

WOXEN DIGITAL PVT. LTD.
Think. Plan. Do.

LET YOUR
CAREER GROWTH
GO VIRAL!

Search Engine
Optimization (SEO)

Social Media
Optimization (SMO)

Pay Per Click (PPC)
Management

Social Media
Marketing

Contact us:
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Today's Digital Life

Today's life revolves around the Internet. Digital is bigger than physical. Our day starts not with the newspaper but catching news snippets on apps and websites. From booking a cab to college, to buying that latest fashion online, to asking Google for all our answers, we have come to depend on INTERNET for everything.

The digital world today is not a dream. It is a reality staring us in the face, with limitless possibilities and countless avenues of success. It is dynamic. Forever transforming, adapting and throwing up new surprises. As terabytes of data get consumed every nanosecond, the mathematics of it all is staggering.

Rule the Digital World

Digital Marketers today need to know it all. The challenge is to consistently stay ahead of the curve for which students need to learn much more than just the basics. They need a programme that sets a high standard of knowledge and a strong base for a budding marketing career.

With **Woxen Digital's** Training Programme in Digital Marketing and Branding, we make sure that our experts prepare our learners for not just landing that dream job but also arm them with the latest skills and expertise to hold on to for a sharp and upward career graph.

This programme is unique as it is geared towards providing a long-term career in digital marketing with a focus towards not only the tools & techniques used in digital marketing but also on business & leadership skills that will equip the students to become future leaders in this fast-paced digital world.

Programme Objectives:

Learn advanced social media tools and techniques to execute compelling social campaigns	Master the process of organically driving traffic on website/webpage	Create viral mobile marketing campaigns	Manage backlash, issues or complaints online and build positive perceptions of brands
Run email marketing campaigns for your businesses and brands	Use analytical tools to analyse data of the digital platforms	Acquire skills to conduct market research to understand what customers think and want	Learn how to build and execute an Integrated Digital Marketing Strategy

25 Lakh

Jobs by 2026

4 Lakh

Average
Salary Per
Annum

Increase in
Digital
Marketing
spends from

**15% to
24%**

40%

Industry
Growth

Programme Features:

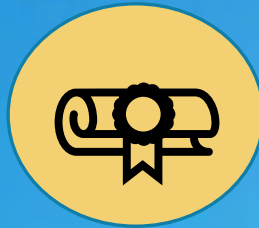
The Training Programme in Digital Marketing and Branding turns learners into all-rounded professionals with expertise in a host of specialised areas of digital marketing with a comprehensive coverage of fields like - Social Media Marketing, Content Planning, SEO, and SEM. Experienced industry experts deliver the programme with their years of experience.



Live
Session



One to One
Interaction



Completion
Certificate

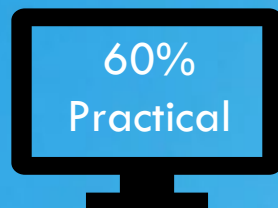


Life Time
Support

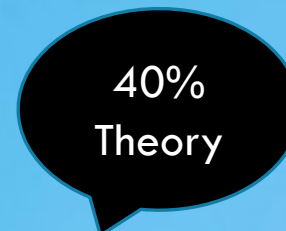


Job
Assistance

BEST FEATURES FROM US.



60%
Practical



40%
Theory

Programme Module:

The programme starts from the fundamentals of marketing, focusing on laying a strong foundation in Marketing and Digital, with covering essential concepts of marketing like segmentation, targeting & positioning, advertising & sales promotions, integrated marketing communications, product & brand management, digital models & channels.

After laying a strong foundation for an individual, the programme moves onto covering digital marketing concepts, tools & techniques such as Social Media Marketing, Content Planning & Promotions, Email Marketing, Digital Analytics, Mobile Marketing, SEO, SEM & Inbound Marketing; making sure that the learner is equipped to launch his career in digital marketing.

Once the learner is equipped with the digital marketing tools & techniques, the programme focusses on equipping them with business & leadership skills such as; integration of marketing with business, market research, managing digital initiatives, creation of digital strategy, managing digital marketing clients for a learner to become an advanced professional in digital marketing at the end of the course.

Programme Module:

Module 1

- Overview of Marketing
- Introduction to Digital Marketing
- Email Marketing
- Social Media Marketing
- Website Fundamentals and Tools
- Content Planning and Promotions

Module 2

- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- Digital Analytics
- Inbound Marketing
- Mobile Marketing

Module 3

- Market Research - Primary & Secondary
- Online Reputation Management (ORM)
- Customer Relationship Management (CRM)
- E-commerce Optimization
- Preparation for certifications
- Business Perspective in Marketing
- Managing Digital Initiatives
- Client Management Professional Skills Training

WOXEN DIGITAL ADVANTAGE

Live Online
Classes

Classroom-
Like
Experience

Peer and
Mentor
Connect

Learning
Resources

Live
Project

Career Opportunities in Digital Marketing

SEO Executive – Searching for that nearby restaurant, local carpenter, the new bike reviews, etc. on a browser gives out the desired results because we work hard to make web easier and search friendly. Keywords are the main source to our world of success.

Client Servicing Executive – Human relations are the most complicated thing yet, we make them simple. Discussing relevant issues with the clients and making work easy for the various teams back in our office is our key work. Simplification of work and ensuring the timely delivery are the work that we enjoy.

Display Media Executive – We follow you wherever you go on the Internet. Be it those awesome high heels or that swanky bag that you have been drooling over, we ensure that you see them again and again, so that you end up purchasing your dreams.

Copywriter – Languages simplified for better comprehension, correct grammar and punctuations, we are the Grammar Nazis in action. We ensure that you engage with the best of content.

Social Media Executive – For us, 'Content is King'. We ensure that you see the best of content as soon as you wake up for the day. 'Ninja' is the perfect name coined for us, as we deal with so many platforms and algorithms, to engage with you.

Paid Media Executive – CPE, CPM, CTAs are the jargon we thrive on. Excel sheets, correct calculations and understanding the right TG to be targeted are the most important sauces for our success.

ORM Executive – We are the people behind the scenes of every conversation that a user has with any brand. Providing quick resolutions and escalating issues that need urgent attention are what we do with a magic wand. So, the next time you complain or express gratitude, know that we are the ones who respond.

Course Plans



Plan 1

DIGITAL MARKETING CERTIFICATION PROGRAM / INTERNSHIP

- Price – 1499/-
- Duration – 3 Weeks
- Live Session – 6
- Practical Session – 2
- Certificates - Completion Certificate
- Includes all 3 modules



Plan 2

DIGITAL MARKETING CERTIFICATION PROGRAM / INTERNSHIP

- Price – 2499/-
- Duration – 6 Weeks
- Live Session – 12
- Practical Session – 4
- Certificates - Completion Certificate, Appreciation Certificate
- Includes all 3 modules
- Work with company on Live Project



Plan 3

ADVANCED DIGITAL MARKETING CERTIFICATION PROGRAM / INTERNSHIP

- Price – 4999/-
- Duration – 8 Weeks
- Live Session – 16
- Practical Session – 6
- Certificates - Completion Certificate, Appreciation Certificate, Recommendation letter from company
- Includes all 3 modules
- Work with company on Live Project
- Job Opportunity with our partner companies

Give wings to your
career with our
Digital Marketing
Programme



THANK YOU!