



# Udified SKILL

We Don't Only Teach  
**DIGITAL MARKETING**  
We Help Build Careers

AI Updated

**BACHELOR**

IN DIGITAL MARKETING

**DIPLOMA**

IN DIGITAL MARKETING

**MASTER**

IN DIGITAL MARKETING



Quality Training



Job Placements



Honest Pricing

# We Are More Than Just an Institute—We Are an Award-Winning Digital Marketing Agency.

At Udified Skill, learning goes beyond theory. We don't just teach digital marketing—we live it every day through our agency. Our students get hands-on experience by working on **real client projects**, gaining practical exposure while they study. From running ad campaigns to managing social media and SEO, our students work alongside professionals, building confidence and skills that make them **job-ready** from day one.



## LEARN FROM LEADERS

Get relevant industry knowledge from **CORPORATE EXPERTS**

Lectures will be provided by associate faculty from Udified Skill, as well as senior managers and heads of departments from top startups and growing companies.

# Key Highlights



## **INDUSTRY APPROVED CURRICULUM**

Courses designed and developed by top industry professionals.



## **LEARN FROM EXPERIENCED INDUSTRY PROFESSIONALS**

Professionals know what to prepare you for.



## **LEARN FROM SCRATCH, OR NOT!**

Depending on your current expertise level, choose the Core or Advanced module.



## **UNIFIED LEARNING**

Explore the benefits of both classroom & online learning.



## **HANDS-ON TRAINING**

You cannot master a language without speaking it.



## **BECOME INDUSTRY READY**

Work on real industry case studies.



## **100% PLACEMENT ASSISTANCE**

Access to jobs and internships from partner companies, resume building, interview preparation and soft skills training.

How does this program **Work**?

## Learn



Upskill yourself with leading professionals to gain insights from their vast experience.



## Practice



Sharpen your skills by learning through course assignments, live projects, and regular assessments and quizzes.



## Ask



Resolve your queries with industry experts with our dedicated doubt-clearing sessions.





## Build

Craft a diverse portfolio and resume with LinkedIn optimization showcasing your Digital Marketing expertise.



## Crack

Seize your ideal job and make an impact in your career.



Resume Building



LinkedIn Profile Optimization




Personality Development



Mock Interview



Placement Assistance



How To  
Work On  
Practical  
Project ?

**EMPLOYERS DON'T LOOK FOR THE  
CLASSROOM KNOWLEDGE  
THEY WANT**

**PRACTICAL MARKETING INSIGHTS**

**WORK ON LIVE PROJECTS WHILE  
YOU STUDY**

**Work On National / International Projects**

There can be no better way to learn than working on our client's live websites and projects. We understand the importance of practical education, as this only, can make you a professional.

# **90+ INDUSTRY MODULES**

01. Introduction

02. Branding

## **Graphic Design**

03. Canva

04. Pixel

## **Video Editing**

05. Video Editing—Filmora

06. Green Screen Video Editing

## **Website Design & Development**

07. Static Website (Service)

08. Dynamic Website (E-Commerce)

09. Blogging Website

10. Chat GPT & write prompts

## **Social media Marketing (Organic Marketing)**

11. Facebook Organic Marketing

12. Instagram Growth Marketing

13. YouTube Channel Creation and  
Video Optimization

14. Pinterest Marketing

15. LinkedIn Organic Business  
Growth Marketing

16. Quora Marketing

17. Twitter Marketing

18. ORM (Online Reputation  
Management)



## SEO (Search Engine Optimization)

- 19. On-Page SEO
- 20. Off-Page SEO
- 21. Technical SEO
- 22. International SEO
- 23. E-commerce SEO
- 24. Keyword Research tools
- 25. Competitive Analysis & Audit
- 26. Google Search Console
- 27. Bing Webmasters

## Local SEO

- 28. Google My Business

## Conversion Marketing

- 29. Email Marketing & Automation with Mailchimp
- 30. WhatsApp Business Marketing
- 31. Meta WhatsApp Api Campaign Marketing
- 32. SMS Marketing

## Content Marketing

- 33. Blog Writing
- 34. Article Writing
- 35. Influencer Marketing



## Analytics & Tracking

- 36. Google Tag Manager
- 37. Google Analytics GA4
- 38. Microsoft Clarity
- 39. Conversion Tracking set up for website & Calls
- 40. Remarketing ads with Google on display search and YouTube

## Meta ADS

- 41. Meta Ads Campaign Setting
- 42. Remarketing with Pixels
- 43. Campaign Analytics, Reporting & Performance Tracking
- 44. Ads Psychology
- 45. Target Ads Copy Creation

## Google Ads

- 46. Google Search Ads
- 47. Google Display Ads
- 48. Google Merchant A/c
- 49. Google Shopping Ads
- 50. Mobile / App Advertising
- 51. YouTube (Video) ADS
- 52. Google AdSense
- 53. Drop-shipping
- 54. Affiliate Marketing



# **6 MONTHS** **DIPLOMA IN DIGITAL MARKETING**

## **DIGITAL E-COMMERCE MARKETING -** **AMAZON TRAINED ECOMMERCE SPECIALIST**

- 55. Introduction to Seller Central
- 56. Inventory Management & bulk listing
- 57. Goods & Services Tax (GST) handling
- 58. Amazon Branded Packaging
- 59. Processing Self/Easy Ship orders
- 60. Seller Fulfilled Prime
- 61. Buyer/Seller Initiated Order Cancellation
- 62. Manage returns
- 63. Sales-Based Pricing
- 64. Intro to Sponsored Products
- 65. Create Campaign & Ad groups
- 66. Automatic, Manual Targeting
- 67. Auto Optimize Manual Campaigns
- 68. Order, inventory, payment reports
- 69. Order defect, Late shipment
- 70. Writing a Plan of Action (POA)

## **Mobile Application**

- 71. App Planning & Designing
- 72. App Creation
- 73. Go Live on App Stores
- 74. Monetizing Your App
- 75. Lead Generation with Landing Pages
- 76. Digital Marketing Agency Intro



# 12 MONTHS MASTER IN DIGITAL MARKETING

## Freelancing Business

77. Upwork Account creation & get project
78. Guru.com Account creation & get project
79. Fiverr Account Creation & get project
80. Launch An E-Book On Amazon & Earn
81. Legal Aspect of Digital Marketing
82. B2B Marketing Strategies
83. B2C Marketing Strategy
84. Viral Marketing
85. True caller Ads
86. Human Psychology in Digital Marketing
87. Buying Behaviour
88. Domain Flipping Course
89. English-speaking
90. Personality development
91. Group Discussion
92. Public Speaking

## Placement Session

93. Interview Handling skills
94. Digital Marketing Cv creation
95. Resume Building
96. Linkedin Profile Optimization
97. Personality Development
98. Mock Interview
99. Placement Assistance



# 150+ Digital Marketing Tools

 ChatGPT

 truecaller

 upwork

 AngelList

 elementor

 freepik

 Canva

 ahrefs

 SEMRUSH

 Meta

 Ads

 Wondershare  
Filmora

 buffer

 guru

 mailchimp

 Google  
Alerts

 grammarly

 sproutsocial

# Average CTC

## ₹ 4-6 LPA



### Siddharth

Seo executive

One of our alumni transformed his blogging hobby into a full-time career. With the SEO and content marketing strategies he learned, he now earns six figures monthly from his blog!



### Manish

Digital marketing executive

Started as a fresher with no prior knowledge of marketing. After completing our course, he now works as a freelance digital marketer, handling multiple clients globally and earning a steady income.



### Ritika

Performance marketer

She always dreamed of starting her own e-commerce business. With the knowledge gained from our course, she successfully launched her online store, which now receives hundreds of orders every week!



### Shilpa

Social media marketer

After completing the digital marketing course, Anjali secured a high-paying job as a Social Media Manager at a reputed company within just two months. Her career took a leap

Will I get a **Certificate** to enhance my resume?

## Grab the spotlight by getting **Certified**

Upon finishing our digital marketing mentorship program, you'll earn a certificate of completion

**Bachelor**  
in Digital Marketing

**Diploma**  
in Digital Marketing

**Master**  
in Digital Marketing



# 14+ International Certificate's

# Careers you can opt for After Course Completion

COMPANIES LOVE CANDIDATES WHO CAN HELP THEM REACH MORE AUDIENCE ONLINE



## Social Media Analyst

**Salary:** 20k to 32k  
After 3 years of experience  
Designation- Social Media Manager  
salary 42k to 80k



## PPC Analyst

**Salary:** 22k to 35k After 2 years of experience  
Designation-Sr. PPC Analyst  
Salary: 45k to 90k



## Content Marketing Executive

**Salary:** 25k to 40k  
After 3 years of experience  
Designation-Content Marketing Manager  
Salary: 50k to 70k



## Online Reputation Executive

**Salary:** 23k to 32k  
After 3 years of experience  
Designation Online Reputation Manager  
Salary 42k to 60k



## Digital Marketing Executive

**Salary:** 27k to 45k  
After 3 years of experience  
Designation Digital Marketing Manager  
Salary: 65k to 1L



## Freelance Digital Marketer

Monthly earning with just 2-3 projects: 50k to 85k  
Monthly earning with just 4-5 projects: 1.2L to 2L

How to **Enroll** in  
this program?

You are one step away from  
your dream career!

**Enroll Now**



**+91-7836831920**



For any other details, feel  
free to reach out.



**We are here to help!**  
Support@udifiedskill.com



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