

**LEARN
ADVANCED
DIGITAL
MARKETING SKILL
WITH "DIGITAL
PAATHSHALA"**

"Master In-Demand Skills &
Get Job-Ready in Just 3
Months!"

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www.digitalpaathshala.com



About Us

WHO WE ARE?

Since 2015, Digital Paathshala has been at the forefront of digital marketing education.

Founded with a vision to bridge the digital skill gap in India, our Institute has empowered over 5,000 students with the tools, training, and confidence to thrive in the digital era. From aspiring entrepreneurs to working professionals and students, we've transformed careers and businesses alike

WHAT WE DO

At "Digital Paathshala" we're not just teaching Digital marketing – we're shaping tomorrow's Digital leaders. With over 8 years of industry experience and a curriculum powered by the latest AI tools and strategies, we provide real-world skills that help you stand out in the ever-evolving digital world.



Our Vision

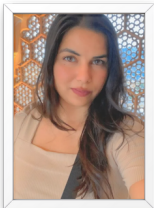
To be India's most trusted and innovative digital marketing institute, creating future-ready professionals.



Our Mission

To deliver hands-on, practical digital marketing training that equips learners with real-world skills to succeed in the online world.

FROM THE DIRECTOR'S DESK

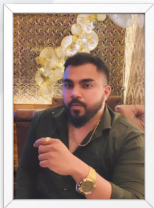


DEEPANSHI KUKREJA (FOUNDER)

I'm Deepanshi Kukreja, the proud Founder and Lead Mentor at Digital Paathshala. With over 8 years of hands-on experience in the digital marketing industry, I've had the privilege of helping businesses grow online and mentoring aspiring marketers to become industry-ready professionals.

LAKSHYA KUKREJA DIRECTOR

Lakshya Kukreja, Director at Digital Paathshala Institute, brings a decade of entrepreneurial experience since 2015. As a visionary leader, he guides the institute with a mission to empower future digital marketers through practical, industry-driven education. His goal is to build confident professionals ready to lead in the digital world.



WHY CHOOSE US ?



Live Projects

This will Make you job Ready



Paid Internship

Learn and Earn Strategy



Brand Live Case Study

Lorem ipsum dolor sit



100% Job Support

Find your Dream job



Lifetime Support

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Corporate Level Training

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WHAT OUR STUDENTS SAYS ABOUT US

“DIKSHA KHATRI”

Digital Paathshala completely transformed my career! The trainers are highly knowledgeable and supportive. I learned advanced digital marketing skills with AI tools that I now use daily in my freelancing projects. Highly recommended to anyone serious about growing in this field!



“HEMANT MUNDRA”

I enrolled in the 3-month Digital Marketing course and was impressed with the practical approach. The live projects and tools like ChatGPT and Canva were game-changers. The environment was friendly, and I landed my first client during the course. Best decision ever!



“ARYAN SHARMA”

Digital Paathshala offers quality education with real-world marketing strategies. The classes were interactive, and I got one-on-one guidance whenever needed. After completing the course, I started my own Instagram business. This institute builds confidence along with skills. Thank you for everything!



WHAT OUR STUDENT'S SAYS ABOUT US

“SHIVANI SARDANA”

If you're looking for a career in digital marketing, Digital Paathshala is the place to be. The instructors focus on both theory and hands-on learning. I especially loved the AI integration in digital campaigns. It truly prepared me for the competitive market.



“PRIYANKA SACHDEVA”

I joined Digital Paathshala as a beginner, and now I feel industry-ready. The trainers are extremely helpful, and the learning environment is professional. Their support even after course completion is commendable. I highly recommend this institute to anyone aiming for success in digital marketing.



“PARAS YADAV”

Thanks to Digital Paathshala, I cracked my first job interview in digital marketing. The course is structured, up-to-date, and focuses on trending tools. They helped me build my portfolio and resume too. Great institute for freshers and working professionals alike!



Mentor Profile

DEEPANSHI KUKREJA**Your Career Guidner**

Mission Statement:

Deepanshi Kukreja, a seasoned Digital Marketing Mentor with 8 years of experience, is the visionary CEO of Digital Paathshala Institute. She has empowered thousands of students and professionals with in-depth knowledge of SEO, PPC, SMM, and other core modules of digital marketing. Her mission is to bridge the skill gap in the digital industry by offering practical, tool-based training. Her vision is to make every learner job-ready, entrepreneur-minded, and future-proof. With a strong commitment to quality education, Deepanshi aims to build a generation of digital leaders who can thrive in today's competitive online landscape.



Expertise

- SEO
- PPC
- WEBSITE DESIGNING
- SMM
- DATA ANALYTICS

Contact

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- 🌐 <https://www.linkedin.com/in/deepanshi-kukreja-trainer/>

TOOLS YOU WILL LEARN



 Learn the Best Digital Marketing Tools with Deepanshi Kukreja!

Get ready to level up your digital skills with hands-on training in the most powerful tools used in the digital marketing industry! From SEO analytics to Google Ads, Meta Business Suite, Canva, ChatGPT, and more – you'll not only learn how to use them but master how to grow real businesses using them.

WHO SHOULD JOIN?

Who Can Learn Digital Marketing?



Student



Job Seeker



Business
Owner



House Wife



*you can
do it!*

JOB PROFILES IN DIGITAL MARKETING



Current jobs Number only on linkedin

The screenshot shows the LinkedIn search interface. The search bar contains "digital marketing" and the location is set to "India". The search results are filtered by "Jobs" and "Data posted". The search results list two job openings: "Sales And Marketing Specialist" at Snippet Commerce 360° and "Community Manager" at Workverse & The Smart Fellowship. The "Sales And Marketing Specialist" job is highlighted with a red circle. The job details for "Sales And Marketing Specialist" are shown on the right, including the location "Kochi, Kerala, India (On-site)", the date "1 week ago", and the number of applicants "Over 100 applicants". The job is promoted by the hiring company and is actively reviewing applicants. The job is available for "On-site" and "Full-time" roles. The "Easy Apply" button is visible.

HOW YOU CAN ENROLL?



How To Get Started?

Your learning journey begins with just a few simple steps!

01

Talk To Our Expert Counsellor

🗨️ Get personalized guidance on course content, career path, tools you'll learn, and which batch suits you best.

[Talk To A Counsellor](#)

02

Take A Free Demo Class

🎓 Attend an introductory session and experience our practical, hands-on teaching style.

[Book My Free Demo](#)

03

Attend 2 Free Classes (Online Or Offline)

📺 Try both formats — choose what suits you best. No obligation. Just pure learning! and get experience.

[Get Started For Free](#)

04

Register & Enroll In Your Preferred Batch

📅 Choose your batch timing, complete the enrollment, and unlock access to live classes to learn

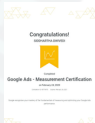
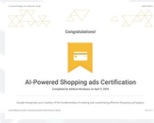
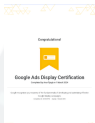
[Enroll Now](#)

OUR PARTNER'S COMPANY



NO MORE WORRY FOR INTERNSHIP AND JOB

CERTIFICATES YOU GET



We are also providing individual courses

**Learn Advanced Search Engine
Optimization**

45 Days Course




Learn SMM from Experts

15 Days Course



Learn Google Ads from Experts

15 Days Course



“

**Join us and turn
your digital
dreams into
reality!**

”

DIGITAL MARKETING COURSE CONTENT

- ⊕ 3 Months Course
- ⊕ 50 Modules
- ⊕ Live Practical Class
- ⊕ 100% Corporate Training Style
- ⊕ Live Projects
- ⊕ Demanding Modules
- ⊕ Free and Paid Tool Access
- ⊕ Free Hosting Access 1 Year
- ⊕ Weekdays and Weekend Classes
- ⊕ Free & Paid Ai Tools Access
- ⊕ Daily Doubt Session
- ⊕ Get 15 Certificates
- ⊕ Online & Offline Batches Available
- ⊕ Provide 3 Months Internship (Paid)
- ⊕ 100% Job Support
- ⊕ Notes of Every Module
- ⊕ Ai Tools Deep Dive Training
- ⊕ 40 Ai Tool Training (Most Using)
- ⊕ Google Certified Trainer
- ⊕ 10+ Year Experienced Mentor
- ⊕ Regular & Alternative Classes Option
- ⊕ Resume Building Workshops

WHAT YOU WILL GET IN THIS COURSE

DIGITAL MARKETING COURSE CONTENT

10 TOPIC, 50 MODULES, 50+ PLATFORMS

Phase 01 Foundation & Strategy (Week 1-2)

1. Introduction to Digital Marketing & Its Ecosystem
2. Digital Marketing Career Paths & Income Streams
3. Creating a Marketing Funnel (AIDA & STDC Models)
4. Market & Competitor Research with AI Tools
5. Identifying Buyer Persona with ChatGPT

Phase 02 Website & Content Strategy (Week 2-3)

6. WordPress Website Design (Using Free Themes & Plugins)
7. Landing Page Creation (with Systeme.io & Canva)
8. Website Copywriting Using ChatGPT & Jasper AI
9. Blog Writing & SEO Optimization with Frase.io / ChatGPT
10. Content Strategy & Calendar with Notion + AI Assistants

DIGITAL MARKETING COURSE CONTENT

10 TOPIC, 50 MODULES, 50+ PLATFORMS

Phase 03 Search Engine Optimization – (Week 4–5)

- 11. SEO Basics & Ranking Factors in 2025
- 12. Keyword Research with Ubersuggest & Google Trends
- 13. On-Page SEO (Using Yoast & RankMath)
- 14. Technical SEO & Site Speed Optimization
- 15. Off-Page SEO: Link Building with AI Outreach Templates
- 16. Local SEO & Google Business Profile Optimization
- 17. SEO Automation with ChatGPT & Free Tools

Phase 04 Social Media Marketing (SMM) (Week 6–7)

- 18. Instagram Growth Strategy + Reels Planning with AI
- 19. Facebook Page + Facebook Group Marketing
- 20. LinkedIn Branding & Lead Generation Strategy
- 21. YouTube Channel Setup & Video SEO (with AI Script Tools)
- 22. Pinterest & Quora for Business Growth
- 23. Content Repurposing Strategy Using AI

DIGITAL MARKETING COURSE CONTENT

10 TOPIC, 50 MODULES, 50+ PLATFORMS

Phase 05 Performance Marketing – Paid Ads (Week 8)

- 24. Introduction to Paid Advertising (Google & Meta)
- 25. Google Search & Display Ads Campaign Setup
- 26. Facebook & Instagram Ads Strategy
- 27. YouTube Video Ads – Creative & Targeting
- 28. AI Tools for Ad Copywriting (Copy.ai, ChatGPT)
- 29. Performance Tracking & Optimization Techniques
- 30. Budget Planning & ROI Calculation

Phase 06 Email & WhatsApp Marketing (Week 9)

- 31. Email Marketing Tools (MailerLite, Systeme.io)
- 32. Automated Email Sequences with AI Assistance
- 33. Lead Magnet Creation & Landing Page Integration
- 34. WhatsApp Business & Broadcast Strategy
- 35. AI Tools for Cold Emails & Follow-Ups

DIGITAL MARKETING COURSE CONTENT

10 TOPIC, 50 MODULES, 50+ PLATFORMS

Phase 07 Ecommerce & Affiliate Marketing (Week 10)

- 36. Starting Your Ecommerce Store with Shopify/Meesho
- 37. Product Research Using AI (ChatGPT, Amazon Tools)
- 38. Dropshipping & Affiliate Marketing Strategies
- 39. Affiliate Platforms Setup (Amazon, ClickBank, etc.)
- 40. Creating Affiliate Blogs & YouTube Monetization Plan

Phase 08 Analytics, Funnels & Automation (Week 11)

- 41. Google Analytics & Tag Manager Setup 4
- 42. Sales Funnels with Systeme.io & AI Copywriting
- 43. Facebook Pixel & Conversion API Basics
- 44. Marketing Automation with Zapier + ChatGPT

DIGITAL MARKETING COURSE CONTENT

10 TOPIC, 50 MODULES, 50+ PLATFORMS

Phase 09 Branding, Freelancing & Career Launch (Week 12)

- 45. Building a Personal Brand Online
- 46. Portfolio & Resume Creation with AI (Canva + ChatGPT)
- 47. Freelancing on Upwork, Fiverr & LinkedIn Strategy
- 48. Client Pitching & Proposal Writing with ChatGPT
- 49. Mock Interviews + Job Preparation
- 50. Final Project: 360° Digital Marketing Strategy Presentation

Phase 10 Top Free Tools Used

- AI Tools: ChatGPT, Jasper AI (free trials), Copy.ai, Frase.io, Notion AI
- Design: Canva, Adobe Express
- Web & SEO: WordPress, Yoast SEO, RankMath, Ubersuggest
- Email & Funnel: Systeme.io, MailerLite
- Automation: Zapier, Google Sheets
- Analytics: Google Analytics, Meta Ads Manager

**Now Time to Explore
Advanced Digital
Marketing Course
Content**

ADVANCED DIGITAL MARKETING COURSE CONTENT

- ⊕ 4 Months Course
- ⊕ 65 Modules
- ⊕ Live Practical Class
- ⊕ 100% Corporate Training Style
- ⊕ 5 Live Projects
- ⊕ Verified Technical Modules
- ⊕ Industry using Tool Access
- ⊕ Free Domain & Hosting
- ⊕ Weekdays and Weekend Classes
- ⊕ Free & Paid Ai Tools Access
- ⊕ Daily Doubt Session 2 Times
- ⊕ Get 20 Certificates including Google
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- ⊕ Provide 5 Months Internship (Paid)
- ⊕ 100% Job Support
- ⊕ Notes & Case Study
- ⊕ Ai Tools Training Technical Level
- ⊕ 65 Ai Tools Training (Industry Using)
- ⊕ Google Certified Trainer
- ⊕ 10+ Years Experienced Mentor
- ⊕ Regular & Alternative Classes Option
- ⊕ Resume Building Workshops
- ⊕ Interview Preparation Sessions



WHAT YOU WILL GET IN THIS COURSE

65 MODULES, 70+ PLATFORMS

Phase 01 Month 1: Foundations of Digital Marketing + AI (16 Modules)

1 - Introduction to Digital Marketing

- Definition, Scope & Benefits
- Digital vs Traditional Marketing
- Types of Digital Channels
- Career Opportunities

2 - Understanding Marketing Funnels

- TOFU, MOFU, BOFU Explained
- Awareness to Conversion Stages
- Funnel Metrics and Measurement

3 - Buyer Persona and Consumer Journey

- Creating Buyer Personas
- Mapping Customer Journey
- Decision-Making Psychology

4 - Basics of AI in Digital Marketing

- What is AI?
- Role of AI in Marketing
- Types of AI (NLP, ML, CV)

65 MODULES, 70+ PLATFORMS

Phase 01

5 - AI Tools for Market Research

- ChatGPT for Surveys & Competitor Analysis
- Semrush for SEO Research
- Google Trends & Keyword Planner

6 - Copywriting Fundamentals + AI Assistance

- Types of Copywriting (Ad, Email, Website)
- Emotional vs Logical Copy
- AI Tools: Jasper, Copy.ai, Writesonic

7 - Branding & Storytelling

- Brand Positioning
- Creating a Brand Voice
- Tools: Namelix, Looka

8 - Blogging + SEO Writing with AI

- Blog Structure, Headings, CTA
- AI for Title, Meta, Paragraphs
- Tools: Frase, Surfer SEO

65 MODULES, 70+ PLATFORMS

Phase 01

9 - Keyword Research (SEO + Paid)

- Types of Keywords (Short-tail, Long-tail)
- Keyword Intent
- Tools: Ubersuggest, Semrush

10 - On-Page SEO Optimization

- Meta Tags, Header Tags, Alt Text
- URL Structure, Internal Linking
- Tools: Yoast SEO, RankMath

11 - Off-Page SEO & Link Building

- Backlink Types & Strategies
- Guest Posting, Forum Marketing
- Tools: Ahrefs, Moz

12 - Technical SEO

- Sitemap, Robots.txt, Canonical Tags
- Page Speed Optimization
- Tools: Screaming Frog, GTmetrix

65 MODULES, 70+ PLATFORMS

Phase 01

13 - AI in SEO

- AI for SEO Strategy
- Tools: Clearscope, Surfer SEO, NeuronWriter

14 - Intro to Website Development

- Meta Tags, Header Tags, Alt Text
- URL Structure, Internal Linking
- Tools: Yoast SEO, RankMath

15 - Building Website on WordPress

- Plugin Installation
- Page Builders (Elementor)
- Blog & Contact Forms

16 - Integrating SEO Tools in Website

- Installing Yoast/RM
- Analytics & Search Console
- Sitemap Submission

65 MODULES, 70+ PLATFORMS

Phase 02

Month 2: Social Media, AI Tools & Design (17 Modules)

17 - Social Media Strategy + Planning

- Platform Selection
- Audience Research
- Weekly/Monthly Calendar

18 - AI for Social Media Content Creation

- Tools: Canva AI, ChatGPT, Ocoya
- Content Pillars, Hashtags, Captions

19 - Instagram Marketing Mastery

- Growth Tactics (Reels, Stories)
- Highlights, Link in Bio Tools

20 - Facebook Marketing

- Page Setup, Groups, Insights
- Organic Strategy + Community Building

65 MODULES, 70+ PLATFORMS

Phase 02

21 - LinkedIn Marketing

- Profile Optimization
- B2B Lead Generation
- LinkedIn AI Tools: Taplio

22 - Twitter/X & Threads Marketing

- Twitter Threads, Scheduling
- Tools: Typefully, Tweet Hunter

23 - YouTube Marketing + AI Tools

- SEO for YouTube
- Tools: VidIQ, TubeBuddy, Pictory

24 - Reels and Shorts Creation

- Hook, CTA, Retention Tricks
- Tools: InVideo, Lumen5, Pictory

65 MODULES, 70+ PLATFORMS

Phase 02

25 - Social Media Ad Copy with AI

- Ad Structure (AIDA/PAS)
- Tools: Copy.ai, Jasper, Write sonic

26 - Facebook & Instagram Ads

- Campaign Setup, Budgeting
- Custom Audiences & Retargeting

27 - Ad Creative Designing Tools

- Canva, AdCreative.ai, Designs.ai
- Carousel, Banner, Reels Design

28- LinkedIn & Twitter Ad Campaigns

- Targeting Filters
- B2B Strategy & Retargeting

65 MODULES, 70+ PLATFORMS

Phase 02

29 - Social Media Automation

- Scheduling Tools: Publer, SocialBee, Buffer
- Analytics Automation

30 - Influencer & UGC Marketing

- Finding & Collaborating with Influencers
- AI Tools: Heepsy, Brand24

31 - Email Marketing Basics

- List Building, Campaign Types
- Tools: Mailchimp, Beehiiv

32 - AI Email Copy & Automation

- Personalized Campaigns
- A/B Testing Subject Lines

65 MODULES, 70+ PLATFORMS

Phase 02

33 -Messenger & WhatsApp Marketing

- Chatbots, Auto-replies
- Tools: WATI, Manychat

65 MODULES, 70+ PLATFORMS

Phase 03 Month 3: Paid Ads, Funnels & Analytics (16 Modules)

34 - Google Ads (Search Network)

- Campaign Structure, Extensions
- Quality Score, Ad Rank

35 - Google Display & YouTube Ads

- Banner Sizes, Video Ads
- Tools: Flexclip, InVideo

36 - Google Ads Keyword Planning

- Match Types
- CPC Strategy

37 - Remarketing Campaigns

- Setup via GA4 & Meta
- Retargeting Strategies

65 MODULES, 70+ PLATFORMS

Phase 03

38 - Landing Page Creation

- Page Design, CTA Placement
- Tools: Unbounce, Swipe Pages

39 - Sales Funnel Strategy

- Lead Magnet, Tripwire
- Funnel Mapping Tools

40 - ClickFunnels + GoHighLevel Intro

- Email SMS Automation
- Funnel Templates

41 - Conversion Rate Optimization

- A/B Testing, Heatmaps
- Tools: Hotjar, Crazy Egg

65 MODULES, 70+ PLATFORMS

Phase 03

42 - Google Analytics 4 (GA4)

- Traffic Analysis
- Goal & Event Tracking

43 - Google Tag Manager

- Triggers, Variables, Tags
- Integration with GA4

44 - AI-Powered Analytics & Forecasting

- Predictive Analytics Tools: Pecan AI, Supermetrics

45 - Ecommerce Marketing with AI

- Shopify, WooCommerce SEO
- Tools: ChatGPT for Product Pages

65 MODULES, 70+ PLATFORMS

Phase 03

46 - Dropshipping Strategy

- Product Sourcing
- Tools: SellTheTrend, Oberlo

47 - Affiliate Marketing

- Affiliate Networks
- Tools: Impact, PartnerStack

48 - Tracking ROI + Reporting Tools

- DashThis, Looker Studio
- Campaign-wise Analytics

49 - YouTube & Video Ad Analytics

- Engagement Metrics
- CTR, View Rate, Watch Time

65 MODULES, 70+ PLATFORMS

Phase 04 Month ; 4 AI Mastery, Freelancing & Projects (16 Modules)

50 -Advanced ChatGPT for Marketers

- Prompt Engineering
- Automated Campaign Generation

51 - AI-Powered Video & Image Creation

- Tools: Midjourney, Runway ML, Synthesia
- Avatars, Voiceover Videos

52 - AI Content Repurposing

- Blog → Reels → Emails
- Tools: Repurpose.io

53 - Voice Search Optimization

- Smart Speakers, Mobile Assistants
- Structured Data for Voice SEO

65 MODULES, 70+ PLATFORMS

Phase 04

54 - Programmatic Advertising

- Real-Time Bidding Explained
- Tools: SmartyAds, StackAdapt

55 - Neuromarketing + AI Tools

- Eye Tracking, Sentiment Analysis
- Emotional Triggers

56 - AI Ethics in Marketing

- Data Privacy
- Transparent Use of AI

57 - Local SEO & Maps Optimization

- Google My Business Setup
- Reviews + Citations

65 MODULES, 70+ PLATFORMS

Phase 04

58 - Online Event Marketing

- Webinars, Virtual Summits
- Tools: Zoom, StreamYard

59 - Mobile App Marketing + ASO

- App Store Optimization
- Tools: AppTweak, ChatGPT

60 - Personal Branding on Digital Platforms

- LinkedIn Optimization
- Blog/Portfolio Website

61 - Freelancing as a Digital Marketer

- Platforms: Fiverr, Upwork
- Proposal Writing with AI

65 MODULES, 70+ PLATFORMS

Phase 04

62 - Client Onboarding & Reporting

- Reports, Dashboards
- Tools: DashThis, Looker Studio

63 - Agency Model & Business Setup

- Service Pricing
- Retainer & Project-Based Models

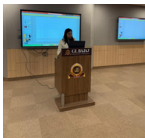
64 - Capstone Project (Real Client/Simulated)

- Strategy Creation, Execution, Reporting
- Final Presentation

65 - Certificate + Interview Preparation

- Resume, Portfolio, Mock Interviews
- Placement Support / Freelancing Launch

OUR HAPPY MOMENTS





Still Confuse

Talk to our

EXPERT

COUNSELOR



8810663610



Thank you