbone and USP of DigiX in India.

PANKAJ MAKHIJA
FOUNDER - DIGIX



Become a Digital Marketing professional



Advanced Masterclasses By Industry Expert

2 Bonus Earning Courses

Portfolio Creation with Dedicated Career Mentor

1 Month Industrial Internship with LOR

Access to *Digixers* Online Community Forum



IN DEMAND COURSE

CDM-X

LIVE PROGRAM

The specialist program is created with a laser-targeted focus to provide jobs to freshers in the digital marketing industry with learning divided in multiple sections.

We start from the Foundation of marketing & web presence and then move on to make businesses visible online through graphic designing, video creation and building websites.

Once you are able to get the basic visibility setup, we will learn tips & tricks to Enhance online visibility & Generate leads through 3 major skill sets of digital marketing which are Social Media Optimization, Social Media Advertising and Search Engines.

Each section includes Mini-Project, Exercise, Case-study, Quiz and Assignment once you have completed the same, you will be trained in the Interview Cracking Process in the last section and once certified you can start applying for Digital Marketing Jobs.

Digital Marketing Certification Program

Suited for Upskilling | Freelancing | Entry-Level Digital Marketing Jobs



Course Duration: 3 - 4 Months | Online | Start every month on 11,12 & 15th



Covers all digital marketing techniques



13+ Industry Certification | Internship Worth ₹18K+

Digital Marketing Advance Program

Suited for Upskilling | Business Growth | Advance Level Digital Marketing Jobs



Course Duration: 5 - 7 Months | Classroom | Start every month on 15th



Covers all digital marketing techniques, Web Design & Wordpress



20+ Industry Certification | 100% Job Placements

Diploma in Digital Marketing

Suited for Upskilling | Professional | Manager-Level Digital Marketing Jobs



Course Duration: 10 - 12 Months | Online & Classroom | Start every month



Covers all digital marketing techniques, UI/UX, Web & Graphic, Video & Animation



25+ Industry Certification | 100% Job Placements

60+ MODULES

Our Digital Marketing Course in India offers the most extensive marketing modules

DIGITAL
MARKETING
ORIENTATION

TRADITIONAL
MARKETING VS
DIGITAL
MARKETING

E-MAIL
MARKETING &
MAILCHAMP

ONLINE LEAD
GENERATION

MARKETING
RESEARCH AND
PLANING

CANVA & VIDEO
DESIGNING

WEB ANALYTICS

GOOGLE ADS

GOOGLE MY
BUSINESS

GOOGLE
ANALYTICS

GOOGLE SEARCH
CONSOLE

FACEBOOK
MARKETING

INSTAGRAM
MARKETING

META BUSINESS

LINKEDINA
MARKETING

QUORA
MARKETING

**X (TWITTER)
MARKETING**

SMS MARKETING

**VOICE
BROADCASTING**

**MOBILE WEB
MARKETING**

**YOUTUBE
MARKETING**

MEME MARKETING

**AFFILIATE
MARKETING**

**INFLUENCER
MARKETING**

**ONLINE
REPUTATION
MANAGEMENT**

**WORDPRESS
WEBSITE
DESIGNING**

BLOGGING

**E-COMMERCE
WEBSITE
CREATION**

**SELL ON
MARKETPLACES**

**SEARCH ENGINE
OPTIMIZATION**

**SEARCH ENGINE
MARKETING**

DROPSHIPPING

**GOOGLE
MERCHANT
CENTER**

GOOGLE ADSENSE

PR MARKETING

PRODUCT SHOOT

**BECOME A
FREELANCER**

**HOW TO DO
PODCAST**

**CONVERSION
RATE
OPTIMIZATION**

**NAGATIVE
KEYWORDS
OPTIMIZATION**

RESUME BUILDING

**PERSONALITY
DEVELOPMENT**

JOB MOCK-UPS

**INTERVIEW
PREPRATION**

ADDITIONAL BENIFITS:

**15+ DIGITAL MARKETING
TOOLS**

**10+ MASTERCLASS FROM
INDUSTRY EXPERTS**



DIGITAL MARKETING TOOLS & PLATFORMS

These are the marketing tools & platforms that you will be performing on while you join DigiX



Facebook Ads



Google Ads



Google Analytics



Google AdSense



shopify

amazon



Instagram



MailChimp

HubSpot

LinkedIn

Spotify



YouTube



WordPress



Elementor



15+ TOOLS

MASTERCLASSES



Masterclass 1
Brand Transformation

Masterclass 2
D-2-C Strategy Creation



Masterclass 3
SEO & Link Audit

Masterclass 4
Client Handling & Reporting



Masterclass 5
Growth Hacking

Masterclass 6
Performance Marketing



Masterclass 7
Merchant Centre Mastery

Masterclass 8
Snapchat & Quora Ads



Masterclass 9
Online PR & Traffic Buying

Masterclass 10
Adv. Funnel Marketing & CRO



Industry Workshop Library Access

Job/ Career Roles You Can Get After Certification



Canva Designer

Starter Earning: 10k-15k
Pro Earning: 40k-60k



WordPress Developer

Starter Earning: 15k-25k
Pro Earning: 1.5-2.5 Lacs



SEO Specialist

Starter Earning: 12k-25k
Pro Earning: 80K- 2 Lacs



Social Media Ads Manager

Starter Earning: 18k-30k
Pro Earning: 2.4-3.5 Lacs



Social Media Executive

Starter Earning: 15k-22k
Pro Earning: 1.8-2.4 Lacs



Social Media Specialist

Starter Earning: 18k-30k
Pro Earning: 2.4-3.5 Lacs



Digital Marketing Executive

Starter Earning: 15k-45k
Pro Earning: 2 Lacs- 4.2 Lacs



SEO Executive

Starter Earning: 12k-25k
Pro Earning: 80K- 2 Lacs



Google Ads Specialist

Starter Earning: 20k-30k
Pro Earning: 2.4-3.5 Lacs



Marketing Automation Specialist

Starter Earning: 15k-27k
Pro Earning: 1.8-2.4 Lacs



Growth Marketer/ Performance Marketer

Starter Earning: 15k-25k
Pro Earning: 2-4.2 Lacs



Web Content Writer/ Content Marketer

Starter Earning: 25k-40k
Pro Earning: 80k-2Lacs



Blogger & Affiliate Specialist

Starter Earning: 10k-20k
Pro Earning: 1.5-2.5 Lacs



Amazon/ Marketplace Manager

Starter Earning: 15k-25k
Pro Earning: 75k-1.5 Lacs



Digital Marketing Freelancer

Starter Earning: 20k-30k
Pro Earning: Unlimited



Digital Entrepreneur

Starter Earning: 20k-30k
Pro Earning: Unlimited



Digital Transformation Specialist

Starter Earning: 30k-45k
Pro Earning: 2-4 Lacs



Digital Marketing Officer

Starter Earning: 25k-35k
Pro Earning: 2-4 Lacs



Key Account Manager

Starter Earning: 22k-28k
Pro Earning: 1.5-2.5 Lacs



Digital Marketing Manager (Work Ex. Needed)

Starter Earning: 35k-60k
Pro Earning: 2-6 Lacs



D2C Specialist/ D2C Business

Starter Earning: 12k-30k
Pro Earning: Unlimited

OUR STUDENTS PLACED IN...





25000+ Trainees
1000+ Batches
10+ Centers

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