

# Master Digital Marketing & Start Your Career

Digital Marketing Courses In Ahmedabad (Online & Offline)

Under The Guidance Of Global Industry Advisory Council Including

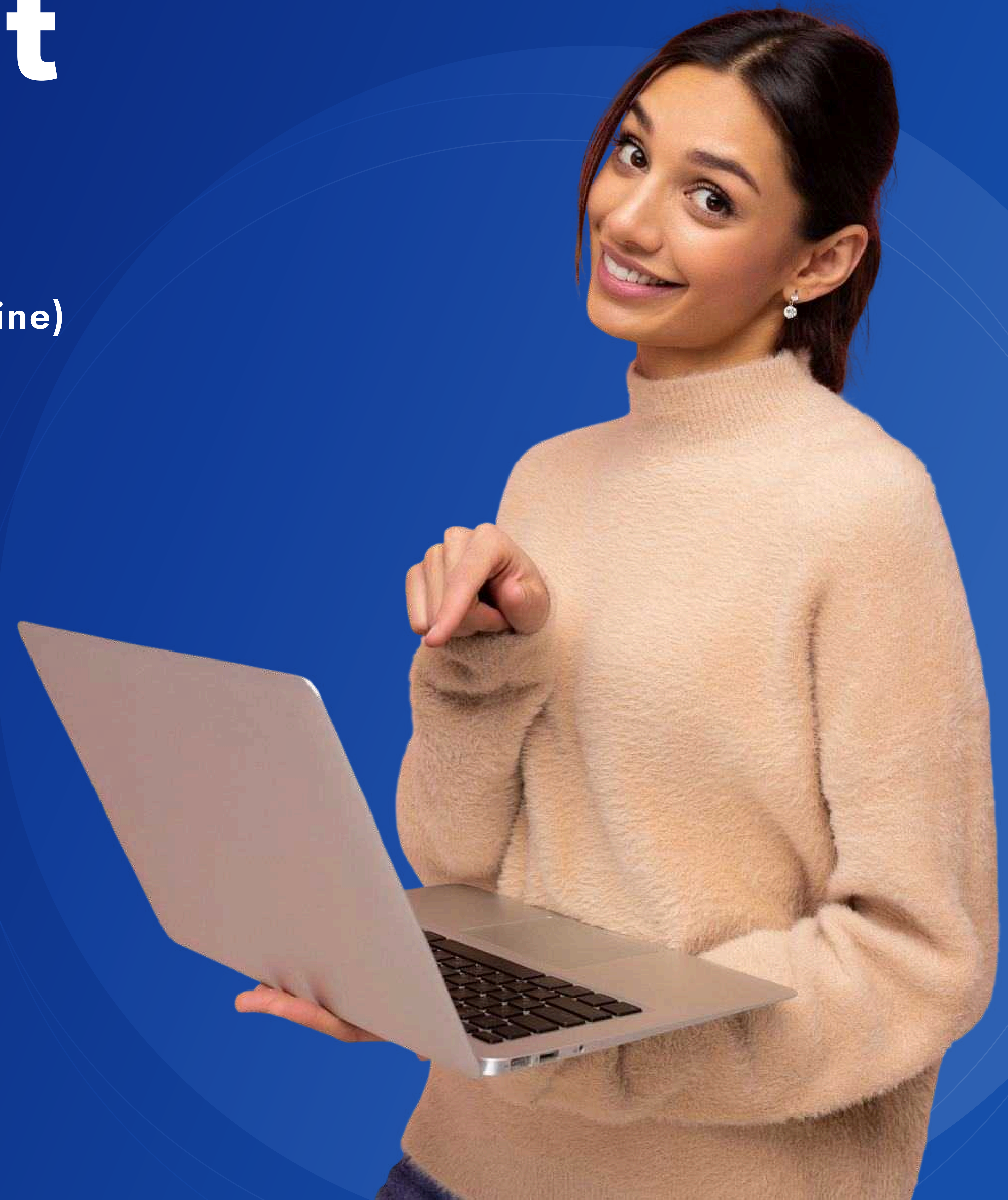


Live Projects

Internship Included

Placement Assistance

AI-Powered Learning



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# The Growing Skill Gap In Today's Job Market

In today's competitive job market, having a degree is no longer enough. Employers are actively seeking candidates with practical, industry-relevant skills. Digital marketing has become a core requirement across industries, yet many professionals lack hands-on expertise.

Without the right skills and certification, it becomes difficult to stand out and secure high-paying opportunities.



86%

of employers globally prefer candidates with Digital Marketing certification

44%

of professionals received a promotion within 12 months of certification

73%

of promoted candidates say certification played a key role in their career growth

# Get Recognised, Get Ahead

## Why Choose Digital Marketing as a Career?

- ✓ Businesses are rapidly shifting towards digital platforms
- ✓ Companies prefer certified professionals over non-certified candidates
- ✓ It helps you stay updated with the latest tools, trends, and strategies
- ✓ Certification proves your commitment to learning and growth

A digital marketing certification not only validates your skills but also increases your credibility in the job market. It shows employers that you have the practical knowledge required to deliver results.

## Key Benefits of Getting Certified

1. Industry Recognition
2. Better Job Opportunities
3. Career Growth & Promotions
4. Practical Knowledge Validation
5. Freelancing & Global Opportunities
6. Competitive Advantage
7. Employer Trust & Credibility
8. Continuous Learning Mindset

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# Designed For Every Aspiring Professional

Digital marketing is one of the most versatile and in-demand career paths today. Whether you are just starting your career, looking to switch industries, or aiming to grow your business, digital marketing offers opportunities for everyone. With the rise of online platforms, every industry now requires skilled professionals who can build brand presence, generate leads, and drive growth.



Students & Fresh Graduates



Freelancers & Creators



Working Professionals



Career Switchers



Entrepreneurs & Business Owners



Marketing & Sales Professionals



# Master In-Demand Digital Skills

- ✓ Gain a strong foundation in digital marketing concepts and strategies
- ✓ Learn how to plan, execute, and optimize real marketing campaigns
- ✓ Master SEO techniques to improve website rankings and visibility
- ✓ Run high-converting Google Ads and paid advertising campaigns
- ✓ Build and manage social media platforms for brand growth
- ✓ Create engaging, SEO-friendly content that drives traffic and leads
- ✓ Understand audience behavior using analytics and data insights
- ✓ Track and measure campaign performance using advanced tools
- ✓ Use AI tools and automation to improve productivity and efficiency
- ✓ Develop skills to generate leads and increase conversions
- ✓ Build real-world project experience and a professional portfolio
- ✓ Learn freelancing strategies and client acquisition techniques

# Advanced Courses To Build Your Expertise

Our curriculum is divided into specialized modules that focus on real-world applications and advanced strategies. Each course is designed to give you deep knowledge and hands-on experience in a specific area of digital marketing.



## Skills That Will Make You A Well-Rounded Digital Marketer

1. Facebook & Instagram Ads Advanced Course
2. SEO, AEO & GEO Advanced Course
3. Google Ads Advanced Course
4. Website Development with WordPress (No-Code Tools)
5. Content Marketing Advanced Course
6. Google Tag Manager (GTM) & Analytics Advanced Course
7. Marketing Automation Advanced Course
8. AI Automation with n8n Course

# 1 Facebook & Instagram Ads Advanced Course

This advanced course is designed to help you master performance-driven advertising on Meta platforms, including Facebook and Instagram. You will learn how to create, manage, and scale campaigns that generate real business results such as leads and sales.

## Topics Covered

- ✓ Meta ads ecosystem & privacy updates
- ✓ Business Manager, pixel & tracking concepts
- ✓ Funnel strategy (cold, warm, hot audiences)
- ✓ Creative strategy (UGC, reels, hooks)
- ✓ Campaign structure (ABO/CBO)
- ✓ Performance metrics (CPL, CPA, MER)
- ✓ Retargeting & lead generation ads
- ✓ Scaling strategies & reporting dashboards



# 2 SEO, AEO & GEO Advanced Course

This advanced course is designed to help you master modern search strategies that go beyond traditional SEO. You will learn how to optimise websites not only for search engines but also for AI-powered answer engines and local search visibility.

## Topics Covered

- ✓ Search trends & AI-driven search
- ✓ Keyword research & topic clusters
- ✓ On-page & technical SEO
- ✓ Local SEO & Google Business Profile
- ✓ Content planning & authority building
- ✓ AI-assisted content workflows
- ✓ Schema & structured data
- ✓ SEO audits & 90-day strategy planning



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# Google Ads Advanced Course

Learn how to create and manage high-performing Google Ads campaigns across Search, Display, and YouTube. This course focuses on building profitable campaigns using automation, smart bidding, and conversion tracking.

## Topics Covered

- ✔ Google Ads ecosystem & automation
- ✔ Search campaign structure
- ✔ Keyword research & negative keywords
- ✔ Responsive ads & copywriting
- ✔ Performance Max & display campaigns
- ✔ YouTube ads fundamentals
- ✔ Conversion tracking & optimisation
- ✔ Reporting & campaign analysis



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# Website Development With WordPress (No-Code Tools)

This course teaches you how to design and develop professional websites using WordPress without coding. You will learn to create user-friendly, responsive, and conversion-focused websites for businesses and marketing campaigns.

## Topics Covered

- ✔ WordPress setup & themes
- ✔ Page builders (Elementor)
- ✔ Website structure & UX planning
- ✔ Landing page design
- ✔ Blog setup & SEO basics
- ✔ Performance & speed optimisation
- ✔ Website security & maintenance
- ✔ Website launch & handover



5

# Content Marketing Advanced Course

This course focuses on creating powerful content strategies that drive brand growth, engagement, and conversions. You will learn how to create content for blogs, social media, email, and video while building long-term brand authority.

## Topics Covered

- ✓ Content marketing fundamentals
- ✓ Audience research & personas
- ✓ Content pillars & funnel mapping
- ✓ Blog writing & copywriting
- ✓ Social media & video content
- ✓ Email marketing content
- ✓ Content distribution strategies
- ✓ Analytics & performance tracking



# 6 GTM & Google Analytics Advanced Course

Gain control over tracking and analytics with Google Tag Manager and Google Analytics. This course teaches you how to track user behavior, measure performance, and make data-driven marketing decisions.

## Topics Covered

- ✔ GTM setup & governance
- ✔ Event tracking & triggers
- ✔ GA4 configuration
- ✔ Form & engagement tracking
- ✔ Data layer basics
- ✔ Debugging & QA process
- ✔ Reporting & dashboards
- ✔ Measurement planning



# 7 Marketing Automation Advanced Course

Learn how to automate marketing workflows to improve efficiency and drive revenue. This course focuses on lifecycle marketing, customer journeys, and multi-channel automation strategies.

## Topics Covered

- ✓ Automation strategy & planning
- ✓ Lead capture & onboarding flows
- ✓ Email & nurture sequences
- ✓ CRM & pipeline automation
- ✓ Multi-channel campaigns
- ✓ Segmentation & lead scoring
- ✓ Deliverability & list management
- ✓ Automation reporting & analytics



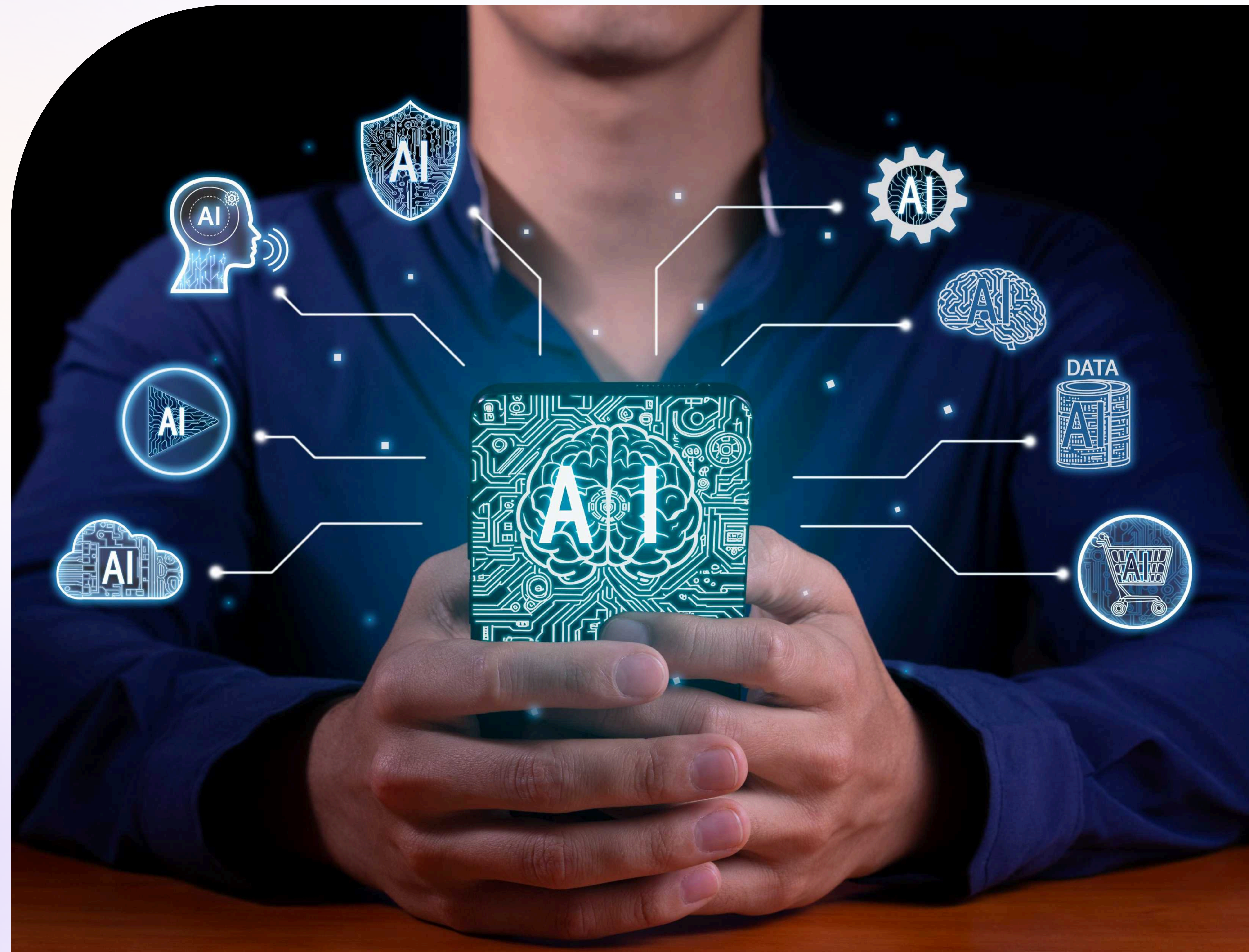
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# AI Automation With n8n Course

This course introduces AI-powered automation using tools like n8n to build efficient workflows for marketing, operations, and business processes. You will learn how to integrate tools, automate tasks, and design scalable systems.

## Topics Covered

- ✓ AI & automation fundamentals
- ✓ n8n workflow building
- ✓ API integrations
- ✓ Data handling & transformations
- ✓ AI tools & prompt usage
- ✓ Lead & content automation
- ✓ Error handling & security
- ✓ Workflow scaling & documentation





# The Course Ends. Your Career Progression Begins

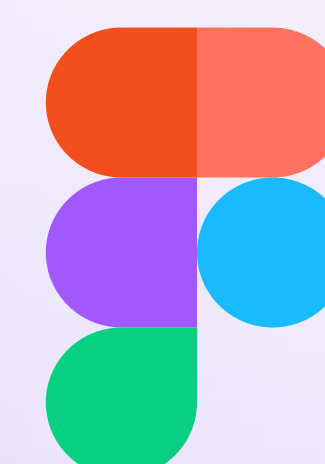
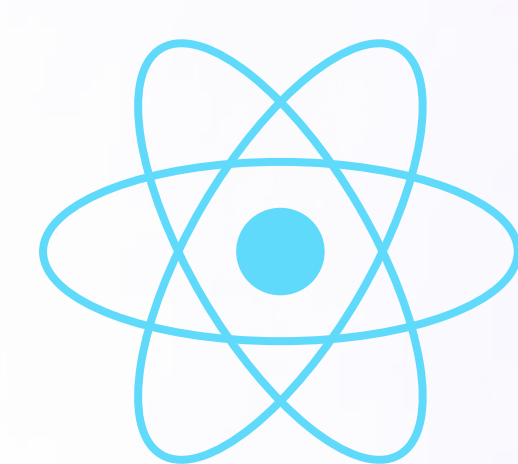
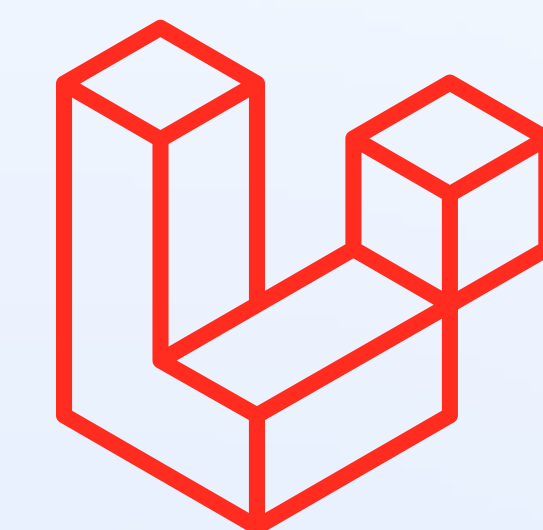
Digital marketing is one of the most versatile and in-demand career paths today. Whether you are just starting your career, looking to switch industries, or aiming to grow your business, digital marketing offers opportunities for everyone.

## Our Support Includes

- ✔ Placement Assistance
- ✔ Resume & Portfolio Building
- ✔ Interview Preparation
- ✔ Career Mentorship
- ✔ Freelancing Guidance

# Industry Tools & Platforms

Gain hands-on experience with the most widely used digital marketing tools and platforms in the industry. From running high-performance ad campaigns to analyzing user behavior and optimizing strategies, you'll learn how to work with real tools that professionals use every day.



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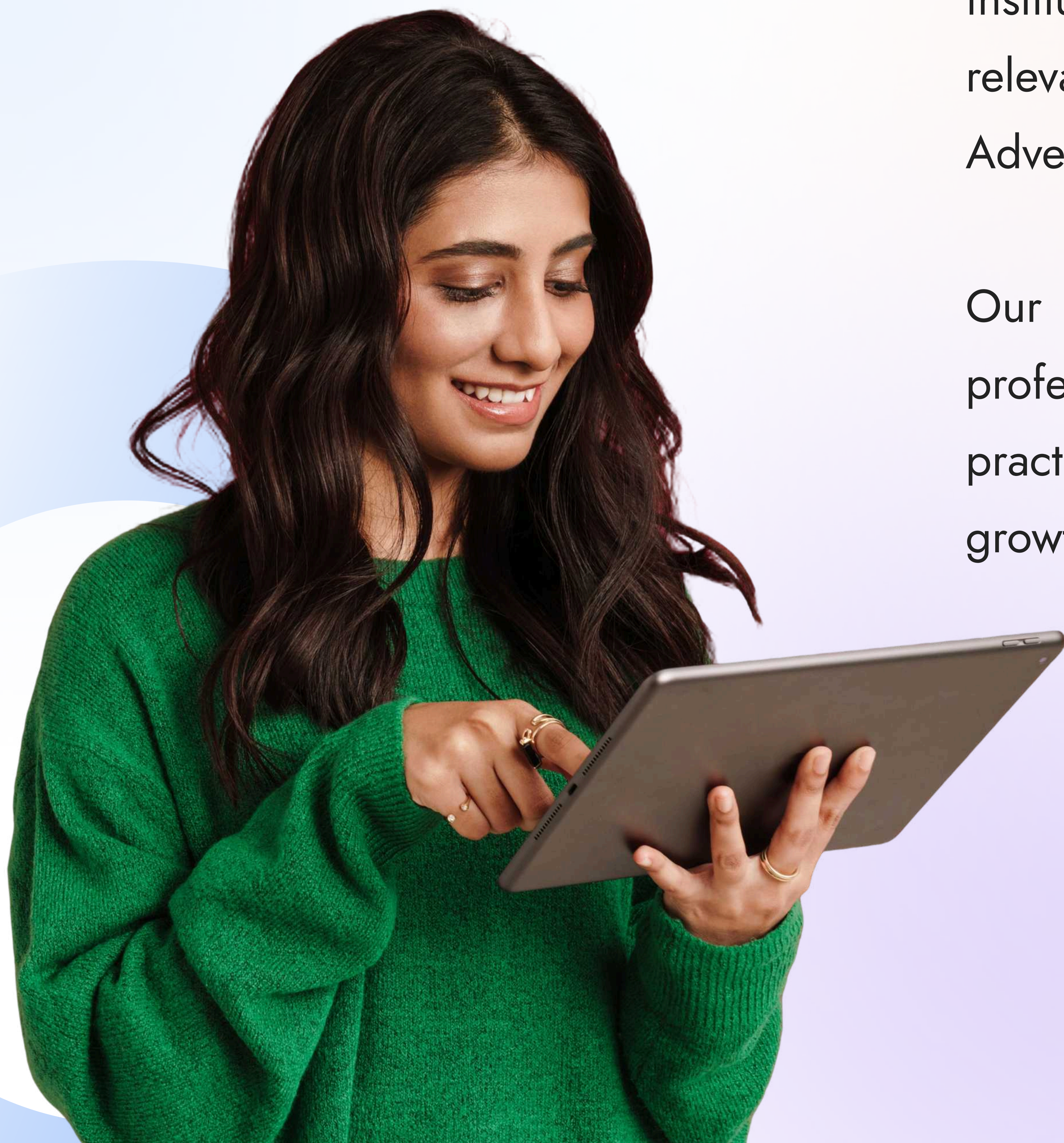
This practical exposure ensures you are job-ready and confident in handling real-world marketing tasks. Learn and apply top digital marketing tools used by professionals to create, manage, and optimize campaigns making you fully prepared for real job roles.

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# Industry-Focused Training Program

Devs In India is a leading digital training institute focused on delivering industry-relevant skills in Digital Marketing, Advertising, and AI-powered tools.

Our mission is to empower students, professionals, and entrepreneurs with practical knowledge that leads to real career growth.



**₹4.5L+**

Average Starting Salary

**7,000+**

Job Opportunities Across India

**100+**

High Demand in Startups & Corporates

# Build Skills That Pay. Get Certified With Devs In India



## Facebook & Instagram Ads Advanced Course

Learn to create high-performing ad campaigns, target the right audience, and generate leads and sales using Meta platforms.

₹12,000

## SEO, AEO & GEO Advanced Course

Learn to create high-performing ad campaigns, target the right audience, and generate leads and sales using Meta platforms.

₹12,000

## Google Ads Advanced Course

Run powerful campaigns across Search, Display, and YouTube to drive traffic and conversions.

₹12,000

## Website Development with WordPress

Build professional websites and landing pages without coding using WordPress and modern tools.

₹12,000

## Content Marketing Advanced Course

Create engaging, SEO-friendly content that attracts and converts audiences.

₹12,000

## Google Analytics Advanced Course

Track user behavior and measure campaign performance with advanced analytics tools.

₹12,000

## Marketing Automation Advanced Course

Automate marketing processes to improve efficiency and customer engagement.

₹12,000

## AI Automation with n8n Course

Learn how to build powerful automation workflows using AI and tools like n8n.

₹12,000

# Choose The Learning Path That Fits Your Career Goals

## Starter Plan

Single Course

Perfect For Focused Skill Development

- ✓ Access to any 1 course of your choice
- ✓ Ideal for beginners or specific skill upgrade
- ✓ Hands-on training + practical learning

PRICE  
₹12,000

## Professional Plan

Any 4 Courses

Best For Multi-Skill Growth

- ✓ Choose any 4 courses from the program
- ✓ Build a strong, versatile digital marketing skillset
- ✓ Includes real-world projects & practical exposure

PRICE  
₹40,000

## Master Plan

All 8 Courses

Complete Career Transformation Package

- ✓ Full access to all 8 advanced courses
- ✓ Become a complete digital marketing expert
- ✓ Includes internship + certification + career support


PRICE  
₹60,000

Most students choose the Master Plan for maximum value and career growth.

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# Ready To Turn Your Skills Into A Career?

Talk to an advisor today.

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 [info@devsinindia.com](mailto:info@devsinindia.com)

[Email an Advisor](#)

