



DIGITAL ASSURANCE
FOR DIGITAL SKILLS

BECOME THE BEST DIGITAL MARKETER IN TOWN

Our Mission

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



100%
Practical
Training

100% Job
Assistance &
Guidance

Government
Authorized
Certificate

CIN : U80904MH2017OPC293438

MSME : UDYAM-MH-18-0249350

GSTIN : 27AAGCD1143G2ZY



022 4777 8416
93269 67997
70213 95506



sales@digitaldojo.in



https://www.digitaldojo.in/

Government Authorized Digital Marketing Training Center



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



- Duration – 6 Months / 9 Months
- Live Classroom / Online Sessions
- Live Ongoing Capstone Project
- Digital Portfolio Creation
- 3 Months Guaranteed Internship Option
- Access to Job Portal
- 100% Job Placement Assistance
- 400+ On-Demand Videos & Audios
- 25+ Hours Rich Multi-Media Content
- Assignment Submissions & Quizzes
- Proctored Exam
- Digital Dojo 'Certificate of Merit'
- Government Authorized Certificate
- Vibrant 'Dojopreneur' Community
- Lifetime Access to Latest Course Content
- Guided Learning Schedule
- Practical Examples & Case Studies
- Free Hosting & Subdomain – One Year

DIPLOMA PROGRAM IN DIGITAL MARKETING

Add Digital Marketing Wings To Your Resume



College Students



Fresh Graduates



Trainers & Teachers



Freelancers & Housewives

FOUNDATION COURSE IN DIGITAL MARKETING

A Beginners Guide For Learning Digital Marketing



Young Professionals



Senior Managers



Entrepreneurs



Business Owners



Freelancers & Housewives

- Duration – 1 Month/ 40 Hours
- 12 Hours Live Sessions
- Introduction to Digital Marketing Concepts
- Access to Job Portal
- 100+ On-Demand Videos & Audios
- 6+ Hours Rich Multi-Media Content
- 300+ Quiz Questions
- Assignment Submissions & Quizzes
- Proctored Exam
- Digital Dojo 'Certificate of Merit'
- Government Authorized Certificate
- Vibrant 'Dojopreneur' Community
- Lifetime Access to Latest Course Content
- Guided Learning Schedule
- Practical Examples & Case Studies

- 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

CERTIFICATE PROGRAM IN DIGITAL MARKETING

A Licensed Program for Digital Marketing Skills



Enterprise Firms



Family Business



Schools & Colleges



Universities

PROFESSIONAL COURSE IN DIGITAL MARKETING

Become the Best Digital Marketer in Town



- Duration: 3 Months/ 13 Weeks
- Self Study Course Format
- Weekly Live Online (Q&A) Sessions
- Live Capstone Project (Recommended)
- Virtual Project Groups
- Access to Job Portal
- 400+ On-Demand Videos & Audios
- 25+ Hours Rich Multi-Media Content
- 250+ Recommended Reading Articles
- 1000+ Quiz Questions
- Assignment Submission & Quizzes
- Proctored Exam
- Digital Dojo 'Certificate of Merit'
- Vibrant 'Dojopreneur' Community
- Lifetime Access to Latest Course Content
- Guided Learning Schedule
- Practical Examples & Case Studies

- Duration – 4 Months
- Live Classroom / Online Sessions
- Live Capstone Project
- Digital Portfolio Creation
- Project Groups
- Access to Job Portal
- 100% Job Placement Assistance
- 400+ On-Demand Videos & Audios
- 25+ Hours Rich Multi-Media Content
- Assignment Submissions & Quizzes
- Proctored Exam
- Digital Dojo 'Certificate of Merit'
- Government Authorized Certificate
- Vibrant 'Dojopreneur' Community
- Lifetime Access to Latest Course Content
- Guided Learning Schedule
- Practical Examples & Case Studies
- Free Hosting & Subdomain – One Year

ADVANCED COURSE IN DIGITAL MARKETING

Kick-start Your Digital Marketing Journey



- Weekly Live Online Sessions
- Personal Coaching & Mentoring
- 121 Consulting Sessions
- Digital Marketing Strategy
- Residential Stay Component
- Near Zero Learning Curve
- Networking Opportunity
- High Return on Investment
- Quick Payback Period
- High Quality Rich Multi Media Content
- Lifelong Trust Based Relationship
- Insightful Reading Material
- Brainstorming Sessions & Discussions
- Lifetime Access to Program Content

MASTERCLASS PROGRAM IN DIGITAL MARKETING

A Framework Approach for Digital Marketing Strategy



COURSE MODULES

- 01 THE DIGITAL ECONOMY**
Digital is Changing Business Models
- 03 RISE OF DIGITAL MARKETING**
Importance of Digital Channels in Marketing
- 05 WEBSITE ESSENTIALS**
Role of Websites in Digital Marketing
- 07 CONTENT MARKETING**
Quality Content Drives Audience Engagement
- 09 WORDPRESS DASHBOARD**
Overview of WordPress Platform
- 11 LAUNCHING THE WEBSITE**
Final Tweaks before Website Launch
- 13 SEARCH ENGINE MARKETING**
Understand Search Engine Characteristics
- 15 GOOGLE WEB CONSOLE**
Monitor Your Website with Google Console
- 17 SOCIAL MEDIA MARKETING**
Strategy, Approaches & Best Practices
- 19 THE GOOGLE UNIVERSE**
Google Business, Classroom, Meet & YouTube
- 21 EMAIL MARKETING**
Build and Target a Loyal Email Following
- 23 AFFILIATE MARKETING**
Understand the Affiliate Ecosystem
- 25 ORM & MOBILE MARKETING**
The Future of Digital Marketing
- 27 COURSE EVALUATION**
Project Submission & Online Exam

- 02 MARKETING PRINCIPLES**
Marketing Pillars and Marketing Strategy
- 04 INTRODUCING DMMF**
Framework to Study Digital Marketing Mix
- 06 WORDPRESS WEBSITES**
Create Websites Faster with WordPress
- 08 CONTENT CREATION**
Tools & Techniques for Creating Content
- 10 WORKING WITH WORDPRESS**
Adding Pages & Content to Website
- 12 WEB (GOOGLE) ANALYTICS**
Monitor & Improve Website Performance
- 14 IMPLEMENT SEO TECHNIQUES**
Improve the SEO Ranking of Websites
- 16 PAY PER CLICK CAMPAIGNS**
Start PPC Advertising with Google Ads
- 18 THE META PLATFORM**
Facebook, Instagram & WhatsApp
- 20 OTHER SOCIAL PLATFORMS**
Twitter, Quora, LinkedIn & Others
- 22 MONETIZING CONTENT**
Techniques to Learn & Earn with Content
- 24 ECOMMERCE MARKETING**
Achieve More Sales with eCommerce
- 26 COURSE CONCLUSION**
Digital Trends & Marketing Strategies
- 28 CAREER MENTORING**
Career Guidance, Coaching & Mentoring

TOOLS & PLATFORMS

 **WordPress**

MOZ

Ubersuggest

yoast

Canva

 **Writesonic**

 **Audacity**

 **invideo**



 **Google AdSense**

 **Google Analytics**

 **Google Trends**

 **YouTube**

 **Google Search Console**

 **Google Tag Manager**

 **Google Business**

LinkedIn

 **facebook**

 **Instagram**

Quora

facebook Ads

 **WhatsApp**

 **WhatsApp Business**

 **WhatsApp Business API**

 **Business Manager**

 **mailchimp**

 **Hootsuite**

 **ChatGPT 4.0**

 **shopify**

 **Pabbly**

 **amazon associates**

 **Razorpay**

ADDITIONAL CERTIFICATIONS



Google Ads

 **Google Analytics**

HubSpot

PROGRAM DETAILS & COMPARISONS

	Foundation Course in Digital Marketing	Advanced Course in Digital Marketing	Professional Course in Digital Marketing	Diploma Program in Digital Marketing	Diploma Program + Paid Internship
Course /Program Format	Live Sessions	Self Study	Live Sessions	Live Sessions	Live Sessions
Duration	1 Month	3 Months	4 Months	6 Months	9 Months
Time Commitment	40 Hours	100 Hours	175 Hours	300 Hours	900 Hours
Live Training Sessions	12 Hours	✗	50 Hours (3M)	115 Hours (5M)	115 Hours (5M)
Multimedia Content	6 Hours	30 Hours	30 Hours	30 Hours	30 Hours
Assignment Submissions	1 (10 Hours)	2 (20 Hours)	6 (60 Hours)	12 (120 Hours)	12 (120 Hours)
Extra Reading Material & Exam Preparation	12 Hours	20 Hours	20 Hours	20 Hours	20 Hours
Career Guidance Sessions	✗	✗	15 Hours	15 Hours	15 Hours
Live Q&A Sessions	✗	30 Hours (13W)	✗	✗	✗
Live Capstone Project	✗	✗	✓	✓	✓
Digital Portfolio Creation (Practically Oriented)	✗	✗	✓	✓	✓
Free Hosting & Subdomain (For One Year)	✗	✗	✓	✓	✓
Guaranteed 3 Months Paid Internship	✗	✗	✗	✗	600 Hours
Weekend Batches	✓	✓	✓	✓	✓
Digital Dojo ‘Certificate of Merit’	✓	✓	✓	✓	✓
Government Authorized Certificate	✗	✗	✓	✓	✓
Access to Job Portal	✓	✓	✓	✓	✓
Student Support	Email, Forum & Live Sessions	Email, Forum & Q&A Sessions	Email, Forum & Live Sessions	Email, Forum & Live Sessions	Email, Forum & Live Sessions
Lifetime Access to Latest Course Content	✓	✓	✓	✓	✓
Fees	₹ 9,999	₹ 19,999	₹ 49,999	₹ 39,999	₹ 59,999

WHY CHOOSE DIGITAL DOJO



Technology Driven Learning
Ecosystem & Methodology



Best in Class Digital Platforms
for Learning Effectiveness

Industry Standard & Industry
Derived Course Curriculum



Career Development Focused
Course Content & Material



100% Practical Training Through
Live Project

Unlimited Practice Hours
at Training Centers



Special Student Mentoring &
Doubt Solving Sessions



100% Job Assistance & Career
Guidance/ Mentoring

Access to Career Portal for
Digital Marketing Opportunities



Guaranteed Internship Option
for Interested Students



Portfolio Creation for
Enhancing Resume Visibility

400+ (25+ Hours)
On-Demand
Rich Multi Media Content



Proctored Exams, Assignment
Submissions & Quizzes



Digital Dojo
Certificate of Merit'
& Government
Authorized Certificate

Additional 10+ Certifications
Guidance and Mentoring



Vibrant 'Dojopreneur'
Community for Discussions



Lifetime Access to
Latest Course Content

Guided Learning Schedule
with Practical Examples
& Case Studies



Free Hosting & Subdomain
– Valid for One Year

Various Payment Options & No-Cost EMI Facility Available



FREQUENTLY ASKED QUESTIONS

When are the courses made available? ▼

All the courses are available as per the schedule announced. Each course has its own time-line and duration. Please refer to the updated schedule for details on batch start dates and timings.

How much time do I need to invest to complete the courses? ▼

Every course has its own time commitment that every participant needs to fulfil. Every participant should commit the minimum course hours to get maximum benefit.

What logistics do I need to access the course content? ▼

A desktop/laptop/mobile device with Internet connection is sufficient to go through the course content. However, for the online exam, you will need a desktop or a laptop with webcam. Please note that online exams cannot be given through mobile devices.

Are there any interactive/ live sessions? ▼

Yes. There are live interactive sessions for most of our courses. Please refer to course details. During the live sessions, participants will be taught the course content & their doubts / queries will be resolved. The capstone project will also be discussed.

How is the course evaluated? ▼

Course evaluation consists of quizzes, assignments, online exam & capstone project report. Capstone project report is based on compulsory practical work. There is a weightage for each component. Consolidated grade is provided to the participant.

How do I submit the assignments and project work? ▼

Detailed guidelines & instructions will be provided to the participants for submission of assignment and project work.

Is this a certificate course? ▼

Yes, a 'Certificate of Merit' will be issued to each participant on completing the course evaluation criteria. The digitally verifiable certificate is issued through our block chain platform. Additionally a Government Authorized Certificate is also issued for some of our approved courses.

Can I add the certificate credentials to my resume? ▼

The digital credentials (block chain validation link) can easily be embedded to the resume or the LinkedIn profile or any other document.

Will Digital Dojo help me in job search? ▼

We have a job portal where we enlist every participant with their course details, performance certificate and digital skills. This list is accessible to corporate firms seeking to hire digital marketing talent. We have a team dedicated for this activity. We do care about your career.

What is the course duration? ▼

Every course has a different course duration and time commitment. Please refer to course details for more information.

How can I access the course content? ▼

On registration, every participant will be given access to the Digital Dojo Learning Platform (DDLDP) through individual login credentials. The entire course activity and completion will be tracked through the DDLDP.

How long will I have access to the course content? ▼

All courses on DDLDP come with lifetime access. Any revision to the course content, is made available to all existing participants at no extra cost. We want our participants, to continuously learn, without the burden of paying extra fees each time.

What kind of support is provided to participants? ▼

Forum and Email support is available to all participants for all courses. Student queries are resolved within two business days. For most courses, live sessions with experts are conducted to solve participant doubts.

How is the exam conducted? ▼

Exams are conducted either in the classroom or online. An online proctored exam is conducted where every participant is monitored through the webcam. Images are analysed to identify any malicious activity during the exam.

How much does the course cost? ▼

Every course has a different fee structure. Please refer to course details for more information. Please do check for latest offers & scholarships. We also have multiple payment options available.

What is the advantage of having a block chained certificate? ▼

The block chained certificate contains a digital credential to validate the performance of every participant at Digital Dojo. The digital credentials can be shared with prospective employers, universities, customers or vendors. This is a big trust building exercise.

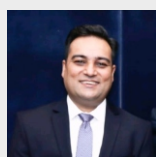
Why should I choose Digital Dojo? ▼

At Digital Dojo, we assure digital skills through a complete learning ecosystem. We issue certificates only after a participant has successfully cleared our evaluation criteria. The certificate issued by us can be verified and validated online anytime.

What is included in the capstone project? ▼

The capstone project includes - website launch, web analytics, blogs & articles, on page & off page SEO, payment integration, PPC Campaigns, display ads, affiliate marketing, email & sms marketing, ORM, social media platforms and campaigns. Capstone project report includes tracking all activities on a weekly basis. All the tools required for completing the capstone project will be explained through video lectures and live interactive sessions.

CERTIFICATIONS, TESTIMONIALS & GALLERY



Ajay Kaushal
AVP, Global Consumer Banking
Citibank

“ I strongly recommend ‘Professional Course in Digital Marketing’. Understanding digital marketing is the key strength that every professional should have. It makes your marketing cost effective, efficient, Universally visible. Most importantly, it gets you immediate analytics. With analytics, you can try and test various promotional ideas. Everything doesn’t work but something definitely does. With digital marketing, you can quickly identify what does and what doesn’t. I did this course with Digital Dojo 1 year back and believe me it was an eye opener. It helped me energize my professional aura, increase productive networking, apply principles of marketing into my regular work and made me more productive.



GOOGLE REVIEWS



Prashant Negi
Local Guide



Its an amazing platform to learn new digital skills and upgrade your digital skills. If you are a beginner or professional and want to learn digital skills and knowledge. This is the best place to do. Digital dojo provides different digital courses which are very helpful and help to build your career as well as your business..



Aditya Saxsena
Local Guide



It's an amazing platform to learn and is really very helpful to develop my skills on digital platform. I can feel confidence and am a proud learner. It helped me alot and I can see a good scope to grow. Thanks Digital Dojo.



Rashmi Bongale



The professional course on Digital Marketing at this institute has been a transformative experience for me. I not only achieved a wealth of knowledge in the field but also gained the confidence and motivation to chase a wanted career in digital marketing.



Meet “Meetuś” Mehra



A platform for those who wants to learn the real Digital Marketing with all the updated trends and tool. DigitalDojo will develop skills that is pre-requisite in the industry for a digital marketer.



Yogacharya Ashok Dubey



Mr Sachin Sadare is highly professional and knowledgeable trainer. He makes things so simple that even a retired Govt servant like me could venture into a tech world. Thanks Sachin ji. You are doing great work by sharing the wealth of knowledge.

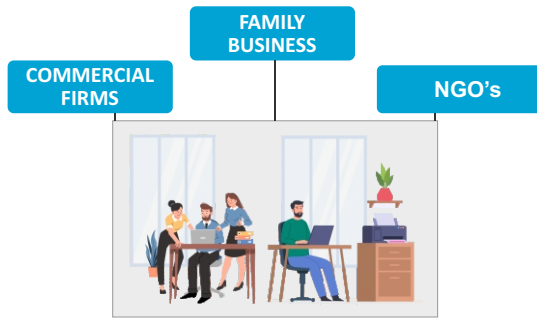


Darshil Chheda
Local Guide

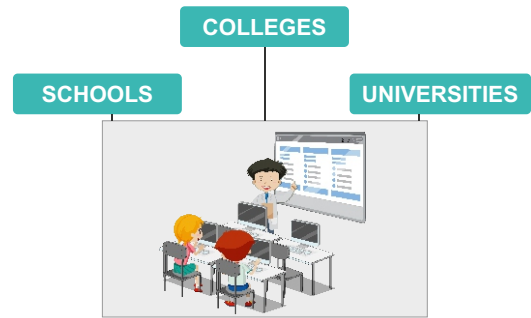


I came to your 2 day workshop at Marol. You are the reason why I understood what Digital marketing is and you are the reason why I am working in the Digital marketing industry today! So glad to attend your workshop.

B2B DIGITAL MARKETING TRAINING SERVICES



Enterprise Firms



Educational Institutes

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 Mindset Boot Camp for Executive & Senior Management

TWO Days Bootcamp

Digital Marketing Mindset Boot Camp for Marketing Professionals & Managers

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 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.

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

BENEFITS OF DDLP (Digital Dojo Learning Platform)



SACHIN SADARE

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

More than 25 Years of Industry Experience

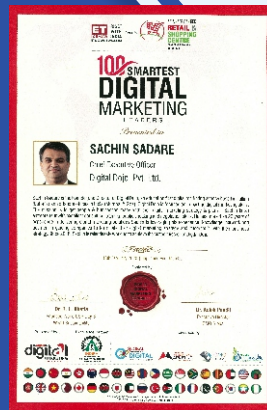
Digital Dojo is a leading digital marketing academy and training institute with Global Head-Office in Tallinn (Estonia) and India Head-Office in Mumbai.

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.

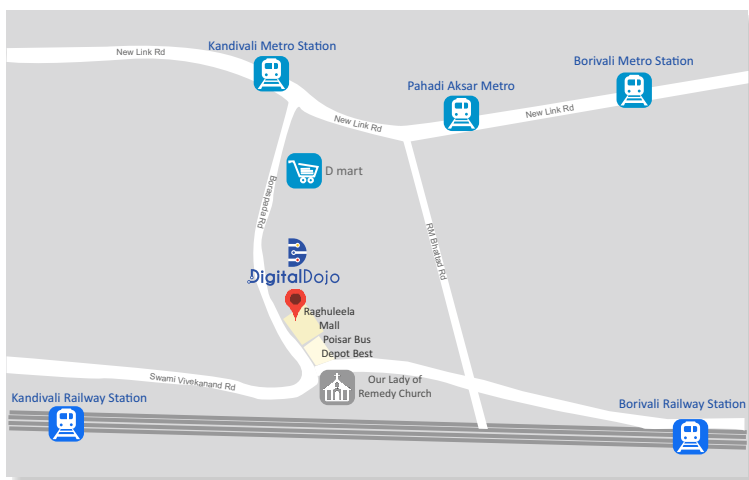
Sachin is an entrepreneur with excellent consulting, training, public speaking and negotiation skills. He has more than 25 years of experience in delivering digital solutions.



Founder & CEO
Digital Dojo Pvt. Ltd.



100 Smartest Digital Marketing Leaders (ET Awards)



Easy Connectivity to Our Kandivali Training Center:

- 0.0 Kms from Poisur 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

[/DigitalDojoOU](#) [/digitaldojooou](#)
[/digitaldojooou](#) [/digitaldojo](#)
[/company/digitaldojo](#)

GET IN TOUCH



022 4777 8416
93269 67997
70213 95506



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



Kandivali Training Centre :
Unit F005, First Floor,
Raghuleela Mall,
Kandivali West, Mumbai - 67



sales@digitaldojo.in



Head Office :
A/302, Snehal Tower,
Sawarpada Road,
Borivali East, Mumbai - 66