



DIGITAL ASSURANCE  
FOR DIGITAL SKILLS

A LICENSED PROGRAM FOR

**DIGITAL  
MARKETING  
SKILLS**

## Our Mission

To help people and brands prosper in the digital economy with the right digital marketing skills and the right digital marketing strategies.

Multiple  
Delivery  
Models

Multiple  
Commercial  
Models

Practically  
Oriented  
Curriculum

CIN : U80904MH2017OPC293438  
MSME : UDYAM-MH-18-0249350  
GSTIN : 27AAGCD1143G2ZY



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<https://www.digitaldojo.in/>

# CERTIFICATE PROGRAM IN DIGITAL MARKETING

- Skills Focused Training Programs
- Latest Industry Based Curriculum
- Comprehensive Content - Theory & Practical
- Multiple Models - Online, Offline, Hybrid
- Multiple Commercial Models & Options
- Track Continuous Participant Progress
- Technology Driven Learning Methodology
- Complete Digital Learning Ecosystem
- Expert Mentoring, Guidance & Support
- 400+ On-Demand Videos & Audios
- 25+ Hours Rich Multi-Media Content
- 250+ Recommended Reading Articles
- 1000+ Quiz Questions
- Vibrant 'Dojopreneur' Community
- Guided Learning Schedule
- Practical Examples & Case Studies



## SALIENT FEATURES



Industry Acclaimed Programs



Multiple Delivery Models



Multiple Commercial Models



Participant Tracking System



Technology Driven Learning



Latest Comprehensive Content



Practically Oriented Curriculum



Complete Learning Ecosystem



Expert Mentoring & Support

# EDUCATIONAL INSTITUTES



Digital Dojo is keen to partner with your institute and offer digital marketing training courses to your students. At Digital Dojo, we are looking to partner with you in a win-win situation. Engage with Digital Dojo in a model that suits your institution's goals, guidelines & policies.

## Partnership Model

01

In this model, the digital marketing courses for the students are conducted by Digital Dojo on behalf of the institution. The institution and Digital Dojo enter into an agreement regarding terms and conditions of such an engagement. These include the fees, modules taught, systems involved & course duration. Entire course delivery as well as certification is the responsibility of Digital Dojo. The institution needs to facilitate the course delivery & certification process.

## Ideal For

This model is great for institutions looking to partner with an established and experienced digital marketing training firm to deliver courses on their behalf.

## Licensed Fee Model

02

In this model, the institution is provided with a fixed number of limited license copies at a negotiated price, to be part of the institution library. Each license is valid for one year and is linked to an institutional email id. The institute can circulate these digital licenses unlimited times between students – one student at a time. The certification process is paid but optional. Students will be charged a nominal exam fee, only if they wish to undergo the certification process with Digital Dojo.

## Ideal For

This model is great for institutions who want to offer high value online training to their students for free, allowing them to pay only for the optional certification process.

## Revenue Share Model

03

In this model, the courses are offered to the students at a fixed negotiated price. A percentage of revenue is shared with the institution as facilitation charges. Remaining share of revenue is kept by Digital Dojo towards the course fees & examination charges. Entire course delivery as well as certification is the responsibility of Digital Dojo.

## Ideal For

This model is great for institutions looking to enhance their revenue, through a tie-up with Digital Dojo, offering high quality digital marketing courses to their students.

## Government Authorized Digital Marketing Training Center



www.ebitr.com

शैक्षणिक बोर्ड की व्यावसायिक प्रशिक्षण और अनुसंधान  
**EDUCATIONAL BOARD OF VOCATIONAL TRAINING & RESEARCH**  
 An Autonomous Board of Vocational Education Registered with Govt. of Maharashtra /mum 2016 with Govt. of India(Reg)

सरकार पंजीकृत



# ENTERPRISE FIRMS

**15000+**  
PARTICIPANTS  
TRAINED

**300+**  
WORKSHOPS  
CONDUCTED

**750+**  
TRAINING DAYS  
COMPLETED

**20+**  
GLOBAL CLIENTS  
SERVICED

**7+**  
YEARS OF  
OPERATIONS

## 01 Training Programs

Digital Dojo's Digital Marketing Training Programs provide a complete learning ecosystem for your organization's digital marketing training needs. We provide customized short term & long term Training Programs to fulfill your organizational learning & development objectives.



### Highlights of All Our Training Programs :

- Multiple Delivery Models
- Greater Choice of Programs
- Rich Multi-Media Content
- Assessments & Evaluation
- Digital Certification
- Multiple Commercial Models
- Digital Marketing Job Portal
- Digital Marketing Community
- Secured Technology Systems
- Complete eLearning Ecosystem

### Digital Dojo Training Programs Are Offered in Following Modes :

#### **Self Study Mode**

All learning activities are completed by the participant in self study mode through pre-configured learning content

#### **Live Mode**

Learning activities for participants include live online training sessions with experts in addition to pre-configured learning content

#### **Hybrid Mode**

Learning activities for participants include a mix of in-person classroom workshops, live online training sessions with experts and pre-configured learning content

## 02 Corporate Workshops

### **ONE** Day Bootcamp

Digital Marketing Strategy  
Bootcamp for C level (CxO)  
& Senior Management

### **TWO** Days Bootcamp

Digital Marketing Mindset  
Bootcamp for Marketing  
Professionals & Managers

### **FIVE** Days Bootcamp

Digital Marketing Practical  
Bootcamp for Marketing  
Executives & Specialists

## 03 Recruiting Services

Digital Dojo offers recruiting services to enterprise firms & institutions. We run AI based algorithms on the candidate database to help us understand the prevailing talent scenario for digital marketing. This allows us to share with our clients – latest hiring trends & intelligence. Our partnership based approach to recruitment of digital marketing talent helps our clients to formulate their hiring strategy with much more confidence and conviction.

### **Self Service Online Model - Subscription Based**

*Digital Dojo Job Portal has a vast collection of curated digital marketing resumes – regularly updated by the candidates themselves. When you register with us, you get the complete list of candidates as well as an ability to search for the right candidate that suits your digital marketing needs. Just login and start searching to find the right digital marketing talent.*

### **Assisted Offline Model - Commission Based**

*Get in touch with Digital Dojo whenever you have a vacant digital marketing position to fill in. Digital Dojo will do all the heavy lifting to sift through the resumes, shortlist candidates and conduct the first round of interview – before sharing the list of recommended candidates with you. Our digital marketing recruitment experts will ensure that every recommended candidate has cleared the interview process with the right digital marketing skills and knowledge.*

### **Partnership Model - Retainer Based**

*Engage Digital Dojo in a partnership model where Digital Dojo invests time, energy, skills and money to understand your business in depth. We are constantly apprised of your future digital marketing human resource needs. We continuously look out for candidates to match your future organizational needs. You can be rest assured that Digital Dojo will go all out to ensure your digital marketing talent needs are met with the highest standards.*



# PROGRAM MODULES

01 THE DIGITAL ECONOMY

03 RISE OF DIGITAL MARKETING

05 WEBSITE ESSENTIALS

07 CONTENT MARKETING

09 WORDPRESS DASHBOARD

11 LAUNCHING THE WEBSITE

13 SEARCH ENGINE MARKETING

15 GOOGLE WEB CONSOLE

17 SOCIAL MEDIA MARKETING

19 THE GOOGLE UNIVERSE

21 EMAIL MARKETING

23 AFFILIATE MARKETING

25 ORM & MOBILE MARKETING

27 COURSE EVALUATION

02 MARKETING PRINCIPLES

04 INTRODUCING DMMF

06 WORDPRESS WEBSITES

08 CONTENT CREATION

10 WORKING WITH WORDPRESS

12 WEB (GOOGLE) ANALYTICS

14 IMPLEMENT SEO TECHNIQUES

16 PAY PER CLICK CAMPAIGNS

18 THE META PLATFORM

20 OTHER SOCIAL PLATFORMS

22 MONETIZING CONTENT

24 ECOMMERCE MARKETING

26 COURSE CONCLUSION

28 CAREER MENTORING

# TOOLS & PLATFORMS

 WORDPRESS

 MOZ

 Ubersuggest

 yoast

 Canva

 Writesonic

 Google Ads

 Google Analytics

 Google Trends

 Google Search Console

 Google Tag Manager

 Google Business

 YouTube

 Audacity

 invideo

 WhatsApp

 WhatsApp Business

 WhatsApp Business API

 LinkedIn

 facebook

 Instagram

 Quora

 facebook Ads

 Business Manager

 mailchimp

 Hootsuite

 ChatGPT 4.0

 shopify

 Pabbly

 Razorpay

# GALLERY



# TESTIMONIALS



**Neerja Tiwari**  
Chief Architect  
BSNL

I heard about this workshop conducted by Sachin Sadare in Digital Marketing and I was interested. I must say I don't regret spending my last two days here. I have learnt a lot. I have learnt about Google Analytics, Google Ads and how to build a website at a fraction of costs. I came to know of many things in Digital Marketing. Digital Dojo does a great job in explaining Digital Marketing concepts. I strongly recommend the workshops and courses to anyone who is interested in Digital Marketing. Thank You.



**Michelle Wade**  
Commissioner to South Asia  
Government of Victoria, Australia

University of Melbourne alumnus Sachin Sadare from Digital Dojo delivered digital marketing training via video conference to our Victorian government teams in Bengaluru and Mumbai. The sessions were well prepared, engaging and interactive. Sachin explained complex concepts like data analytics and search engine optimisation with case studies and live examples. It was a great learning experience and based on team feedback we have plans to engage Digital Dojo for additional sessions. Highly recommended.



**Dnyaneshwar Kamble**  
Senior Consultant  
TCS India

Recently I have attended a course on Digital Marketing conducted by Sachin Sadare, an expert from Digital Dojo. Basically nobody can teach you Digital Marketing in two days but Sachin does a great job. Professionals need to understand how the overall frameworks work and what will enable them to utilize the efforts in delivering results in digital marketing projects, in the shortest span of time. I gained excellent exposure to Digital Marketing in the two days of Bootcamp Workshop. It was full of live exercises.



**Sagar Raj Singhal**  
Co-Founder and CEO  
REDMIL Business Mall

Sachin Sir is truly brilliant in his way of making students fall in love with the new age digital marketing subject. I am a huge fan and follower of his work. I am glad to be his student in college and mentee for life. Digital Dojo is helping the entire industry by providing practically skilled digital marketing professionals. Our organization has been greatly benefitted through our association with Digital Dojo for digital marketing training programs.

# REVIEWS



**Kyle Chen**  
Senior Business Development Manager, Alibaba Group



It was a pleasure to participate in the Digital Marketing workshop by Digital Dojo. Professor Sachin Sadare of Digital Dojo has a great understanding of Digital Marketing. He ensured the concepts were well explained to all the participants. It was very useful because it gave me a deep understanding of the whole ecosystem – how digital marketing works. All the material used in the course – case studies, group discussion & videos were very useful to understand real issues of digital marketing. I strongly recommend this workshop to anyone who is involved in the digital marketing field.



**Gopi Shankar**  
Director - Trade at Victorian Government Business Office



We just completed the most interesting, engaging and informative training on digital marketing conducted by Sachin. Someone like me who had less than passing interest in digital marketing, I am now looking for some good reading material on the subject. That is the transformation that Sachin managed in six hours of virtual training. Sachin broke down even the most complex topics into easy-to-understand concepts. He makes an excellent trainer and if you are looking to learn digital marketing or for a consultant on digital marketing, you have the right resource in Sachin Sadare. Thank you Sachin.

# BENEFITS OF DDLP (Digital Dojo Learning Platform)



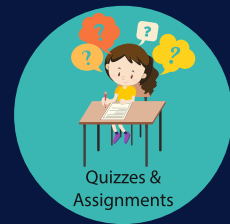
Multimedia Courses



Live Sessions



Proctored Exams



Quizzes & Assignments



Job Portal



Blockchain Certificates



Lifetime Access



Vibrant Community

## SACHIN SADARE

Sachin Sadare makes learning Digital Marketing a child's play.

More than 25 Years of Industry Experience

Digital Dojo is a leading digital marketing academy and training institute with Global Head-Office in Tallinn (Estonia) and India Head-Office in Mumbai.

Over the years, Digital Dojo has made a name for itself in the field of digital marketing training, coaching & mentoring. Digital Dojo is focused on imparting digital marketing skills. The mission is to get people & businesses ready with their digital marketing strategy & plans.

Sachin is an entrepreneur with excellent consulting, training, public speaking and negotiation skills. He has more than 25 years of experience in delivering digital solutions.



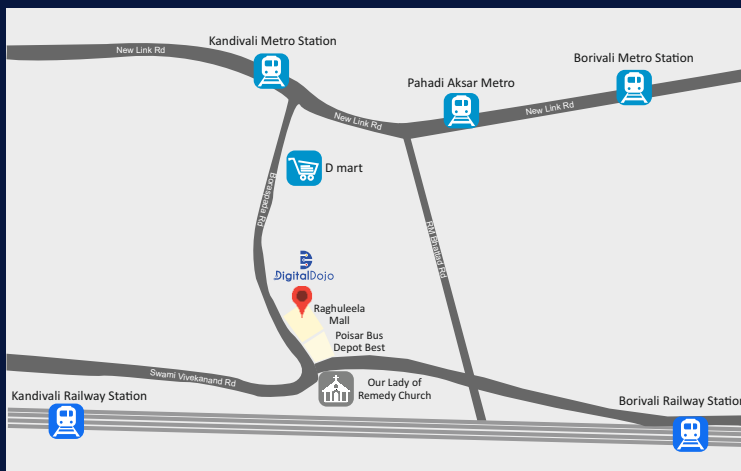
100 Smartest Digital Marketing Leaders (ET Awards)

### Academic Qualifications

MBA (Marketing - 2007), Melbourne Business School, University of Melbourne, Australia  
MBA (Exchange - 2006), Rotterdam School of Management, Erasmus University, Netherlands  
MA (Political Science - 2016), Indira Gandhi National Open University, Delhi, India  
BE (Electronics - 1999), VJTI (Victoria Jubilee Technical Institute), Mumbai University, India



Founder & CEO  
Digital Dojo Pvt. Ltd.



### Easy Connectivity to Our Kandivali Training Center:

- 📍 0.0 Kms from Poisar Bus Depot
- 📍 1.2 Kms from Kandivali West Railway Station
- 📍 1.3 Kms from Kandivali West Metro Station
- 📍 1.4 Kms from Borivali West Railway Station

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## GET IN TOUCH



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