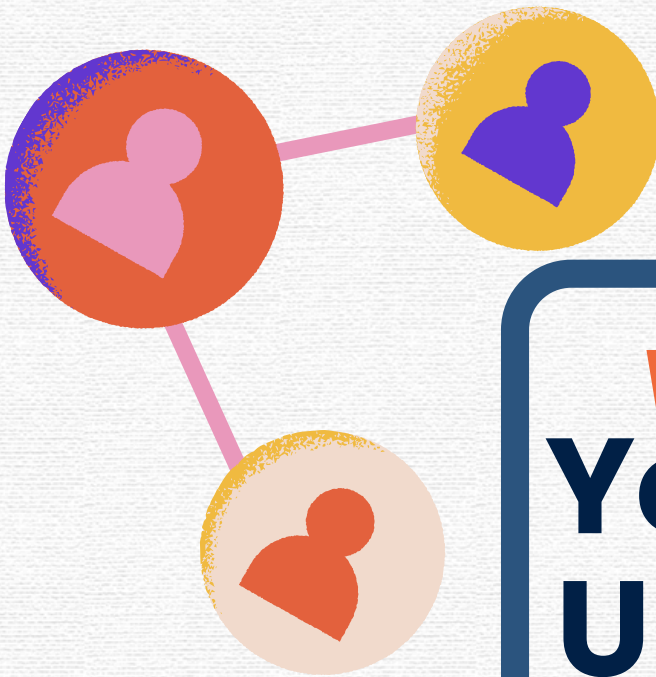


# **12-WEEK ADVANCED DIGITAL MARKETING COURSE**

**Master Digital Marketing Skills like– Digital Strategy, SEO, Paid Advertising, Social Media Marketing, Automation, Analytics and more.**





## What is Young Urban Project ?

**We are an EdTech company based in Jaipur  
Rajasthan that is committed to  
disrupt the way upskilling is done globally.**

**Unlike most others, our programs are:**

**Outcome-driven, Practical, and Personal.**

**We are focused on making deep industry-relevant  
knowledge accessible to every professional who  
wants to advanced in their career.**

**Our learning products primarily focus on:**

**Marketing**

**Product**

**AI**



DGR has a learner community

# 3000+ LEARNERS



Our **alumni** work with the finest



AND MANY MORE

# What Is Digital Marketing?

Digital marketing involves leveraging digital channels to promote products or services.

It helps in brand promotion and establishes connections with potential customers through internet.



## Who can become a digital marketer?

Traditional Marketers

Business Owner

Agency Founders

Freelancers

Students/Freshers

Anyone Passionate to make a career in DM



# DM is glorious career with an INSANE GROWTH POTENTIAL

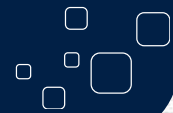
## AVERAGE SALLARY WITH

0–1 Years experience	2–4 LPA
1–3 Years experience	4–6 LPA
3–6 Years experience	6–10 LPA
6–10 Years experience	10–20 LPA
10+ Years experience	20–34 LPA



**Specialized digital marketing  
roles even pay**

**70L-1Cr.**



**and the best part  
You can get  
into these  
roles**

**All you need is:**



- ✓ **The right skillset**
- ✓ **Guidance to build a portfolio**
- ✓ **And outcome-driven mentorship**



## **INTRODUCTION**

# **12-Week Live Advanced Digital Marketing Course**

**A live course-based mentor-led course designed to help you crack into DM roles and grow exponentially, even if you have no prior knowledge of it.**

**What makes this the  
Best  
Course in  
market**

- **100% Practical Learning**
- **Live Weekend Classes**
- **Masterclasses for more in depth topic**
- **Best in -industry mentors**
- **Portfolio building**
- **1-1 Support**
- **Career guidance & interview preparation**





# DGR ACADEMY

Better Education Develops The Nation

This mentor-led program is  
**Your best shot to  
turn your career  
into a rocketship**



**12 Weeks**  
Weekend Classes

**Capstone project**  
for real life experience

**3+ Mentors**  
vertical specialists

**9-10 Hours**  
weekly commitment

**Bonus sessions**  
beyond the classes

**1-on-1**  
career guidance

**Your mentors are experts from companies like**

 **DREAM11**

**AJIO.COM**

**GOZOOP**



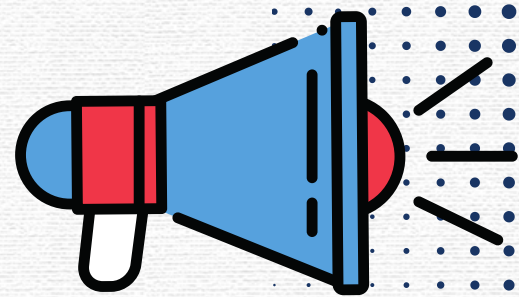
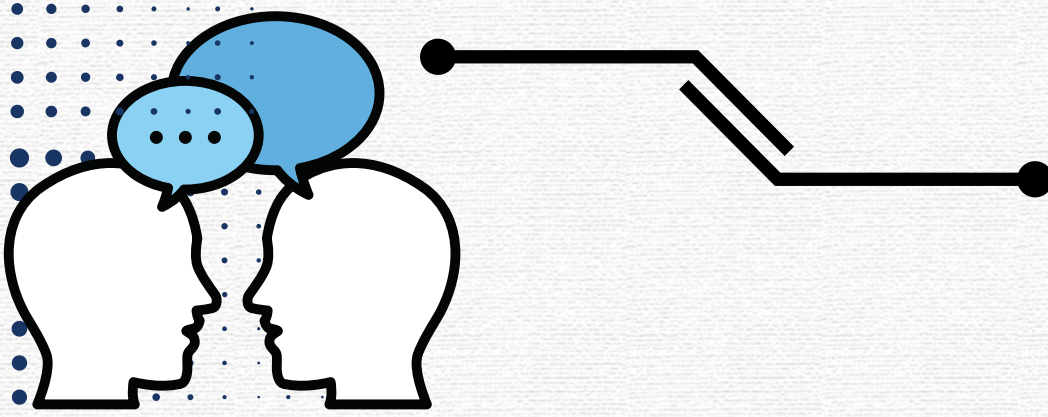
Here's what you will learn over 12 weeks

# CURRICULUM

## Week 1:

### Foundamentals & Digital Marketing Strategy

- Importance of digital marketing for business
- Traditional vs digital marketing
- Key digital channels
- Understanding Customer journey & DM Funnel
- How to make a digital marketing plan
- Target market research
- Crafting communication for TG
  - How to do media selection
- Creating lead capyure systems
- Building lead nature systems
- Making sales strategy on Digital platforms
- Improving CX and LTV on digital
- What is Retention marketing



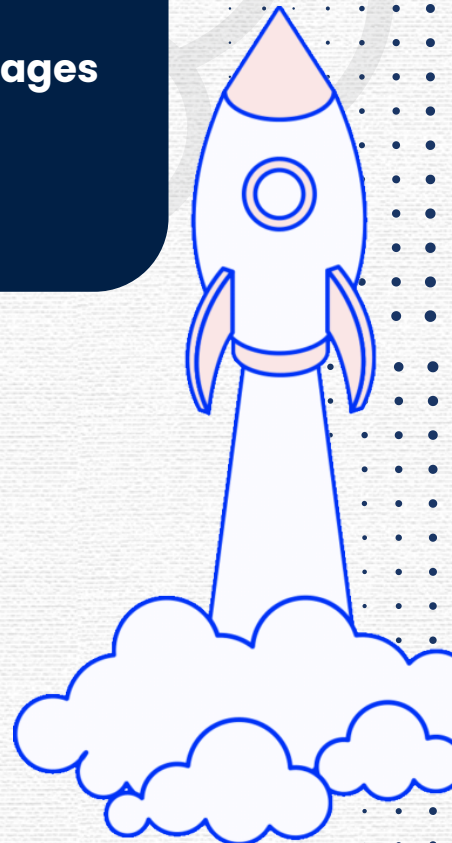


## Week 2: Making No-Code Websites

- Websites fundamentals –Hosting & domain
- Types of websites based on industry
- TLDs & types of them
- Domain name selection best practices
- CMS basics and popular CMS option
- How to install wordpress on hosting
- Configuring wordpress in detail
- Installing & building pages with Elementor

## High –Converting Landing Pages

- Landing Pages vs web pages
- Doing research for LPs with ChatGPT
- Structure of million –dollar landing pages
- Landing page copywriting with AI
- Making a fully functioning LP







## Week 3: Search Engine Optimization

- Foundation of SEO
- Understanding working of search engines
- What are Crawling and Spiders?
- What are Processing & Rendering?
- What is Indexing?
- Top Google Algorithm updates
- Black Hat, White Hat, Grey Hat SEO
- On-Page SEO and top factors
- Using E-E-A-T, YMYL content
- Keyword research with SEMRush
- Using WordPress plugin - Rank Math
- Optimising HTML tags
- Understanding Technical SEO
- Website architecture, speed and core web
- Schema Markup      vitals
- Off-Page SEO and Link Building strategies
- Using ChatGPT for SEO

# SEO



## Week 4:

### Facebook & Instagram Ads (Meta)

- Benefits of Facebook & Instagram Ads
- Ad Manager vs Business Manager
- Setting up Ad Manager and billing
- Meta policies to avoid getting banned
- Ideal Campaign structure
- Campaign objectives teardown
- Audience research & Targeting with ChatGPT
- Pixel & CAPI setup
- ABO vs CBO/ACB Strategy
- Result optimization strategy
- Choosing the right budget
- Choosing the right budget
- Ad creatives & Copywriting
- Running Retargeting campaigns
- LookAlike Custom Audiences
- Sales & Lead Gen campaigns
- Important Metrics, Analytics & Optimization
- Horizontal & Vertical Scaling strategies



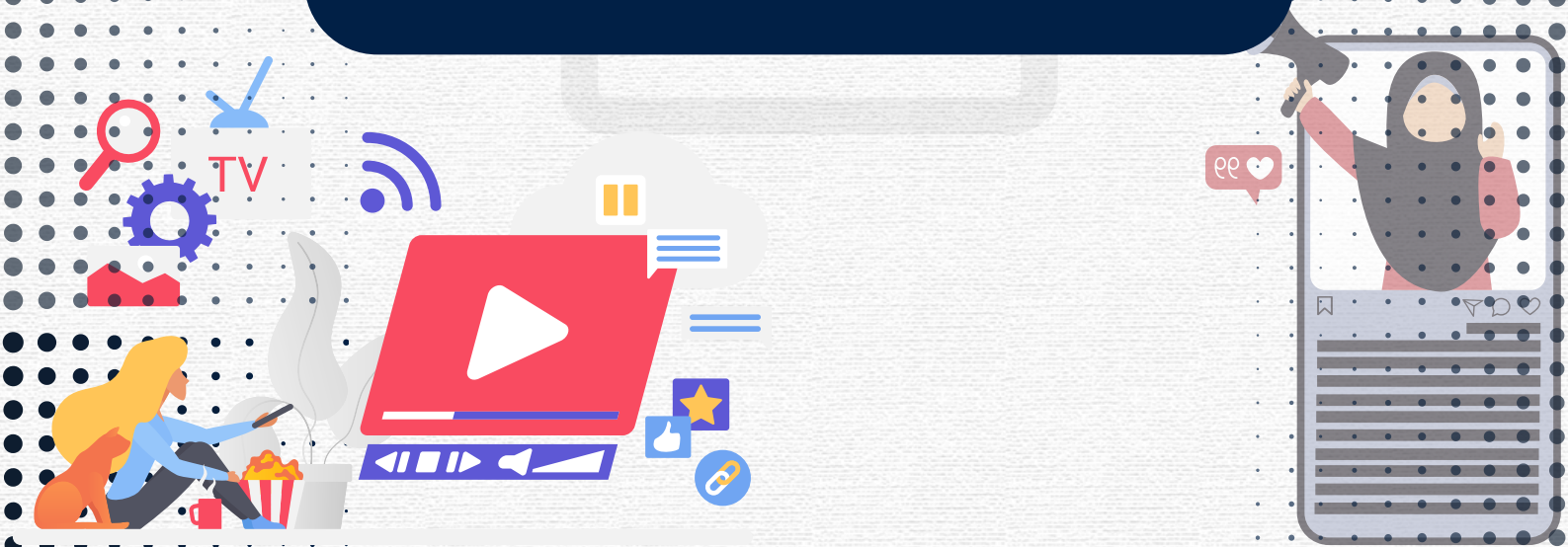




## Week 5:

### Content & Video Marketing with Youtube SEO

- Why is content marketing critical
- Digital content formats
- Mapping content to User buying journey Funnel
- Informational & Decision making content
- How to make Content Strategy
- Content marketing mistakes
- Power of storytelling & Golden circle framework
- Content creation framework to create content at scale
- Doing a content audit
- Writing in-bound content for blog
- How to repurpose content
- Building Pillar pages and topical clusters
- Distribution and promotion of content



## Week 6: Email Marketing

- Understanding permission-based marketing
- Why is Email marketing necessary for businesses
- Myths around Email marketing
- What is Email Deliverability and what affects it
- Selecting the right ESP – Email marketing too
- Creating an Email marketing framework for a business
- Decoding "Lead Magnets"
- How to create the perfect Lead Magnet
- Strategies to improve email open rate

## E-Commerce websites

- Woocommerce vs Shopify
- Setting up an e-commerce website
- Creating and managing products
- Product page best practices
- Setting up payment gateway
- Coupon codes & Promotional
- strategies AOV, LTV and Store analytics





## Week 7:

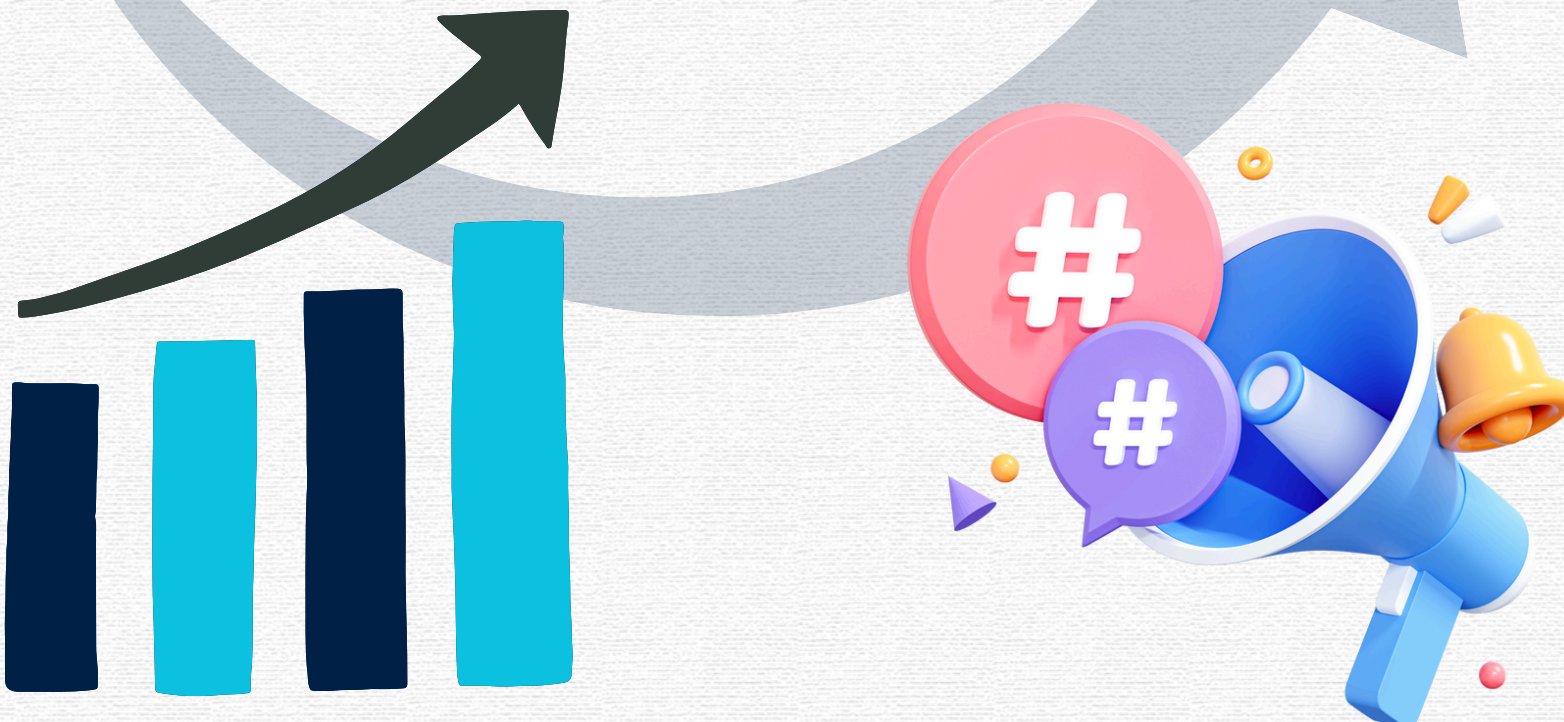
### Google Ads – Search, Display, Youtube

- Google Ads fundamentals
- Goal types in Google Ads
- Creating an Ad Account
- How does Auction (real-time bidding) work in
- How does AdRank algorithm work
- Key Bidding strategies
- Search campaign setup Keyword research & intent mapping with a live case study
- Match types
- DSA & RSA
- Ad copywriting
- Setting up conversion tracking & Attribution
- Running Performance Max campaigns
- Advanced optimization & scaling techniques
- Advanced optimization & scaling techniques
- Display Ads and targeting
- Running Youtube ad campaigns
- Horizontal & Vertical Scaling strategies



## Week 8: Social Media Marketing & Strategy

- Importance of social media as a part of marketing mix
- 5-step social media strategy
- Product vs brand
- Brand building models
- Brand identity prism
- How to build audience personas
- SM Case studies
- Cementing Brand Positioning
- Setting social media KPIs for a brand
- Setting social media KPIs for a brand
- Setting up conversion tracking & Attribution
- Establishing tone of voice
- How to choose SM platforms
- Content creation tools
- Content publishing tools
- Listening, Monitoring and ORM
- Doing an Social Media Audit
- Using ChatGPT for social media







## **Week 9: Marketing Analytics – GA4, GTM**

- **Identifying goals to track**
- **UA vs GA4 and migration**
- **Setting up GA4 and understanding dashboard**
- **Important settings of property/data streams**
- **Event tracking, Purchase tracking, Conversion modeling**
- **Event parameters vs custom dimensions**
- **User-scoped custom dimensions, User ID**
- **Audiences in GA4 Integrations with Google Ads, Search Console**
- **Standard and Custom reports**
- **Segments, funnel analysis, cohort analysis**
- **UTM tracking and attribution**
- **Insights & reporting**





## **Week 10: Marketing Automation – Email, WhatsApp, & more**

- **What is marketing automation and how can it help business**
- **Daily-life examples of automation**
- **No-Code automation fundamentals**
- **Trigger vs Action events**
- **No-code automation tools to deploy**
- **Understanding Application Programming Interface (API)**
- **Polling vs Webhooks**
- **Building single-step workflows**
- **Controlling data between multiple apps with multi-step workflows**
- **Lead capturing and nurturing with automation**
- **UTM tracking and attribution**
- **Automating Whatsapp for acquisition, retention, and**
- **Creating email autoresponse or sequences**



## Week 11: Personal Branding & Profile Buildi

- Importance of Personal branding for job search & business owners
- Creating a personal branding statement
- Setting up & optimising LinkedIn profile
- Using other social media platforms for professional branding
- Content strategy for personal branding
- Building a tactical Resume for job search
- Crafting customised cover letter
- Behavioral interviews and STAR method
- Preparing for interviews (phone, video, in-person)
- Salary negotiation tactics
- Leveraging online and offline networking opportunities
- Practical tips and live exercises





## Week 12:

### 1:1 Career Guidance Branding & Profile Buildi

- Personal guidance on Resume makeover
- Personal guidance on business queries for business owners
- Personal guidance on business queries for business owners
- Interview question preparation







# work on a

# CAPSTONE PROJECT

- **Work on a real brand strategy brief to get real-life experience**
- **You will be working in teams to simulate actual agencies or brand teams**
- **Share recommendations with client-brands or agencies**
- **Get noticed by experts and open up career opportunities**

**Learn  
Industry  
standard  
tools like:**

 **Meta**

 **WORDPRESS**

 **vidIQ**

 **Google Analytics**

 **SEMRUSH**

 **ChatGPT**



**See why this course is better than anything else by a mile**



## This Advanced course

- 100% Live Interactive sessions
- Lifetime recordings access
- Multiple Expert Mentors
- 1:1 Support even after the course
- 1:1 Career roadmap guidance
- Access to mentors
- Realtime portfolio building



## Other courses

- Recorded boring lessons
- Limited or no recording access
- Just one teacher throughout
- No support after course
- Crowded Group Q&A webinars
- No Access to mentors
- Theoretical content





# Course fee

LIMITED  
OFFER

Regular fee: ₹60,000

SPECIAL  
OFFER

₹30,000

50%  
OFF

**Apply Now**  
Limited seats





Ready to step into a successful DM career?

# Enrolment Process



**Submit your application**



**Application reviewed by our  
program team**




**Shortlisted candidates receive  
the confirmation**



**Complete the enrollment  
process**



**Onboarding and Course  
kickoff**



There are limited seats in the course. Seat allocation by firstcome-first-serve basis





## FAQs

still got queries?



**Q: I have a job. Will I be able to manage?**

**A: 90% of learners in this course are working professionals and are upskilling along with their jobs. This course does not requires 8-9 hours of weekly commitment (including live classes). You don't have to quit your job to join this course.**

**Q: Can a fresher crack into DM roles?**

**A: Absolutely, there are a lot of companies looking for smart DMs at an entry-level. You can join them and move vertically or laterally.**

**Q: Who will be the faculty in the course?**

**A: You will get trained by multiple industry experts who have been working with top companies and have been helping some of the largest brands, in India and globally, grow. The trainers mentioned are indicative and might change as per the availability and course requirement.**



## FAQs

still got queries?



**Q: What if I have doubts while implementing my I learnings?**

**A: You will get direct access to the mentors and the community through a private group where you can ask questions not just during the course, but also after it. During the course, you will also get weekly calls from team Young Urban Project for 1:1 doubt resolution.**

**Q: Will I get a certification after completing this course?**

**A: Yes, you will get an industry recognized certification from Young Urban Project. And we will assist you with 3rd party certifications like Google & Hubspot.**

**Q: Will I get placement assistance?**

**A: Our course includes 1-on-1 placement assistance because we believe every professional has different goals and challenges. We will help you end-to-end from rebuilding your CV to refining your LinkedIn & Naukri profiles, to helping you prepare for interviews, to sharing relevant job opportunities.**





## FAQs

still got queries?



### Q: Is there an EMI option available?

**A: We do have a no-cost EMI option available for eligible learners. Please contact your Program Manager, or mail us at [hello@youngurbanproject.com](mailto:hello@youngurbanproject.com) for details.**

### Q: Do you offer refunds or cohort transfers?

**A: Due to the nature of our digital products and this being a limited seat based course, we do not offer any refunds or cohort transfers. We advise you to be thorough with the course details before making a purchase decision.**

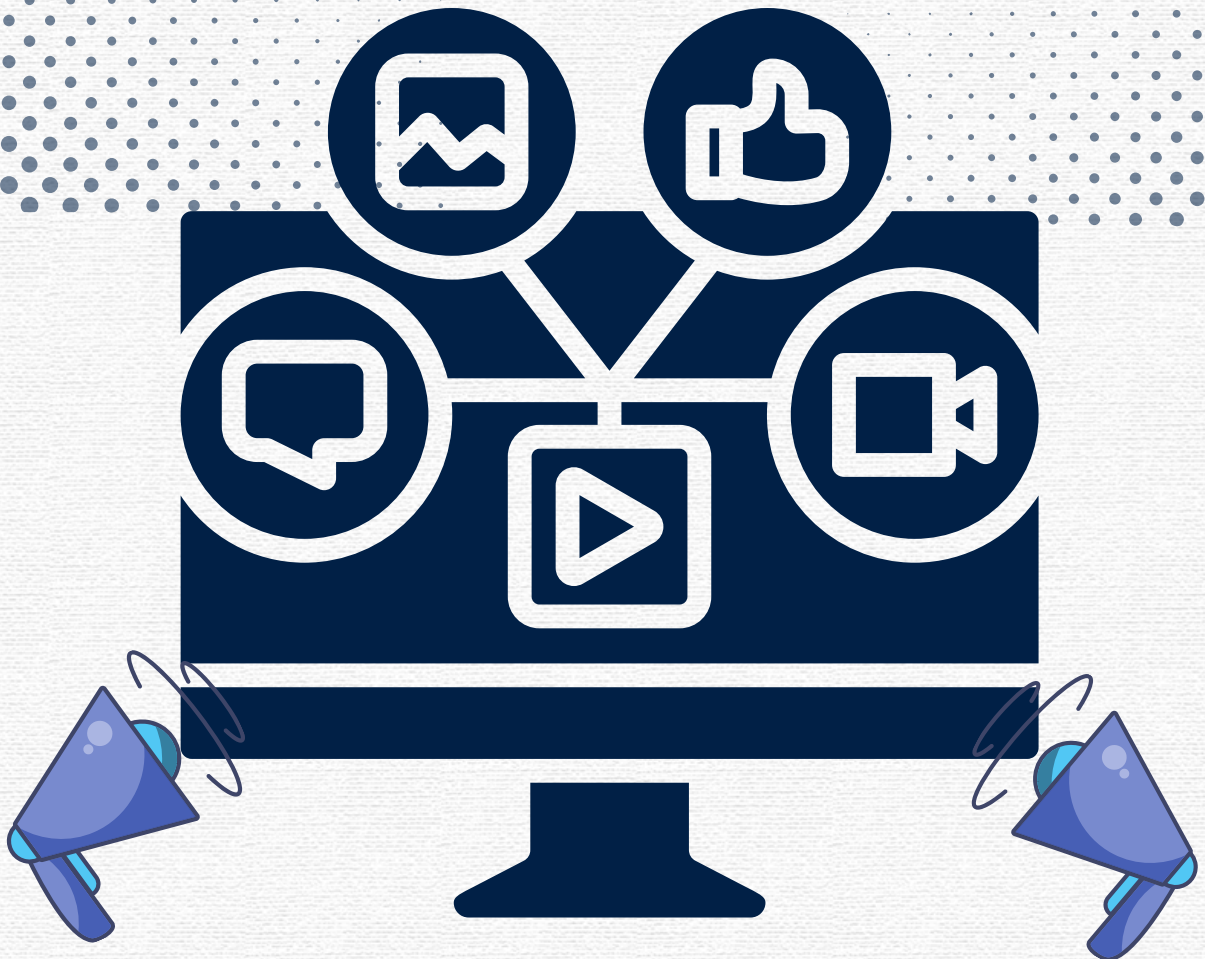
### Q: How can I reach the YUP team?

**A: You can send us a mail on [hello@youngurbanproject.com](mailto:hello@youngurbanproject.com)/ Once you join the course, you will have access to a dedicated program manager for any assistance you need.**



**JOIN NOW**

**and begin your journey to become a  
successful Digital Marketer**



[www.dgracademy.com](http://www.dgracademy.com)



+91-90792 69066



305, Pink City 2 Plaza, 3rd Floor, Joshi Marg, Jhotwara.