

# CERTIFICATION IN DIGITAL MARKETING SKILLS

CDMS

CERTIFICATION IN DIGITAL  
MARKETING SKILLS



# About the Trainer

Inspired by our remarkable experiences and fueled by an unquenchable thirst for knowledge, we set out on a new mission – to bridge the gap between aspiring marketers and excellence in the digital realm. Our founder, backed by their exceptional training at institutes like Digital Vidya, DSIM, Zorba the Zen, and IIDE, envisioned a place where students could gain practical skills, access the latest industry insights, and master the art of digital marketing.

**5,000**

Learners Community

**5+**

Years of exp

**100+**

Placement Partners

**Ayush Tandon**

Founder & CEO, Webcart web service





# What is Our Mission?

At our Digital Marketing Certification Course, our mission is to empower aspiring marketers with the knowledge and expertise essential to thrive in the digital landscape. We are committed to delivering a comprehensive and cutting-edge curriculum that equips our students with the skills to excel in the industry, fostering successful careers and driving impactful results for businesses worldwide. Our mission is to inspire and cultivate the next generation of digital marketing trailblazers, fostering innovation, creativity, and professionalism in every digital endeavor



# How does this Program work?



CDMS



**Certification in  
digital  
marketing  
skills**



## **Certification in Digital Marketing Skills :**

At our 3-month Digital Marketing Certification Course, our mission is to provide a transformative learning experience, equipping our students with comprehensive expertise in digital marketing. We are dedicated to empowering individuals to harness their newfound knowledge, enabling them to embark on rewarding careers and achieve financial independence through the boundless opportunities of the digital realm. Our mission is to cultivate confident and skilled digital marketers, instilling the tools and insights needed to thrive in the competitive landscape, and empowering them to make a lasting impact in the digital world.



# Program Highlights



## Expert Faculty

Learn from the industry expert, Who's taught at all top Digital Marketing institutes.



## Hands on Experience

Work on Live project as we run a Digital Marketing Agency too.



## Soft Skills

Get valuable guidance on crucial skills for presentations, interviews, and resume building.



## Exclusive Masterclasses

Discover the synergy of business, economics, and digital marketing with exclusive masterclasses.



# Who is this Program for?



## Marketing Professionals Seeking Career Growth

This course is designed for marketing professionals who want to expand their opportunities, stay ahead of the competition, and navigate the digital landscape effectively.



## Small Business Owners & Entrepreneurs

This course equips small business owners and entrepreneurs with the knowledge and skills to reach a wider audience, increase brand visibility, and generate leads using various digital marketing strategies.



## College Students

This course enables college students to kick start their careers by introducing them to the basics as well as advanced digital marketing subjects required to succeed in this high-demand industry.



## Career Switchers

This course is the perfect starting point for career switchers who are eager to dive into the dynamic world of digital marketing. This course is designed to empower a seamlessly transition into digital marketing, making you industry-ready.

# Learning Methodology

## Attend

Participate in discussions & engaging activities to reinforce practical digital marketing.

1



## Get Mentored

Avail one-on-one mentoring sessions facility to get personalised doubt-resolution.

2



## Presentation

Test your knowledge with a range of industry-relevant assignments & live projects.

3





# What Will You Learn?

## Roadmap of the Syllabus

Introduction To Digital Marketing

Web Development

Search Marketing

Social media Marketing

Media Buying and Planning

Google Analytics

## COURSE 1

### **Introduction to Digital Marketing**

- Orientation
- Marketing Fundamentals
- Funnel
- Presentation Skills

## COURSE 2

### **Website Development**

2 Practice Assignments

- Website Basics: Setting up
- Learn About CMS
- Setting up Wordpress
- Learning Elementor
- Design Live Website

## COURSE 3

### **Search Marketing**

- Search Engine Optimisation
- Google Ads
- Corporate Soft Skills
- Reporting & Exporting Skills
- E-commerce Marketing

## COURSE 4



### Social Marketing

- Social Media Organic
- Brand Reputation Management
- Influencer Marketing
- Social Media Paid
- Resume & LinkedIn Profile Building

Analytical Skills enhancement

## COURSE 5



### Media Buying And Planning

Media Selections and understanding channels  
DSP'S and DMP'S  
Programatic Marketing  
DV 360 overview.

## COURSE 6



### Google Analytics

Google Analytics  
Google Properties  
Connecting google analytics with google ADS  
Google Analytics 4  
Google Tag Manager  
Google Search Console



# Career

## Support Features



### Career Counselling

Dedicated assistance to help figure out the right next step for your career.



### Resume Assistance

One-on-one sessions to design & refine your resumes for your dream job.



### LinkedIn Profile Building

Optimise LinkedIn profiles for better networking & career opportunities.



### Interview Preparation

Comprehensive guidance to master interview skills & land your dream job.



### Presentation Skills Training

Elevate your speaking abilities & develop a commanding presence.

# Tools You'll Master



# Next Gen Learning with AI

With recent developments, artificial intelligence has been pushed to the forefront across all industries-including digital marketing.

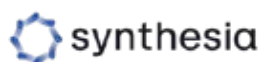
In today's AI-driven world, our program goes beyond theoretical concepts and offers a practical approach to AI-tools to help you thrive in the ever-evolving landscape of work and innovation.

## AI-driven Tools

 copy.ai

 Jasper

 Paragraph AI

 synthesia

 Scrip

 ContentBot.ai

 DALL-E

 Influencity

 ChatGPT

 descript

 Reply

 phrasee  
say it better



# What Our Students Say



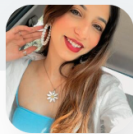
Web designing course really helped me to design my own website and sell my products online with the most easiest way . It was fun learning with Ayush sir. Highly recommended.

**Akash Singh Rawat**



Digital marketing is becoming important day by day. And to grow your business online you need to learn digital marketing. I gave them my time and they shared all the necessary information which helped me boost my online presence.

**Aanchal Arora**

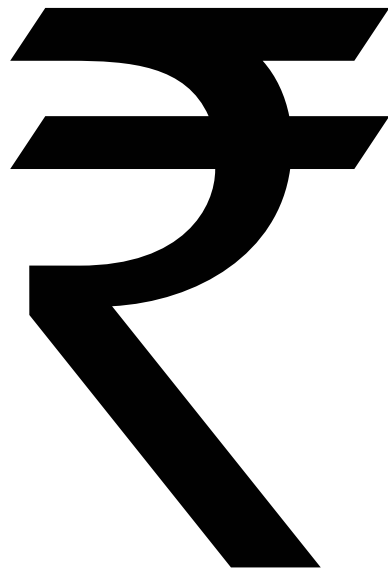


I wanted to become a digital marketer but online courses are not offering live sessions. webcart provided me with live one on one sessions and it really helped. I am working in a digital marketing agency after completing the course.

**Vanshika Bhogal**

# Program Fees

25,000 + GST



## Fee Payment Methods

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Payment processing partner  
**Razorpay**



Note- For more details read our [Terms & Conditions page](#).

# ONLINE THROUGHOUT THE WORLD



## Contact Us



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