DIGITAL SAVVY INSTITUTE

Be the Next Savvy of Digital Marketing

"Master Digital Marketing:

Transform Your Career with Digital Savvy Institute”

"Hybrid Course from Nagpur

Online & Offline

Agency-Based Practical Training”

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Follow the Adventure

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"Why Choose Digital Savvy Institute?"

- 100% practical training
- Small class sizes for personalized attention
- Industry-recognized certifications
- Hands-on projects and internships
- Expert trainers with real-world experience
- Flexible schedules
- Access to premium tools and resources
- Internship and placement support

Tools You Will Master



Course Overview

"Explore Our 360
Digital Marketing Curriculum"

Introduction to Digital Marketing

- What is Digital Marketing?
- Traditional Marketing vs. Digital Marketing
- Benets of Digital Marketing
- Channels of Digital Marketing



Search Engine Optimization (SEO)

- Search Engine Fundamentals
- Introduction to SEO
- Importance & Optimization
- Keywords
- Content Optimization
- Time Optimization
- Robots.txt, Sitemaps, and Canonical Tags


Search Engine Marketing (SEM)
Google Ads
Bidding Strategies
Conversion & Performance
Social Media Marketing (SMM)
Facebook Marketing
Instagram Marketing
LinkedIn
Video Marketing
Video Creation
Reels Mastery Program
Content Marketing
Blogging for Businesses
Lead Generation
Writing for the Web
E-commerce Marketing
Product Optimization
Google Campaigns
E-commerce Ads
Afliate Marketing
Afliate Network Overview
Partner Campaign Tracking
Analytics and Reporting
Google Analytics
Consumer Behavior
Technical Digital Marketing
Optimization (ASO)
Website
Career Development & Freelancing
Resume Building & Interview Skills
Freelancing Tips and Tr

"What Makes This Course Unique?"



Agency-Based Training



Hybrid Flexibility



Placement Assistance



Hands-On Practice

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 ongoings 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

Opportunity

Job Discription	No. Of Jobs Available					Average salary
	Naukri	Times Job	Career Jet	Freshers	Click India	
Digital Marketing	18686	21170	12386	9815	14506	21-6.51
Social Media Marketing	15345	22506	8974	2969	8148	21-71
Content Marketing	10799	58834	14797	5346	5095	21-8L
SEO	12368	5787	6654	2578	4678	21-6L
SEM 1	0068	21909	425	2578	2922	21-7L
Email Marketing	5570	25633	50223	1458	1100	21-5.50
Digital Analyst	5835	23264	5599	1774	4415	21-5L

Social Media Fresher (0-1 Year Ex)	2-4 Lakhs (Per Annum
Social Media Specialist (4-6 Year Ex)	4-6 Lakhs Fer 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 Anmum
Digital Marketing Head 110-12 Year Ex. 1	12-20 Lakhs Per Annum
Head Of Marketing 15-Year Ex	25-40 Lakhs Per Annum

"The Digital Savvy Advantage"

